

Casino Industry Thought-Leaders Back 'Inspirational' ICE

Senior industry executives and decision makers will be at April's edition of ICE London in force based on the feedback from officials and board members of the European Casino Association. Laurent Lassiaz, CEO JOA Group, is the latest to lend his support to what will be the largest international gaming expo to take place since February 2020, highlighting the strategic importance that ICE has to his business.

Lassiaz, who has overseen the development of the JOA Group which last year opened its 33rd establishment a 'new generation' 8.5 million Euro casino in Saint-Laurent-en-Grandvaux, stated: *"ICE has always presented an opportunity to expand our knowledge and find the best solutions to both near and long-term challenges."*

Offering a unique analysis of what the show delivers, he argued: *"ICE is the blender for both 'hardware' and 'software' solutions, whether that's new techniques, new types of equipment, unpublished data, or insights from thought-leaders. While the event may be diminished from a hardware perspective, I am looking forward to enlightening 'software' exchanges and to finding new inspirations."*

ECA colleague **Tiina Siltanen, General Manager, Casino Helsinki & Casino Tampere** added: *"I visit ICE to meet with like-minded people, industry peers, and the good-and-the-great of the casino industry. I look forward to the discussions, the sharing of views with individuals from wide-ranging backgrounds, and being introduced to those new to our industry. I love this exchange. ICE will undoubtedly be different this year, but I do not want to miss out on this vital exchange. As we emerge from the pandemic, we must build a better, more resilient casino industry for the future."*

The powerful C-Level endorsement comes hot on the heels of insight from global casino industry supplier Cammegh whose Director Andrew Cammegh described ICE as a *"truly brilliant networking event and the first opportunity for the international industry to show that it's back and ready for business."*

Looking ahead to ICE London, **Clarion Gaming Managing Director, Stuart Hunter** said: *"While the at show experience will be slightly different from that of 2020, ICE London 2022 remains the largest and most influential exhibition in world gaming and will feature some 450 exhibitors. Visitors will have access to a range of initiatives and features including Pitch ICE, the International Casino Conference, World Regulatory Briefing, the ICE VOX conference programme, Consumer Protection Zone, our brand-new Hosted Meetings Programme as well as the most comprehensive demonstration and analysis of the Esports phenomenon, all of which contribute to the overall ICE London experience."*

“It’s been too long since the industry has been able to meet face-to-face and we are looking forward to bringing everyone together to celebrate the return of the international business in a safe and a secure environment. ICE London and iGB Affiliate London 2022 will be an historic and unforgettable celebration of the international gaming industry and one not to be missed.”

Featuring 450 international exhibitors ICE London (12-14 April 2022, ExCeL London) is the biggest b2b gambling industry event in the world providing a platform for games creators, distributors, operators, retailers, trade associations, strategic bodies and regulators. To register visit: www.icelondon.uk.com. The co-located iGB Affiliate London event (13 – 14 April) connects affiliates to a 360-degree experience of igaming via networking and business lead-generation opportunities, content and learning. To register visit: <https://london.igbaffiliate.com> For more information on the ICE VOX Conference (11 – 13 April), incorporating the World Regulatory Briefing and the International Casino Conference visit: <https://www.icelondon.uk.com/ice-vox>