



ECA and Clarion Gaming call for respectful gender representation at ICE 2018

Brussels, 19.01.2018 – The European Casino Association (ECA), representing the licensed land-based casino industry in Europe and Clarion Gaming, organiser of the International Casino Exhibition (ICE) in London and other key events for the global gaming industry call on ICE exhibitors to ensure a respectful gender representation at ICE Totally Gaming 2018. Both organisations put their support behind the following statement to exhibitors:

“Clarion Gaming and the European Casino Association are committed to ensuring a respectful representation of all sexes at ICE Totally Gaming. In the spirit of the 21st century when both women and men play strategic and decision-making roles in businesses, we encourage all exhibitors to mindfully represent support staff promoting their products at the show in a non-offensive and non-stereotyping way.

For both organisations, it is clear that presenting a modern and diverse gaming industry should be at the heart of the show. For this to be successful and ensure that all participants feel equally welcome, the respectful representation of genders is crucial.

As ECA chairman Per Jaldung stated: *“It is imperative that our industry presents its positive image at ICE and other sector events. Our industry is modern and inclusive, and we call on exhibitors to showcase the great products and services they offer in a respectful manner that does not rely on outdated stereotypes.”*

For Clarion Gaming, Ewa Bakun commented: *“We have been exerting a soft pressure on our exhibitors and educating the ICE audience on the ways the industry can evolve to create a more inclusive culture and improve gender diversity across all organisational levels. But that message actually coming from operators, i.e. our exhibitors’ customers they want to attract to their stands, is way more impactful and we are grateful to the ECA for endorsing our efforts in such a powerful way.”*

For more on ICE Totally Gaming 2018, the International Casino Conference and the ICE VOX series please click [here](#).

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About the ECA

The ECA represents licensed land-based casinos in Europe, with 27 members and over 70,000 direct employees supporting local economies across Europe. It has members from nearly all EU Member States, as well as non-EU countries. The main purpose and objective of the ECA is to address and promote issues related to casinos and the wider gambling industry, as well as promote the positive contribution of the industry. More information about the ECA can be found [here](#).

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About ICE London

ICE London is the world's most international business-to-business gaming event, with 151 countries represented by the record 30,213 visitors who attended the 2017 edition. Featuring world-leading innovators drawn from across the gaming landscape, ICE London provides visitors with the most comprehensive shop window on the international industry. To register for 2018 edition of ICE London, which will comprise 500+ exhibitors occupying a record 43,500sqm of net space, visit: icetotallygaming.com

Press contact

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