

EMIRAT AG set to drive lottery sector's global growth at ICE London

Continuing its ongoing strategy to enhance the profitability and stability for lotteries all over the world, EMIRAT AG has confirmed it will be using its presence at this year's ICE London to drive the acquisition of secondary lotteries, help develop lottery start-ups and preview its expansion plans for the United States at the upcoming ICE North America in May.

EMIRAT AG's approach to ICE London has been described by the company's CEO Ralph C. Martin as one of the most important opportunities in the lottery sector with the risk management specialist set to make waves with global lottery providers via a host of new customised draw opportunities and promotions tailored specifically to new start-ups. Martin explained: "We are looking forward to ICE London as it is the leading event platform to meet decision makers all over the world. The showfloor and conferences at ICE are the ideal way to stay up-to-date in the gambling market and of course for networking and face-to-face meetings. Our main goal this year is to meet additional secondary lottery providers with a focus on client acquisition and we are also excited to liaise with our existing customers to continually improve our services.

"As the leading risk management specialist in covering lottery jackpots we are looking forward to networking with new lottery start-ups in London this year," he continued. "With more than 15 years of global lottery knowledge our team is primed to provide new businesses with solid expertise and assistance establishing financial security through our services at this early stage of their venture."

2018 saw the Munich-based EMIRAT AG partner with the online random number generator, RNG WorldWide, and the companies will be discussing the full range of insurance options through RNG WorldWide's fully certified API solution, enhancing security and flexibility for lottery, card, scratch card, slot, and customised game providers. Martin said: "We want to spread the word about the pioneering ideas we are now developing together with RNG WorldWide and we're also keen to meet operators, gaming advisors and companies who can benefit from these new advances or from professional advice."

Following Clarion Gaming's decision to expand the ICE brand globally with ICE Africa and ICE North America, Ralph C. Martin commented on his company's focus on investing in key regions and sectors from all over the world via international events. "There are market

changes on the horizon across the globe and ICE London, as the most international gaming event on the calendar, is the perfect place to discuss how we as a company and as an industry should adapt to it. We want to reach all regions from all over the world, that's why we join the ICE London every year, so this February we'll be previewing our exhibition at ICE North America in May following initial success at ICE Africa in 2018. Events like these are ideal spaces to showcase why we're the world's leading jackpot insurer and we hope to create new partnerships and customised draws in line with the burgeoning and developing lottery sector across the globe."

To learn more about EMIRAT AG's prize and redemption risk management services and big consumer marketing campaign offerings or to arrange personal meetings at ICE London, contact ICE@emirat.de.