

## umAfrika joins line-up as ICE Africa continues to grow

Support for the inaugural ICE Africa, which is being held across 24th and 25th October at Johannesburg's Sandton Convention Centre, continues to gather momentum with leading distributor umAfrika the latest blue chip commercial organisation to join the list of notable exhibitors. umAfrika, which is a distributor of Aristocrat and Stylgame products and supplier to Desert Palace Hotel & Casino, Emerald Resort & Casino, Peermont Casinos, Sun International and Tsogo Sun Casinos, raises the number of exhibiting companies confirmed for October's historic gaming event to 63.

Kate Chambers, Managing Director of ICE Africa organisers, Clarion Gaming, is delighted at the response to the pan-African event. She stated: "We've been really encouraged by the response shown by all sectors of the industry throughout the continent, and securing the support of umAfrika represents a major vindication of our vision to create a professional showcase for the pan-African gaming industry.

"Five weeks ahead of us opening at the Sandton Convention Centre, the show floor is at 72% capacity and we have received registrations from gaming professionals based in 77 countries worldwide. The list of 21 African nations comprises; *Botswana, Cameroon, Congo (The Democratic Republic of), eSwatini (formerly Swaziland), Ghana, Kenya, Lesotho, Liberia, Mauritius, Morocco, Mozambique, Namibia, Nigeria, Rwanda, Seychelles, South Africa, Sudan, Tanzania (United Republic of), Uganda, Zambia and Zimbabwe*. These are extremely encouraging statistics for a launch event and we expect to continue the upward trajectory as we get closer to launch."

ICE Africa has been developed in order to enable the industry in Africa to network, learn and develop in a strategic and sustainable manner. The two-day event comprises a product and services showcase, co-located ICE VOX style conference programme and world class training and staff development modules. The entire spectrum of the gaming industry will be present comprising regulators, suppliers and operators with both online and land based gaming portfolios. Represented sectors include betting, bingo, casino, legal services, lottery, mobile, online, payment solutions, social, sports betting, and street gaming.

**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)**

**ICE Africa 2018: 24-25 October, Sandton Convention Centre, South Africa**