

## All bets are on Benveto as sportsbook platform debuts at ICE London

Benveto, the ambitious sportsbook platform, will be making a poignant return to the place that inspired its formation, when it makes its first appearance as one of close to 600 exhibitors at the world famous ICE London (5-7 February, ExCeL London, UK).

The company, based in Macedonia, owes more to the influence of ICE London than virtually any other exhibitor, as director and co-founder Vugar Garwald explained: "Not only were we influenced by our experience at ICE London, but it was the place that the team actually met for the very first time and got to know each other. We were so inspired by ICE, the scale of the exhibition and the energy that we experienced during our time in London, that it led us to form the company in 2015 and it's fitting that, four years later, we are making our ICE London debut, but this time as exhibitors.

"Ours is an amazing journey and one that we owe in large part to the influence of ICE. We aim big and we are keen to be part of the biggest gaming exhibition in the world and to demonstrate what a team created at ICE and with ideas and a vision built at ICE can deliver to an international audience. We have an extremely exciting and innovative project and one that we are keen to share in London with the 30,000+ gaming professionals who make this event so special."

He added: "Although our core focus is currently on countries in Eastern Europe, our ultimate ambition is to become a global actor in sports betting and we believe that being part of ICE London will help us to achieve that goal at a much faster rate. We want to show what we have developed, explain our USPs, get as much feedback from the market as possible, make new contacts and, in the process, continue on our path of becoming a major world player."

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