

# Clarion confirms host city finalist shortlist for ICE

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Clarion Gaming has entered the next phase of its research and consultation programme to determine the future location for ICE which is widely recognised as being the world's biggest and most international business-to-business gaming event.

In partnership with specialist consultants Equimore which has worked with major event brands including the MWC Barcelona, a finalist shortlist of four cities has been identified all of which meet the exacting criterion set out in the process. The quartet of potential host cities comprise Barcelona, London, Madrid and Paris.

Each city will be making a formal bid to host ICE for the period 2025 – 2029. The process will be completed later this year with an announcement scheduled for Q3 2023.

**Alex Pratt, Group Managing Director, Clarion Gaming** stated: "This robust process is customer-centric and the decision will be taken in the best interests of our stakeholders and of the global gaming industry. iGB Affiliate London is very much part of the process and we are engaging with iGB Affiliate stakeholders in order to identify their preferred strategic path

"The four short-listed cities will progress through a selection process with the help of the experienced and knowledgeable team at Equimore which is overseeing every aspect of what is a robust programme.

"In addition to the suitability of locations in terms of capacity, facilities and the ability to accommodate projected future growth the process also encompasses dateline availability, transport connectivity with the rest of the world as well as the broader hospitality infrastructure including accommodation costs.

"By pursuing all due diligence we will identify the city that's best equipped to not only host an event which continues to play such a central role in helping to create opportunity and prosperity for gaming businesses of all sizes, across every vertical and in every global jurisdiction, but also demonstrate its leadership in the sector.

"In the interests of transparency Clarion will not be making any further comment during the official process."



IMAGE: Alex Pratt, Group Managing Director, Clarion Gaming