

"Today Smile seriously strives to become a leader over the Russian market"



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What products will Smile Games present in upcoming EELEX event?

Our company will present all necessary products for entertainment industry, mostly for casinos and gaming halls. Among them are the new gaming tables, chairs of the lower rate to more established and VIP arm-chairs. Besides we'll show the wheels for American roulettes, tokens, covering for gaming tables. Moreover there would be presented bookmakers of our foreign partners, and also the new Unidesa branded machines over our booth.

Do you have any novelties to introduce to the Russian market?

Extensive range of products for fastidious market had been demonstrated before, during the previous Moscow show in June. And some months after that became the time for dynamic technological development of Smile. Today we can prove that we have just paced forward into a new level of quality practically in all the areas, including textile design and furniture lacquering... No doubt that the guests and participants of the show will notice it for sure.

What are your expectations for the show?

Our expectations for the show may be called traditional. The EELEX should prove that even during the hard times for the business our team will continue to believe in its serious future and to work on interesting ideas. Additionally it's interesting to see the novelties of other companies. So it's difficult to argue that exhibition is considered to be the most appealing possibility to make a dialogue with all leading partners and colleagues!

Do you think the change of dates (regarding last year's show) will affect in some way the general performance of the event?

It would not be nonsense if to say that the new dates for the EELEX show will not add any benefits to it. September is considered to be starting season; the activity is not in the height now. Moreover the situation with our legislation brings some complication. Also we shouldn't forget about the young "World of Games" exhibition. There is so little time between them to prepare for the show and to realize bright new ideas.

How is the current position of the company in the Russian market? How important is it for Smile Games?

Today the Smile seriously strives to become a leader over the Russian market. Every time our company arranges the freshest chair collections for the market aiming to become a trend setter in casino furnishing. We use the most essential novelties and "know-how" for wheel, token and textile production. Moreover the Smile company is able to make exclusive recommendations from such leading manufactures as Fournier, Abbiati, Bee...

How do you analyze the current situation of the Russian market?

I'd call the current situation in the Russian market as "stagnant", and there's no need to comment. But event in the period of stagnation it is possible to move on, not to stay behind the progress together with our legislation, but to build a coherent strategy of business.