

THE LAUNCH OF NEW COMPANY ALSART WAS THE HIGHLIGHT OF THE FAIR

EELEX 2008 SHOWCASES THE DECLINE OF THE INDUSTRY IN RUSSIA

Big decline in the Moscow show, held on 9-11 September at the Crocus Expo showground.

The 17th edition of EELEX was a clear testimonial to the hard times affecting the industry in Russia.

Unlike other years, the decrease in numbers of both visitors and exhibitors was evident.

The big companies from the USA, Western Europe, the Balkans and Asia stayed away, and 95% of the exhibitors were Russian.

This comes as no surprise if we factor in the uncertainty governing the industry, due to the new laws on the sector, which in 2009 will oblige all Casinos to be relocated in four zones, far from the major cities.



Crocus Expo exhibition centre in Moscow

The only high point of the fair was probably the stand hosted by new company AlsArt, which was very busy, attracting a great many professional visitors.

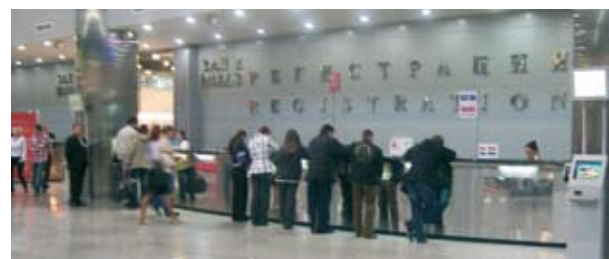
AlsArt was launched to coincide with the inauguration of the fair. It is a Russian company, with Asian capital, specialising in providing solutions for the gaming industry: totalisers, bingo equipment, slots, game machines and equipment hire. They also have a slot hire department and offer high-quality technical service.

The main aim of the company was to gather together the best specialists in the gaming industry, with wide experience and specific knowledge of the gaming in Russia.

Lyubov, Loginova, former managing director of Unicum Gaming, is Chairman of the Board of Directors: "AlsArt is here to stay. Before setting up the company, we spent a lot of effort evaluating regional markets and choosing the most promising trends for each specific project. I can decisively



Inauguration ceremony: Anton Loginov, Managing Director of Smile Expo, organisers of EELEX 2008, cuts the ribbon in the presence of representatives from the Azov City and Kamskie Polyany gaming zones



The event did not receive a high number of visitors



New Russian company AlsArt had the largest stand at the event



Lyubov Loginova, AlsArt Chairman of the Board of directors



AlsArt executives: Ruslan Stanovov, Sales Department, and Natalya Tabalova, Commercial Manager



Nadege Teyssedre, WMS Gaming Sales Manager

say that AlsArt has sufficient resources for serious market expansion", says Loginova

The earliest forecasts provided by the company point to a turnover of close to US\$98 million for the first year. The company's target markets for expansion are Europe, Latin America and Africa.

There was a fair representation of companies involved in the world of lotteries and bingos, in addition to Internet Casinos and poker, which is almost the official sport of Russia and which will not be affected by the new laws governing Casinos in the country.

One matter which passed unnoticed by most visitors was the controversy between the organisers, Smile Expo, and Unicum Gaming, owner of the fair. While Smile



Alina Khudova, Smile Expo PR Manager, and Roberto Granda, EUROPEAN CASINOS-The Elite correspondent in Russia, with slots from US company WMS Gaming



Slots from WMS Gaming (foreground) and Novomatic (background) were on show at the AlsArt stand



Alex Bulgach, Kart Commercial Manager (Kapt in Russian)



Lorenzo Toti, Custom Business Development Manager CIS&Baltic

maintains that they have signed a contract with Unicum, Unicum affirms that the exhibition was held without their approval, and that they will organise it again in 2009. While the problem is serious enough, it is doubly so in view of the limited success of the 2008 edition, already foreshadowed by the drop in numbers of 2007. Alina Khudova, Smile Expo PR manager, in exclusive declarations to this magazine, maintains that Smile has a contract signed by the fair owners for this 2008 edition, and that Smile received no document cancelling the event. Ms Khudova also maintains that Smile will organise next year's edition.

In conjunction with the fair a conference was held on "Gambling zones: Problems. Aims. Reforms", where the contradictions between the speakers regarding the success or failure of the new gaming zones provided a red-hot theme for debate. While some maintained that it would be a total failure, others held the completely opposite view.



Conference held in conjunction with the fair: representatives from the Eastern Russian gaming zones seen here with Anton Loginov, Smile Expo General Manager, Samuil Binder, Head of the Finance Commission of RARIB (Russian Association for Gaming Bussines Development), and Lyubov Loginova, Chairman of the Board of Directors, AlsArt



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