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**Media Enquiries:**

Dan Stone – [dan.stone@clarionevents.com](mailto:dan.stone@clarionevents.com)  
+44 (0) 20 7384 8121

Chris Jones - [cj@sjc.co.uk](mailto:cj@sjc.co.uk)  
+44 1273 699 900

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## **Vicca Group on the search for strategic partners at influential Juegos Miami**

The Vicca Group is one of a growing number of Colombian operators who will be attending Juegos Miami, the bespoke C-Level event created by Clarion Gaming for the Pan Latin American and Caribbean industry. In advance of his attendance at The Miami Biltmore (May 30 – June 1), CEO, Rodrigo Afanador Carrasco, explains the development of the company's online gaming brand ZAMBA.CO, argues why Latin America needs to claim its own space, and highlights the lessons to be learnt from the Colombian gaming experience.

### **Your company has benefited from the regulation of online gaming in Colombia, what could other countries learn from Colombia's example?**

I think that the regulation process in Colombia was carried out very meticulously and trustfully. It was more complex than we thought to start everything rolling. I think this is the most valuable lesson: the experience gained during the implementation. In particular, generating confidence in the Colombian financial sector has been a big challenge. I think there are many lessons for those countries which are considering online gaming regulation and, in my opinion, the biggest lesson is that it is necessary to, at the earliest possibility, directly involve all the sectors and institutions which have a crucial effect in the success or failure of the industry.

I think that the experience of the online gaming regulation in Colombia will show the way for countries like Brazil, Argentina, Peru and Chile to focus their efforts in order to create regulations that are suitable for their own markets. Colombia's case is an important reference but it is also crucial to bear in mind that each market and each country has different cultural approaches and different specific realities

### **How does Vicca provide a different dimension to gaming in Colombia?**

ZAMBA.CO, our online gaming brand, is the result of merging the 25-year expertise of VICCA in the regional market, with the technical and professional standards of the Belgian GAMING1 Group. Our approach for this operation is based on the player: their gaming experience and mainly their security. We want to offer them a portfolio of events and possibilities that are in line with their expectations, in a secure and transparent manner.

ZAMBA.CO is definitely a regional project and we plan to operate in countries that offer a serious regulation and appropriate market size. This year is going to be very dynamic for online betting, offering a multitude of learning opportunities to everyone. In our case, we hope to be able to form alliances with interesting operators in the region to achieve joint developments. We have an amazing team who is gathering very valuable experience.

### **What does Juegos Miami mean to the Latin American industry?**

I believe we need to claim our own space for Latin America within the industry. I think there

are many organisations of an international level in our countries, and at the same time, I see a significant growth ahead for us. We need an environment that focuses on our needs and our culture in a professional manner and with clear objectives.

For me Juegos Miami is a valuable opportunity to interact with key people from the industry: potential strategic partners, governments, providers and friends. I have experienced the growing reputation and acknowledgement of the event, and I think the addition of new proposals every year is very exciting, especially the learning options where the refinement of the themes of interest has been done in a very intuitive way. This year's event will be especially interesting with GiGse, as an advanced event which brings in technology, new business and successful business leaders with experiences which are worth listening to, under the same roof in a perfect environment for socialising and sharing in a city that unites us, both culturally and geographically.

*Juegos Miami, which for the first time is being co-located with the North America facing GiGse, is a bespoke business event created by Clarion Gaming to meet the specific demands of the Pan-Latin American and Caribbean markets. It features a powerful, strategic and hands-on learning programme presented alongside a line-up of inspirational exhibitors and sponsors. The event, which last year attracted exhibitors and representatives from a total of 44 countries will represent all forms of gaming – casino, bingo, betting, sports betting, payments, lottery and social - whatever the means of delivery – land-based, online and mobile – to help meet the rapidly growing needs of Latin American and Caribbean operators and stakeholders. Juegos Miami is an invitation only conference for senior decision makers (owner, director, C-Level exec) from operating companies (private and public including state lotteries), government and regulators from the Latin America and Caribbean regions. For more information on participating in this event, visit [www.juegosmiami.com](http://www.juegosmiami.com)*

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**Image:**

*Rodrigo Afanador Carrasco, CEO of The Vicca Group*