

Gambling Business Group to host land-based gaming hub at ICE

Cross-sector strategic body The Gambling Business Group (GBG) has announced that it will stage the second edition of its High Street Hub at ICE 2024 the world's largest gaming expo which takes place across 6-8, February at ExCeL London.

The High Street Hub provides an opportunity for visitors to network with colleagues from the land-based sector and engage with the policy debate set against the backdrop of the UK government's White Paper on Gambling Reform.



Confirming details of the feature, **Peter Hannibal CEO of the Gambling Business Group** stated: “The Hub is an opportunity to host our members and ICE visitors from around the world, share updates on the work that’s being undertaken on consumer care, compliance and self-regulation, see first-hand the new technologies being deployed in retail betting and gaming venues and discuss the proposals for gambling reform.”

Expanding on the role of the GBG and what visitors can expect at ICE, he added: “The Gambling Business Group is the strategic representative body for the land-based, in-person sector of the industry. Our members are drawn from across the ecosystem of suppliers and operators active in bingo, betting, arcades and casinos.

“The GGB Hub will serve as a meeting place for stakeholders from within and outside the industry and we will be inviting local authorities, government departments, regulators and elected political representatives to be part of the experience.

“ICE is a world class event and represents the most exciting opportunity of the year to share thinking with pre-eminent thought leaders in the gambling space.”

ICE Show Director Andy Ventris added: “The feature was very well attended at ICE 2023 and we are delighted that the Gambling Business Group is returning in 2024 with another strong presence. The Hub underlines our status as the industry exhibition which represents every gambling vertical and covers every global jurisdiction.”

The Gambling Business Group will be confirming a programme of initiatives taking place on each day of ICE.

Registration to attend what will be the last edition of ICE held in London prior to its relocation to Barcelona in 2025, has opened. The free exhibition pass to be part of what will be an historic edition of the world's largest and most international gaming expo can be secured [here](#).