



GBE 2018

April 3rd-5th, 2018 | Guangzhou
China Import & Export Fair Complex
www.gbechina.com

The 12th Guangzhou International Billiards Exhibition



GBE 2018, Making Business Happen!

Being one of the most professional billiards trade show in the world, GBE is widely considered by insiders the catalyst for better business. As informed by our exhibitors and visitors, GBE 2018 has once again outdone itself in every way!

OFFICIAL POST-SHOW REPORT

105
EXHIBITORS

8000+
REGISTERED BUYERS

10,000
SQ.M SHOW FLOOR

32 COUNTRIES
REPRESENTED

EXHIBITOR SPOTLIGHT



Strachan
6811



EXHIBITOR ANALYSIS BY SECTORS

28%



Billiards Tables

21%



Billiards Cues

12%



Billiards Balls

13%

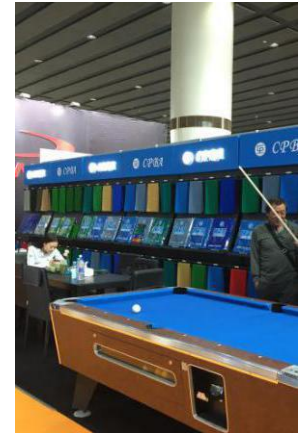


Table Cloths

17%



Billiards Accessories

9%



Other

EXHIBITOR SATISFACTION LEVEL AS HIGH AS ALWAYS!

So satisfied were our exhibitors that 88% of them were interested in returning for 2019, including Predator Group, McDermott Cue, Cyclop Pool Balls, CPBA Cloth, K.F Cue and so forth!



Expectation exceeded! Many buyers who have been sitting on the fence for the last 2 years have finally come to place orders this time! A lot of new clients we met on site were introduced by our old clients!

Laili Billiards



97%

Exhibitors were very "satisfied" to "satisfied" with the show;

98%

Exhibitors thought GBE 2018 was better than the last edition;

91%

Exhibitors made valuable new contacts;

86%

Exhibitors received on-site or follow-up orders.

NEW YEAR, NEW FACES!

GBE 2018 marked a rapid increase in first-time exhibitors, visitors, as well as young billiards players! A lot of attendees have commented that they were very excited to see so many new faces this year, for this noticeable change implied a rejuvenated billiards market welcoming an increasing number of new entrants!

**New Exhibitors
VS.
Old Exhibitors
25% : 75%**



**New Visitors
VS.
Old Visitors
36% : 64%**

Partial New Exhibitors

- Taom Billiards/Tips (Finland)
- Hongan Yuesheng Sports Equipment
- ChiFeng Billiards Hardware
- Xingba Sports Equipment
- Longqi Wood Processing
- Feishen Sports Equipment
- Billiards-shop.Asia
- Duan's Billiard
- Bruce Billiards
- Deen Billiards
- Vasen Sports
- AK Billards Table
- Feishen Sports Equipment
- Chris billiards
- Yaokun Sport Equipment
- Heli Cues
- Jiangxin Custom Cue

Visitor Growth Analysis By Regions

Overseas Visitors Growth

- East Asia **+17%**
- Southeast Asia **+22%**
- South Asia **+30%**
- Europe **+12%**
- Middle East **+33%**
- North America **+18%**
- South America **+25%**
- Oceania **+9%**
- Africa **+31%**
- Hong Kong/Macao/Taiwan **+41%**
- Other **+10%**

Domestic Visitor Growth

- East China **+29%**
- South China **+15%**
- Central China **+23%**
- North China **+27%**
- Northwest China **+6%**
- Southwest China **+21%**
- Northeast China **11%**




BUYERS' ROLE IN DECISION MAKING PROCESS

31% 
Decision Maker

21% 
Recommender

7% 
Other

27% 
Gather Information

14% 
Influencer



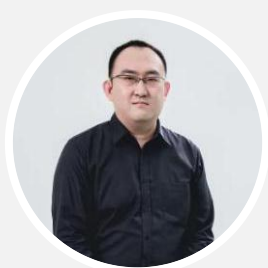
CHINA BILLIARDS INDUSTRY DEVELOPMENT FORUM 2018



China Billiards Industry Development Forum 2018 stood out among all as the signature concurrent event of the show. Many insightful opinions were shared through speeches and panel discussions by industry trend setters in front of an packed audience of over 200!



2018 KEY SPEAKERS



Liang Xiaolong
Founder of
TOP147.com and
Pool Bond Magazine



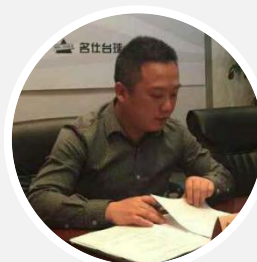
Li Chunsheng
Secretary General of
Hohhot Billiards
Association



Wu Shijun
Founder of
Chance Sport
Equipment



Gong Hongzhi
Founder of Gong's
Billiards Culture
Communication



Li Xiaosong
Founder of Ming's
Sports
Development

2018 PHOTO GALLERY



A GLANCE AT GBE 2018 ON VIDEO!

<https://v.qq.com/x/page/t0633st25p6.html>

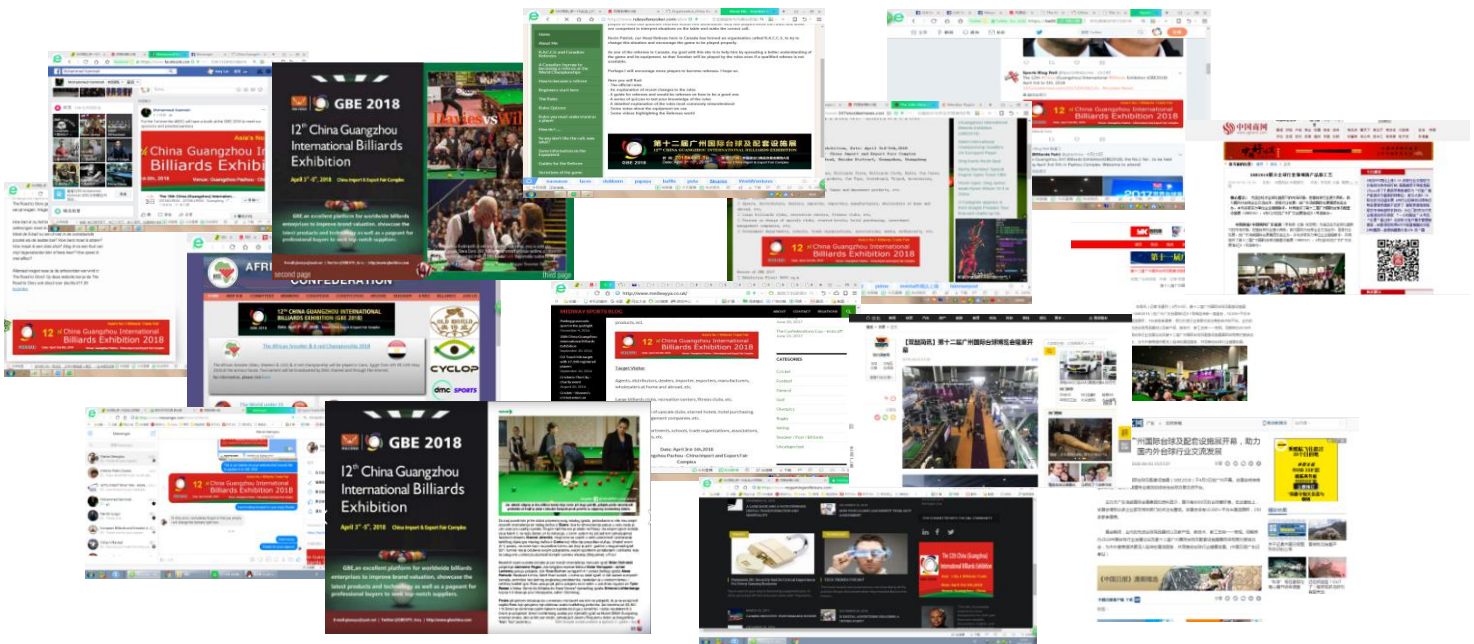
REACHING OUT TO GLOBAL INSIDERS!

To ensure that news about GBE 2018 was communicated globally, we worked with over 200 global media and associations, making the show impossible to miss for worldwide insiders!

Here Is An Example of Our Media Partners:



Worldwide News Coverage & Ads:



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MARK THE DATE & VENUE FOR GBE 2019! SEE YOU NEXT YEAR!

May 10th-12th, 2019 | China Import & Export Fair Complex, Guangzhou