



## **PAGCOR provide ringing endorsement of ICE London**

*Strengthening their strategic relationship with the ICE brand, the Philippine Amusement & Gaming Corporation (PAGCOR) has confirmed it will be bringing its largest ever delegation to this year's ICE London (4-6 February, 2020, ExCeL London, UK) following the association's recent partnership with SiGMA and the inaugural ICE Asia, which takes place in Manila this June. Speaking ahead of the world's largest Gaming innovations showcase, the trade association's CEO Andrea Domingo expanded upon the Philippines' growing regulatory developments and how PAGCOR is preparing to 'Step into the Future'...*

### **Why is the strategic partnership with SiGMA and ICE Asia so significant and what will ICE Asia contribute to the industry in the region?**

The agreement with ICE Asia is significant because SiGMA and ICE are valuable partners that can help PAGCOR to achieve its goal to be the top Gaming and entertainment destination in Asia. PAGCOR will be recognized more and establish itself as an institution in the Gaming and entertainment industry that promote fair play, player and investor protection and responsible gaming.

### **What opportunities does ICE London offer PAGCOR?**

Considering that there are a lot of offshore gaming participants in ICE London, this will help PAGCOR in the development of its offshore Gaming products, both procedurally and market wise. Since being launched in 2016, PAGCOR is focused on further improvement by issuing legal and reasonable regulations and fees, proper and accurate auditing and creation of new markets; protection of players/bets/investors. PAGCOR is also learning from the regulations of the other jurisdictions on offshore Gaming and we aim to apply those that are applicable.

**The creative theme for ICE London and ICE VOX 2020 is ‘Step into the future’ – what does the future hold for PAGCOR and where do you want the organization to be in 10 years’ time?**

With the rapid development of technology in Gaming, PAGCOR wants to be abreast with all the developments in the industry, including offshore Gaming, since this will greatly help in revenue generation for the purposes of government and socio-civic projects.

In this regard, PAGCOR aims to be the top Gaming and entertainment destination in Asia. We are also focused on being one of the top revenue generating government-owned and controlled corporation and contributor to government and socio-civic projects, whilst also being recognised as a respected regulator where the Gaming operations are properly regulated and fair play is ensured and protected.

**What are the main objectives for PAGCOR and its members?**

The main objectives of PAGCOR and its members in attending and participating in ICE London 2020 are to create and develop new markets, whilst also keeping abreast with the latest trends, machines and technology in Gaming and entertainment; and monitoring/auditing systems available. In addition, we aim to familiarise ourselves with, and learn from, the Gaming regulations of other jurisdictions, as well as to introduce PAGCOR and create awareness on what it does and its goals and achievements. Finally, we will promote the Philippines as a key Gaming, entertainment and tourism destination.