

Executive Vice-President Virkkunen attends gamescom in Cologne to underline the value of the video games industry

Executive Vice-President for Tech Sovereignty, Security and Democracy, Henna Virkkunen, was present at gamescom, the world's biggest gaming event.



Executive Vice-President **Virkkunen** will take part in the opening ceremony of the event, alongside German Vice-Chancellor and Federal Minister of Finance Lars Klingbeil, Federal Research Minister Dorothee Bär and Hendrik Wüst, Minister President of North Rhine-Westphalia. She will also have the opportunity to present EU actions in the sector, including financial support for video game professionals via the [Creative Europe](https://digital-strategy.ec.europa.eu/en/policies/creative-europe-media) (<https://digital-strategy.ec.europa.eu/en/policies/creative-europe-media>) and [InvestEU](https://investeu.europa.eu/investeu-programme_en) programmes (https://investeu.europa.eu/investeu-programme_en), and the [new AgoraEU proposal](https://commission.europa.eu/publications/agoraeu_en) (https://commission.europa.eu/publications/agoraeu_en), as well as the EU's commitment to consumer and minor protection. Moreover, the Executive Vice-President will meet industry representatives and discuss EU support to digital infrastructures that enable innovation in the sector.

Executive-Vice President **Virkkunen** said:

“Europe is at the forefront of the gaming sector. Some internationally popular video games were made in Europe, and the European industry's innovative

potential continues to infuse the broader economy with ever-newer technological applications. It's an honour to join Gamescom in Cologne to celebrate our gaming industry.”

[Gamescom \(https://www.gamescom.global/en\)](https://www.gamescom.global/en) takes place annually in Cologne. It celebrates the innovative and creative value of video games, showcasing international and European talents and outlining the opportunities the sector brings to Europe's competitiveness and the digital economy. The European Commission has been hosting European companies on a dedicated [Creative Europe MEDIA stand \(https://media-umbrella-stands.eu/markets/gamescom\)](https://media-umbrella-stands.eu/markets/gamescom) since 2023.

Source URL:

<https://digital-strategy.ec.europa.eu/news/executive-vice-president-virkkunen-attends-gamescom-cologne-underline-value-video-games-industry>

© European Union, 2026 - [Shaping Europe's digital future \(https://digital-strategy.ec.europa.eu/en\)](https://digital-strategy.ec.europa.eu/en) - PDF generated on 11/09/2026

Reuse of this document is allowed, provided appropriate credit is given and any changes are indicated (Creative Commons Attribution 4.0 International license).
For any use or reproduction of elements that are not owned by the EU, permission may need to be sought directly from the respective right holders.

Source URL:

<https://digital-strategy.ec.europa.eu/news/executive-vice-president-virkkunen-attends-gamescom-cologne-underline-value-video-games-industry>