



ICE London focusses on 'what's new' in gaming with 73 first-time exhibitors

ICE London is on course to deliver a comprehensive account of what's new in international gaming with confirmation that 73 exhibitors from 37 jurisdictions will be 'stepping into the future' for the first time as part of the world's largest gaming technology event. The list of 37 states represented by first-time exhibitors comprise: *Argentina; Armenia; Canada; Chile; China; Croatia; Curacao; Cyprus; England; Estonia; Germany; Greece; Hong Kong; India; Isle of Man; Israel; Italy; Lithuania; Malta; Mexico; Montenegro; Netherlands; Philippines; Portugal; Republic of Ireland; Russia; Scotland; Serbia; Seychelles; Singapore; Slovenia; South Korea; Spain; Sweden; Taiwan; Ukraine, and USA.*

Commenting on the importance of the first-time exhibitor metric, Clarion Gaming's Dan Stone said: "ICE London is experiencing the most successful period in its history. Despite the continued programme of mergers and acquisitions taking place in the industry, ICE continues to grow both in terms of the net floor space it occupies and the number of exhibiting companies which choose London as the place to launch products and services to an international audience. As well as existing exhibitors taking additional space, we are delighted to welcome those companies who will be attending ICE London for the first time. It's an important part of what keeps ICE London fresh and exciting and we know the ability to meet with potential new suppliers resonates with our international visitor base."

Companies drawn from the payments and securities sectors occupy a significant proportion of those exhibiting for the first time at ICE London, with the Canadian global identity verification expert Trulioo set to debut its GlobalGateway platform in London. Commenting on their decision, the company's SVP of Marketing Kim Hong said: "Trulioo currently provides identity verification services to numerous gaming operators around the world and we realise how important it is to be at ICE London to meet with customers and industry leaders. Gaming is

characterised by the deep and long-lasting relationships that people forge within the industry and events such as ICE London are a key opportunity to achieve this.”

Estonian online games developer Spribe is making the transition from visitors to exhibitors at ICE London 2020 with the brand's Managing Partner David Natroshvili preparing to use their debut to target iGaming's 'big players'. “We are very excited to exhibit at ICE London for the first time, since it provides a wealth of opportunities for companies in the iGaming industry. With the help of ICE London, we look forward to establishing ourselves as a pioneer in the way online casinos engage with new entertainment-hungry demographics.”

Featuring world-leading innovators drawn from the betting, bingo, casino, esports lottery, mobile, online, payments, social, sports betting and street gaming sectors, ICE London 2020 provides unique access to the entire gaming universe enabling delegates to 'Step into the Future'. To register for three days of business development, learning and celebrating alongside the international gaming community, visit: www.icelondon.uk.com.