

# Southern China Market Has Great Potential

**\*18 Billion RMB Invested in Entertainment and Attractions\***

Novotown Hengqin, a large-scale cultural tourism project in Zhuhai, China, will be invested in 18 billion yuan and put into operation in the first half year of 2019 among which the biggest highlight of the first edition is Lionsgate Entertainment World. It is the first movie indoor interactive experience center in Asia. Invested by Hong Kong Lai Sun Group, covering an area of 22,000 sq.m, this entertainment world gives people a wonderful LBE experience of The Hunger Games, The Twilight Saga, The Divergent Series, Now You See Me, etc with more than 30 immersive amusement equipment.

Xie Anjian, the project director at Lai Sun Group mentioned that Hengqin district, Zhuhai City is pretty suitable for developing creative culture, tourism and leisure industry due to its geographical advantage. It will be established as the incubator for creative culture industry in Guangdong-Hongkong-Macua-Taiwan.

The economy and technology has been developing more rapidly in South-China since the opening of the Hong Kong-Zhuhai-Macao Bridge, which is awarded "One of The Seven Wonders of The Modern World" by The Guardian.

As the biggest amusement exhibition in South-China, Asia Amusement & Attractions Expo meets tens of thousands insiders in the pass 14 years and greatly promotes the development of amusement industry in China. It is strongly believed that AAA 2019 is the best choice for you to enter Chinese amusement & attractions market. To require more info, please do not hesitate to „contact us“:mailto:info8@grandeurhk.com.