

European Casino Association: 'ICE London is an Opportunity to Reunite the Industry After Two Years Apart.'

The European Casino Association (ECA) the not for profit organisation which represents the interests of approximately 900 casinos and over 70,000 employees in 28 countries across Europe, has confirmed its support for April's rearranged edition of ICE London (12/13/14 April ExCeL London) describing the event as an "opportunity to bring together the land-based casino sector after a prolonged period of absence". The ECA is the latest high profile organisation that has confirmed its support and joins the Las Vegas-based AGEM which represents manufacturers and suppliers of electronic gaming devices, lotteries, systems, key components and table games and the Gambling Business Group whose members account for the overwhelming majority of the UK's land-based GGY.

ECA Chairman Per Jaldung, confirmed: *"The European Casino Association supports the decision of Clarion Events to postpone the London show to April in order to ensure that it is everything we expect from an ICE expo."*

"ICE London 2022 is an opportunity to reunite the gaming industry after two years apart and we respect the flexibility and responsible decision making shown by Clarion in moving forward the show to avoid yet another wave of Covid uncertainty. We look forward to welcoming back the international community to London, and trust in Clarion Events, as the custodians of ICE, to deliver another successful edition in Spring 2022."

ECA Secretary General, Hermann Pamminger added: *"ICE London is an opportunity to bring together the land-based casino sector after a prolonged period of absence. The members of the ECA support a strong event, one that reflects the vibrance and vitality of this industry. The response of show organisers, Clarion Events, to the rising tide of new Covid infections, is both sensible and practical in the face of the logistical challenges visitors and exhibitors would undoubtedly face in February. We applaud the clarity and early decision making and look forward to celebrating the return of the show."*

Stuart Hunter, Managing Director, Clarion Gaming believes the support of leading organisations such as the ECA is indicative of a wider desire for the industry to come together at ICE London and the co-located iGB Affiliate London. He said: *"Our primary aim has always been to provide a safe and secure environment for our customers to meet and to do business. When it became clear that February did not provide the confidence the industry required in terms of Omicron we worked through the Christmas break in partnership with the team at ExCeL London to secure new dates. for our co-located events that host over 700 exhibitors."*

"Whilst we have been really encouraged by the feedback that we have received we also appreciate that the new dates will not suit everyone. However, rescheduling events the size of ICE London and iGB Affiliate London is a complex logistical and operational challenge. As I have previously stated,

the team at Clarion Gaming will continue to work through any remaining challenges with our clients and support them with their preparations and planning for what is the world's biggest and most influential gaming industry gathering.“

ICE London (12-14 April 2022, ExCeL London) is the biggest b2b gambling industry event in the world and embraces every aspect of the gambling ecosystem from games creators, distributors, operators and retailers, to 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>