

Barsin South East Asia

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Michael Barsin new Sales Manager for South East Asia

NOVOMATIC affirms Jade Entertainment as Distributor and appoints Michael Barsin as Sales Manager for South East Asia.

NOVOMATIC is continuing to develop its footprint in Asia with top-performing Electronic Table Games installations and the introduction of its latest gaming technologies throughout the region.

Jade Entertainment and Gaming Technology is NOVOMATIC's long-standing distributor for the South East Asian region and primarily focused on markets including the Philippines, Macau, Malaysia and Vietnam – with sales and support offices in each of these countries.

Joe Pisano, CEO Jade Entertainment, said: "Jade Entertainment and NOVOMATIC are striving to develop the South East Asian market together and we have made head roads with multiple ETGs and Systems installations. We are excited about the future, especially with the release of new Asian themed content and linked progressive titles, which we expect to have exceptional performance."

Furthermore, NOVOMATIC announced last week that Indo Pacific Gaming has come on board as distributor for Cambodia, Vietnam (shared with Jade Entertainment), Laos, Nepal, Goa and Sri Lanka.

The NOVOMATIC sales channels have now further been extended with the appointment of Sales Manager Michael Barsin to support the region. Michael is based in Hong Kong and reports to Robert Dijkstra, NOVOMATIC VP of Business Development and Sales, Asia Pacific.

"I am thrilled to have these two stellar companies, Jade Entertainment and IPG representing NOVOMATIC in South East Asia," explained Robert Dijkstra. "Michael and I are looking forward to support both companies with NOVOMATIC's products and services."

About NOVOMATIC

The NOVOMATIC Group is one of the biggest international producers and operators of gaming technologies and employs more than 30,000 staff worldwide. Founded by entrepreneur Professor Johann F. Graf in 1980, the Group has locations in more than 50 countries and exports high-tech electronic gaming equipment and solutions to more than 70 countries. The Group operates around 255,000 gaming terminals and video lottery terminals (VLTs) in its some 2,100 plus gaming operations as well as via rental concepts.

Through its numerous international subsidiaries, the NOVOMATIC Group is fully active in all segments of the gaming industry and thus offers a diversified Omni-channel product portfolio to its partners and clients around the world. This product range includes land based gaming products and services, management systems and cash management, online/mobile and social gaming solutions as well as lottery and sports betting solutions together with a range of sophisticated ancillary products and services.



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