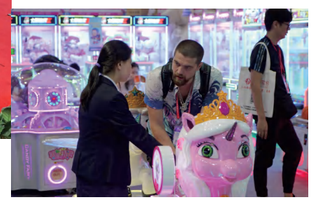
The 16th GTI China Expo had its grand opening!



The GTI China Expo, with its over decade-long expertise in the vertical amusement industry, has captivated numerous exhibitors and professional buyers from across the globe. We bore the witness to the inaugural launch ceremonies of quality amusement and entertainment products, tracking the shifts in industry trends and market evolution. With the annual updating of exhibition highlights and technological innovations, GTI China Expo has become a pivotal annual event for the amusement industry.













The 16th GTI China Expo, held at Area A, the China Import and Export Fair, Guangzhou, China, concluded successfully. The exhibition space was expanded to 80,000 square meters, hosting over 600 exhibitors, including more than 100 first-time participants. The event highlighted the robust market dynamism within the game and amusement sector, as well as the significant influence of the exhibition. The three-day show (from Sept.11 to Sept.13) attracted the domestic buyers from more over 350 cities in China and overseas buyers from over 80 countries and regions around the world. The gathering of the luminaries from the global game and amusement industry not only showcased the most advanced technology and innovative products, but also established an international platform for industry players to bolster market expansion and foster deeper collaborations, thereby ushering in a new era of global golden business opportunities.













As a pivotal exhibition, GTI China Expo is a multifaceted professional event that encompasses domestic and international industry exchanges, product sales and display, and business matchmaking. We are full of anticipation, hoping to showcase innovative achievements of China’ s amusement equipment industry under the transformation and development through this platform, strengthen exchanges and cooperation with international colleagues in the same industry, and jointly explore new trends and modes of future development. We are even more hopeful that our colleagues can leverage the professional platform of GTI China Expo to explore new trends and new paths in the industry, and jointly drive the industry towards a more healthy and sustainable new-quality economic direction.



Many international buyers have expressed that GTI China Expo provides them with the opportunity to directly communicate with Chinese high-quality suppliers, which helps them respond quickly to market needs, optimize product structures, and enhance their competitiveness. The number of international buyers from economic cooperation regions such as RCEP, Belt and Road, and BRICS has continued to show a marked growth trend, while international buyers and super-large theme park owners from North America and Africa have also actively participated in the show to source Chinese high-quality products. At the same time, the sharp increase in international shipping costs and the huge fluctuations in currency exchange rates have stimulated the surge in nearby procurement demand in the Asia-Pacific region, further driving up the overseas orders and international brand influence of GTI China Expo. The arrival of these professional buyers not only provides valuable market matching opportunities for exhibitors, but also injects strong momentum into the exchange and cooperation of the global game and amusement industry.



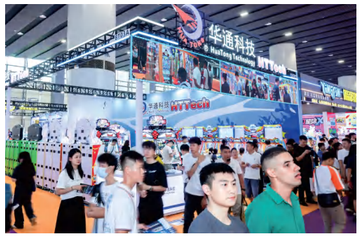












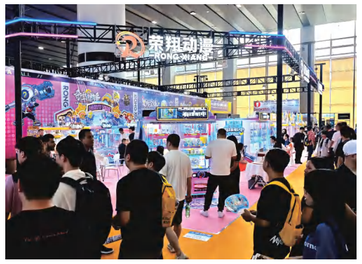








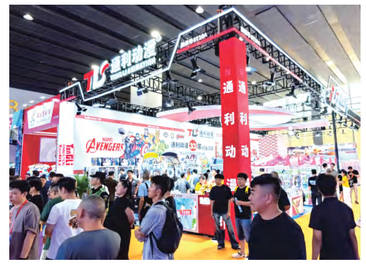


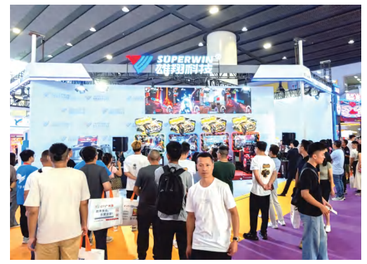












GTI China Expo integrates amusement parks, theme parks, family entertainment centers and other consumption venues, forming a diverse ecological chain that combines game and amusement, education and intelligence, cultural and tourism study and immersive experience. It promotes the coordinated development of the upstream and downstream industries. Under the favorable news of annual market size of up to 45 billion yuan, the entertainment and leisure business represented by arcades, doll houses and VR centers forms a hot trend, with the debut of new products in this industry at the exhibition; as the cultural and tourism + game and amusement industry deepen integration, creating immersive and interactive cultural and tourism experience becomes a new trend. Products such as bionic mechanical devices, anime IP, intelligent retail facilities, creative lighting, and night-time economy devices emerge at the exhibition, helping the industry upgrade; the integration of high-tech such as cutting-edge technology, VR/AR/MR technology, and digital sports halls not only enriches the leisure experience but also promotes the digital and intelligent transformation of traditional leisure industries. The event is a feast of vision and technology, which allows every professional visitor to feel the vibrant vitality and unlimited possibilities of the game and leisure industry, and lets the world see China's intelligent manufacturing.



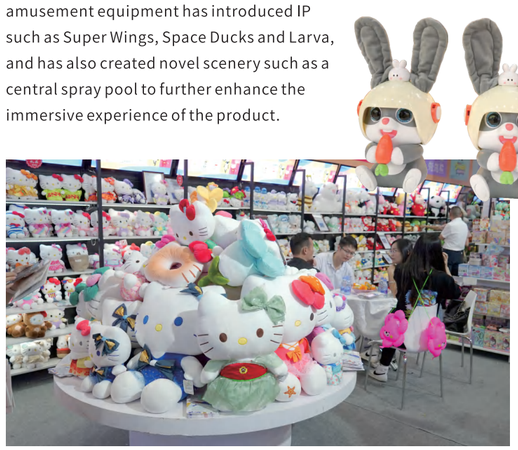






Immersive, IP-based, sports-based, aesthetic display style, and export models are the main features of the exhibits at the 16th GTI China Expo, and they also reflect the mainstream trends in the current amusement and entertainment market.

VR equipment opens up a multi-player competitive game mode in the form of riding, and also adds short-range lifting design with the mechanical technology to increase players' real sense of feedback like weightlessness and flight, and continuously deepen the immersive experience. Universal theme park-style escape room games such as Hopping Lattice, Devil's Eye, and Laser Crossing have begun to become popular and have grown into independent businesses targeting the young market. Bumper cars have entered the era of cutting-edge technology. The maturity of AR and MR technologies has allowed the experience of multi-player interactive games to be recognized by consumers and is rapidly opening up the market. Carousel amusement equipment has introduced IP such as Super Wings, Space Ducks and Larva, and has also created novel scenery such as a central spray pool to further enhance the immersive experience of the product.







The level of IP representation at this year’ s exhibition has achieved a record high. This is exemplified by the participation of the well-known IPs from international licensing giants such as Alpha, Sanrio, Tsuburaya, and Marvel, the IPs from above enterprises include GOGO DINO, Super Wings, GG Bond, The Octonauts, Boonie Bears, Carbot, Nailong, B.Duck, SpongeBob SquarePants, Tom, Ultraman, Pokémon, Pokonyan, Kuromi, Lots-o'-Huggin' Bear, Hatsune Miku, Truffe, Kamen Rider, Marvel Heroes, Larva, and so on. The integration of these IPs with domestic game and amusement equipment, plush toys has risen to a diverse range of product forms.



























Driven by the robust sales of POP MART, which is expected to exceed 10 billion yuan in an annual revenue, there has been a significant impact on the domestic IP retail market. Plush toys manufacturers, crane machine producers, and trendy play brands have accordingly entered the gift redeeming segment within entertainment venues in search of new growth opportunities.



The gift crane machines adopt the creative style of exclusive IPs, and have led to their cooperation into the IP customization circuit on a significant scale. Their trendy appearance, personalized lighting, and the slant claws are effectively stirred emotions of customers. Gashapon machines draw from Japanese retail practices, an extensive array of famous IPs garage kit are employed to foster repeat consumption. The intensive styling designs not only enhance products’ scene atmosphere but also mitigate store decoration investments and lower the barrier to entry for investors.



Sport-style amusement facilities are increasingly prevalent, and the notion of a digital sports park is gaining momentum. Such facilities include bowling, billiards, air hockey, table football, as well as activities like arm-wrestling, boxing, darts, hammering, archery, and other fitness competitive machines. There is also a plethora of physical development amenities, such as extreme sports, rope course, rock climbing wall, moving clearance and nature exploration, which are blurring the lines between outdoor leisure and indoor amusement park, creating a new form of entertainment replete with urban vitality.







As video game “Black Myth: Wukong” receives positive responses from international community, the national intellectual IP like “Journey to the West” have converged in terms of recreational equipment and entertainment scene design, evident in VR, flying theaters, ball screens, dark rides and other products. Several gaming and amusement companies with robust R&D capabilities have launched several proprietary high-end racing simulators to capture the high-end consumer brand niche and the superpark market which is rapidly heating up.

The screen-type crane machines have transitioned from their original iteration with small advertising screens to the ability to showcasing animated images, merging social interaction with aesthetic device attributes. Leading crane machine manufacturers have garnered popularity by marketing theme series products to maximize market share and foster the image and market influence of their trendy brands. Whether it is the number of new machines or the style of the machines, high-revenue redemption machines have entered a period of explosive growth to cater to the diverse product support needs of investors in the venue, with the performance of pinball redemption machines being particularly impressive. Multi-player booth games have become a standard feature in parent-child entertainment offerings.













Educational toys, air and water dynamics, miniature driving simulations, boat models, archaeological exploration, treasure hunting, engineering machinery, career experiences, digital painting, historical scene exploration and other research and study-type leisure equipment and derivative products are becoming a new business model that integrates education, entertainment, leisure and intellectual stimulation, meeting the consumption needs of the new generation of parents with their parenting concepts. The use of inflatable equipment has decreased, while indoor small inflatable products have increased. This year's frequent extreme weather has had an unignorable impact on the inflatable market.







Self-service retail equipment has moved beyond the old trio of popcorn, cotton candy, and ice cream and is now compatible with rainbow beans, coffee, sugar paintings, and shaved ice. Mobile phone case customization, photo printing, clothing ironing, DIY crane machines, and other products are quickly filling the business content of smart retail, opening up a new market of life + leisure experiences. Shooting games are showing a trend towards becoming an independent business model, and are constantly introducing new products to meet market demand. The IoT technology that connects overseas payment channels and links e-commerce channels such as Meituan and Tik Tok was also showcased at the fair, providing overseas buyers with a wealth of digital service solutions.

Full of innovation, the 16th GTI China Expo where thousands of innovative products and Chinese solutions displayed, sparking powerful new quality productivity and bringing fresh ideas to the amusement industry. It is an important force driving the upgrade of entertainment and leisure consumption, and has won positive reviews from global buyers.









The 17th GTI China Expo will be held at Area A of the China Import and Export Fair in Guangzhou, China from September 10th to 12th, 2025, and we cordially invite global industry players to visit and gather again to seize opportunities, capitalize on trends, and jointly explore business opportunities!









