ASIAN EXPO IR
亞洲綜合度假休閒產業博覽會

Asian IR Expo 2026

May 12-14, 2026 | The Venetian Macao

EVENT OVERVIEW

PRESENTED BY

AMERICAN GAMING ASSOCIATION

ORGANIZED BY

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KEY STATS FROM ASIAN IR EXPO 2026

Asian IR Expo is Asia's leading event for the integrated resort industry, bringing together the latest technologies, products, and services across the integrated resort value chain. It provides a platform for brands to showcase innovations and connect with key industry stakeholders, while giving professionals a single destination to discover solutions and stay up to date with the latest development.

30,000+ sqm Event Space

121 Exhibiting Companies

6,438 Trade Visitors

90+ Countries and Regions Represented

Macau SAR	41.3%	Vietnam	2.5%
China	13.6%	Japan	1.5%
South Korea	6.6%	Australia	1.4%
Hong Kong SAR	6.5%	USA	1.2%
Taiwan	6.3%	Thailand	1.1%
Malaysia	5.5%	Cambodia	1.0%
Philippines	3.9%	India	1.0%
Singapore	3.1%	Others	3.5%

A TRUSTED PLATFORM CONNECTING SENIOR LEADER ACROSS GLOBAL MARKETS

The Privileges program is an exclusive, invitation-only initiative for senior management and key decision makers in the industry. This program offers premium amenities and services to enhance their experience and facilitate valuable business connections with our esteemed exhibitors.

The 2026 Privileges program welcomed a total of **503** members from **28** countries and regions.

Remarks: The above stats are for Asian IR Expo + G2E Asia 2026

EVENT HIGHLIGHTS

INDUSTRY AND GOVERNMENT LEADERS MARK THE OFFICIAL OPENING

Asian IR Expo 2026 officially opened with a distinguished ceremony attended by government representatives, industry leaders and esteemed guests, underscoring the event's importance as a leading platform for the integrated resort sectors in Asia.

WE WERE HONOURED TO WELCOME THE FOLLOWING DIGNITARIES WHO OFFICIATED THE EVENT (Insert.names-and-titles):

- **Mr. Che Weng Keong** | President of Commerce and Investment Promotion Institute of the Macao SAR
- **Mr. Cheng Wai Tong** | Acting Director of Macao Government Tourism Office
- **Ms. Jackie Cheang** | Acting Head of Gaming Inspection Department of the Gaming Inspection and Coordination Bureau of the Macao SAR
- **Mr. Zhao Su** | Assistant of Economic Affairs Department of Liaison Office of the Central People's Government in the Macao SAR
- **Mr. Bill Miller** | President and CEO of the American Gaming Association
- **Mr. J.B. Son** | Senior Vice President, Asia Pacific, Reed Exhibitions
- **Mr. Grant Chum** | Chief Executive Officer and Executive Director of Sands China Ltd.
- **Mr. Kenneth Feng** | Chief Executive Officer and Executive Director of MGM China Holdings Limited
- **Mr. Philip Cheng** | Director of Galaxy Entertainment Group
- **Mr. Clarence Chung** | Board Director of Melco Resorts & Entertainment
- **Mr. Frederic Luvisutto** | Chief Operating Officer and Executive Director of Wynn Macau, Limited
- **Mr. Andy Lee** | Chief Gaming Officer of SJM Resorts, S.A.
- **Mr. Jay Chun** | Chairman of Macau Gaming Equipment Manufacturers Association

The ceremony marked the beginning of three days of business engagement, knowledge exchange and networking, setting the stage for meaningful discussions and new opportunities across the industry.

EVENT HIGHLIGHTS

BRINGING TECHNOLOGY AND ENTERTAINMENT TOGETHER

One of the most exciting additions to this year's event was the new **Display & Entertainment Technology Zone**, which showcased the growing convergence of entertainment, immersive experiences and technological innovation.

Bringing together established industry leaders and emerging technology innovators, the zone featured cutting-edge solutions including:

- Immersive display technologies
- Interactive entertainment experiences
- AI-powered engagement solutions
- Experiential technologies for integrated resorts

INNOVATION SPOTLIGHT

Asian IR Bar x Robo Space

A major crowd favourite, the Asian IR Bar x Robo Space allowed visitors to experience a robotic pop-up bar serving beverages while showcasing robotic performances and AI-driven interactions. The attraction demonstrated how automation and experiential technologies can redefine guest engagement within hospitality and entertainment environments.

EVENT HIGHLIGHTS

EXPERT PERSPECTIVES AT THE ASIAN IR SUMMIT

The Asian IR Summit offers expert-led sessions on the latest insights and trends in the integrated resorts industry, along with extensive networking opportunities to connect with industry leaders and professionals.

DAY 1 HIGHLIGHTS

Keynote Address (Grant Chum)

Grant Chum, Chief Executive Officer and Executive Director of Sands China Ltd., will deliver the opening keynote address, sharing insights on the future development of integrated resorts, hospitality, and tourism in Macau, as well as the opportunities and challenges shaping the industry.

Integrated Resorts and Hospitality Industry Focus

Explore the latest trends and opportunities shaping Asia's integrated resorts and hospitality industry. Industry leaders will share insights on market recovery, changing consumer demands, non-gaming innovation, and strategies for sustainable growth and enhanced guest experiences.

DAY 2 HIGHLIGHTS

Future Technology for IR and Hospitality Industry

Discover how AI and emerging technologies are reshaping the hospitality sector, from traveler decision-making and customer experience enhancement to immersive entertainment and smarter business solutions. Industry experts will share insights into the future of technology-driven hospitality innovation.

EVENT HIGHLIGHTS

EXPERT PERSPECTIVES AT THE ASIAN IR SUMMIT

DAY 3 HIGHLIGHTS

Keynote Address (Mario Ho)

Mario Yau Kwan Ho, Chairman and Co-CEO of NIP GROUP INC., Co-Owner and Managing Partner of the Boston Celtics, will deliver the keynote address, sharing his perspectives on the evolving sports and entertainment landscape, and how the integration of culture, technology, and commerce is creating new opportunities for fan engagement, business innovation, and global sports development.

Sports Fusion: Where Culture, Technology and Commerce Redefine the Future of Entertainment

Explore how the convergence of sports, culture, technology, and commerce is transforming the entertainment landscape. Industry experts will share insights on sports tourism, fan engagement, digital innovation, and emerging opportunities shaping the future of sports and entertainment.

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