



INVITATION



THE 14TH ZHONGSHAN INTERNATIONAL **GAMES &** **AMUSEMENT FAIR (G&A2021)**

- **Date:** October 10-12, 2021
- **Venue:** Zhongshan Convention Center
- **Sub-Venue:** New World International Exhibition & Convention Center
- **Website:** www.zsgaf.com

*The **Only Trade Show of Its Kind in Zhongshan**, the World's Biggest Games & Amusement Rides Producing City!*

A GLIMPSE OF THE CHINESE MARKET

In 2021, China will replace America to become the biggest theme park market in the world, collecting over **75.89 Billion Yuan** of revenue.

The water park market will grow from 19 billion yuan in 2017 to **21.8 Billion Yuan** in 2022, with a 15% growth rate.

Recovering from the pandemic, China's tourism revenue in 2021 is projected to reach **3300 Billion Yuan**, a 42-48% increase from 2020.

In 2021, the children entertainment market will reach **460 Billion Yuan**, growing at a breakneck pace of 30%.





REVIEW OF G&A 2020



As the Only Trade Show of Its Kind in Zhongshan, G&A Is the Go-to Platform for Many Exhibitors to Seize Their Post-Pandemic Opportunities!



Partial Feature Exhibitors at G&A 2020



金龙游乐集团
GOLDEN DRAGON GROUP



株洲中车特种装备科技有限公司
ZHUZHOU CRRC SPECIAL EQUIPMENT TECHNOLOGY CO., LTD.



松陵游乐
SONGLING AMUSEMENT



Visitor Analysis by Sector



26% Agent/Dealer/Distributors/Importer/Exporter



25% Attractions/Theme Parks/Water Parks/FECs/Malls



19% Playground Renting/Hotel/Resort/Themed Entertainment

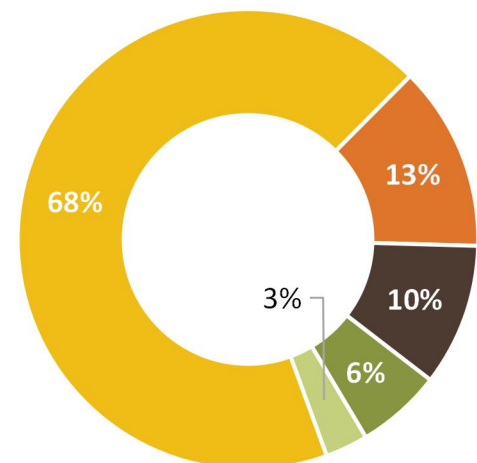


16% Real Estate Development/Attraction Investment



14% Other

Domestic Visitor Analysis



South China

East China

Central China

North China

Western China

G&A IS SHOWERED WITH GOVERNMENT SUPPORT!

Undoubtedly, G&A is one of the shows that has gained the most government support in China. Looking back at its 13 years, it has been supported by at least **20** different state agencies!

Partial Government Departments That Have Supported Us

National Agencies

- Culture Market Office, Ministry of Culture and Tourism of the PRC
- Culture Market Development Center, Ministry of Culture and Tourism of the PRC
- Special Equipment Safety Supervision Bureau of General Administration of Quality Supervision, Inspection and Quarantine of the PRC
- China Special Equipment Inspection And Research Institute (CSEI)
- Software Service Division, Ministry of Industry and Information Technology of the PRC

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Provincial Agencies

- Guangdong Provincial Department of Culture and Tourism
- Guangdong Bureau of Integrated Law Enforcement for Cultural Market
- Guangdong Cartoon, Gaming and Amusement Industry Cluster Office
- Department of Industry and Information Technology of Guangdong Province
- Guangdong Quality and Technology Supervision Bureau
- Department of Science and Technology of Guangdong Province

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Municipal Agencies

- Zhongshan Municipal Government
- Zhongshan Municipal Bureau of Culture, Radio, Television and Tourism
- Zhongshan Municipal Administration for Market Regulation
- Zhongshan Quality and Technology Supervision Bureau
- Zhongshan Federation of Trade Union
- Department of Science and Technology of Zhongshan City
- Zhongshan Municipal Party Committee
- The Standing Committee of Zhongshan Municipal People's Congress
- Zhongshan Public Security Bureau
- Zhongshan Power Supply Bureau

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Government Delegates Attended G&A 2020 Opening Ceremony.

ENDORSED BY 85 GLOBAL OPINION LEADERS

A panel of widely recognized industry leaders have joined us as advisors, showing their endorsement for G&A, and attracting insiders far and wide!

►► Partial Advisors (2020-2021)

- Shenzhen OCT Vision Inc.
- Zhongshan Golden Dragon Amusement Equipment
- Polin Waterparks
- KOMPAN
- Guangzhou Panyu Animation Association
- Children's Play Operators Union
- Jinma Technology Entertainment
- Zhongshan Golden Horse Amusement Equipment Engineering
- UNIS Technology
- Elephant Sculpture Art
- Guangzhou Wahlap Technology
- NITTO FUN
- ACE Amusement Technologies
- Guangzhou Arccer Amusement Technology
- Mecpower Electronics
- Guangzhou Sealy Electronic Technology
- Guangzhou Playmore Animation Technology
- Ocean Amusement Machine
- Guang Yang Amusement Technology
- Zhuzhou CRRC Special Equipment Technology
- Kaiqi Group
- Family of Childhood
- Nanjing Pegasus Recreation Equipment
- Zhejiang Juma Amusement Equipment
- G-Look Amusement Machine
- Guangdong Game & Amusement Culture Industry City
- Game Plus
- Grandland Group
- The McBride Company
- Lantern Culture Tour
- Beijing SBL Amusement Equipment
- Guangdong Cowboy Industrial
- Zhongshan Airo Amusement Equipment
- Liben Group Corporation
- Jegoplay Group
- Dongyang Lefunland Amusement Equipment
- LS Game
- Palm Design
- Davost Intelligence
- Shanghai E.G.G Creative Design
- Guangdong Winsing
- AGILE
- Galasys Global
- Hangzhou Water Show Culture Group
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YEAR-ROUND PUBLICITY & MARKETING

Before the Show

We will visit dozens of related trade shows around the world to meet face-to-face with global insiders, giving out more than **15,000** show invitations.



We Have Visited Korea, UAE, India, Russia, UK, Japan, Turkey, Thailand, USA, Iran, Singapore, Germany, Beijing (China), Hong Kong (China), and etc.!

During the Show

G&A will be live-streamed in forms of photos and videos on various online platforms, sharing the pageantry with over **200,000** viewers.



After the Show

G&A will be reported by **300+** media partners at home and abroad, including professional websites, trade magazines, news papers, radio and television stations and so forth.



TO INNOVATE AND BREAK THROUGH AMID PANDEMIC

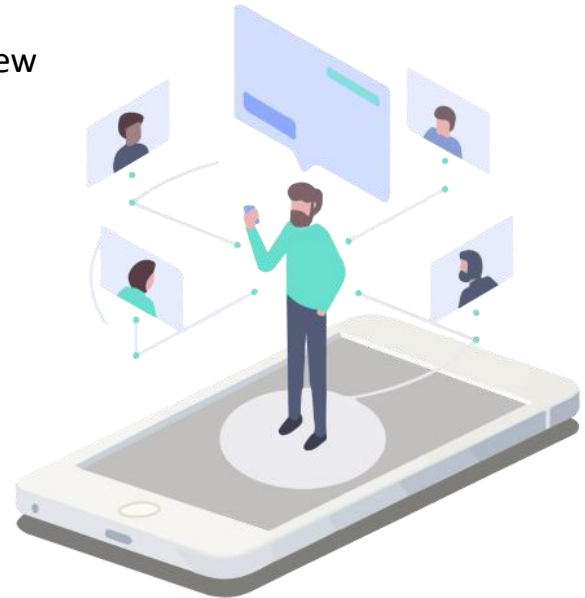
Rising to the challenging situation, G&A has added two new online features to its services, creating immense added value for its exhibitors.

▶▶ Online Matchmaking Program

Connecting worldwide businesses amid pandemic, putting you in contact with serious buyers, and breaking the barriers of time and space!

▶▶ Online Exhibition Platform

Independently developed by the GBE committee, our online exhibition platform, will give you brand exposure beyond conventional physical trade shows!



Features of Online Exhibition Platform:

- Product listing;
- 3D virtual company tour;
- Live steaming;
- Digital business card exchange;
- Company news update & project bids posting;
- Digital poster design;
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Since the launch of the platform, many wonderful virtual events has been staged. G&A Virtual 2021 will also be coming up soon. Please stay tuned!

OTHER RELATED SHOWS YOU MAY BE INTERESTED IN

2022 Asia Amusement & Attractions Expo (AAA)

Date: (To Be Determined)

Venue: China Import & Export Fair Complex, Guangzhou

Website: www.aaaexpos.com



The 8th Wuhan International Game and Amusement Fair (GAF 2022)

Date: (To Be Determined)

Venue: Wuhan International Expo Center

Website: www.whgaf.com



**Reserve Your Space Now For
The Best Location!**

►► Contact Us

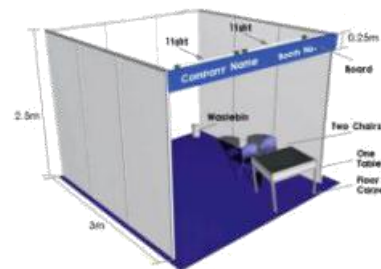
Contact : Lavender

Email: marketing2@grandeurhk.com

Website:
www.zsgaf.com

►► Booth Rates

Standard Booth
(3m x 3m=9sqm)
USD 1500/Booth
(Double opening Booth
adds \$ 10% per one)



Raw Space
USD 150/sq.m
Management Fee:
RMB 50/sqm
Minimum Rental Area:
36 sq.m.
No construction, no
facilities.

