

NUMEROUS INNOVATIONS AT EELEX 2005



The fourteenth edition of the Eastern European Leisure Exhibition (EELEX), held in Moscow, Russia, from 20 to 22 December 2005, evidenced the significant development of the gaming industry in Eastern European countries. The absence of a gaming law in Russia, for which companies in the sector have been pressing the authorities for some time, did not detract from the success of the exhibition, but quite the contrary. Nevertheless, the announcement of a tax increase in this country was the subject most commented in the stands and aisles of the show.

EELEX, which has become Europe's second most important event in Europe, after the ICE, presented a high number of innovations in slot machines, multi-player electronic roulettes and equipment.

The 2005 edition included 200 companies with 30 names from the amusement equipment industry, 42 Casino equipment suppliers and 82 companies featuring slot machines and



The Cathedral of St. Basil the Blessed



The Kremlin. The Cathedral of the Assumption and the Bell Tower of Ivan the Great

supporting products. This edition's show surpassed anything seen before in Eastern Europe with a total of 94 manufacturers, 37 distributors and 21 operators. Around 11,900 attendees from 53 countries came to Moscow's Expocentr over the three days of the show. About 51% of EELEX visitors come from slot operating businesses, 14% are Casino operators and over 16% of the trade show attendees represent amusement industry. The record-breaking audience for 2005 showed a three percent increase from 2004, while attracting 72% of 2004 visitors. Newcomers' contribution to EELEX is 3.342 people.

EELEX 2005 exhibitors represented all continents and an impressive number of nations with 70 Russian, 10 UK and 9 Ukrainian companies. A sufficient share of participants was made-up of North American, German, Italian, Spanish and Slovenian businesses. The trade show organisers also welcomed Bulgarian, Latvian, Canadian and Australian exhibitors.

Among the firms taking part, we can mention Novomatic, Unidesa, TCSJohn Huxley, Recreativos Franco, DEK International, Unicum, Atronic, Abbiati, WMS...





A view of EELEX 2005

"From the very beginning our forecasts of the trade show attendance growth had been very cautious due to the fact that this year EELEX was too close to the holiday season. But EELEX 2005 demonstrated impressive results proving again that the trade show is the most significant and largest business event in Russian gaming industry. During the three days of the show we experienced a great interest from the exhibition attendees and we plan to support this interest at EELEX 2006 as well as to keep the show fresh and responsive", says Boris Belotserkovsky, Unicum's Chairman.



Atronic stand



The Abbiati's famous gaming tables were showed at the DEK International stand



Many professionals visited the Unidesa Gaming stand: Jorge Ibáñez, Unidesa Commercial Manager and Nikolai P. Tchekan, Sales Area Manager

DEK International executives: Viatcheslav Alexandrovich Sidorenkov and Patris Gomis



Novomatic-CATS stand



Novomatic executives: Jens Halle, General Manager and Max Lindenberg, Marketing and Business Development



RF stand

Sergey Kazakov, marketing manager of Unicum, the firm that organised the show, said: "The Russian market shares first place with Macao in terms of growth of the gaming business. It is, therefore, a sector that is experiencing a period of growth. This was a positive factor at the show, given the presence of 25 firms that exhibited their products for the first time at EELEX, for example".



RF executives: Santiago Viñas, International Commercial Director and Katia Martínez, Area Manager



Paul Gauselmann, Chairman of Gauselmann Group



RF representatives: Alicia de Benito, Marketing Department and Katia Martínez

Gold Club stand



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The best escape



El Casino 5 Estrellas de la Región de Murcia



TCSJohnHuxley representatives: Andrey Sharov, Paul Miller and John Hyams, General Manager, Russia.



Sebastián Salat, WMS Gaming International Managing Director

Alan Burak, Sage Centroamerica and Aafke Trouwborst, Marketing Manager of EUROPEAN CASINOS-The Elite



Zest Gaming executives: Federica Brambilla, Mandelli Massimo, Luca Frigierio and Leonardo Cinalli



GEM directives: Nicolaiy Balandin and Alexey Aladyshkin with Roland O. Schultz, Sales Manager of Shuffle Master



No sooner had the show ended when its organisers announced that the next edition will be held from 27 to 29 September 2006 at its new venue in Moscow's Crocus Expo Center.

"Crocus offered us different dates and we decided that, because these coincided with the start of the business season, EELEX exhibitors would profit greatly from that change. Relocation to the new facilities will contribute towards the growth of the event and will enable us to offer exhibitors the bigger stands they have been demanding. Accordingly, EELEX will become consolidated among the industry's main shows, along with ICE, G2E and SAGSE Buenos Aires", said Boris Belotserkovsky, the President of Unicum.

Text: Aafke Trouwborst
Photos: EUROPEAN CASINOS-The Elite



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