

# nordic game



# 2024

## Twenty years of celebrating the Nordic games industry

**Nordic Game turns 20 this year.** We primarily organise game industry events, serving as a key resource for inspiration, knowledge sharing, networking and deal-making within the Nordic, European and global games industries

First in game development in the 1990s, Nordic Game then turned to working for the industry, such as by designing and running a games industry development program for the Nordic Co-operation. In 2004 we also established an annual industry conference where the Nordic game companies could learn from each other, promote their many talents and discuss how to get even better at creating games.

This year Nordic Game celebrates our twentieth anniversary, together with our world-renowned Nordic games industry, and colleagues and partners from the global game development community. **Join us!**



NG24 Spring on 21-24 May expects over 3,000 attendants (2022: 2,470; 2023: 2,780)



NG24 Helsinki on 18-19 November expects some 800 attendants (2022: 380; 2023: 620)

BUSINESS  
EMOTION  
KNOWLEDGE



## Facts, figures and a few testimonials

**We were first** to document the extraordinary rise of the Nordic games industry. Denmark, Finland, Iceland, Norway and Sweden continue to lead the world in games industry share of their work forces. It's a specialty we have here.

**We've built Europe's leading games industry conference** thanks in large part to the Nordic region's successes, as well as core values of responsible and empathetic entrepreneurship.

**We work hard** to remain the world's largest independent game developer conference, by promoting and supporting game startups and growing studios in the region and across the globe.

**We are the most relevant gathering** each year for those of you looking to connect with the best and brightest game developers in the world.

"I would absolutely recommend anyone to attend Nordic and sponsor events there. It is one of the highest performing trade shows for us in terms of numbers."  
– Aiman Seksembaeva, Xsolla

"Nordic Game gives us the opportunity to meet with a group of developers we don't find many other opportunities to meet with in the US. Scandinavia has an amazing game developer constituency, and we just wouldn't get to meet with these people at our usual US-based events."  
– Andrew Vaughan, Dolby



Nordic Game Awards: Celebrates the best games from Nordic studios each year



Developer Showcase: Game startups and growing studios exhibiting their latest titles

"Nordic Game is my favourite conference in Europe as it has such a great atmosphere, setting and variety of attendees. If you were not there this year, make sure you are there next year!"  
– Bobby Wertheim, SEGA

"Nordic is the yearly 'must-go-to' event in order to keep in touch with every developer in Europe and find out what's happening in this area of the world."  
– Nicolae Berbece, Those Awesome Guys

"Nordic Game sums up the entire attitude to game development in this part of the world; open, friendly and incisive. It's one of the most relaxed places you can go to have meaningful conversations and pickup on cutting edge ideas in games."  
– Rich Metson, Semaeopus



### WHERE TO FIND US

Nordic Game returns this year to historic Slagtuset, across the street from Malmö Central Station and just 25 minutes by train from Copenhagen Airport.

### NORDIC GAME PARTICIPANTS ARE

50% game developers (20% of them in management),  
20% in publishing and investing,  
30% from games industry product and service providers, games industry organisations, the media and students

### THE GAMES THE DEVELOPERS MAKE ARE

50% primarily for PC and secondarily for mobile,  
25% for mobile only and  
15% for consoles only

### NORDIC GAME PARTICIPANTS COME FROM

40% from the Nordic region,  
35% from Europe (led by the UK & Germany),  
10% from North America and  
15% from Asia Pacific, the Middle East, Africa and South America

BUSINESS  
EMOTION  
KNOWLEDGE

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21-24  
MAY  
2024  
MALMÖ



## Our 20-year jubilee, home in Malmö, Sweden

Nordic Game turns 20 this year. Nordic Game celebrates our twentieth anniversary, together with our world-renowned Nordic games industry, and colleagues and partners from the global games community. **Join us!**



BUSINESS MOTION KNOWLEDGE

### TUESDAY, 21 MAY: 12-22 CET

- BUSINESS MEETINGS**  
Working with MeetToMatch since 2013, we expect 1,000+ participants to hold 5,000+ scheduled business meetings.  
**Visibility, messaging & participation**
- EXEC SUMMIT**  
Our Exec Summit gathers 100 industry decision-makers, primarily Nordics. It is invitation-only, but open for qualified applicants.  
**Visibility, messaging & participation**
- GAMES CAPITAL SUMMIT**  
Selected from about 100 applicants, a dozen games companies meet with around 20 (primarily VC) equity investors.  
**Sponsorship sold out**
- GAMES POLICY SUMMIT**  
Premiering this year, and gathering games researchers, educators, industry organisation leaders, policy makers and cluster managers.  
**Visibility, messaging & participation**
- DEVELOPER SHOWCASE PUBLISHER & INVESTOR DAY**  
Developers from the region and across the globe demo over 200 games for select publishers and investors.  
**Visibility, messaging & participation**
- SUMMIT MIXER**  
Closing the day, we bring together participants from all of our summits for snacks and refreshments in a relaxed atmosphere.  
**Visibility, messaging & participation**

### WEDNESDAY, 22 MAY: 10-22 CET

- TALKS PANELS**  
Nordic Game hosts 150+ speakers for talks, panels and workshops, selected and submitted. The main theatre program is live streamed.  
**Visibility, messaging & participation**
- EXPO**  
Space for over 50 booths on the Expo show floor, this year also offering MeetToMatch meeting points and a new Spotlight Stage for all exhibitors.  
**Visibility, messaging & participation**
- BUSINESS MEETINGS**  
Working with MeetToMatch since 2013, we expect 1,000+ participants to hold 5,000+ scheduled business meetings.  
**Visibility, messaging & participation**
- DEVELOPER SHOWCASE**  
Developers from the region and across the globe demo over 200 games, as well as join our Publisher & Investor Day, mentoring, Pitch Stage and more.  
**Visibility, messaging & participation**
- HAPPY HOUR**  
Conference participants network, mingle and relax in the restaurant and other Happy Hour areas at Slagthuset.  
**Sponsorship sold out**

### THURSDAY, 23 MAY: 10-22 CET

- TALKS PANELS**  
Nordic Game hosts 150+ speakers for talks, panels and workshops, selected and submitted. The main theatre program is live streamed.  
**Visibility, messaging & participation**
- EXPO**  
Space for over 50 booths on the Expo show floor, this year also offering MeetToMatch meeting points and a new Spotlight Stage for all exhibitors.  
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**Sponsorship sold out**
- NORDIC GAME AWARDS**  
Live streamed to some 50,000 viewers from the main theatre, the 2024 Nordic Game Awards winners are celebrated with prizes in eight categories.  
**Visibility, messaging & participation**

### FRIDAY, 24 MAY: 10-20 CET

- TALKS PANELS**  
Nordic Game hosts 150+ speakers for talks, panels and workshops, selected and submitted. The main theatre program is live streamed.  
**Visibility, messaging & participation**
- EXPO**  
Space for over 50 booths on the Expo show floor, this year also offering MeetToMatch meeting points and a new Spotlight Stage for all exhibitors.  
**Visibility, messaging & participation**
- BUSINESS MEETINGS**  
Working with MeetToMatch since 2013, we expect 1,000+ participants to hold 5,000+ scheduled business meetings.  
**Visibility, messaging & participation**
- SPECIAL EVENT**  
A new, yet-to-be-revealed addition to the Nordic Game experience to bring our jubilee show to a rousing conclusion  
**Visibility, messaging & participation**

## Our autumn event, for the third time in Helsinki, Finland

Expect an intimate gathering of games executives, investors and publishers, local and regional studios and growing game companies, as well as guests from our partner event **Slush**, the world's largest startup festival, and participants from all sectors of the games industry.

nordic game

18-19  
NOV  
2024  
HELSINKI



### MONDAY, 18 NOVEMBER: 12-22 EET

- BUSINESS MEETINGS**  
Working with MeetToMatch in Helsinki since 2013, we expect 300+ participants to hold 1,000+ scheduled business meetings.  
**Visibility, messaging & participation**
- EXEC SUMMIT**  
Our Executive Summit gathers some 100 industry decision-makers, primarily Nordic. Invitation-only, but open for qualified applicants.  
**Visibility, messaging & participation**

### TUESDAY, 19 NOVEMBER: 12-22 EET

- BUSINESS MEETINGS**  
Working with MeetToMatch in Helsinki since 2013, we expect 300+ participants to hold 1,000+ scheduled business meetings.  
**Visibility, messaging & participation**





## Welcome to Nordic Game

The global games industry has had an impressive **7% compound annual growth** rate since 2004. Nordic Game's annual spring conference recorded **14% CAGR** over the same period.

Nordic Game is where **the world's leading game developers** come to make key connections and gain fresh perspectives, in an open and inclusive atmosphere.

Here you will find links to photos and videos from our past events, our current exhibitor and sponsor packages and prices, as well as media resources and relevant contacts.

We're ready to help you get the most from your Nordic Game experience, so don't delay...

**Reach out to us today!**



**Managing Director Erik Robertsson**, a serial entrepreneur and game developer, founded Nordic Game in 2004, also the Swedish and European trade organisations.



**Sales and Marketing Director Tom Felices**, seasoned in marketing and sales, as well as arts and business events, joined in 2005.



**Production Director Jacob Riis**, a former games reviewer, journalist and international magazine editor, joined in 2006.

### PAST PERFORMANCE

For photos from previous Nordic Game conferences, visit Flickr [here](#).

Watch a brief video about the Nordic Game experience [on Vimeo](#).

Read about the highlights of last May's Nordic Game conference, NG23 Spring, [here](#).

View recordings from past Nordic Game programs in our conference website program archive and on Vimeo [here](#).

### COMMUNICATION CHANNELS

We do the bulk our own outreach, so we can effectively adapt to include your important communication:

- Newsletter (14K+ subscribers)
- Discord
- Facebook
- Instagram
- LinkedIn
- Youtube

### VISIBILITY, MESSAGING & PARTICIPATION

We can cater to your need for ROI-driving connections and communication.

Expo booths range from 4m2 to custom pavilions. Private meeting rooms have 4-50 seat capacity, in conference table, lecture, lounge or bar format.

Opportunities to contribute sponsored content, host special events and more are also available.

Learn about our full range of products and pricing by contacting us [here](#).

## WHAT TO DO NOW

[Click here to register for Nordic Game](#)

[Click here for questions on participation, group pricing and discounted passes](#)

[Click here for sponsor and exhibition enquiries](#)

[Click here for press enquiries](#)

**Welcome once again to Nordic Game!**



Nordic Game Resources AB  
Box 4402, SE 20315 Malmö, Sweden

VAT ID: SE556384533701

D-U-N-S no.: 356536631

Company established 1990

BUSINESS MOTION KNOWLEDGE