Southeast Asia's Defining Amusement, Entertainment, Leisure and Recreation Expo

- 10,000 sq.m
- 3,000 quality buyers from Asia Pacific
- 200 international exhibitors

- Amusement Parks & Attractions
- Location Based Entertainment
- Family Entertainment Centres & Indoor Facilities
- Immersive Experiences

More details on www.GTISoutheastAsiaExpo.com

Website | Video

2026 GTI Southeast Asia Expo

21-23 April

World Trade Centre Kuala Lumpur

Malaysia

Focus on New Industry Trends and Unleash Regional Growth Potential



The GTI Southeast Asia Expo 2025 successfully concluded at the World Trade Centre Kuala Lumpur, Malaysia. Under the theme "Ignite Innovation, Elevate Experiences, Unparalleled Growth" this year's expo focused on the entertainment and attractions market driven by Southeast Asia's demographic dividend of 690 million people. The expo attracted over 110 enterprises from countries and regions including China, Japan, Singapore, the UAE, and Malaysia, covering an exhibition area of approximately 10,000sqm. It welcomed professional buyers for procurement from over 20 countries and regions, including the USA, Canada, UK, Ireland, Spain, Netherlands, Australia, Germany, Andorra, Singapore, Japan, South Korea, Indonesia, the Philippines, Thailand, Brunei, Fiji, India, Nepal, Bangladesh, Malaysia, and China.



Over 3,000 buyers attended to network and make purchases, representing sectors such as amusement parks and theme parks, aquariums and zoos, architects/consultants, contractors, family entertainment centers, government/association, hotels and resorts, manufacturers, real estate development, science centers, shopping malls/retail, technical service providers, themed entertainment, tourist attractions, and water parks. The show floor was also abuzz with transactions, as products worth over US$1 million were sold out-on-site, highlighting the region's strong appetite for high-quality entertainment and attractions solutions.



The inaugural edition of GTI Southeast Asia Expo received strong support from key government bodies and industry associations, including the Malaysia Convention & Exhibition Bureau (MyCEB), Standardization Administration of the People's Republic of China(SAC), China Cultural Entertainment Standardization Technical Committee, the China Association of Amusement Parks and Attractions (CAAPA), the Malaysian Association of Theme Park & Family Attractions (MATFA), the Philippine Association of Amusement Parks and Attractions (PhilAAPA), the Panyu Animation and Game Industry Association, and the Zhongshan Game and Amusement Industry Association. Its global scope and professional quality captured worldwide interest, with over 110 enterprises from countries and regions such as China, Japan, Singapore, Australia, Malaysia, the UAE, and Germany participating. The expo showcased over 500 new products and service solutions spanning a wide range of fields, including amusement park facilities, attractions and scenic area equipment, family entertainment centre's equipment, water park equipment, eSports, trendy games, digital technology, operation and management system, and cultural and creative products.

Bringing Together Global Insights to Envision the Industry's Future

Running alongside the expo, the 2025 Inaugural Asia Pacific Amusement & Attractions Industry (APAAI) Forum was also held, which gathered industry leaders and experts for in-depth discussions on Market trends in Southeast Asia's growing attractions landscape, Operational strategies to enhance guest experiences, Regional safety regulations and compliance, Enhancing your FEC and arcade business through IP Licensing, and Maximising people investment for success in attractions & FECs. The expo attracted key executives from major Southeast Asian theme park giants, including the Philippines' Enchanted Kingdom, Indonesia's Funworld Prima, Jungle Gym by Only World Group, emerging operators, and Middle Eastern investment firms. Decision-makers from Malaysian and regional venue chains, indoor parks, FECs, and theme parks—including prominent names like Fun Scape by Cobay, Indah Family Centre, Semico Technology FEC, Mascot Enterprise, NERR Entertainment, KAGA Amusement, TKA Amusement, Virtualand, Legoland Malaysia, and the Genting Group—were also present to network and exchange insights.



Uniting Globally to Embark on a New Journey

The Southeast Asian entertainment and attractions industry is entering a golden age of development. The rapid increase in the market share of "Made in China" products in Southeast Asia, which jumped from 28% in 2020 to 41% in 2024, validates this trend. While cost advantage and customisation capabilities have been core competencies for Chinese enterprises, more significantly, they have seized the historical opportunity presented by Southeast Asia's consumption upgrade. Emerging markets, particularly Malaysia, Vietnam, and Thailand, are currently experiencing a boom in the construction of theme parks and family entertainment centers, leading to sustained growth in the demand for equipment procurement and operational management.
GTI Southeast Asia Expo 2026 will undergo strategic upgrades across three key areas: expanding market coverage, with a focus on developing emerging markets like Indonesia, Vietnam, and Thailand; deepening vertical sector expansion, by strengthening resource integration in areas such as water parks and LBE (Location-Based Entertainment) immersive experiences, and improving service quality, by optimizing business matching efficiency and the overall exhibitor experience. Technological integration and innovative application will be a prominent highlight of the next expo. With the accelerating use of technologies like VR/AR, Artificial Intelligence, and Digital Twins in the entertainment and attractions sector, the expo will serve as a key platform for launching new innovations and a showcase for application case studies.
Mark your calendars for 21–23 April, 2026, at the World Trade Centre Kuala Lumpur. The GTI Southeast Asia Expo is the pla form for global professionals to activate this key regional growth center and explore the vast, billion-dollar attractions market of Southeast Asia.



Global Outreach

Digital marketing overview on three international social media platforms (Southeast Asia Region)
1.Facebook 2.LinkedIn 3.Google SEM (Search Engine Marketing) & Google Display Ads 4.Facebook
Overall, the campaign generated a total of **20,374,373** impressions and **288,430** clicks.





International Response

"We are thankful to have participated in the first edition of GTI Southeast Asia Expo 2025, which provided great exposure to our valuable safety tools. It was a fantastic opportunity to strengthen our presence in the Southeast Asian market," said Mr. Sanee Nos, Director of Growth, Mascot Enterprise Singapore.

"GTI Southeast Asia Expo 2025 exceeded my expectations. While it discovered excellent new suppliers, it also highlighted the growing need for advanced news technology and specialised suppliers from international sources. The APAAI Forum sessions offered valuable insights into global trends, and I'm eager to explore more cross-border collaborations in future editions," said Mr. Keisuke Koichenkenpon, CEO & 3D Animation Director, Magma Old Co., Ltd.

The expo was very interesting and if we never seen something like it. Would like to see more Malaysian vendors or speakers next time!
-Hi Tech Century

The APAAI Forum sessions were insightful as they provided strong editorial value with timely insights and access to industry leaders.
-Digital News Asia

2025 Supporting Organisations

MyConvention & Exhibition Bureau | Visit Malaysia 2026 Truly Asia | Meet in Malaysia BE Greater, Together.
CAAPA | 中国游乐设备协会 | 学院景点 全球培训解决方案 | MATFA
PhilAAPA Philippine Association of Amusement Parks and Attractions | GAGA 中国游乐设备行业协会

Exhibitor Notice

Space Only: ≥36 sq.m
Shell Scheme: 9 sq.m (L3m*W3m*H2.5m)

Furniture including:
① A fascia board (Booth with two entrances has two fascias) board)
② Three-side wall panels (booth with two entrances has two sides)
③ A plug with basic power (220V/1500W)
④ Two folding chairs ⑤ An information counter
⑥ Carpeting ⑦ A bin ⑧ Two spotlights



Booth Rates

International Exhibitor
Shell Scheme: US$4,800/per booth (9sq.m)
Space Only: US$480/sq.m (≥36 sq.m)

Sponsorship Opportunities

- Platinum
- Gold
- Silver

Floorplan