

The world of eSports comes to Bordeaux for the ESWC

On July 1 and 2, Bordeaux Events will be hosting the ESWC, an international gathering for the eSport community held at the Bordeaux Congress Centre. Over 8,000 people are expected to attend the event, a sign of the growing momentum of the video game sector in the Bordeaux metropolitan area.

Created in 2003, the eSport World Convention is a major international convention organized by the Webedia group. The ESWC, an iconic event in the world of electronic sports, is based on the organisation of video game tournaments which bring the best players in the world together with fans through competitions designed to be genuinely entertaining shows.



Bordeaux Events, a partner for innovative competitions

The 12,000m² of Bordeaux Congress Centre will be fitted out to provide the best possible conditions for the 8,000 players and fans expected to attend the convention.

The enthusiasm surrounding the ESWC echoes that of the Bordeaux Geek Festival which drew nearly 28,000 people to the Bordeaux Exhibition Centre in May and also featured an eSport competition as part of its programme.

The Bordeaux Events team has extensive experience in hosting innovative competitions attracting thousands of spectators, such as the national final of the Olympiades des Métiers (Professional Olympiads) which was attended by 70,000 people or the Three-Cushion Billiards World Championships in late 2016, which brought together 46 players from 24 countries and over 2,000 visitors.

Bordeaux, an attractive destination for the video game sector

With the presence of talented professionals as well as key players in the video game sector such as Asobo studio and Ubisoft, the third largest publisher of video games worldwide which recently announced that it would be coming to the area, Bordeaux is a leading destination for event organizers in this sector. The city's attractiveness is also buoyed by the potential of the Nouvelle Aquitaine region, which is home to a number of players in the creative industries, as well as prestigious academic institutions such as the ENJIMIN (National School of Games and Interactive Media).

About Bordeaux Events

Bordeaux Events is the brand of the Congrès et Expositions de Bordeaux (CEB) dedicated to hosting corporate and general public events. Founded in 2015, its goal is to act as a genuine driving force for business tourism and corporate events in the Bordeaux metropolitan area. The Bordeaux Events team is directed by Karine Santamaria and has around twenty employees who provide their expertise to major accounts, institutions, associations, learned societies, as well as regional, national and international companies. For more information visit: www.bordeaux-events.com