

GREAT NEW GAMES AND FEATURES FROM EIBE GAMES /ORTIZ GAMING

Eibe Games/Ortiz Gaming has recently launched its new Circus game on the Mexican market, where it is expected to match the success of earlier offerings.

Spanish–Brazilian concern EIBE Games/Ortiz Gaming is a major supplier to the Mexican market, where its products are always in demand and obtain excellent coin-in figures.

“First it was Mr X, then came Rico el Topo and now comes Circus, the latest of our new generation of video bingo machines with 4 mystery prizes, a must for Mexican gaming rooms. With its 15 stunning animated characters and attractive mystery prize dynamic, Circus is revolutionising the gaming experience and quickly becoming a favourite with bingo lovers throughout the country. The comments we have received from happy clients are our proof,” explained a company spokesman.

In other news, in line with its philosophy of always offering clients the best possible service, EIBE Games/Ortiz Gaming has now launched a new telephone hotline.

Chairman Alejandro Ortiz declared, *“We are always thinking of new ways to offer our clients the best possible service, and now have become the first company in Mexico to offer a technical service hotline. Lines are open 24 hours a day, with technicians always on call to help solve problems with the machines or to arrange and coordinate a callout visit. Our clients understand that initiatives such as this one help them to run their gaming operations more efficiently”.*

ASIAN CASINO AND GAMING CONGRESS

The Asian Casino and Gaming Congress took place 9 and 10 November in the Marina Bay Sands in Singapore.

Especially the discussion on the integrated resort model and the forecasting future growth and prospects in new markets were very important topics and highlights during the congress.

Also developments in other Asian countries like Vietnam, Lao, Cambodia. The Philippines, Thailand, Malaysia and Macau of course got lots of attention. For sure most of the participants thought that the future is in Asia.

But everyone is fishing in the same pond, so what makes it exceptional and better than the rest?

This will be a discussion that will go onwards, especially also as most of the countries have no regulations whatsoever in regards to online gambling and have no idea yet of where to focus on.

Robert W. Stocker and Pieter Remmers focused on Responsible Gambling and what level of responsibility should Casinos take on?

Conclusion? Asia is still in the early stages and besides exploring the market also the absolutely needed attention of CSR and RG is a hot issue for the industry. You cannot survive without.

Asia the region of unlimited possibilities, where will the future bring us?

ZITRO APPOINTMENT FOR ARGENTINA

As part of its Latin–American expansion policy, Zitro has appointed María Laura Moledo Director of Sales for Argentina.

Moledo will be responsible for bringing Zitro products to market, for defining a sales strategy in line with the company’s international targets and for managing key accounts in Argentina.

In this regard, Zitro Chairman Johnny Ortiz explained: *“This new addition to our payroll will strengthen the introduction of Zitro into several markets we consider key to our international expansion plans.”*

María Laura Moledo, Zitro Argentina
and Johnny Ortiz, Zitro Chairman



Alejandro Ortiz, EIBE/Ortiz
Gaming Chairman



Alejandro Ortiz shows the Circus model
to a group of Mexican operators



VERY FEW STANDS LEFT WITH FIVE MONTHS YET TO GO ELA 2012

EUROPEANS STAND BEHIND MEXICAN MARKET

Normality is slowly returning to the Mexican gaming business after the shocking attacks of 25 August at the Casino Royal in Monterrey. While establishments initially recorded an undeniably logical drop in visitor numbers, over time they are recovering their normal flow of clients, with gamers queuing up to play their favourite games.

The Mexican market still has huge potential and business possibilities continue to increase. Many new deals will be sealed at the forthcoming edition of the Latin–American Gaming Fair – ELA 2012, to be held in Mexico City of 16 and 17 May.

Sales of stands for the fifth edition of ELA have broken all records. With five months yet to go before doors open, only very few stands remain free. 75% of the exhibition space has been definitively taken and another 15% has been pre-booked, leaving just 10% free.

Unlike the case with other Latin–American shows, ELA has a solid group of European firms strongly behind it. Zitro, R. Franco, EIBE Games/Ortiz Gaming, Alfastreet, Betstone, Metronia, Gold Club, Quixant and Zest Gaming are just some of the big names that will be starring at ELA 2012.

Equally noteworthy is the increase in stand size over last year’s edition. Zitro is the champion here, quadrupling its exhibition space to over 600 m², and other firms such as R. Franco, Betstone, Alfastreet, FBM Gaming, Cadillac Jack, Shuffle Master, Ainsworth have also made big increases to stand sizes.

Latin–American businesses are also lining up behind ELA once again, with companies such as FBM Gaming, Sielcon, Hanco, Intervision Gaming, Nyce, Caribbean Gaming Distributors, Offchairs, El Espartano, Legendary Gaming, NextPlay, Mex and Litogama making just part of a long list.

In short, while European and Latin–American firms have decided to play heavily on the Mexican market in spite of the world economic recession, US firms, barring a few exceptions (Shuffle Master, Cadillac Jack, Arrow, Spin, Park Street...), have opted to retreat to quarters to wait it out.

All information on ELA 2012 in Spanish and English at

www.expoazar.com

