

Newgioco bets on international connectivity ahead of its ICE London debut

The Italian leisure betting technology company, Newgioco Group, is set to display how its “technological competence and market-leading software steers them ahead of the competition curve” as the company prepares to drive its core business in the US and internationally at ICE London (5-7 February 2019, ExCeL London, UK), the only B2B gaming event that truly brings together the international online and offline gaming sectors. The 2019 event marks the company’s first ever showcase at the event, a decision which consolidates their emphasis on newly regulated markets, digital expansion and the development of its pioneering betting platform according to the Newgioco’s Project Manager, Michele Gallo.

Commenting on the company’s focus as a first time exhibitor, Gallo explained: “ICE London is the leading exhibition for gaming in Europe and worldwide and most of our company’s staff are veterans of ICE since 2005. Our goal is committed to becoming a premier betting technology platform provider for government licensed operators in the global lottery, gaming and wagering industry.”

Echoing this, Newgioco's CEO Michele Ciavarella stated: “Over the past 20 years, there has been a paradigm shift to a regulated industry away from wild, unpredictable and unbridled online gambling operators that sought—it seemed— only to capture as many customer bets as possible, rather than actually offering a fair entertainment product in a responsible manner,” he continued. “To this end, governments in many parts of the world adopted a ‘regulated path’ to permit a free enterprise business model by licensing technology-based online gaming operators, controlling product flow, marketing, and advertising, customer protection, and fiscal responsibility. Newgioco is one such company that was formed when the governments began to regulate the market by offering license tenders to qualified betting operators. The company developed its business in some of the toughest and most regulated environments as an independent leisure-betting operator, and over the years has honed its expertise in understanding the behavior of the bettor and how to modify its technology and delivery to suit the customers' needs.”

As Newgioco continues to offer its clients a full suite of leisure gaming products and services, as well as an innovative betting platform providing both B2B and B2C bet processing, the company has set its sights on North America, following the landmark

decision earlier this year surrounding sports betting in various states. Discussing the impetus for the company to meet with US operators at ICE London, Ciavarella continued: “The company intends to be an early player in the US market and believes that the market is still young in relative terms when it comes to the regulatory and technological aspect. In terms of the product capability, Newgioco Group constantly incorporates novel coding and ensures that their platform can adapt to the new technological gadgets with plug-ins and APIs.

“Internationally, including our core Italian market and new US business plans, we are preparing to launch the most advanced online betting technology with the latest in website coding fully integrated into our ELYS betting platform featuring seamless gaming account and transaction processing for B2B operators. We expect to be a very early mover with this new technology and will provide updates as they become available.”

Newgioco Group conducts its business primarily through internet-based gambling and sports betting platform as well as via retail neighborhood betting shops situated in Italy but it is through technological innovation and international connectivity that Gallo sees the company's leading position taking form in the future. The company's CTO, Luca Pasquini added: “While the Newgioco Group may currently have a smaller operation base than the other large operators in the UK, it’s technological competence and market-leading software which steers us ahead of the competition curve. This allows us to maintain a stable business globally whether it is in the Europe or United States going forward. We are banking on our proven technology to set out and venture into other parts of the world. In terms of product and capability, we are constantly incorporating the newest coding to make sure our platform adapt to the newest technological gadgets, plug-ins, APIs, etc. We are Blockchain-ready and will apply that as the market deems it appropriate; and we are likely to be one of the first online operators to deploy new website technology for fully integrated betting solutions.”

For more information, and to experience the spirit of genius at ICE London 2019 (5-7 February, ExCeL London, UK), visit: icelondon.uk.com