

SiGMA and MGS bring synergy to Asian gaming industry

Strategic Partnership embraces the challenge as an opportunity for further growth

SiGMA Group and Macau Gaming Show (MGS) have announced a new strategic partnership. This joining of forces will foster a stronger presence amongst gaming communities in both Manila and Macau, whilst also strengthening ties to a growing network of thought leaders and experts in land-based gaming.

The 2020 pandemic has undoubtedly been a catalyst which has spurred land-based gaming companies and IRs on to diversify their offering and allay risks by incorporating online gaming and emerging tech into their remit, making the launch a well timed initiative.



As a result this will be SiGMA's most diverse speaker lineup yet. Through this new strong partnership with MGS, we're now fully prepared to welcome speakers from land-based gaming as well.

For SiGMA Group, this strategic partnership should strengthen the two existing partnerships already in place – that of ICE Asia as well as AIBC Summit with SiGMA. In contrast, this partnership will help establish MGS as a must-attend event specifically among gaming communities in South East Asia as well as Europe, two regions where SiGMA Group has a solid reach.

The SiGMA Manila event, which has been rescheduled to the 27-28th May 2021 at the SMX Convention Centre, will cater to the land-based and online gaming sectors, bringing suppliers, operators, affiliates, regulators and Blockchain business together. The Macau Gaming Show (17-19 November 2020) will

play an imperative role in attracting the land-based executives over to the Philippines for the SiGMA Manila show in May 2021 and beyond. There is a solid business proposition to be made right across South East Asia, so there is little doubt that the land-based community will be eager to attend this event.



With a population of 4.5 Billion, Asia remains at the forefront in terms of GGR potential for the gaming industry – both land-based and online. The events will give attendees new insights into regulatory conditions in Asian markets, payment processing methods and the integration of emerging technologies such as Blockchain.

In the words of Eman Pulis, founder and CEO of SiGMA Group, “Macau Gaming Show is a leading show in Macau, the undisputed heavyweight mecca for land-based gaming. Since Manila is becoming a leading destination in South East Asia with its Integrated Resorts, and since the show in Macau is six months away from ours in Manila, we felt that we could indeed work together and support each other in more ways than one. I am thrilled to be collaborating with the organisers behind MGS and have no doubt that their reach in Macau and our reach in Philippines and Europe will strengthen each other’s proposition”

He went on to elaborate, “We had no choice but to reschedule the 2020 SiGMA Manila launch to May 2021. Luckily this has given us an extra 11 months to curate a great show. This strategic partnership could only be made possible thanks to the time we gained. So I’m positive that there’s a lot of good that will come out of this unprecedented situation for both parties.”

“The opportunities for growth in Asia are increasing exponentially year-on-year, and the time is right to cement

new and existing relationships between the gambling industries in both East and West,” MGS chairman Jay Chun said.

“It is unprecedented for two such established events to collaborate in this fashion in Asia, so these calendar events will be a must attend in Asia moving forward – May for SiGMA Manila and November for Macau Gaming Show.”

Save the dates:

Macau Gaming Show is taking place on November 17-19, 2020 – „www.mgsentertainmentshow.com“: <http://www.mgsentertainmentshow.com>

SiGMA Manila is taking place on May 27-28, 2021 – „www.sigma.ph“: <http://www.sigma.ph>.