

Industry leaders confirm 'It's time' as ICE Africa opens its doors

ICE Africa opened its doors today (24 October) welcoming C-level influencers from a predicted 90+ jurisdictions including 26 African nations to the Sandton Convention Center. The opening day of ICE Africa, which marks the first time Clarion Gaming's influential ICE brand has been extended beyond its London home, was attended by industry leaders, including top decision makers, key operators, legislators, major buyers, business owners and media.

Speaking at the opening event, Kate Chambers, Managing Director of Clarion Gaming said: "We have worked closely with key industry figures to deliver a bespoke event that provides an opportunity for all sections of the business to meet, network, share best practice and see the very latest gaming innovations at first hand.

ICE Africa brings a long overdue event for what many industry leaders believe to be one of the most important and exciting regions in world gaming. It's fantastic to experience the level of support that's been shown by attendees, speakers, sponsors, media partners and government bodies alike who are all committed to the creation of a business-to-business gaming event that the continent can be proud of."

John Kamara, Director of Global Gaming Africa, added: "I believe that we are currently in the eye of a beautiful storm and the ability to attract the right investment is part of the objective that we should all work together to achieve. ICE Africa is establishing itself as a place where investors come and find opportunities, where operators learn how to grow their business and where we provide an educational warehouse for the industry going forward. The continent as a whole presents its own unique opportunities as well as challenges that you don't find in Europe or America and there's no doubt - Africa is open for business and the opportunities are huge."

ICE Africa features content and networking opportunities developed exclusively for top-tier participants. Agenda sessions cover all of the key issues facing traditional gaming operations, as well as Integrated Resorts including Marketing, CRM, Business Intelligence, Cash Desk and Hospitality. World-class training is being delivered by the Totally Gaming Academy, which is widely regarded as being the industry's premier training and development provider.

For more information on the first ICE Africa and to register, visit the ICE Africa website: www.iceafrica.za.com. You can also register your pass onsite this week.