



# AAA 2019

## Asia Amusement & Attractions Expo

MAY 9TH-11TH, 2019

CHINA IMPORT & EXPORT FAIR  
COMPLEX | GUANGZHOU  
WWW.AAAEXPOS.COM



### ANOTHER RECORD BREAKING EDITION FOR AAA!

Spanning over **120,000 Sq.m** in **12 Exhibition Halls**, AAA 2019, as one of the largest and most comprehensive games, amusement, and attractions trade shows in the world, saw the biggest success in its 15 years. Coming from **11 Countries and Regions**, our **Overseas Exhibitors Grew by 35%**, breaking all records set in previous editions!

## POST-SHOW REPORT

### EXAMPLE OF OUR FEATURE EXHIBITORS

#### Partial International Exhibitors



- Sacoa Debit Card System (Argentina)
- Straight Drive Technology (India)
- Semnox (India)
- Homepin Limited (Hong Kong)
- Wibit Sports (Germany)
- ZONE LASER TAG & HOLOGATE (Germany)
- TÜV SÜD (Germany)
- OKE Inc (Korea)
- F2 SYSTEM INC (Korea)
- Las-vegas Co., Ltd. (Russia)
- WORLD PLUSH INC (USA)
- Delta Strike (New Zealand)
- Concept 1900 Entertainment (France)
- Dragonautics Pte Ltd (Singapore)
- Embed (Australia)

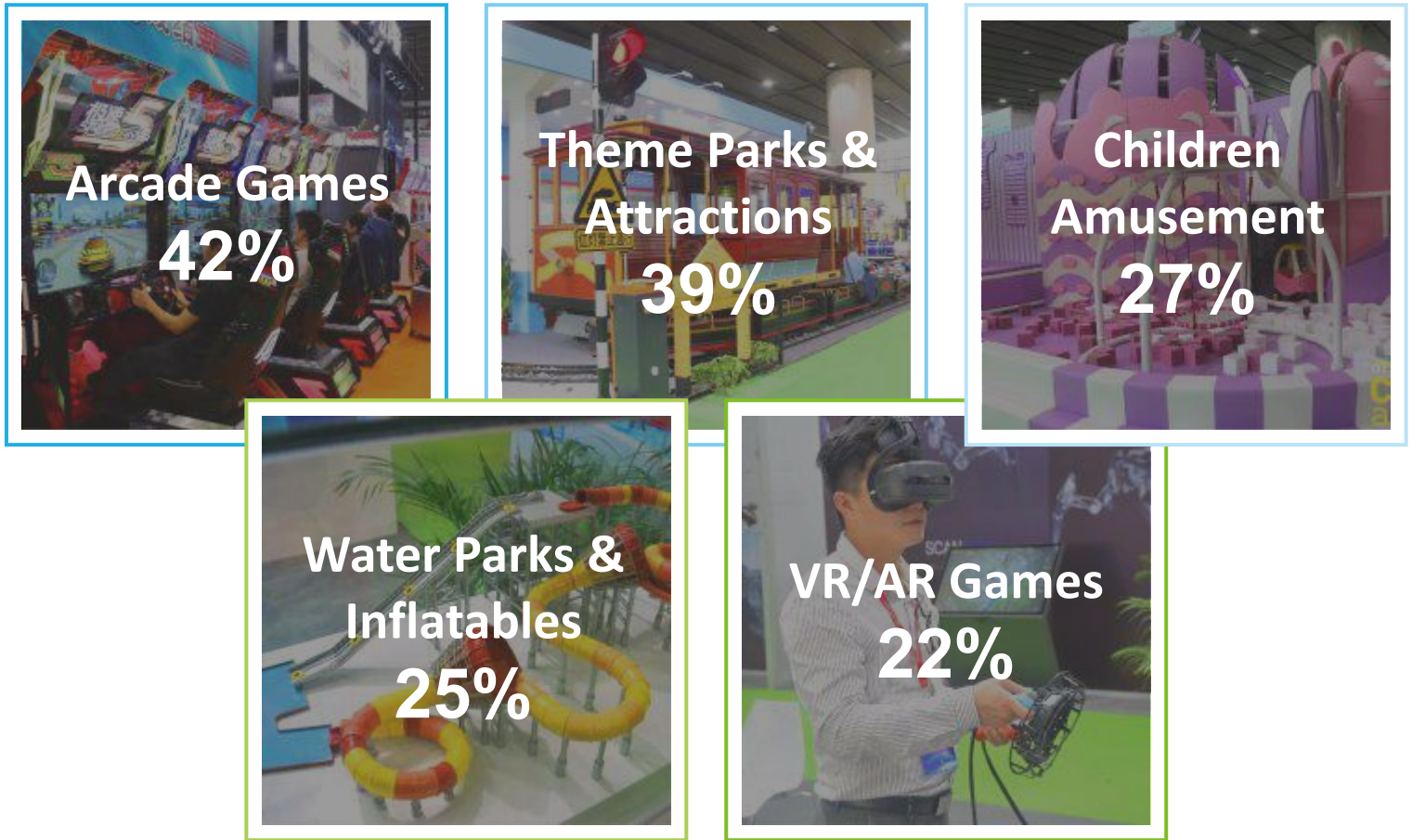
#### Partial Chinese Exhibitors



- Golden Horse
- UNIS
- WAHLAP
- Elephant Sculpture
- ARCCER
- G-LOOK
- Shiruan
- ACE Amusement
- Guang Yang
- Dinfone
- Sealy
- Huatai
- TONGLI
- MECPOWER
- Golden Dragon
- Dalang

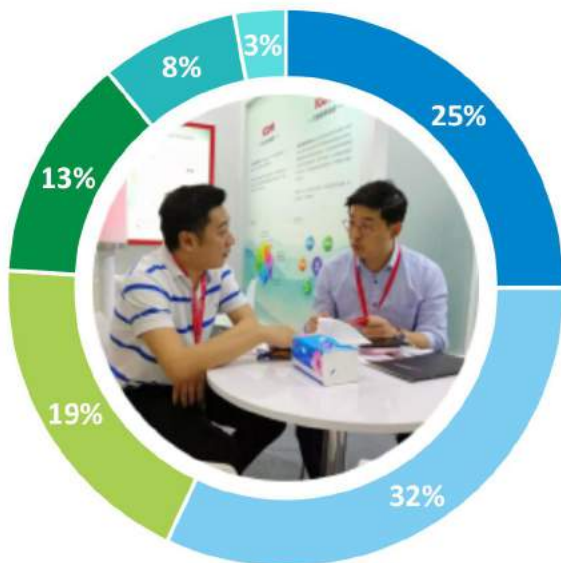
# KEY FACTS & FIGURES

## ► Exhibitors Breakdown by Sector



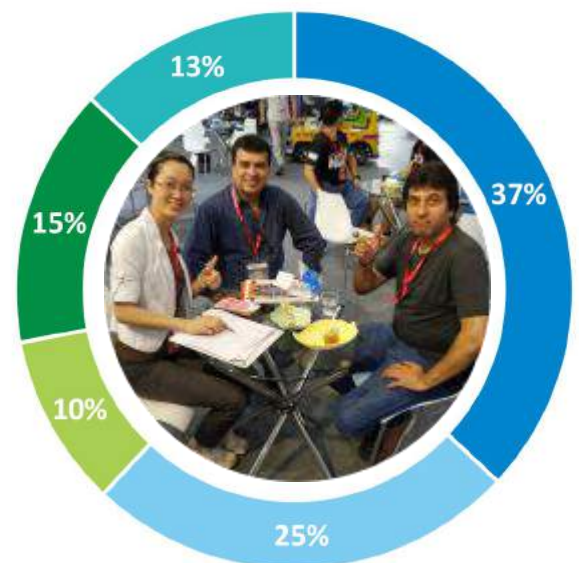
## ► Buyers Breakdown by Origin

### Chinese Buyers Analysis



- East China
- North China
- Southwest China
- South China
- Central China
- Northwest China

### Overseas Buyers Analysis



- Asia
- Africa
- Europe
- Oceania
- America

# A FRUITFUL SHOW FOR BOTH EXHIBITORS & BUYERS!

**96%** exhibitors gained promising leads; **94%** buyers found their products of interest.

## Partial Exhibitor Testimonials:



Deposit got on the first day of the exhibition! We got 12 orders at the exhibition site.

**Vibhuti Entertainment**



We have invited over 50 of our member enterprises to exhibit with us at AAA 2019, and our booth occupied over 1000 sq.m in Hall 5.1. Over 800 pieces of equipment were sold in 3 days, totaling more than 10 million yuan! Orders were coming from major cities nationwide, including Chongqing, Taizhou, Tianjin, as well as from overseas, such as India, Bangladesh, Guatemala, and etc. We expect follow-up business of another 10 million yuan soon after the show!



We got twenty million orders from AAA 2019 until May 21th, 2019 and the orders are increasing.

**Zhengzhou Prodigy**



An Indonesian client ordered 10 arcade ticket eaters on site!

**Max Games Manufacturing**



More about 12 countries buyers ordered their products with us! A great harvest! We have participated AAA for more about ten years and will continue to support as always!

**Dacheng Animation**



**China Children's Industry Exhibition  
Trading Base**

## Partial Buyer Testimonials:



We found this time enough new things. We ordered a lot (6-7 40ft containers).

**Frans Gigengack, Director Gack  
Spiel-und Freizeitgeraete GmbH  
(the Netherlands)**



**Partial International Buyer Group**



Great Show! Best I have seen!

**Bhavin, Owner of Bhavin  
Entertainment (India)**



I love it (AAA 2019)! Every time it comes out with lovely new things!

**Susan Myat, CEO at UNLAND Indoor  
Playground (Myanmar)**



Thanks for inviting us to the fair. Really impressive and lots of ideas.

**Francois Zanini, Director at  
SHOWZ Agency (Hong Kong)**



Well organized! It was a nice experience. We ordered a lot of machines we want from several exhibitors.

**COSTAGAMES (Spain)**

# IP LICENSING COMING INTO THE FOREGROUND!

Running an amusement park or an attraction in China is no longer as easy as it was a decade ago. Chinese consumers' improving taste requires operators to step up their games, and today, many operators are on the hunt for IP acquisition.

In response to this new trend, AAA 2019 set up a related Pavilion and held an IP-themed Forum, making IP Licensing a keyword this year.

## IP Licensing Pavilion

- ▶ **Hall 8.1, Area A**
- ▶ **3000+ Sq.m**
- ▶ **47 Exhibitors**
- ▶ **327 Brands and Properties**, including:  
Shimajiro, The Octonauts, Pleasant Goat and Big Big Wolf, Kiddets, Homer and Landau, Filly Funtasia, GG Bond, ChocoTeddy, REDPEA, Baco, Rainbow Chicks, MR.BOX, TongDaoDaShu, ZOMBIES CAT, Happy.S, MEI LIN AND AISHA, DUDUDUCK, Dragon Force, PuniPuni World, Wanda Kids, and etc.



Many operators have come to the IP Licensing Pavilion in search of quality IP for their new parks or attractions. Licensed merchandises were also popular items, especially for crane machines operators. Some operators were even planning on creating original characters for their attractions in cooperation with animation companies.

## Attractions, Amusement Parks, and Games IP Licensing Forum

For those who were new to this business, our IP Licensing Forum was the place to go. Held in Hall 8.1 for 2 days in a row, the Forum featured more than a dozen IP-savvy operators and licensing agencies, analyzing successful cases and teaching the audience how to success in this new area.

### ▶ **Partial Speakers:**

- Wang Feng, Vice General Manager at IP Operation Center of Wanda Kids
- Gu Fugeng, Executive Director at FUNMAX
- Chen Nanjiang, Chief Planner at Research Institute of Tourism, Guangdong Academy of Social Sciences
- Chen Xiao, General Manager at IP Licensing Department of WinSing Animation

... ..



# AAA 15TH ANNIVERSARY AWARD CEREMONY

The success of AAA is never an accident, but the unwavering supports and trusts of our exhibitors and media partners. To show our sincere gratitude to our long-term friends and supporters, the organizing committee of AAA set up 3 awards:

## ▶ Excellent Exhibitor Awards

- For exhibitors who have attended AAA more than 10 times
- **30** award recipients

## ▶ Brilliant Exhibitors Awards

- For exhibitors who have attended AAA 5-10 times
- **91** award recipients

## ▶ Brilliant Partners Awards

- For long-term media partners
- **22** award recipients



# Look Forward to *Seeing You Soon!*

---

## **2020 Asia Amusement & Attractions Expo (AAA 2020)**

**Date:** May 10th-12th, 2020

**Venue:** China Import & Export Fair Complex

**Website:** [www.aaaexpos.com](http://www.aaaexpos.com)



## **2019 Zhongshan International Games & Amusement Fair (G&A 2019)**

**Date:** Oct. 11th-13th, 2019

**Venue:** Zhongshan Convention Center

**Sub-venue:** Guangdong Game & Amusement Culture Industry City

**Website:** [www.zsgaf.com](http://www.zsgaf.com)



## **CONTACT US!**

Contact Person: Thomas Chan

Tel: 86 20 29188160

Mob: 86 18565552702

E-mail: [sales2@grandeurhk.com](mailto:sales2@grandeurhk.com)

WeChat: 86 18565552702

Linkedin: Asia Amusement and Attractions Expo