



## ASIAN GAMING EXPO FUTURE

**Media Release**

13 June 2006

The Australasian Gaming Machine Manufacturers Association (AGMMA) today announced the sale of the highly successful annual Asian Gaming Expo to a joint venture of the American Gaming Association (AGA) and Reed Exhibitions.

Speaking at this year's Asian Gaming Expo in Macau, AGMMA's Executive Officer Ross Ferrar said AGMMA would continue to run the long established annual Australasian Gaming Expo in Sydney and the New Zealand Gaming Expo.

"The sale of the Asian Gaming Expo, which AGMMA established and built up over the past three years or so, is a win-win situation for all parties involved," he said.

"From a small start with the first Asian Expo in Singapore in 2004, AGMMA's team has built up the biggest and most successful gaming expo in the region. This year we've got 20 per cent more gaming machines on show than last year, with 35 exhibitors from countries around the globe displaying their wares over 3,800 square metres of floor space."

Next year's Asian Expo promises to be even bigger, as a result of the enormous international interest in Macau and the linkage which will now be established with the world's biggest annual industry event - the Global Gaming Expo (G2E) in Las Vegas."

Mr. Ferrar said while AGMMA had conceived and nurtured the Asian Gaming Expo 'dragon', they were delighted that the Expo's status as the benchmark event for the casino gaming industry in the Asian region would be further strengthened by its association with the successful G2E brand.

Mr. Ferrar said the Asian Gaming Expo requires the world's best expertise to service its constituents. The AGA and Reed Exhibitions would provide that support, while AGMMA would retain a role in the Expo through its involvement on the Event Advisory Board.

“We are proud of what we have achieved and we are proud to continue our involvement” he said.

“The Asian region has already redefined casino gaming – and in particular, the eyes of the gaming world are on the transformation under way in Macau. The industry’s dynamics demand an eminent event to provide a networking platform for decision makers and to connect regional buyers with the latest available products and services from the global gaming marketplace” he said.

The successor to the Asian Gaming Expo, “G2E Asia” will debut on 13-14 June 2007 at Macau Tower.

Mr. Ferrar said planning was well advanced for AGMMA’s next event, the 2006 Australasian Gaming Expo (AGE) in Sydney on September 3 - 5.

“All available space sold out some time ago and we’ll have more than 165 exhibits over 15,000 square metres.”

He said the online registration process for the Sydney Expo was now in full swing and he expected a record number of international visitors to attend this year.

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For more information go to [www.agmma.com](http://www.agmma.com)

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**About Australasian Gaming Machine Manufacturers Association (AGMMA):** AGMMA is a not-for-profit industry association representing the interests of its members, which provide technology and equipment to hospitality venues in over 200 jurisdictions around the world. AGMMA’s members are Ainsworth Game Technology, Aristocrat Technologies, Aruze Gaming Australia, Global Gaming Industries, IGT (Australia), Konami Australia, and Stargames Corporation. AGMMA hosts and operates the Australasian Gaming Expo, the Asian Gaming Expo, and the New Zealand Gaming Expo. For further information: contact AGMMA’s Executive Officer at [info@agmma.com](mailto:info@agmma.com) or on tel. +61 2 9960 0125.