

## Global backing for ICE Africa grows apace with 59 nations pledging support

Industry professionals and key regulators from Argentina to Zimbabwe and a host of countries in between will be amongst the delegates present at the inaugural ICE Africa, Clarion Gaming's two day conference and learning symposium being held across 24th and 25th October at the Sandton Convention Centre in Johannesburg. Representatives from a total of 59 nations have registered to be part of the free to attend event, which marks the first time Clarion has extended the ICE brand beyond its London home, including a total of 21 countries from the continent of Africa. The full list of countries comprises: *Argentina, Australia, Austria, Bahamas, Belgium, Botswana, Brazil, Cameroon, Canada, Cayman Islands, Congo (The Democratic Republic of), Croatia, Cyprus, France, Germany, Ghana, Gibraltar, Greece, Hong Kong, Hungary, India, Ireland, Israel, Italy, Kazakhstan, Kenya, Lesotho, Liberia, Malta, Mauritius, Morocco, Mozambique, Namibia, Netherlands, Nigeria, Pakistan, Philippines, Poland, Portugal, Russian Federation, Rwanda, Serbia and Montenegro, Seychelles, Slovakia, South Africa, Spain, Sri Lanka, Sudan, Swaziland, Sweden, Tanzania (United Republic of), Uganda, Ukraine, United Arab Emirates, United Kingdom, United States, Uruguay, Zambia and Zimbabwe.*

Dan Stone, Senior Marketing Manager at Clarion Gaming and one of the key figures behind the inaugural ICE Africa, praised the industry's reaction to the first international ICE event. He announced: "The registration data so far is extremely encouraging in particular the support from African countries who have embraced the idea of ICE Africa and the potential it has for supporting the industry on the continent since day one. We launched in Africa following requests from the industry for us to develop and organise a professional showcase that the continent could be proud of and enthusiasm from such a high calibre of delegates - including regulators, operators, manufacturers and suppliers of gaming equipment and services and investors, not only from across Africa, but internationally – more than three months ahead of opening proves that the industry agrees it's time for a b2b event Africa can be proud of."

ICE Africa will comprise an extensive learning agenda, world class training and staff development modules, products and services from leading gaming brands and extensive networking opportunities. Stone continued: "We are currently finalising this year's speaker line-up and the level of support from both international and African regulators, as well as key figures from across the gaming and commercial spectrum, means ICE Africa is shaping up to be an unmissable agenda for anyone interested in doing business in the region. We will unveil the full agenda soon, including our three unique streams - advanceAFRICA, microscopeAFRICA and networkAFRICA - featuring the most up-to-date speakers and learning and networking opportunities around how the future of the African market can be shaped to allow for sustainable growth of the industry."

***For more information on the first ICE Africa and to register, visit the ICE Africa website: [www.iceafrica.za.com](http://www.iceafrica.za.com)***