GTI China Expo 2025 - Diversity & Symbiosis for Future Insights, Cross-Industry Integration Driving Sector Growth

The 17th GTI China Expo grandly opened at Area A, China Import and Export Fair Complex in Guangzhou. This year's expo, spanning 80,000 square meters, attracted over 620 exhibitors, including over 150 first-time exhibitors. Over 3,500 new products were showcased, totaling over 18,000 titles. These products covered over 60 sectors, including cultural tourism and entertainment, XR, video games, theme parks, IP-based cultural and creative products, scenic spot equipment, and digital sports. Over 130,000 buyers attended the expo, including domestic buyers from over 320 cities nationwide and international buyers from over 90 countries and regions. The expo showcased innovative breakthroughs in the industry and explored cutting-edge trends in the convergence of entertainment and technology.

From the gathering of source factories, advanced manufacturers, and suppliers across the entire supply chain, to the premiere of immersive experience technologies and innovative applications such as XR+AI, and the creative empowerment of phenomenal IP and trendy designs, GTI China Expo, gathering rich industry ecosystem resources, provides diversified and precise matchmaking for global players, attracting global attention. India, Japan, Malaysia, Thailand, Russia, Hong Kong, Indonesia, South Korea, and Australia are among the top 10 countries/ regions for registered overseas buyers, while Changsha, Zhengzhou, Wuhan, Chengdu, Hangzhou, Shijiazhuang, Nanjing, Wenzhou, Nanning, and Hefei are among the top 10 cities for domestic buyers, reflecting robust local market demand and business opportunities. Buyer delegations from various sectors, including venue chains, theme parks, contract manufacturers, and industry associations, including IPLAY(Egypt), HappyFun(UAE), Game Mode(UAE), and MARVELOUS (Japan), have visited the Expo, further expanding the international participation and appeal of the industry exchange.

Amid the global context of consumption downgrading, traceable sourcing has become a necessity for purchasers and investors. Seizing this opportunity, GTI China Expo 2025 witnessed its overseas buyer participation expand in both scale and scope, achieving a new breakthrough. Global buyers from over 90 countries and regions, including the United States, Canada, Mexico, Peru, Brazil, Argentina, Panama, Trinidad and Tobago, France, Portugal, Sweden, the United Kingdom, Germany, Italy, Greece, Spain, Switzerland, Bulgaria, Poland, the Netherlands, Austria, Belgium, Hungary, Denmark, Serbia, Russia, Romania, Belarus, Turkey, the UAE, Saudi Arabia, Qatar, Kuwait, Azerbaijan, Israel, Iraq, Malaysia, Vietnam, South Korea, Cambodia, Laos, Singapore, the Philippines, Japan, Indonesia, India, Bangladesh, Thailand, Pakistan, Tajikistan, Uzbekistan, Turkmenistan, Kazakhstan, Kyrgyzstan, Zambia, South

Africa, Nigeria, Morocco, Egypt, Algeria, Australia, New Zealand, Taiwan, Hong Kong, and Macau, have flocked to the event, expanding the international circle of friends at GTI China Expo 2025 at a 30% growth rate. It brought a comprehensive leap forward in the exhibition's brand influence, professional standards, and industrial synergy value.

GTI China Expo has established itself as a core hub for collaborative innovation within the global game and amusement industry supply chain. It precisely connects the differentiated demands of the high-end North American market and the emerging markets along the "Belt and Road," while also meeting the procurement preferences of the European market for high-standard certifications and African buyers for one-stop services. In response to shifts in the international trade environment, the event successfully attracted owners of mega theme parks and high-quality buyers to actively pursue traceable sourcing by showcasing tech-integrated equipment, IP-themed solutions, and a matrix of cost-effective products made in China. This not only effectively helps international buyers optimize procurement costs and navigate market fluctuations but also propels China's transition from a "Production Center" to a "Solution Innovation Center," solidifying its pivotal role within the global industry ecosystem.

From September 10-12, 2026, we sincerely invite you to visit the 18th GTI China Expo in Area A, China Import and Export Fair Complex in Guangzhou. We will gather creative ideas, embrace new trends with global competition, and create a new diversified entertainment ecosystem! For more information, please visit www.gti-amuse.com.