

PRESS RELEASE

Digital Transformation Live: gamescom congress Brings the Experts of the Digital World to Cologne

Globally recognised experts from business and society are coming to Cologne for gamescom congress 2025 to showcase the potential of games in all areas of life +++ Celia Hodent, David Helgason and Jukka Laakso, Y-Lan Boureau confirmed as speakers +++ This year's congress will focus on the themes of immersion, responsibility, and well-being.

Innovative technologies, inspiring debates, and international perspectives: On Thursday, August 21st, gamescom congress 2025 invites you to the Confex Conference and Exhibition Center in Cologne – once again turning the cathedral city into the go-to destination for anyone interested in the cross-industry potential of games. With over 150 speakers and numerous attendees from the worlds of society, culture, education, business, and politics, the event is set to reaffirm its status as the world's leading conference on the role of games in a digitalised world. The full gamescom congress 2025 program will be announced in early August. The following is an initial extract from the speaker program:

Celia Hodent (Game-UX-Strategy)

Games inspire billions of people around the world, but meaningful collaboration also requires support. This calls for a shared commitment. That's why Celia Hodent, a leading user experience expert and psychologist, is advocating for ethical guidelines in the games industry. Her focus is on fostering ethical collaboration between players and developers – an approach aimed at strengthening the industry for the long term.

David Helgason (Co-Founder Cleanplay & Unity Technologies)

David Helgason shows how the energy used by gamers worldwide can become a driver for protecting the environment. As a member of the founding team of CleanPlay, a platform that directly links gaming activity with the demand for renewable energy, Helgason makes it clear that games can become the infrastructure of the future far beyond entertainment. The aim is to bring gamers, studios and platforms together as a driving force for the energy transition.

Jukka Laakso (CEO Soihitu DTx)

How can video games help treat severe depression when conventional therapies fail? Jukka Laakso presents how games can specifically address neurocognitive impairments – such as concentration and memory problems – that persist in depression even after symptoms have improved. After more than 15 years in the games industry, Jukka Laakso has dedicated the last five years to the development of games "beyond entertainment" for therapeutic use.

Y-Lan Boureau (Founder & CEO ThrivePal)

When technology makes life more and more comfortable, how can games promote real well-being? Y-Lan Boureau addresses this question because there is often a gap between short-term fun and long-term well-being. After 18 years of research in

neuroscience and AI, Y-Lan Boureau aims to use ThrivePal, an app for personal development and self-improvement, to strengthen social cohesion with the help of science-based tools.

Speaker diversity from all areas

The varied line-up will be complemented by numerous other speakers from very different fields. Together, they will shed light on key topics such as the next level of immersive technologies to promote the community and the potential of games for well-being, research, education and enlightenment. With their individual perspectives and diverse focal points, they will provide exciting insights into the current developments and future fields of the games industry.

Further highlights from the program

The audience can expect an even wider range of speakers at gamescom congress 2025. **Eric Vezzoli (Razer)** will speak on high-resolution haptics and how they enhance immersion in gaming. **Fadl Speck and Tabea Böker** from the **Kreuzberger Initiative gegen Antisemitismus e.V.** will explore how games can serve as spaces for tolerance, education, and social dialogue. **Daniel Goldberg (BASF SE)** will address the opportunities and challenges at the intersection of e-learning and gaming in immersive learning environments. Finally, **Prof. Johanna Pirker (TU Munich)** will highlight how games can make science more accessible and actively engage players in research processes.

On August 21st, gamescom congress 2025 offers a unique platform for inspiration, dialogue, and shaping the digital society of tomorrow with its variety of speakers, topics and perspectives – curated by Curatomic.

Information on participation:

Tickets for gamescom congress 2025 are already on sale. A ticket costs €109, discounted* tickets are available for €39. Selected program highlights and independent online sessions can also be followed digitally via livestream. Due to the high demand, early booking is recommended in order to be able to attend on site. Accreditation for gamescom includes admission to the gamescom congress. All information and tickets at: <https://www.gamescom.global/en/tickets/buy-tickets>

* For pupils, students, apprentices, pensioners, senior citizens aged 65 and over, severely disabled persons, voluntary social service providers (FSJ/FÖJ) on presentation of the relevant proof.

About gamescom congress

gamescom congress is the world's leading conference on the potential of computer games in a digitalized world and offers interfaces far beyond the digital and media industry. International speakers present their topics in lectures, seminars and panel discussions. The gamescom congress takes place annually as part of gamescom in Cologne and is organized by Koelnmesse GmbH and game, the association of the German games industry. The gamescom congress is sponsored by the state of North Rhine-Westphalia. <https://congress.gamescom.global/en/>

Press contact gamescom congress:

Marilyn Salamov
fischerAppelt relations GmbH
Phone: + 49 (0)170 3675572
Mail: gamescom-congress@fischerappelt.de

Press contact gamescom:

Simon Krenkel
Public & Media Relations Manager
Phone: + 49 221 8213836
Mobile + 49 (0)176 12562720
Mail: s.krenkel@koelnmesse.de

Further information:

<https://congress.gamescom.global/en/>

Accreditation for press at:

<https://www.gamescom.global/en/info/press-and-creator/participation-for-media-representatives>

Follow us on [LinkedIn](#)

Note to the editors:

Photo material from gamescom congress can be found in our image database at:
<https://congress.gamescom.global/en/press/press-photos/>

Press releases can be found at:

<https://congress.gamescom.global/en/press/press-releases/>

Please send us a voucher copy for reprints.