

# Matsui and AGI target London

Matsui Gaming has announced that it will be using ICE 2003 to showcase a full range of live table gaming equipment, following the unprecedented success enjoyed by the Tokyo-based company at the 2002 show.

Matsui secured a major order to fit out a new casino in Madagascar following its first ever appearance at ICE 2002. The company's Shigeki Machida explained, „This was the first time that Matsui had received such a massive order from Africa and it was a direct result of exhibiting at what was our first time at London's ICE show. The order comprised 20 tables, as well as all of the chips, layouts and our new style wheels which were shown at ICE.“

The business generated at ICE has also prompted an expansion of the Matsui Gaming operation, as the company's European sales manager Steve Williams explained, „Because of the orders that are now coming in from Europe since exhibiting in London, we have set up a dedicated UK office in order to provide an immediate response to customer requirements.“

ICE's reputation as the principal business event for the casino industry has been corroborated by Jens Halle of Novomatic-Austrian Gaming Industries (AGI), who confirmed, „All of our customers will go to London, whereas only some travel to the Las Vegas show. There's no doubt that London is the more important event for us . we write the most orders there.“

Matsui Gaming and AGI are two of 150 exhibiting companies from 27 nations who will be in attendance at ICE 2003, which takes place at London's Earls Court Exhibition Centre on 21, 22 and 23 January. Net booth space will be in excess of 7,300 square metres (78,548 sq.ft.), a record high for the event which was launched 14 years ago.