

## **AstroPay CEO, Mikael Lijtenstein: ‘At ICE we expect to see the trends defining the industry’s future’**

**AstroPay CEO, Mikael Lijtenstein has confirmed that the brand will be using its presence at next week’s ICE London exhibition to showcase its expertise in delivering payment solutions to users and merchants in the iGaming and eSports industry across multiple countries.**

Speaking ahead of what he described as ‘the industry’s most high-profile event’ Lijtenstein stated: *“ICE sets the agenda for the year ahead and provides delegates with a platform to discuss trends and themes, expanding their horizons. Our main objective from being a part of ICE is to meet a wide range of players in the industry and make the most of this excellent opportunity to gather and interact with existing and potential customers and partners. Our focus will be on further building and nurturing relationships with operators.”*

Turning to the specifics of what visitors will find on the AstroPay stand N7-342 he said: *“Building on our success in emerging markets and most recent expansion into the UK, Spain and Portugal we will showcase our digital wallet solution OneTouch and demonstrate how it delivers a seamless digital experience and user data-driven solutions for the gaming community. We will also highlight our dedication to understanding users’ needs and how we continue to innovate and work on new developments as evidenced by the recent launch of our cryptocurrency offering.”*

**Mikael Lijtenstein** is clear about the role that ICE plays in helping to map out the future. He explained: *“As always, we expect the wider conversations at ICE Expo to be focused on how the industry can navigate challenges and make the most of opportunities in the current environment, and what lies ahead. This includes various themes from the latest trends in technological innovation and initiatives to further improve the user experience through to upcoming regulatory changes and continued focus on firms’ social responsibility. There’s no doubt that the most important aspects of attending ICE are the excellent networking platform it offers aligned to the opportunity it provides to see the latest trends which are defining the industry’s future.*

*“The pandemic brought all large-scale gatherings to a screeching halt, and as a consequence, we have missed interacting with the wider industry. Even though technology has played a fundamental role in keeping us connected over the last two years, we have all realised that it can’t be a substitute for meeting people face-to-face. As a business, we are excited about the return of in-person events and as part of AstroPay’s growth plans we try to attend as many industry events as possible to reach operators and merchants from different markets. However, ICE is definitely the biggest event for the industry, attended by thousands of people, and plays a key role in our business.”*