

# Suzohapp: Capitalising on revitalised consumer confidence

## QUESTION & ANSWER

Ahead of ICE London 2020 Coinslot spoke to Suzohapp's **Mike Sigona**, global gaming product manager, and **Tim Kennedy**, sales director UK, gaming and amusement, about how the company is stepping up its offering at a time of growing consumer confidence.

**C**oinslot: What are the high-lights on your stand at ICE 2020?

Suzohapp: "We continue to advance our monitor product lines, both Elo and VisionPro. Visitors can come see new 4K displays, LED frame options, narrow border models, stretched panels, All-in-Ones, small displays, even round displays. They can also find new information on our new button deck technology. At the same time, we will continue our focus on components and solutions for Sport Betting, including a completely new printer/scanner product line and even more partner demonstrations than in 2019."

**CS: How did trading fair during 2019 and what were your company's stand-out moments?**

SH: "2019 was a big year for us at ICE as we enlarged our stand by almost 50 percent and had more leads than ever. This year we are in the same location but will pack it with even more exciting products."

**CS: What are the market trends that are catching your attention? What kind of feedback are you getting from players and operators?**

SH: "Presentation of games is paramount to attract players, so larger screens with better definition and more elaborate lighting schemes are always popular. From an operator point of view, labour saving products and services continue to drive investment in order to reduce operational costs. Cashless systems are gaining traction, so we are working with a number of solutions in order to provide the breadth of product that the market requires."

**CS: What will be your key areas of focus over the coming 12 months?**

SH: "We have recently enhanced our offering to gaming, sport betting, lottery, and bingo OEMs with our new dedicated website to components,



[suzohapp.com/oem](http://suzohapp.com/oem)."

**CS: What kinds of regulatory changes are you looking for to help drive your business forward?**

SH: "We see much more interest in our components for sport betting terminals, and have many new inquiries, especially from companies looking to expand into the Americas with the legislation changes benefiting expansion in these markets."

"As always, news on legislation is both positive and negative depending on the country, sometimes expected, other times unexpected. Elections cause delays and uncertainty which can affect our customers. Our industry remains upbeat, looking forward to Ukraine opening up again for example."

**CS: What are the key issues the industry needs to address in the coming year?**

SH: "After more than three years of the country obsessing over the relationship with Europe, now is the time to start to re-invest and capitalise on the green shoots of confidence building within businesses and consumers. Companies in our sector need to step up their efforts of innovation to now consumers old and new. We are constantly introducing new products to provide vendors the best solutions in order to meet these challenges."



**CS: If you were asked for three things the government needs to sort out for you now, what would they be?**

SH: "Build an economic and legislative environment to allow UK businesses to flourish in both domestic and export markets. For the Gambling Commission to work with the industry to support innovation and new product development, whilst addressing key social concerns in a pragmatic way."

"Revisit gambling legislation in order to make it future proof - to allow for sustainable growth of the market as new technologies and innovations are introduced whilst addressing social concerns with practical evidence based long term solutions."

**CS: With the UK's exit from the EU now determined, how will this affect your business processes and plans going forward?**

SH: "We have an office and warehouse in Suzohapp UK. We will continue as before, working with our other offices and warehouses in Poland, USA, and China, with an eye on the legislation and any critical deadlines to maintain the right balance."

"We continue to invest, recently announcing that Tim Kennedy has joined Suzohapp's gaming and amusement team as director of sales in the United Kingdom."