

# SAGSE-BUENOS AIRES CASHING IN ON ITS REPUTATION

## DECLINE FOR THE ARGENTINEAN FAIR AFTER THE LONG GOOD YEARS

According to information provided by the organisers, information needing very careful scrutiny, the Buenos Aires fair was a complete success, with 170 exhibitors and 7,245 visitors, 83.5% of which were Argentinean. Obviously, these figures are a long way from those registered at big international fairs such as G2E, which had over 30,000 visitors this year, or ICE, which had over 12,000. However, one thing must be taken into account: while the figures for Las Vegas and London are totally reliable, we cannot say the same for those offered by the SAGSE organisers.



Pedro Galindo, President of the Mexico Gaming Exhibition, ELA; Carlos D. Conci, President of CTC; Daniel Amoroso, ALEARA General Secretary; and the Peruvian architects Willy Gómez-Morón and Guillermo Gómez-Morón



Nicolas Diénot, GPI Area Sales Manager

At Buenos Aires each time a person, whether exhibitor, maintenance employee, visitor or member of the organising company, enters the venue, they are counted as a new visitor, over each of the three days of the event. Accordingly, the figure of 7,245 needs to be divided by three to get anything like the real number, i.e., some 2,415 visitors, including those who left and entered several times and those who were not really visitors. On top of that, taking into account that the organisers mention that 170 companies took stands, we should calculate at least 3 or 4 persons per



Sebastián Salat, WMS Gaming Vice President and Managing Director International

stand, i.e., another 500 or 600 to be discounted from the official numbers. In short, being generous, we could say that the real number of visitors to the exhibition was more like 1,000. With regard to countries of origin, the organisers state that 83.5% of visitors were from Argentina, followed by Uruguay, Brazil and Chile. In other words, the fair was highly regional, with an absolute majority of local visitors, making it a point of reference for buyers from the South American cone, but far from absolute international standards such as Las Vegas and London. This year's edition saw a big drop in prestigious Latin-American operators compared to previous years. Moreover, there were a lot more of them at the G2E fair, held a month later. As a positive point, we should mention the great effort and investment made by exhibitors in creating elegant and attractive stands, a characteristic of this fair in recent years. Finally, both the Amusement Zone, created for this 2007 edition and the Taiwan Pavilion were deeply unsuccessful, and barely received any visitors. Obviously, the situation needs to be turned about, with changes in the management of this regional fair. Will the sale of SAGSE to ICE, as announced by "Casinos de Latinoamérica" be the solution to this decline? In any case, 2006 was the zenith of the Buenos Aires fair, after which its gradual decline set in.



Novomatic executives: Max Lindenberg, Marketing Director and Eduardo Armebianchi, representative for Peru



Elizabeth Romano, TCSJohnHuxley Business Development Manager for Latin America, flanked by Pedro Roca, Casino Mallorca, Spain and Juan Carlos de Pedro, Casino Nervión, Spain



Antonio Alfaro, President of ASAJA, Panamá, and Marta Mateus, Copag International Business Director



Unicum executives: Oleg Vlasov and Ivan Sashnikov



Gaming Signs executives: Jorge Leiman, Chairman and Darío Leiman, General Managing



Rosa Mateo, Unidesa Commercial Manager for Latin America accompanied of Venezuelan operators



Maria Eugenia Crivellini, delegate of EUROPEAN CASINOS-The Elite for Latin America, flanked by ICT executives, Chang Yuan Fong, President and Sari Yang, Regional Sales Manager



Suzo Happ executives: Jens Peiler, Director and Patrick Suverein, CEO

Clarion Events executives: Peter Rusbridge, CEO and James Brooks, Managing Director



Text: Pilar Fernández-Corredor  
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