GTI China Expo 2026 — Transforming Cultural Tourism Through Innovation, Shaping the Future with New Trends



From September 10 to 12, GTI China Expo 2026 was grandly held at Area A, China Import and Export Fair Complex in Guangzhou. This year's expo welcomed over 200 first-time exhibitors. Within 80,000 square meters of exhibition space, nearly 600 global exhibitors engaged in in-depth interaction with professional buyers from more than 100 countries and regions, attracting a total of 120,000 visits. The expo demonstrated distinctive features including technology-driven, digital-physical integration, cross-industry formats, industrial convergence, IP empowerment, cultural deepening, and continuous deepening of internationalization, propelling the industry toward four frontier trends: intelligentization, IP-driven development, cultural tourism integration, and internationalization.













These figures not only serve as strong evidence of industry confidence but also signify that the global game and amusement industry is moving from recovery toward a new cycle of growth. As a B2B exhibition and trade platform with exceptional industrial depth and cross-sector integration capability in Asia's game and amusement industry, GTI China Expo is continuously delivering frontier trend insights, efficient business matchmaking, and brand value-added services to global industry players with a more open posture, a more complete industrial chain, and a more cutting-edge technological vision, becoming a core engine driving the industry forward.














Attendees at the opening ceremony included Chen Guijie, Second-Level Inspector, Department of Culture and Tourism of Guangdong Province; Dai Liumei, President of China Culture and Entertainment Industry Association; Li Zaiyan, President of GuangDong Culture&Entertainment Federation; Kong Ming, Secretary-General of the China Culture and Entertainment Industry Association; Yang Jingjing, Fourth-Level Researcher of the Market Management Division of the Department of Culture and Tourism of Guangdong Province; Chen Dan, Deputy Director of Taiwan Affairs Office of the Guangzhou Municipal Government; Jin Hua, Director of the Economic Work Division of Taiwan Affairs Office of the Guangzhou Municipal Government; Zeng Yanping, First-Level Researcher of the Convention and Exhibition Promotion Division of Guangzhou Municipal Commerce Bureau; Chen Jingze, Second-Level Researcher of the Convention and Exhibition Promotion Division of Guangzhou Municipal Commerce Bureau; Zhang Jing, Third-Level Researcher of the Exhibition and Trade Service Division of the Guangzhou Cooperation Office; Zhou Jianqiao, Third-Level Researcher of the Economic Work Division of Taiwan Affairs Office of the Guangzhou Municipal Government; Xiao Liang, Deputy Director of the Guangzhou Business Convention and Exhibition Promotion Service Center; Yin Jiali, Director of the Convention and Exhibition Planning Department of the Guangzhou Business Convention and Exhibition Promotion Service Center; and Zhu Gang, Executive Vice President and Secretary-General of the Guangdong Intangible Cultural Heritage Promotion Association, among other administrative department heads. Also present were representatives from industry associations in Jiangsu, Shandong, Hunan, Shaanxi, Guangdong, and Taiwan provinces, and Chengdu, along with international industry association representatives from Malaysia, India, the United States, Indonesia, South Korea, and other countries. Corporate representatives from Wahlap, UNIS, IGS, Paokai, Unitree, Round One, Huijun Culture, Fengyun Investment, Zhanhui, Mecpower, Daqian, Tongli, Superwing, Prodigy, WoooArena, Spark Robot, and others attended the opening ceremony.

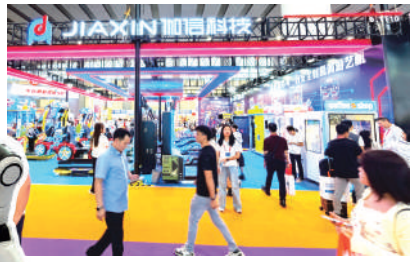








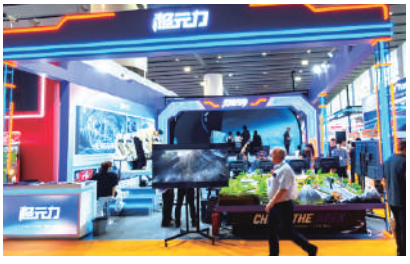














Ouyang Yun, Chief Executive Commissioner of GTI Organizing Committee



Over seventeen years of deep cultivation in the industry and concentrated efforts in going global, GTI China Expo has always upheld the concepts of internationalization and professionalization, and has always remained true to its original mission of showcasing "China's Intelligent Manufacturing" to the world. Since its inception, we have adhered to a dual-direction opening-up format, actively introducing high-quality global procurement resources, and helping domestic cultural entertainment and tourism enterprises set sail for overseas markets and expand into global markets.







Through years of accumulation, GTI Expo's global influence has continued to rise. Its buyer network now covers more than 150 countries and regions across five continents, making it a must-attend core professional expo for buyers both domestically and internationally. At the same time, we actively support the development of the cultural tourism industry under the Belt and Road Initiative. Held annually in Kuala Lumpur, Malaysia, the GTI Southeast Asia Expo, a key international Belt and Road project for the cultural tourism industry and a Southeast Asian showcase for amusement and entertainment equipment, serves as a bridge for international trade and economic cooperation. It provides strong support for Chinese enterprises seeking to establish a deeper presence in Southeast Asia and expand into international markets, while promoting the global development of Chinese amusement, entertainment and cultural tourism brands.Currently, the entertainment and cultural tourism industry is at a critical stage of transformation, upgrading, and quality improvement. Industry product iteration, technological innovation, and intelligent manufacturing upgrades have become core development trends. Here, I sincerely call upon the entire industry to unite, collaborate, and advance together, deeply cultivate new quality productivity, utilize AI artificial intelligence to focus on product innovation and technological upgrading, and polish high-quality, intelligent, and highly competitive cultural tourism amusement equipment to help the industry achieve high-quality development.



Looking ahead, GTI Organizing Committee will remain true to its original aspiration and continue to cultivate deeply, continuously enhancing the expo's professionalism, internationalization, and branding. We will continue to improve our overseas expo layout, deepen full-chain industry services, collaborate with industry associations and upstream and downstream enterprises, and jointly build a virtuous cycle and prosperous new ecosystem for the cultural entertainment and tourism industry.

The First Window into Global Industrial Transformation



Global shifts in consumer trends are reshaping the fundamental dynamics of the industry. From functional consumption to emotional value, and from equipment sales to experience-driven operations, the game and amusement industry is evolving beyond traditional manufacturing toward a new ecosystem of intelligentization, IP-driven development, and globalization.



Currently, new business formats such as micro cultural tourism complexes, light sports spaces, immersive urban sports parks, and super amusement complexes are experiencing rapid growth. IP is no longer merely "brand licensing" but a full-chain value recreation from content co-creation and scene construction to derivative operations. In the stage of stock competition in commercial real estate, indoor amusement venues are undergoing value reconstruction — online traffic customer acquisition costs continue to rise, and local-based venues are once again becoming the customer flow carriers that brands compete for. Entertainment formats that can steadily attract foot traffic for shopping malls have upgraded from supporting services to core competitiveness in venue operations.



Therefore, this year's expo brought together nearly 600 global exhibitors including Wahlap, UNIS, ACE, Superwing, Arccer, DreamFuns, Dali, Yinghua, E-Sun, Tongli, Baohui, XiongZhiYe (Jiaxin), Yingpin, Shunhong, SEA, Leqi, Jiuyou, Season, Playmore, Rongxiang, Sipuls, Jiahui, Movie Power, Lionet, Zhuoyuan, Longcheng, Palm Fun, Free Luck, Xinglong, Tongniu, Jinhui, Xingwan, Yuto, Nano Systems, Leetn, Baodian, M Sky, HY TECHNOLOGY, HuoShi Chuan Yu, DiniBao, Colorful Sky, DaKongYi, Joysports, Aiyihang, Cheer, Lilian, KEKU, Potato, Apple Tree, Qijiang, Solar Space, Tonglemei, Magic Block, Gooest, Sunflower, Neofuns, Yingjia, Daka, Mecpower, Elephant, Fuhua, Longmai, Huatai, Danzhule, Prodigy, Qianai, Beslepark, Wang'erbao, Yingcai, Hess, Xitang, Xihe, Qilong, Anchi, DanDanTang, FunSpace, High Hip-Hop, Fulian, Flying, Jiangxin, Ceyuan, Luck & Jinying, LEON, Hee Game, WAKEE, Yipin, Yulong, Alile, Tongluofeng, Huarui, Yi Hong, Pan Asia, Yuanxiang, Chuangying, Maile Bear, LeGou, Junson, Wetop, Haiber, Pegasus, Gongtai, Playfun, Zhengchuan, Xinghe, Xinrong, Lefunland, Limeiqi, GuWei, MiXR, EPARK, Topow, Zhongshang, Magic, Yikou Lollipop, Pegasus, Family of Childhood, Quxuegu, Dongzhiyu, Huacheng, JoyMark, Unitree, CCEA, as well as internationally renowned brands Bandai Namco, SEGA, Moser's Rides, Starknox, Semnox, and others. Meanwhile, overseas buyers from more than 100 countries and regions around the world gathered in Guangzhou to jointly explore new boundaries and new momentum for the game and amusement industry.



Opening Ceremony Speech – 18th GTI China Expo
Ankur Maheshwary, Chairman, IAAPI



Good morning, everyone.

It is a great pleasure and honour to be here at the 18th GTI China Expo. On behalf of IAAPI and our 750+ members, I sincerely thank the GTI team for the invitation and the warm hospitality.

I am here today with a simple message: India is ready for the next big phase of growth in amusement and entertainment — and we would love China to be a part of that journey.

India is a market of 1.5 billion people, with a median age of just 29. We have a young,aspirational and increasingly urban population, with a growing appetite for new experiences, entertainment and family leisure.

Our industry is already moving fast. Indoor amusement centres, trampoline parks, snowparks, indoor theme parks, mythological and themed attractions are seeing strong growth. The Indian amusement industry was valued at around US$2 billion in 2025 and is expected to reach approximately US$3 billion by 2030.

And this is only the beginning.

India has the consumers and the opportunity. China has the manufacturing strength,technology and supply-chain capabilities. When these two strengths come together, the potential is enormous.

There is also an exciting opportunity beyond buying and selling equipment. Many Indian manufacturers are ready for technology partnerships and manufacturing tie-ups with Chinese companies. With changing import duties, freight costs and logistics challenges,Make in India can also become a very attractive option for Chinese manufacturers looking at the Indian market.

So, I warmly invite our friends from China to look at India not just as a market, but as a long- term strategic partner.

And let me extend another invitation.

Please join us in Mumbai from 3rd to 5th March 2027 for the 25th IAAPI Amusement Expo.

Our 2026 edition was our biggest expo ever. And 2027 is going to be 30% bigger. Around 90% of the exhibition space is already booked.

So, trust me — this one is going to be huge!

I wish the 18th GTI China Expo tremendous success. I hope everyone here finds new opportunities, builds strong partnerships and takes back some great business from this exhibition.

Thank you, and I look forward to welcoming you all to India.





Digital-Physical Integration Breaking Boundaries and Innovating, Unlocking A Diversified New Industrial Ecosystem

This year's expo focused on five core trends: cultural tourism integration, digital-physical symbiosis, IP empowerment, industrial upgrading, and international connectivity. It precisely targeted industry pain points and future opportunities, breaking down the barriers between traditional amusement and the cultural tourism industry to achieve multi-format cross-sector symbiosis and collaborative development.



Tech and fun go hand in hand across the exhibition floor, with immersive experiences at every turn. Intelligent robots guide and empower visitors throughout, while robot dogs add playful warm-up interactions. Hardcore black tech joins hands with leisure and entertainment, deeply blending the innovation of digital technology, the emotional appeal of the amusement industry, and the experiential depth of cultural tourism settings. From traditional amusement equipment to new digital cultural tourism scenes, from VR/AR/MR virtual experiences to IP cultural creative derivatives and digital sports innovation, the expo comprehensively showcased the latest achievements in industrial transformation and upgrading. During the expo, industry streamers also introduced exhibition booths on-site through live streaming, presenting audiences with a comprehensive "technology + cultural tourism + amusement" immersive industry feast.





The eight exhibition halls of this year's expo each had distinctive features, forming a clear structure of comprehensive hall + technology interaction hall + brand hall + full industry chain supporting hall, reflecting the upgrade from single equipment transactions to full industry chain collaborative integration.









Hall 1.1 — Comprehensive Equipment Hall. A kaleidoscope of the full industry chain, with a large number of exhibitors forming a complete microcosm of the industrial ecosystem. Exhibitors covered the entire industry chain's small and medium-sized segments including amusement equipment, game technology, toys and gifts, environmental art, and metal products, suitable for one-stop procurement of supporting resources.

Hall 2.1 — Indoor Amusement Park and Cultural Creative Design Hall. A new showcase integrating design and creativity, gathering enterprises in indoor amusement parks, parent-child entertainment, cultural creative design, and decoration engineering. It featured a concentration of gift machines, redemption machines, turnkey venue solutions, pinball machines, children's amusement parks, and trendy IP-theme toys, making it ideal for indoor amusement park operators, commercial complexes, parent-child restaurants, and children's theme spaces seeking overall design, decoration, and amusement equipment solutions.



Hall 3.1 — Technology Interaction and Innovation Frontier Hall. A "testing ground" for virtual reality and intelligent technology, concentrating enterprises in VR/AR, robotics, intelligent equipment, digital sports, water parks, and lighting, suitable for buyers interested in VR experiences, robot interaction, intelligent amusement, sports entertainment equipment, and digital sports venues.

Hall 4.1 — Cultural Tourism Supporting and Immersive Experience Hall. An "arena" for digital sports and immersive experiences, featuring digital sports equipment and immersive experience solutions, focusing on cultural tourism, outdoor, sports, environmental art, inflatables, and go-karts, while also having many supply chain supporting enterprises, suitable for cultural tourism scenic areas, outdoor parks, sports parks, and children's amusement park investors seeking equipment and supporting facilities.



Hall 5.1 — Supply Chain and Ecological Services. It was not only the hall with the largest number of exhibitors but also the cluster with the most complete industrial chain supporting facilities. Covering software systems, industry associations, international pavilions, tokens and redemption tickets, metal accessories, seating, carpets, lighting, leather, and other subdivided fields, it was suitable for professional buyers seeking accessories, consumables, software systems, industry services, and international resources, and was also a key area for understanding industry policies and going-global information.

Hall 6.1 — Brand Animation Amusement and Operation System Hall. It concentrated a group of game and amusement equipment manufacturers, electronic entertainment equipment manufacturers, and operation management system service providers with strong brand attributes, suitable for arcades, chain amusement parks, and family entertainment centers procuring mid-to-high-end equipment and management systems.

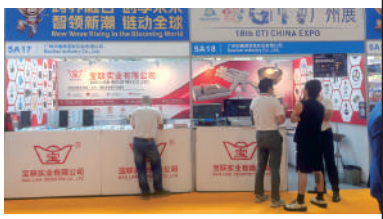
Hall 7.1 — Premium Game and Amusement Equipment Hall. Relying on the GTI International Buyer Lounge, it concentrated a group of enterprises with strong comprehensive entertainment attributes, suitable for customers seeking differentiated products.

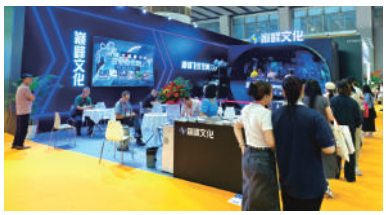
Hall 8.1 — Top Brand and International Arcade Hall. Although the number of exhibitors was relatively small, it concentrated a large number of top enterprises, with an average exhibition area of over 200 square meters per exhibitor. It was a brand hall that professional buyers, large chain operators, and overseas buyers focus on.













The exhibits at this year's expo covered more than 60 industry sectors including cultural tourism amusement, XR, game and amusement, theme parks, IP-based cultural and creative products, scenic area equipment, digital sports, water park facilities, children's entertainment, unpowered facilities, smart retail, landscape environmental art, and intelligent technology. There were over 4,000 new products unveiled, with the total number of exhibits exceeding 20,000. New exhibitors were mainly concentrated in sectors such as intelligent technology, trendy toy gifts, VR interaction, parent-child amusement, and cultural tourism supporting facilities, reflecting the expo's continued ability to attract new industry forces, maintain a high renewal rate, and sending five core signals:

1. Equipment remains the entry point, but turnkey venue solution has become mainstream.
Turnkey venue solutions formats such as inflatables, trendy sports centers, trampoline parks, matrix slides, high-altitude obstacle courses, and cultural tourism projects are appearing in large numbers, indicating that the procurement logic of Party A has changed: they no longer just buy machines, but buy integrated solutions encompassing planning, design, equipment, IP, and operations.

2. Redemption machines and gift machines remain the twin engines of cash flow, but gameplay has been comprehensively upgraded.
Redemption machines are developing toward screen-based, sports-oriented, competitive, and IP-based formats; gift machines are integrating toward claw machines, blind box machines, capsule toys machines, draw-and-win machines, combination cabinets, and unmanned retail.

3. IP has evolved from a decorative element into a core driver of value creation.
Popular IPs such as Sanrio, Pokémon, Ultraman, Nailong, Super Wings, Octonauts, GG Bond, B.DUCK, Larva, Hello Carbot, Eggy Party, The Smurfs, and NBA All-Star are increasingly featured in amusement products. As amusement equipment becomes more homogeneous, the premium value of licensed IP becomes increasingly evident.



4. Digital sports, large-scale VR and interactive light-and-shadow experiences move from emerging attractions to mainstream entertainment offerings.VR is no longer limited to standalone headsets. It now encompasses large-scale free-roaming VR, MR CS, interactive light-based karting, immersive cinemas and digital sports centers. Traditional arcades are increasingly transforming into modern entertainment venues that combine trendy sports experiences with family entertainment centers.

5. Operating systems, payment compliance and supply chain support become essential infrastructure. Ticket storage and management systems, token redemption and dispensing machines, access control gates, RFID wristbands, card readers, payment terminals, self-service kiosks and SaaS management platforms were widely represented at the exhibition. Industry competition is expanding beyond whether a machine is entertaining to whether an entertainment venue can operate efficiently and profitably.



Buyers from over 100 countries and regions gathered at GTI China Expo, highlighting global amusement industry trends

Professional buyers from more than 100 countries and regions traveled to Guangzhou for GTI China Expo 2026, including the United States, Canada, Mexico, Brazil, Argentina, Colombia, Peru, Chile, Ecuador, Bolivia, Venezuela, Panama, Costa Rica, Guatemala, the Dominican Republic, Jamaica, Martinique, the United Kingdom, France, Germany, Italy, Spain, Portugal, the Netherlands, Belgium, Austria, Poland, Slovakia, Romania, Bulgaria, Greece, Croatia, Slovenia, Lithuania, Latvia, Estonia, Belarus, Russia, Denmark, Sweden, Finland, Ireland, Norway, Iceland, Malaysia, India, Japan, South Korea, Thailand, the Philippines, Vietnam, Kazakhstan, Uzbekistan, Kyrgyzstan, Tajikistan, Azerbaijan, Armenia, Georgia, Türkiye, Saudi Arabia, the United Arab Emirates, Qatar, Yemen, Jordan, Lebanon, Iraq, Iran, Syria, Israel, Palestine, Pakistan, Bangladesh, Sri Lanka, Nepal, Myanmar, Cambodia, Laos, Indonesia, Singapore, Brunei, Mongolia, Afghanistan, Hong Kong (China), Macao (China), Taiwan (China), Morocco, Algeria, Tunisia, Libya, Egypt, Sudan, Ethiopia, Somalia, Kenya, Uganda, Rwanda, Burundi, the Democratic Republic of the Congo, Cameroon, Ghana, Nigeria, Côte d'Ivoire, Mali, Mauritius, South Africa, Angola, Zimbabwe, Tanzania, Australia, New Zealand and many others. This remarkable level of international participation has once again reinforced GTI China Expo's position as a central hub for supply chain collaboration and innovation in the global amusement and attractions industry. It has also reflected an evolving global market landscape, with Asia providing a strong foundation, the Middle East undergoing transformation, Europe and the Americas pursuing technological innovation, and Africa accelerating its development.

1. Expanding global buyer network: Four regions, four distinct purchasing priorities.

Asia remains a fundamental market for the global amusement industry, but purchasing strategies are shifting from individual equipment acquisitions toward chain expansion, integrated systems and long-term development. The group visits of leading Japanese companies, including Bandai Namco, SEGA FAVE and TAITO, highlighted Japan's growing emphasis on China's amusement equipment supply chain and its systematic evaluation of potential partners. South Korean companies such as CJ4DPLEX and GRAC demonstrated strong interest in immersive experience technologies. In Southeast Asia, companies including Funworld Indonesia, Kiztopia and Quantum Amusement are participating in a period of rapid expansion of FEC chains. In South Asia, TEEG India is advancing plans to expand its network to 100 locations. The strong presence of Asian buyers demonstrates that China's supply chain is valued not merely for cost competitiveness, but increasingly as an essential foundation for chain expansion and the delivery of integrated entertainment solutions.



The Middle Eastern market displayed a clear preference for integrated procurement solutions. Buyers from Iraq presented purchasing requirements covering nine major equipment categories for the development of premium FECs. The participation of Saudi entertainment company AEC and the D&B Dubai Branch reflected the region's broader strategic transition from an oil-dependent economy toward a more diversified consumer and entertainment economy. For Middle Eastern buyers, procurement is no longer simply about adding individual machines. Instead, it increasingly involves comprehensive venue planning, premium equipment, branded experiences and integrated operating systems. The rise of the Middle Eastern market is creating new growth opportunities for the global amusement industry while opening doors for Chinese suppliers to deliver high-end turnkey arcade and FEC solutions.









Technology suppliers from Europe and the Americas, represented by companies such as Raw Thrills, showed particular interest in emerging technologies, including mixed reality, interactive LED floors and unattended VR attractions. Their priorities include maximizing revenue per square meter and improving operational efficiency. Unlike emerging markets, where cost-effectiveness and scalability often take precedence, buyers from more mature markets place greater emphasis on technological innovation, content renewal and replicable operating models. Their presence at GTI China Expo was not simply about sourcing equipment, but about identifying solutions capable of improving venue performance, reducing labor costs and creating differentiated entertainment experiences.













Africa has emerged as one of the rapidly growing regions for the global amusement equipment industry. Registered African buyers at this year's GTI China Expo represented nearly 20 countries, including South Africa, Nigeria, Egypt, Algeria, Ghana and Morocco. The accelerating development of African amusement markets signals the expansion of entertainment consumption beyond established markets into emerging economies. Cost-effectiveness, durability, after-sales support and adaptation to local market conditions remain key purchasing considerations for African buyers. GTI China Expo has established an efficient and direct connection between China's comprehensive amusement supply chain and the growing demand of emerging African markets.







2. Changing purchasing behavior: From buying equipment to investing in value.

Purchasing behavior at this year's exhibition reflected the depth of the industry's ongoing transformation. Buyers are making increasingly rational investment decisions, placing greater emphasis on return on investment, equipment durability, revenue per square meter and energy consumption rather than focusing solely on purchase prices. Demand for one-stop solutions has become increasingly prominent. Comprehensive services covering venue planning, equipment customization and operational support are now central considerations in procurement decisions. Technology integration and IP-driven development have also become important selling points. Inquiries for immersive attractions incorporating VR/AR, interactive projection and other technologies, as well as products featuring well-known licensed IPs, have increased significantly. At the same time, global buyer demand is evolving across multiple dimensions: from individual purchases to replicable chain operations, from traditional arcade games to immersive entertainment, and from children's playgrounds to all-age FECs. The completeness, responsiveness and cost advantages of China's amusement supply chain make it an increasingly important sourcing destination for international buyers.





Distinct trends are also emerging across individual industry segments. In the attractions sector, demand is shifting toward themed and immersive experiences, with large-scale projects increasingly favoring landmark attractions that can generate social media attention. Indoor FECs are becoming important traffic drivers for shopping malls and commercial complexes, fueling strong demand for modular, highly interactive family entertainment equipment. Meanwhile, arcade chains continue to rely on redemption games and prize machines as key revenue drivers, prioritizing high-performing products that encourage social interaction and repeat visits. Together, these developments demonstrate that competition in the global amusement industry is shifting from individual equipment to a broader combination of entertainment environments, content, operations and integrated ecosystems.







Global buyers reaffirm GTI China Expo's role as an international industry hub

The participation of professional buyers from more than 100 countries and regions highlights at least five dimensions of GTI China Expo's value.

First, global reach. With buyers gathering from six continents, GTI China Expo has demonstrated its ability to connect the global amusement and attractions industry.



Second, buyer quality. From leading Japanese corporations and South Korean organizations to major Middle Eastern entertainment companies, Southeast Asian chain operators, South Asian expansion projects and technology suppliers from Europe and the Americas, the buyer profile is evolving from an emphasis on quantity toward greater quality and purchasing potential.

Third, tangible market demand. Buyers arrived with specific procurement lists, investment plans and operational requirements, making the exhibition a concentrated platform for identifying and responding to global market demand.





Fourth, supply chain connectivity. The extensive international participation further demonstrates GTI China Expo's important position as a central hub for collaborative innovation across the global amusement industry supply chain.

Fifth, a new stage of international expansion. China's amusement industry is moving beyond equipment exports toward the internationalization of brands, integrated systems, technical standards and operational expertise.

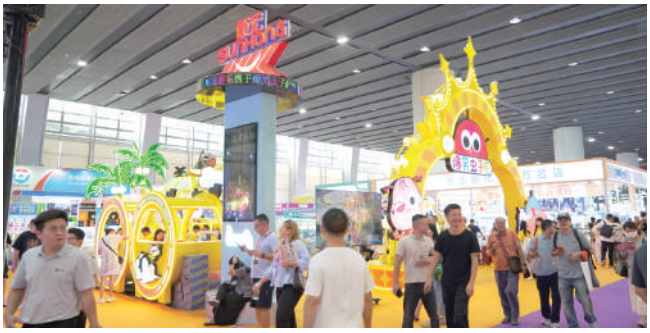


From three days of exhibition activities to year-round business connections, and from product exports to the international expansion of brands, systems, standards and operational expertise, GTI China Expo is forging stronger links between global market demand and China's amusement supply chain. With buyers from more than 100 countries and regions converging in Guangzhou, the exhibition has evolved beyond a showcase for Chinese amusement equipment exports into a central hub for collaboration and innovation across the global amusement industry supply chain. It enables the world to discover the strengths of China's supply chain while helping Chinese manufacturers better understand the needs of international markets. Behind the expanding global buyer network lies a fundamental shift in purchasing priorities. Companies capable of delivering higher ROI, more comprehensive solutions, stronger technology integration and greater IP-driven value will be better positioned to lead the next phase of global competition.



As buyers from more than 100 countries and regions traveled to Guangzhou, the value of GTI China Expo extended far beyond its three-day exhibition period. It serves as a barometer of global amusement industry trends, showcasing developments such as screen-based redemption games, collectible and trendy prizes, large-scale VR experiences, digitalized operations and turnkey venue solutions. It is also an annual sourcing destination for international buyers, bringing together the needs of Asian entertainment chains, transforming Middle Eastern markets, technologically advanced European and American operators, and rapidly developing African markets. Furthermore, the exhibition provides a powerful gateway for the international expansion of Chinese amusement enterprises, connecting China's comprehensive manufacturing ecosystem with diverse markets worldwide. Above all, it functions as a central hub for collaborative supply chain innovation, bringing together content, technology, IP, operations, payment systems, certification, logistics and capital.

Intelligentization, IP-driven development, cultural tourism integration, and internationalization: Four major trends emerging from GTI China Expo 2026



Walking through GTI China Expo 2026, one observation became immediately clear: traditional arcade equipment remains an important part of the industry, but the rules of competition are changing. Redemption games are no longer simply about dispensing tickets. Prize machines are no longer limited to conventional claw machines. VR is no longer confined to standalone experiences, and exhibitors are no longer focused solely on selling equipment. Turnkey venue solutions, IP licensing, digital sports, operating systems and international market development are collectively shaping a new industry landscape. Based on the exhibitor profile and buyer demand at this year's exhibition, four major trends are accelerating the transformation of the amusement and attractions industry: intelligentization, IP-driven development, cultural tourism integration and international expansion.

















Intelligentization transformation emerged as one of the most prominent trends at this year's exhibition. Terms such as intelligent technology, digital technology, cloud-based control, Internet of Things, VR and robotics appeared frequently among exhibitors, reflecting the industry's transition from traditional mechanical equipment toward intelligent interaction, virtual reality and AI-powered experiences. Whether through the integration of digital screens into redemption games, motion-based simulation attractions, large-scale VR, MR combat experiences, interactive LED floors or unattended VR systems, the underlying objective remains the same: using technology to enrich entertainment experiences and improve operational efficiency. The global arcade game market was valued at USD 10.99 billion in 2025 and is projected to grow at a compound annual growth rate of 14.8% from 2026 to 2033. This market outlook further indicates that intelligent transformation is not merely an isolated experiment but part of a broader global industry trend. For venue operators, intelligent equipment means more than improved entertainment experiences. It also offers the potential for higher revenue per square meter, lower labor costs and stronger repeat-visit rates.



The integration of IP, collectible merchandise and prize-based entertainment emerged as the second major trend. This year's exhibition saw a notable increase in exhibitors specializing in plush toys, trendy collectibles, premium gifts and prize merchandise. Many animation and technology companies are also expanding into IP-related merchandise and collectibles. Popular IPs such as Sanrio, Pokémon, Ultraman, Nailong, Super Wings, Octonauts, GG Bond, B.DUCK, Larva, Hello Carbot, Eggy Party and The Smurfs appeared frequently across amusement equipment, prizes and themed entertainment environments. The integrated "equipment + IP + prizes" operating model is becoming an important strategy for amusement parks and arcades seeking to encourage repeat visits. As amusement equipment becomes increasingly homogeneous, the differentiating value of licensed IP and reliable prize supply chains becomes more apparent. Future competition will no longer be determined solely by how entertaining a machine is. It will also depend on whether content can be continuously refreshed, prizes can sustain customer interest, and IP can establish lasting emotional connections with consumers.



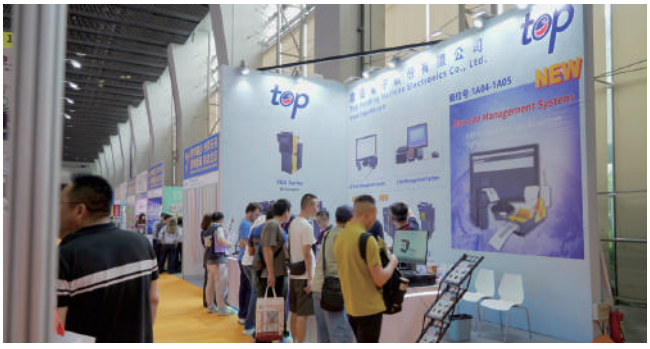




Cross-sector integration involving cultural tourism, sports and children's entertainment represents the third major trend. Companies specializing in environmental art and themed construction, dinosaur-themed landscapes, water park equipment, inflatable attractions, sports equipment and bowling facilities were represented across exhibition halls including Halls 4.1 and 2.1. These developments reflect the industry's increasing convergence with cultural tourism, sports, family entertainment and theme parks. In the attractions sector, themed and immersive experiences are gaining importance, while major projects increasingly favor landmark attractions capable of generating social media engagement. Indoor FECs are becoming important traffic generators for commercial complexes, driving demand for modular and highly interactive family entertainment equipment. Arcade chains, meanwhile, continue to rely on redemption games and prize machines as core business drivers, focusing on high-revenue products that encourage social interaction. These trends demonstrate that the boundaries of the amusement industry are expanding beyond traditional arcades into tourist attractions, shopping malls, sports venues and family entertainment centers.



Internationalization and overseas market expansion represent the fourth major trend. International brands such as SEGA, Bandai Namco, Moser's Rides and Semnox Solutions participated in this year's exhibition, while international organizations, including the Russian Association of Amusement Parks and Attractions (RAAPA), were actively involved. The growing two-way exchange between China's amusement supply chain and global innovation resources is driving the industry toward deeper international cooperation and competition. Professional buyers from more than 100 countries and regions traveled to Guangzhou, reflecting a global market landscape in which Asia provides a strong foundation, the Middle East is undergoing transformation, Europe and the Americas pursue technological leadership, and Africa accelerates its development. Purchasing priorities are shifting from simply buying equipment toward investing in ROI, integrated solutions, technology, IP and operational expertise. China's amusement industry is also advancing beyond product exports toward the international expansion of brands, integrated systems, standards and operating models. As a central hub for collaborative innovation across the global amusement industry supply chain, GTI China Expo is becoming an important destination for discovering emerging trends, connecting buyers with suppliers and fostering innovative partnerships.



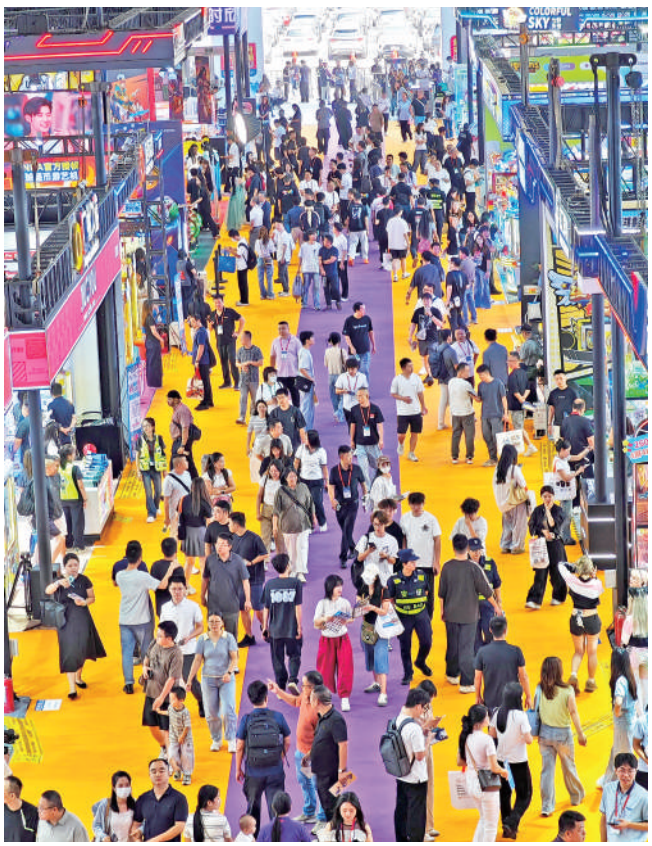




Taken together, these four trends are not isolated developments. They point toward a common future for the amusement and attractions industry. Intelligentization addresses the need for better experiences and greater operational efficiency. IP-driven development strengthens content differentiation and repeat visits. Cultural tourism integration expands entertainment environments and creates new market opportunities. Internationalization opens new markets and drives long-term growth. Their convergence is accelerating the industry's transition from individual equipment sales to turnkey venue solutions, from price-based competition to value-based competition, and from manufacturing in China to global collaboration. Traditional arcade equipment remains part of the industry, but the competitive landscape has fundamentally changed. What GTI China Expo 2026 presented was therefore more than a vibrant three-day trade exhibition. It offered a roadmap for the next phase of growth in the global amusement and attractions industry.



GTI China Expo 2026 has successfully concluded in Guangzhou. As an important annual gathering for the global amusement and attractions industry, this year's exhibition once again demonstrated its distinctive value through extensive international participation, a comprehensive industry supply chain and a dynamic environment for innovation. The exhibition not only facilitated efficient connections between suppliers and buyers, but also strengthened confidence in the global industry amid market uncertainty. Beyond showcasing products and technologies, it encouraged meaningful exchanges of ideas, business models and industry ecosystems. GTI China Expo is evolving from a traditional industry exhibition into a vital hub for international cooperation, collaborative innovation and shared growth across the global amusement and attractions industry.



The 19th GTI China Expo will take place from September 10 to 12, 2027 at Area A, China Import and Export Fair Complex, Guangzhou, China.

We look forward to welcoming industry professionals from around the world back to Guangzhou in 2027 to explore new opportunities, strengthen partnerships and embark on another exciting chapter of global amusement industry development.



Through the following photos, we invite you to relive the vibrant atmosphere and memorable moments of this year’ s expo.

GTI China Expo 2026 Highlights

GTI China Expo 2026 Exhibits

GTI China Expo 2026 Exhibitors