



PRESSEKIT 2023



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ABOUT THE FESTIVAL

The ZURICH POP CON & Game Show is the largest pop culture festival in autumn and will take place on 30 September and 1 October 2023 at Messe Zürich. Visitors can expect a concentrated load of pop culture.

European, American, and Asian pop culture – that's what the ZURICH POP CON & Game Show brings together in one festival. The program also includes gaming, cosplay, anime and K-pop.

Fantastic personalities and stars

A highlight amongst many are the attendances of well-known content creators, streamers and stars. This year, for example, the organizers welcome the German and English voice actors of Clive Rosfield, the main character in the new Final Fantasy XVI Game. Also visiting are the two Youtubers Domtendo and iBlali.

That's behind bubble tea and "kawaii"

Asian pop culture is more than bubble tea, anime and kawaii. At the ZURICH POP CON & Game Show, visitors dive deeper into Asian culture, experience tea ceremonies, learn origami and taste authentic Asian street food.

The ZURICH POP CON & Game Show is a meeting place for a wide variety of communities. In 2022, the festival attracted over 34,000 visitors.

FACTS & FIGURES



30 September &
1 October 2023



Messe Zürich
7 halls



30'000 m²



400 exhibitors
(2022)



> 34'000
visitors
(2022)



since 2017

TOPICS A-Z

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ASIAN POP CULTURE

Anime, manga, K-Pop, Japanese and Korean pop culture await visitors at the ZURICH POP CON & Game Show. In various workshops, they can dive deeper into Asian culture and discover Asian art, music, street food and sports.

[To the Asian Pop Culture](#)

VR, GAMES & ESPORTS

In the Gaming Zone, gaming and hardware manufacturers present current games and hardware. Not to be missed are eSports teams and well-known streamers. They show their skills in small tournaments. Visitors can exchange ideas with them and the manufacturers and get tips from the professionals.

[To the Gaming Zone](#)





COSPLAY SHOWS & CONTESTS

A highlight are the daily cosplay contests for beginners and professionals on the big stage. In addition, cosplay catwalks take place, where everyone can present their costumes. The meeting point for national and international cosplayers is the Cosplay Village, where visitors can see the cosplays up close.

There is no costume obligation for the visitors, most come in everyday clothes.

[To the Cosplay Village](#)

STARS, CREATORS & ACTORS

Visitors will experience stars from films and series as well as voice actors and german speaking content creators up close on stage or at the autograph and photo sessions. This year, for example, the German and English voice actors of Clive Rosfield, the main character in the new Final Fantasy XVI Game, have already been confirmed. Also visiting are the two Youtubers Domtendo and iBlali. Further star guests for this year will be announced on our website on an ongoing basis.

[To the Star Guests 2023](#)



ART: COMIC, URBAN & TATTOO

Internationally successful comic, urban art and tattoo artists are represented at the ZURICH POP CON & Game Show.

This year, Disney artist Ulrich Schröder and numerous other talented artists will be on site.

[To the Artist Alley](#)

[To the Urban Art](#)

[To the Tattoo-Bereich](#)



STREET FOOD

In the street food area, various stands serve Asian specialties such as Karaage, Kakigori, Sushi, Ramen, Bubble Tea or Takoyaki. With a large selection, including vegetarian and vegan options, no stomach remains growling!





PARTNERS

Media partners:



Charity partners:



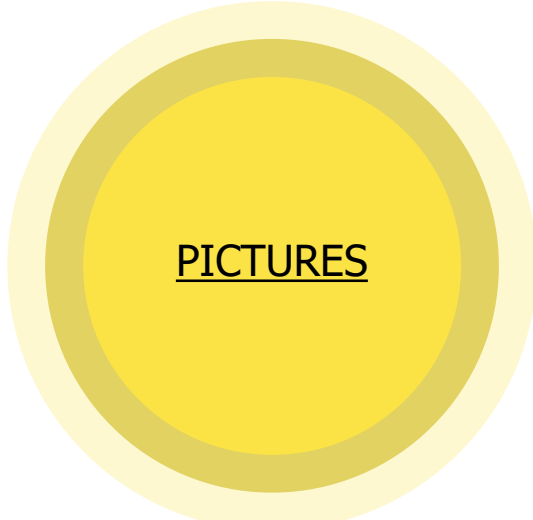
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LINKS

- [Tickets](#)
- [FAQ](#)



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