

17TH GUANGZHOU INTERNATIONAL BILLIARDS EXHIBITION

POST-SHOW REPORT

GBE 2023



May 10th-12th, 2023

China Import and Export Fair

www.gbechina.com



GBE 2023 Set New Records of Show Floor Size and Exhibitor Number

As one of the most anticipated annual events for the billiards world, GBE 2023 has once again surpassed everyone's expectation.

Hosting over **300+ exhibitors** on a record-breaking show floor of **30,000 sq.m**, GBE 2023 counted a staggering **20,000+ visitors** from home and abroad on its **first day**.



Many exhibitors returned home with a myriad of sales and leads. "We've received more than 4800 visitors and sold over 1.758 million yuan of equipment during the 3 days," said Fafa Billiards.

As much as 50% of exhibitors re-booked right off the show, and 40% exhibitors said they were very likely to come back for 2024. Much impressed by this year's successful show, many visiting companies inquired about booth reservation as well.

Among those who have re-booked, many has enlarged their booth, too. For example, Dynaspheres and SONGLI • DO both doubled their booth for 2024, respectively reserving 216 sq.m and 108 sq.m of booth space. The organizer of GBE anticipates at least 40,000 sq.m of total show floor area for 2024.

Creative Exhibitors Drew Attention With Unique Booth Designs

To stand out on the show floor, our exhibitors spared no effort in booth designs, giving visitors surprises one after another. For example, Dynaspheres built their booth into a resort restaurant, hiring a five-star hotel chef to cook for visitors on site, drawing numerous attention.



Dynaspheres' Booth From Inside and Outside

Jingdian Group, a third-time exhibitor, built an extra-long display wall that encircled its 216-sq.m exhibition booth, showcasing over 200 billiards cues.

Other feature exhibitors like JOY, Shender, Rasson, O'MIN, Laili, Jingdian, Liber Win, Kangxi Shengshi, KK Baineng, FURY, Vector, CPBA, Strachan 6811, Aramith, Simonis, Mezz Cue, Xingjue, Jflowers,

Tiangong, Unique, Cuetec, Wiraka, Jianying Billiards, Youjia, Chaoli, Fondly Love, Ball Tech Korea, Taom, Amens Custom Cues, Champion Tip, Ming Tai Light, Manyang Cloth, etc., also attracted a packed booth of people.



Jingdian Group



Rasson/CPBA



Strachan 6811/Aramith/Simonis



Bodong



SONGLI • DO

Over 100 Billiards Star Players Made Their Presence

More than 100 world-class professional players were invited to the show, dazzling billiards fans with their amazing skills. The appearance of **Ding Junhui** marked the biggest highlight, which was also remarked on by People's Daily, CCTV, and World Snooker.

Rasson and CPBA jointly held the Oriental Billiard Stars Fan Meeting, hosting big-name Chinese players like Zhang Ronglin, Gong Chenzhi, Ke Bingzhong, Ke Binghan, Wei Ziqian, Shi Tianqi, Han Yu, Dang Jinhui and so on.

Other players like Earl Strickland, Florian Kohler, Kelly Fisher, Zheng Boyu, Chu Bingjie, Shi Hanqing, Li Bo, Li Hewen, Lei Yiwei, Bai Ge, Wang Ye, Tang Chunxiao, Yu Hailong, and so forth, were also met with cheers and applause of an enthusiastic audience.



A Wide Variety of New Products Were Unveiled

From billiard cues, cue cases, cue tips, billiard tables, table slates, cloth to billiard lights, billiard balls, chucks, and so on, visitors were overwhelmed by the abundance of new products.

As more billiards halls are trying to appeal to the middle and upper class clientele who prefer a well-furnished environment, in the past two years GBE saw an increase of products like luxurious carpets, self-service systems and sofa chairs.

In order to explore every new invention and solution offered by the exhibitors, many visitors stayed until closing time every day. Even on the third day, the foot traffic has not abated a bit.



Thanks to the support of worldwide exhibitors, visitors, associations and media partners, GBE 2023 has come to a successful conclusion. Look forward to seeing you next May!

▶▶ Contact Us

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