

## **GAMES CONVENTION ONLINE**

Leipzig, 14<sup>th</sup> April 2011

### **GAMES CONVENTION ONLINE will not take place in 2011**

#### **Leipziger Trade Fair will still be available as a partner of the industry nonetheless**

The GAMES CONVENTION ONLINE 2011 will not take place. The trade congress with accompanying exhibition was planned for 7<sup>th</sup> and 8<sup>th</sup> July. The majority of the branch indicated that they did not want to take part in the business and networking platform for browser, client and mobile games this year; thus, it was no longer possible to realise the event in an economically reasonable way.

However, Heike Fischer, Director of Press of the Leipzig Trade Fair, explained that the know-how and the service network was still available for realising events in line with the market. Fischer continued to say that the prerequisite for this were efficient concepts with high utility: "When the industry searches for new formats or locations for effective events of the games industry, we will be able to react quickly to this and activate our tried and true structure".

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