



## Press Release

### INDIGO brings game professionals from around the world together again in Rotterdam this June

*The Benelux Games Promotional Initiative (BGPI) announces that, together with partners the Dutch Games Association (DGA), the Flanders Audiovisual Fund (VAF), and the City of Rotterdam, it will once again organize the largest event for game developers in the Benelux.*

**Rotterdam, The Netherlands — January 29, 2026 — INDIGO, the Benelux's leading B2B games event, will once again bring together game professionals from around the world on June 2 and 3, 2026, at World Trade Center (WTC) Rotterdam.**

On June 2 and 3, game studios from across the Benelux will showcase their projects to an international audience of developers, investors, publishers, and media. The program features inspiring talks by industry experts — from local teams to leading international studios. INDIGO will also present the INDIGO Award for the best game at the event, and there will be plenty of opportunities for professional networking.

Bertine van Hövell, board member of the Dutch Games Association (DGA), explains why hosting an event on home turf matters:

*“We create fantastic games in the Benelux and they deserve their moment in the spotlights. Indigo brings our game makers and international partners and experts together, and offers our creators a unique opportunity to share knowledge and experiences. Through this, Indigo assists our beautiful industry with reaching a higher level, year after year.”*

## A successful relaunch in 2025

Last year, INDIGO made a strong comeback after BGPI took over the organization from Dutch Game Garden (DGG) and chose Rotterdam as its new home. While the familiar format remained, the ambitions were raised: the event expanded to two full days and put a stronger focus on international positioning. The approach paid off. INDIGO 2025 sold out completely and attracted an unprecedented number of international attendees, resulting in a record number of business meetings.

Organizer Geoffrey van den Ouden, Chair of the Benelux Games Promotional Initiative (BGPI), describes it as ambition with balance:

*“INDIGO is a rare gem: we set the bar high with international guests and top-tier talks, while keeping things convivial, personal, and open. Studios big and small end up in casual conversations together, because they are just sitting at the same lunch table. That mix is what gives INDIGO its atmosphere, and we notice that is also very appealing to our international guests.”*

## Collaboration is the power of INDIGO

In the new management agreements signed at the beginning of this year, the Flemish Government not only reaffirmed its confidence in the VAF as a key pillar of Flanders’ independent audiovisual, audio, and games sector — it also emphasized closer collaboration within the Benelux, with the Netherlands as an important partner for further growth ambitions.

Youri Loedts, Head of VAF/Game Fund, welcomes this stronger collaboration:

*“Working together — across teams and across regions — helps all of us move forward, and INDIGO is the perfect place to make that happen. ”*

## Rotterdam: INDIGO’s home base

Rotterdam’s success in the game industry hasn’t gone unnoticed. On January 19, the game *News Tower*, by Rotterdam-based developer *Sparrow Night*, won a *New York Game Award* for “Best Hidden Gem,” and game studio *Total Mayhem Games* now ranks among the Top 50 Rotterdam SMEs.

*“Rotterdam’s creative sector is recognized worldwide, and we’re very proud of that as a city. INDIGO’s arrival in Rotterdam fits perfectly with our city’s profile — a city where creativity and business come together.”* Robert Simons, Alderman for the Economy, City of Rotterdam

## The 2026 edition

INDIGO 2026 is the leading international game business event in the Benelux, bringing together game developers, publishers, investors, and industry professionals for networking, showcases, and inspiring talks.

Expect a curated showcase of 30+ new games (including its own awards ceremony) and multiple talk tracks featuring speakers from the Benelux and beyond. In addition, INDIGO's collaboration with the MeetToMatch platform enables attendees to connect and set up international business meetings.

Speakers and the full program will be announced in the coming months.

**INDIGO 2026 takes place on June 2 and 3 at WTC Rotterdam.** Tickets and sponsorship opportunities are available now via **[indigoshowcase.nl](https://indigoshowcase.nl)**.

## About INDIGO

INDIGO is the premier business event for the Benelux game industry, connecting game developers, publishers, investors and industry professionals through networking, showcases and expert talks. Organized by the Benelux Games Promotional Initiative (BGPI), INDIGO provides a key platform for business opportunities, international collaboration and industry growth. Since 2025, INDIGO has taken place in Rotterdam and expanded into a two-day event. The 2026 edition will be held on June 2 and 3 at World Trade Center Rotterdam.

## About the Dutch Games Association

The Dutch Games Association represents the Dutch games industry. Founded in 2008, it is the official trade association for game makers in the Netherlands. The Dutch games industry includes many different types of organizations. Our membership consists primarily of creators: most are game studios, indie developers, or makers of game assets (such as writers, audio studios, animators, and freelancers). We consider this the “core industry” — the businesses that actually make games.

We are also proud to represent a wide range of organizations from the broader games ecosystem — from educational institutions to researchers and general service providers. While they may not technically fall under the “core industry,” these ecosystem organizations are crucial to a healthy industry. Strong collaboration between the industry and its ecosystem is an essential ingredient for a successful future.

## About the Flanders Audiovisual Fund (VAF)

The Flanders Audiovisual Fund (VAF) supports Flanders’ independent professional audiovisual and games sector. VAF fulfills multiple roles. As a policy instrument of the Flemish Community, our core task is to support the full cultural and economic value chain — from idea to experience.

VAF also actively helps maintain and shape a thriving sector and serves as a committed ambassador of the Flemish audiovisual and games sector at home and abroad.

VAF’s mission is to stimulate and support independent creation of audiovisual works and games in Flanders through an integrated approach.

## About the Benelux Games Promotional Initiative

The Benelux Games Promotional Initiative (BGPI) was founded in 2025 with the goal of promoting the Benelux games industry internationally. The foundation was initially established to organize INDIGO, but has since broadened its scope to strengthen collaboration and connection across the region. By organizing initiatives and activities that bring Benelux partners together, BGPI aims to increase the visibility of the region's talent and creativity within an internationally operating industry.

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