

Balkan entertainment and gaming expo through the eyes of the exhibitors

For the 5th anniversary edition of BEGE EXPO we did our best to be great hosts of some of the leading companies from the entertainment gaming and leisure industry. We know that in these unstable times for the business, the companies have to put much more efforts in order to maintain and increase their market share, and to have successful communication with current and prospective customers and that was our agenda as organizers. We think that the most truthful and important opinion of how successful this exhibition was is the opinion of our exhibitors. Thanks to their feedback we know where are our strengths and weaknesses and we are looking forward to make this event better and better with every next edition.

- **BEGE Expo 2012 took place from 16th to 18th of October in Inter Expo Center**
- **It scored over 2,000 visitors from Europe and the Balkans**
- **It was attended by over 40 exhibiting companies from Bulgaria and many other countries.**
- **Exhibitors opinion for BEGE Expo:**

"I can honestly say that in over 25 years of working in the Amusement Industry the BEGE exhibition was the easiest to prepare for, exhibit at and break down, of comparing to any show I have ever been involved with. Due to the fact that I was exhibiting abroad and only booked the stand a month before the show was due to take place I had a few concerns, however from the moment I booked the stand I felt that you and your team had everything under control."

Chris Black,
Sound Leisure

"This year's exhibition is even larger than last year and I'm really glad to see all of the major manufacturers are here and we're I am very proud to be one of them. I believe next year the show shall be even larger and even better attended."

Silvia Mincheva,
Euro Games Technology

"I believe the exhibition is important for the local market and local operators especially in countries from Eastern Europe because local people and companies can't afford maybe long travels so they can come locally have the chance to see the world achievements and see the products."

Bernard Mozina,
Intergames d.o.o.

BEGE
Balkan Entertainment & Gaming
EXPO

"We had a very good response at the event and will certainly attend the next year as well... Looking forward to your next show."

Dejan Tomic,
Future Gaming

"We are very pleasantly surprised by the organization and the marketing of this forum, there are many visitors, especially entrepreneurs in the tourism and hospitality industry, which gives us a better business environment. About the other exhibitors, I am glad that there are a lot of Bulgarian companies, which once again proves that such a forum is an ambassador and distribution channel for the whole process of production of technology equipment in Bulgaria."

Sonya Nikolova,
Casino Technology

"It was a great opportunity for us to participate in this exhibition. We're really happy to be here, it's very interesting and I really see a potential in this because market is growing, also legislation changes are coming soon so the Balkans will be another huge growing market. Therefore this is a good opportunity for us to present our product here. We generated quite successful leads here, which was the main reason we came for, so thank you for this opportunity."

Suren Khachatryan,
BetConstruct

"I have been coming here for 4 years now. It is nice because the show draws visitors not only from Bulgaria, but from the whole region so there is a chance to make contacts from Serbia, Macedonia, and other places on the Balkans, which is important for companies like ourselves. It's always been a good show for getting contacts, doing business and for exhibiting companies to present their ideas and new innovations. BEGE Expo is a good show us!"

Lou Rudolph,
Suzo Happ Group

"As exhibition and as number of companies in times of crisis, I would say that in times of crisis it's good, even very good. As in terms of new products I was deeply impressed by VLT machines that perhaps are not so popular in Bulgaria, but after some period of time I believe they will."

George Bekirski,
JPL / WMS / PL&co

BEGE Balkan Entertainment & Gaming **EXPO**

"The attendance of the exhibition this year is pretty much great, people have a fun, also there are a lot of companies."

Svetoslav Kaikov,
Interservice Uzunovi

"Bulgaria is quite new country for our business but our first impression of the exhibition was very very good. So far we had a couple of very interesting meetings with exhibitors and things are looking really good for Quixant in Bulgaria"

Patricia Souto Rial,
Quixant