

ECA Mission and Vision

About us

The European Casino Association (ECA) represents national associations and individual operators of licensed land-based casinos in Europe. To date, the ECA represents the interests of almost 800 casinos and over 60.000 employees in 22 countries across Europe. Founded in the early 1990s as the European Casino Forum, the ECA has grown steadily over the years and today includes members from nearly all EU Member States, as well as Switzerland and Serbia.

The ECA members have decades of experience and expertise in the casino industry. Based on the principles of integrity and professional business management, the casino industry in Europe has moved forward in a gradual and responsible manner to, over the years, adjust to economic, regulatory and technological changes in society. Particularly in recent years, the landscape in which casinos operate has changed dramatically, and so have the casino business models in Europe. These have evolved from mere table games, including poker, to a much wider casino concept, which now also includes slot machines, games of skill, bars, restaurants, hotels and entertainment. While the concepts and the range and scope of services as well as the pace in which the business of our members evolve vary, a clear trend towards the creation of real entertainment centres offering customers the full gaming, leisure and entertainment experience is emerging. The means of distribution of our services have changed over time as well: from a single land-based source the distribution method has in some countries expanded to the internet as well as other multiple technology-based channels.

ECA members shall, however, always undertake to act in accordance with the core values pertaining to the identity of the ECA, as representation of Europe's licensed land-based casino industry offering off- and online gambling services and other recreational and leisure services.

ECA Mission

Mission statement

At the heart of ECA's focus lie the **interests of Europe's licensed casino industry and its customers**. The ECA acts as the **voice of Europe's licensed casino industry**, promoting its positive and professional aspects at national, European and global levels. As the **leading consultative body on all matters relating to Europe's licensed casino industry**, the ECA works to enhance awareness and understanding of the industry, involving itself in **decision-making processes** on a wide range of initiatives in order to encourage workable and fair policy frameworks and regulatory conditions.

ECA Objectives

With this mission statement in mind, the ECA works in particular to:

- ▶ Continuously strengthen its position as the recognised **thought leader** and **single voice for Europe's licensed casino industry**;
- ▶ Ensure a **secure and regulated environment for the benefit of customers' gaming experience** and promote highest responsible gaming standards;
- ▶ Provide **added value for members** by efficiently addressing their needs, focusing on their issues and activities of interest and supporting the professional development of their employees;
- ▶ Promote the **development of a sustainable and fair business environment** for the industry by pro-actively shaping policy frameworks and regulations;
- ▶ Strengthen the **reputation and image of Europe's licensed casino industry** as a business of integrity dedicated to values such as transparency, responsibility and safety, and gain public trust;

- ▶ Serve as the **central source of knowledge and intelligence for internal and external audiences** on all matters pertaining to casino operations and gaming-related developments;

ECA Vision

Vision statement

Being open-minded towards new technologies, modern distribution channels and new business concepts, the ECA provides broad support to members on all aspects relevant to making their business a success. In particular, the ECA sees itself as the driving force in achieving the following key milestones:

- ***We campaign for the creation of a regulatory environment allowing Europe's licensed casino industry in its various forms to grow and prosper;***
- ***We encourage and support the evolution of casinos towards entertainment centers, offering a complete leisure experience;***
- ***We champion the recognition of the industry as the safest and most responsible casino games service provider;***
- ***We advocate the acknowledgement of the industry's crucial social and economic role in society;***
- ***We build Europe's licensed casino community.***