

# BUENOS AIRES, WORLD HEADQUARTERS OF GAMING IN SEPTEMBER

Over one week in September, the attention of the international gaming sector was firmly focussed on Buenos Aires. Two exhibitions of material for the Casinos, Bingos, Slots and Lotteries industry coincided with the ey!8 conference and the Argentinean Gaming and Industry Fair, MAGIA. The social events organised to coincide with these events included a Gala Dinner organised by MAGIA, CASBA and CAIJA, which surpassed all expectations by being totally sold out. The Excellence Group also held another Gala Dinner, at which several prizes were awarded, including one to the Mexican Fair, ELA, for its outstanding first edition in Monterrey. However, 99% of the professionals who met in Buenos Aires commented on the problems caused by two gaming fairs being held at the same time. Sagse was largely abandoned by exhibitors and suffered a big drop in visitor numbers. The corridors were not full as in previous years and

Rosa Mateo, International Sales Director of Unidesa, welcomes the Egasa Chairman, José González, and his wife, María Dolores Manteiga, to the Unidesa stand



Novomatic executives Max Lindenberg, Marketing Manager; Jens Halle, AGI Managing Director, and David Orrick, Communications Manager



Norma Da Silva, IGT Argentina with architect Willy Gómez-Moron



Mariana Cuaglia, Unidesa, and Rosa Mateo



WMS executives: Mariano Mariño, International Sales Manager for Latin America, and Sebastian Salat, President of WMS International



IGT executives John Wimsett, Latin America Managing Director and Kurt Quartier, Vice President International Casino Markets



Executives from Gaming Signs, headed by Chairman Jorge Leiman, welcome a delegation of Bolivian operators from PMV Entertainment to their stand



Laureano Bonorino, Orion Sales Manager for Latin America

there were many gaps among the stands, filled at the eleventh hour by bogus business centres. On the other hand, the new MAGIA exhibition enjoyed a most successful launch. Along with the quality of the wares on show and the many professional visitors who thronged the corridors, there was a great atmosphere throughout the three days of the fair, enlivened by constant excellent live performances. This first edition got excellent grades in its first test and can expect even higher exhibitor and visitor numbers in 2009.



Suzo Americas executives Pablo Zampolla, Jens Peiler and Gabriela Soledad Elena



Alfastreet executives Matjaz Petek, Marketing and Sales Manager; Roger Rearick, delegate for USA; Damijan Plecko, Operations Manager, and Yeshua Martinez Sigala, Commercial Manager for Iberoamerica



The Excellence Group prize is awarded to the ELA Fair. Patricia Alarcón, Chairwoman of the Excellence Group (centre), with ELA representatives María Eugenia Crivellini, Delegate in Argentina; Pedro Galindo, Chairman; Adriana Morales, Representative in Uruguay; and Sergio De Valais, Systems Manager