

ICE and iGB Affiliate Advisory Board savour a taste of the Barcelona experience



Members of the ICE and iGB Affiliate Advisory Board, the group of major exhibitors brought together to help oversee the pan-European bid process to host the world's most influential gaming expos, have participated in an Orientation event organised by Clarion Gaming in partnership with Fira de Barcelona and the Barcelona Convention Bureau.

Exhibitors from the online, land-based and affiliate gaming sectors were represented across the two Orientation Days which included guided tours of the 240,000 sqm venue in partnership with the Fira de Barcelona team, an insight to the facilities that are available, explanations of how exhibitors participating in similar Tier 1 international events have represented their brands at the venue as well as a detailed breakdown of the vast array of opportunities offered by Barcelona's world-class hospitality infrastructure including restaurants, entertainment venues and hotels.

Constantí Serrallonga, CEO Fira de Barcelona said: "Winning the bid to host the ICE and iGB Affiliate expos from 2025 strengthens the city's international standing as a premier destination for major international events and conferences. For Fira, it means increased visibility and an opportunity to showcase our world-class facilities and services. Our team will strive to provide a seamless and enjoyable experience for the over 40,000 attendees. We look forward to providing a memorable experience to all of them."

Christoph Tessmar, director of Barcelona Convention Bureaux added: "Barcelona is renowned for its inviting and inclusive ambience, solidifying its status as a premier destination for visitors. The city sets itself apart as a well-prepared host for prestigious gatherings, showcasing excellent services and cutting-edge infrastructure. The seamless coordination across various official bodies and different stakeholders in Barcelona plays a pivotal role in ensuring the success of events of this calibre, contributing to the flawless execution of programs at the highest standards. It is crucial to underscore that Barcelona, as a collective entity, stands fully prepared to host events of significant magnitude. The city encapsulates a welcoming atmosphere that fosters excellence, innovation, and entrepreneurship, rendering it an ideal backdrop for any occasion that values these principles".

Reflecting on the Orientation initiative **Stuart Hunter, Managing Director at Clarion Gaming** said: "Everything that we do as an organising team is undertaken in partnership with our customers and the Advisory Board was pivotal in the process of identifying the best city and the best venue for the development of ICE and its sister show iGB Affiliate.

"As the bookend to that customer-driven process we are delighted to have hosted Advisory Board members who contributed to what has been widely acknowledged as a best in class, highly professional and forensic process. From January 2025 Fira de Barcelona will be the epicentre for the international ICE and iGB Affiliate communities in a city which is rich in culture and which exudes a spirit of innovation. I think the overriding impressions left with the Advisory Board members who have experienced Fira de Barcelona and been party to the tours and presentations is that the possibilities are endless.

“We are also in the planning stages to host an additional orientation event for the entire ICE and iGB Affiliate exhibitor base in March next year. This will provide all participants with the opportunity to get familiar with the event space and operational capabilities to support their planning for 2025. A virtual tour is also in production for release in the New Year, to further support the transition process.”

He concluded: “Our focus now is on delivering an exceptional edition of ICE 2024 for our international stakeholder community: saying a huge thankyou to ExCeL London for hosting ICE and iGB Affiliate so professionally and being such an important part of their success.”