



DMCC Gaming Centre Grows 30% as DMCC and Serbian Games Association Sign Strategic Partnership at Gamescom 2026 to Expand Europe-Middle East Gaming Corridor

- ***DMCC Gaming Centre reaches 165 member companies after adding nearly 40 over the past 12 months, representing annual growth of 30%***
- ***DMCC and Serbian Games Association sign strategic partnership at Gamescom 2026 to deepen commercial links between gaming ecosystems in Dubai and Serbia***
- ***Agreement covers market entry, business connectivity, knowledge exchange and joint industry initiatives***

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DMCC, the leading international business district that drives the flow of global trade through Dubai, has announced 30% annual growth in its Gaming Centre, taking its membership to 165 companies, as it signed a strategic partnership with the Serbian Games Association (SGA) to deepen links between the gaming industries of Dubai and Serbia.

The agreement was signed in Cologne during Gamescom 2026, where DMCC is participating as part of the Dubai Pavilion alongside the Dubai Films and Games Commission, in parallel with its Made For Trade Live roadshow. The partnership will establish a framework for closer commercial and ecosystem cooperation, supporting gaming companies seeking to expand between Europe and the Middle East and into wider international markets.

Under the agreement, DMCC and SGA will explore soft-landing support for companies entering Dubai and Serbia, connect businesses across both ecosystems, share market intelligence and industry expertise, and develop joint events, webinars and other industry initiatives. The organisations will also provide reciprocal access to co-working facilities and explore further opportunities to support international expansion.

The partnership comes as DMCC accelerates the development of its gaming ecosystem. The DMCC Gaming Centre has added nearly 40 companies over the past 12 months to reach 165 members, representing growth of 30%. It sits within DMCC's wider technology community of more than 4,000 companies spanning gaming, artificial intelligence, crypto, Web3 and cybersecurity.

Belal Jassoma, Director of Ecosystems, DMCC, said: *"The 30% growth of the DMCC Gaming Centre over the past year reflects the strong demand we are seeing from gaming companies looking to build and scale internationally. Our focus is on translating that momentum into greater access to markets, investment and commercial partnerships. Serbia has developed a strong gaming industry with internationally competitive talent and studios, and our agreement with the Serbian Games Association creates a practical route for companies in both markets to connect, grow and access new opportunities through Dubai."*

Mihajlo Jovanović-Džaril, Director, Serbian Games Association, said: *"Serbia has developed a vibrant and internationally recognised games industry built on exceptional talent, creativity and technical expertise. Our partnership with DMCC creates an important bridge between our ecosystem and Dubai, opening new opportunities for Serbian gaming companies to access international markets, establish valuable partnerships and accelerate their global growth. We look forward to working closely with DMCC to support our members and strengthen collaboration between our two ecosystems."*



The agreement builds on DMCC's strategy to develop specialised ecosystems around high-growth industries and connect them to international markets. Its business district is home to nearly 27,000 companies, with technology representing its largest and fastest-growing sector.

The DMCC Gaming Centre provides a dedicated platform for developers, publishers, esports companies and other gaming businesses, connecting members to industry partners, investors, talent and international markets. As part of DMCC's wider technology ecosystem, members also operate alongside companies across AI, crypto, Web3 and cybersecurity, supporting greater collaboration across increasingly convergent areas of the digital economy.

About DMCC

Headquartered in Dubai, DMCC is the world's most interconnected Free Zone, and the leading trade and enterprise hub for commodities. Whether developing vibrant neighbourhoods with world-class property like Jumeirah Lakes Towers and the much-anticipated Uptown Dubai, or delivering high performance business services, DMCC provides everything its dynamic community needs to live, work and thrive. Made for Trade, DMCC is proud to sustain and grow Dubai's position as the place to be for global trade today and long into the future.

www.dmcc.ae