



## MEDIA RELEASE

22<sup>nd</sup> July 2008

### **European Casino Association and Clarion Gaming announce their first joint-venture conference**

London – Tuesday 22<sup>nd</sup> July 2008: Clarion Gaming and the European Casino Association (ECA) have today announced the launch of an annual conference for the casino industry, to be held in conjunction with the ICE show. The inaugural International Casino Conference (ICC) will be held on Monday 26<sup>th</sup> January 2009, the day before the ICE show opens.

This jointly organised conference is part of a series of planned events, collaborative marketing and development initiatives agreed at ICE 2008, which aims to make an important contribution to the development of the industry in Europe.

ICC will focus on key issues which will drive the casino industry over the course of the coming year. Technological developments, problem gambling, national and EU regulation as well as the impact of remote gambling are some of the subjects to be tackled by a selection of first-class speakers and there will also be a CEO panel addressing the top-level strategic concerns of the industry. Details regarding the programme and speakers will be announced in the coming weeks.

Speaking on behalf of the ECA, Ron Goudsmit commented: "We're delighted to announce the conference as part of our exciting ongoing plans with Clarion Gaming. We believe that the time is right for a high-level conference tailored specifically to the needs of the casino industry, and hope that both our members who will attend ICE and the broader international casino community will join us for this important forum for discussion and networking."

#### About Clarion Gaming:

Wholly owned by Clarion Events, Clarion Gaming's aim is to continue to be the first choice provider of quality information, events and services to the global gaming, gambling and betting industries. Clarion Gaming brings together many

types of organisations; suppliers, buyers, trade associations, press, government, regulatory bodies, law firms, financial companies and more. Clarion Gaming helps everyone keep track of the changes taking place in fast moving markets. Clarion Gaming is owned by Clarion Events, the largest independent consumer and trade show exhibition organiser in the UK and is expanding into international markets. Clarion Gaming's ongoing goal is to maintain its position of leadership both within the industry and in representing the industry to the business community at large, providing world class customer service in the process.

About the European Casino Association:

The European Casino Association (ECA) represents the interests of 950 casinos and approximately 80,000 employees across Europe. Founded in the early 90s as the European Casino Forum, the ECA has gradually grown over the years and today includes 23 member countries from the majority of the European Union Member States as well as from Serbia and Switzerland. The ECA's members in 2008 include Austria, Belgium, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Italy, Lithuania, Luxembourg, the Netherlands, Poland, Portugal, Romania, Serbia, Slovenia, Spain, Sweden, Switzerland and the United Kingdom.

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Digital images: Hotel / Conference venue pictures are available on request