

Esports BAR Becomes Esports Conex: The World's Greatest Esports Business Gathering

Inaugural Conference & Exhibition To Take Place in Paris, 23-24 May 2023



Paris, 11 October 2022 - RX France (formerly Reed MIDEM) today announces it is rebranding Esports BAR, the international esports business arena, to **Esports Conex** and the 10th edition of the event series, to be hosted in Paris, 23-24 May 2023.

Esports Conex will take place in the prestigious **Maison de la Mutualité** venue on the famed Rive Gauche in the heart of the French capital. The conference and exhibition will be delivered by a dedicated team at RX Global, a leader in professional entertainment industry events whose international portfolio includes MIPCOM CANNES and MIPTV and ReedPop, the veteran event production company behind PAX, Comic Con, EGX and E3.

The Esports Conex Enhanced Experience

Esports Conex will kick-off with a pre-opening day designed uniquely for brands, agency partners and esports influencers. This will be followed by two days of highly-curated 1-to-1 meetings and a host of innovative, tailored networking opportunities, running alongside a new exhibition zone, and a cutting-edge conference programme.

Esports Conex in Numbers

The Paris conference, meeting and exhibition space is projected to:

- Welcome **600+ Participants**
- Host **2500 Meetings**
- Represent **45+ Countries**
- Attract **215+ Companies**
- Gather **50+ Brands**

Paris: A New, Dynamic Location

The new Paris location has been chosen for its accessibility for global attendees, essential to the international DNA of the offering, and its dynamism as a hub of entrepreneurial activity. The importance of the esports sector to the city has been recognised at the highest level. French President Emmanuel Macron believes that the Paris 2024 Olympics and Paralympics can serve as "an historic opportunity" for the country to host major esports events. Having been host to the 2019 League of Worlds final, Paris has already planted itself firmly on the esports map.

Esports Conex Director, Maria Perez Bellière, says, "We're so excited to be launching Esports Conex and can't wait to welcome the esports and gaming community to Paris. Our mission is, and always will be, to help our clients to build business encounters in a unique environment. Participants can expect a productive business agenda and to come away with a host of new contacts."

Programme and speaker details for Esports Conex will be announced over the coming months.

Registration for the debut edition of Esports Conex opens in November.

Check out the website for all the latest news at www.esports-conex.com

Editors Notes

About RX - RX is in the business of building businesses for individuals, communities and organisations. We elevate the power of face-to-face events by combining data and digital products to help customers learn about markets, source products and complete transactions at over 400 events in 22 countries across 43 industry sectors. RX France manages a portfolio of world-class, French and international face-to-face, virtual and hybrid events covering 15 industry sectors including MIPIM, MAPIC, Batimat, Pollutec, EquipHotel, SITL, IFTM Top Resa, MIPCOM, MIPTV, Paris Photo, Maison&Objet*... and many more. RX France's events take place in France, China, Italy, Mexico and the United States.

RX is passionate about making a positive impact on society and is fully committed to creating an inclusive work environment for all our people. RX is part of RELX, a global provider of information-based analytics and decision tools for professional and business customers. www.rxglobal.com