



PRESSKIT 2024



ZURICH POP CON & Game Show | Amazing Event AG
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ABOUT THE FESTIVAL

The **ZÜRICH POP CON & Game Show** is the largest Swiss pop culture and gaming festival in autumn and takes place on **October 5 and 6, 2024** in Zurich. Visitors can expect a large variety of pop culture highlights.

European, American and Asian pop culture – that’s what **ZÜRICH POP CON & Game Show** brings together in one festival. The program includes gaming, cosplay, anime and K-Pop, among other exciting themes.

Heroes, content creators and stars

One of the many highlights are the appearances of well-known youtubers, streamers and stars. Once again, this year the festival will be joined by a large number of creative minds, actors and voice actors from popular films, series and games.

What is behind bubble tea and “kawaii”

Asian pop culture is more than bubble tea, anime and “kawaii”. At the **ZÜRICH POP CON & Game Show**, visitors can immerse themselves deeper into Asian culture, experience martial arts and calligraphy, learn about origami or taste authentic Asian street food.

ZÜRICH POP CON & Game Show is a meeting place for communities and occupies all seven halls of Messe Zürich. In 2023, the festival attracted over 38’000 visitors.

TOPICS A-Z

Actors
Anime
Artist Alley
Asian Martial Arts
Exhibitions
Board Games
Comics
Communities
Content Creators
Cosplay
Cosplay Contest
eSports
Fandoms
Photos & Autographs
Furries
Games & Game Design
Gaming Hall
Japan Corner
Just Dance Stage
K-Pop
Literature
Manga
Merchandise
Nintendo
Otaku
Prop Making
Sports & Action Zone
Stars
Street Food
Tattoo Art
Urban Art
VR
Workshops
Wrestling

FACTS & FIGURES



October 5 & 6, 2024



Messe Zürich
7 halls



30’000 m²



450 exhibitors



more than 38’000 visitors



since 2017

ASIAN POP CULTURE

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

ABOUT ASIAN POP CULTURE



VR, GAMES & ESPORTS

In the Gaming Zone, gaming and hardware manufacturers present the latest titles and products. Not to be missed are the esports teams, who show off their skills in spontaneous tournaments and social media stars who can be found in stage panels and personal meet & greets. Visitors and fans can get in touch with them and get tips from the pros.

TO THE GAMING ZONE

COSPLAY SHOWS & CONTESTS

The cosplay contests for beginners and professionals on the big stage are a must-see. There will also be cosplay catwalks where everyone can present their costumes. The meeting point for national and international cosplayers is the Cosplay Village, where visitors can see detailed cosplays up close. Visitors are not required to wear costumes, you are also welcome in your everyday clothes.

TO THE COSPLAY VILLAGE



STARS, CREATORS & ACTORS

Experience stars from the world of film and TV series as well as voice actors and German-speaking content creators up close and personal in stage shows or at autograph and photo sessions. The star guests of this year's festival will be announced on our website on an ongoing basis.

TO THE STAR GUESTS 2023

ART: COMIC, URBAN & TATTOO

The ZURICH POP CON & Game Show features internationally renowned comic, urban art and tattoo artists. Also, numerous creative minds are exhibiting in the huge Artist Alley. This year, Disney illustrator Ulrich Schröder will be among them, as well as countless other talented artists.

- TO THE ARTIST ALLEY
- TO URBAN ART
- TO THE TATTOO AREA



STREETFOOD

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 one will leave with an empty stomach!



PARTNERSHIPS

Media partnerships:



Charity partners:



CONTACT

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LINKS:

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IMAGE MATERIAL

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