

**IMA – International Trade Fair for Amusement and Vending Machines
17 to 20 January 2012, Düsseldorf Exhibition Centre**

Düsseldorf, 16 January 2012

IMA 2012: Industry meeting place keeps on the move

**Statement by Hans-Joachim Erbel,
Managing Director of Exhibitions Deutschland GmbH**

For 31 years now, Reed Exhibitions Deutschland GmbH has been organising the International Trade Fair for Amusement and Vending Machines on behalf of the Verband der Deutschen Automatenindustrie (VDAI). We expect about 9,000 visitors in Halls 8a and 8b of the Düsseldorf Exhibition Centre between 17 to 20 January. 158 exhibitors from eleven countries present a broad range of AWP (Amusement with Prizes) machines, the entire range of electronic amusement and sports gambling machines, as well as cash management systems and equipment concepts for state-of-the-art amusement arcades and entertainment and bowling halls. IMA keeps on the move and continues to develop. This is true especially for those IMA segments covering sports betting themes, or segments complementing amusement machines, such as marketing services, cash counting devices and currency detectors, and furnishings for state-of-the-art gambling and entertainment centres.

“coffee world”

The positive development of IMA has triggered a growing gastronomic range being presented at the trade fair, including snacks, drinks and coffee specialities. In 2011 this range of products and services was concentrated and presented to visitors in a segment of its own, the “coffee world”, for the first time. In future, the “coffee world” is to present the full range of coffee products, machines and accessories. The concept will be continued in 2012 opens new markets for the trade fair.

“bowling world”

For the fourth time already, IMA’s traditional range of products and services is complemented by the separate “bowling world” exhibition segment. The synergies remain promising: In the leisure market, bowling alleys are to be found increasingly at integrated locations also offering amusement arcade entertainment. In 2012 the “bowling world” once again offers manufacturers and distributors of bowling alleys and accessories a central meeting place for their sector.

Support for young companies

For the fourth time already, IMA is part of the programme for the support of young innovative companies run by the Federal Ministry of Economics, which enables newly founded companies to participate in IMA at preferential terms. We are particularly delighted at the appreciation of our industry on the part of the Federal Ministry of Economics which is expressed in this support.

Opening event with high-ranking guests

The same is also true for the presence of high-ranking political representatives at the opening event which will begin tomorrow, 17 January at 10:30 a.m., with a reception in Hall North A. At this opening event, we are pleased to welcome, upon invitation by the VDAI, Mr. Siegfried Kauder (MdB), Chairman of the Legal Committee of the Bundestag, as the keynote speaker. I would like to also invite you, ladies and gentlemen, to attend the opening and to pay a visit to IMA.