MIDDLE EAST GAMES CON

SUPPORTED BY Abu Dhabi

2020 EDITION - LEVEL 4

29-31.10.2020
ABU DHABI ADNEC
WWW.ME-GAMESCON.COM
The Middle East’s premier gaming celebration is now on its fourth consecutive year, sealing its position as the region’s most trusted & consistently delivered gaming experience of its kind.

Informa Markets ethos is to work directly & officially with the worlds leading gaming, tech & lifestyle brands. Utilizing our large consumer databases to maximise your brand influence to an inspired audience of affluent Arab gaming consumers.
4 YEARS OF GROWTH

2017

Key Outcome

- 12,233 Visitors
- 90 Exhibitors
- 77% Arab Audience
- 16% Female Visitors
- 6 International Gaming Celebs

2018

Key Outcome

- 15,306 Visitors
- 115 Exhibitors
- 80% Arab Audience
- 28% Female Visitors
- 8 International Gaming Celebs
- Awarded Best Consumer Event In MENA Region

2019

Key Outcome

- 17,199 Visitors
- 134 Exhibitors
- 82% Arab Audience
- 31% Female Visitors
- 8 International Gaming Celebs
- Launch Of MENA’s First B2B Esports Conference

2020

Outlook

- 20,000+ Visitors
- 150+ Exhibitors
- 85% Arab Audience
- 35% Female Visitors
- 10+ International Gaming Celebs
- New Conferences Agendas

Awards:
- 2017: Awarded Best Consumer Event In MENA Region
- 2018: 8 International Gaming Celebs
- 2019: Launch Of MENA’s First B2B Esports Conference
- 2020: New Conferences Agendas
WHO ATTENDS MIDDLE EAST GAMES CON?

- **Gender Distribution:**
  - 31% Female
  - 69% Male

- **Age Breakdown:**
  - Under 20: 58%
  - 20-35: 30%
  - Over 35: 12%

- **Average Age:** 22 years old on average

- **Audience Composition:**
  - 82% Arab Audience
  - 18% Other

- **Conference Visitors:**
  - 45 VVIP Visitors
  - 400+ VIP Visitors

- **Social Followers:**
  - 9.8K Instagram
  - 5.3K YouTube
  - 75K Facebook

- **Average Spending Power Per Person:** $180 USD

- **Audience Demographics:**
  - 88% Audience Are Millennials

- **Conference Visitors:**
  - 140+ Conference Visitors
WHO IS MIDDLE EAST GAMES CON FOR?

- Game Publishers
- Peripheral Gaming Brands
- Hardware Brands
- Mobile Gaming
- Virtual Reality
- Lifestyle Brands
- Consumer Tech Brands
- Service Providers
- Social Media Brands
- eSports Organizers
- Educational Institutes
- Cloud Gaming Providers
WHO EXHIBITS AT GAMES CON?

Many of the leading global gaming, tech & lifestyle brands have used Middle East Games Con as a launchpad into the Middle East market, with excellent results.

Alienware
CD Projekt Red
Battlegrounds
PlayStation
OMEN
Ubisoft
Square Enix
Logitech
Legion
2K
Predator
Tencent
Bethesda
SteelSeries
Dxracer
Bandai Namco
Activision
Nintendo
Funko
Red Bull
Geekway Distribution
Jumbo
KOCCA
Dell Gaming
Vive
Asus
Sades
PLG
Playtonia
Abertay University
Acer
Virgin Megastores
Planet Coffee
Rakbank
EXHIBITOR FEEDBACK

“Still the best organized show in the region 3 years running!”

“A great platform to reach our target audience and showcase our brand in an engaging way. Informa was a trusted advisor and great support along the way”.

UBISOFT  
LEGION
As part of our strategy to support the growth of the gaming industry in the MENA region, Informa Markets launched the GCC region’s very first esports conference, with pioneering topics related specifically to the MENA region, opening up a new dialogue with the stakeholders and delegates from the region.

The conference aimed to educate the regional market and understand opportunities in a rapidly growing sector, whilst creating new networking opportunities.

Over two days the event heard from 11 international leading esports experts & local esports facilitators through panels, fireside chats & interactive workshops.

With thanks to our partners:
MENA IS A FAST GROWING GAMING MARKET

SEGMENT REVENUE FORECASTS

Middle East & Africa

Population: 1,755M (23% of Global)
Online Population: 658M (16% of Global)
Gamers: 196M (14% of Global)
Paying Gamers: 165M (14% of Global)
Game Revenues: $4.8Bn (3% of Global)

2019 TOTAL $4.8Bn
CONSOLE $972M (20%)
TABLET $516M (11%)
BROWSER PC $1.24M (20%)
DOWNLOAD/BOXED PC $1.058M (+9.8% YoY)
SMARTPHONE $2.241M (+13.1% YoY)

MIDDLE EAST & AFRICA IS A HUGELY DIVERSE REGION

The region contains some of the highest and lowest average spending countries in the world

- TURKEY $44 per year
- SAUDI ARABIA $68 per year
- UAE $115 per year
- NIGERIA $5 per year
- SOUTH AFRICA $27 per year
- KENYA $7 per year

GULF COUNTRIES

- UAE: 1.234M
- E-EU: 147M
- NAM: 200M
- APAC: 207M
- LATAM: 234M
- MEA: 331M

2.3Bn

PREFERED SEGMENT: CONSOLE
FAVOURITE GENRES: SHOOTER, SPORTS
FAVOURITE GAMES: FORTNITE, FIFA, OVERWATCH, ROCKET LEAGUE

Statistics kindly provided to Informa Markets by our friends at Newzoo - Please get in touch for full MENA Market report
MARKETING

Over our six month marketing campaign in 2019, the digital conversation in the Middle East region around the event generated:

254.7M Impressions
8,453 Brand Mentions
412,332 Website Views
EXHIBITOR OPTIONS 2020

SHELL STAND
Shell scheme stands are a great option for SME business or first-time exhibitors. The stands come pre-built and include a power socket, lighting fixtures, fascia and carpet. Exhibitors can be creative by printing on to the back walls & adding unique furniture.

SPACE ONLY
The floor is yours! Our space only option allows you to work with a contractor of your choice, to create your very-own unique stand, that will be fully customized for your brand activation requirements. This option allows you to have the wow factor on the show floor.

TURNKEY SOLUTION
We pride ourselves on being able to deliver full turnkey stands at Games Con. This starts with consulting on what your objectives are, we can then offer you packages for space, stand design, activation & marketing solutions, all in one packaged price, delivered to you on the show floor.
“Having delivered on its promise to be an industry-standard gaming event, and with increased official participation from international leading gaming publishers & pro gaming hardware brands for three years, Middle East Games Con has confirmed its authority as the leading gaming event for the Middle East region. A stepping stone for international brands looking to explore this fast-growing gaming market.

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