

Hugely successful Macao Gaming Show looks to the future with ambition and confidence



Jay Chun,
Chairman, Macau
Gaming Equipment
Manufacturers
Association
(MGEMA)

Macao – 01 December 2014: The 2nd edition of the Macao Gaming Show, (MGS) which attracted an international audience of C-Level gaming professionals to the Venetian Macao on 18–20 November, has been declared a major success with all Key Performance Indicators (KPI) utilised by the organisers showing a positive year-on-year trend. The attendance figure jumped from 8,634 in 2013 to 11,987, an increase of 39%, the number of exhibiting companies rose 30% to 146, and the number of exhibiting countries represented at MGS jumped from 11 to 20.

MGS opened in style with an address by Jay Chun, Chairman of

Macau Gaming Equipment Manufacturers Association (MGEMA), the organiser of the show. The opening ceremony was attended by international gaming community and members of the world's media. Besides MGEMA, officiating guests from show co-organisers, supporting organisations, and diamond sponsors graced the opening ceremony, including Gaming Inspection and Coordination Bureau (DICJ), Macao Trade and Investment Promotion Institute (IPIM), Macao Foundation, Macau Government Tourist Office (MGT0), General Association of Administrators and Promoters for Macau Gaming Industry, Associao de Mediadores de Jogos e Entretenimento de Macau, Macau Jockey Club, Macau Slot, Macau (Yat Yuen) Canidrome Company, and representatives from all six gaming concessionaires of Macao.

Jay Chun believes that the success of MGS has sent out a clear message to the international gaming community. He stated: „Gaming professionals from throughout the world as well as from the domestic industry here in Macao took the opportunity to visit our exhibitors, to network with industry colleagues, and to listen to the key note speakers we assembled as part of the co-located Macao Gaming Summit which debated key topics impacting gaming in Asia. The show floor went beyond just gaming. We have a broader exhibitor base showcasing top gaming and non-gaming products and services, even luxury cars, including one worth HKD30 million.“

„Our international guests who came to Macao have witnessed the tremendously exciting projects that are taking place here. They saw at first hand the economic development of the city which has been made possible through the support of the government. I am delighted that MGS has been able to play a part in assisting international gaming delegates to understand the dynamics of the city and the uniquely progressive vision

of our government.”

He continued: „Our survey showed that over 96% of attendees are likely to return to MGS in 2015 and that 94% would recommend MGS to work colleagues or industry peers. Based on these findings and other show statistics, it is clear that MGS has built on the momentum generated following its launch in 2013 when many similar events struggle in their second year. We are now busy preparing for year three and putting an ambitious but deliverable strategy in place to take Asia’s number 1 gaming exhibition to the next level.”

„On a personal note I am very grateful for the hard work of our organising team, for the contributions made by the MGS supporting organisations, to our Diamond Sponsors comprising: Galaxy Entertainment Group, Melco Crown Entertainment, MGM, Sands China Ltd, SJM and Wynn Macau as well as the international media for their fantastic coverage and support. MGS is the only show that is truly representative of the Asian gaming industry and I look forward to continuing the success story at the Venetian on 17–19 November 2015.”