



PRESS RELEASE

EUROPEAN CASINO ASSOCIATION AND CLARION GAMING LAUNCH NEW INTERNATIONAL CASINO CONFERENCE

The European Casino Association and Clarion Gaming are hosting a brand new conference in London in January 2009. With top speakers and panellists from across the casino sector, the inaugural International Casino Conference will focus on the key issues that will be driving the industry in the coming year.

Brussels/London, 20th November 2008 --- The European Casino Association (ECA) and Clarion Gaming will be hosting their new joint annual conference for the casino industry at Earls Court in London on Monday **26th January 2009**. The inaugural **International Casino Conference (ICC)** will take place the day before the International Gaming Expo (IGE), and will focus on the key strategic, regulatory, technical and marketing issues that will be driving change in the industry over the next twelve months.

The conference programme has been designed to offer delegates practical, first-hand insights into the current topics affecting the casino industry. An impressive, carefully selected line-up of first-rate speakers and panellists will address a range of issues such as regulatory developments, technological and gaming developments, the impact of smoking bans, responsible gaming, money laundering, and many more. In the final session, top industry CEOs and ECA Board Members will give their opinions on the strategic, operational and regulatory challenges facing the industry in 2009 in a frank panel discussion. A copy of the programme can be found on the ICC website on www.internationalcasinoconference.co.uk.

"We are constantly looking for appropriate opportunities to further discussion and the development of the casino industry and felt the time was right for a high-level conference tailored specifically to our needs," explained Ron Goudsmit, Chairman of the ECA's Executive Board. "And with many of our members and other representatives of the international casino industry all gathering in London for IGE, it seemed appropriate to combine the two. As the first event of its kind in the new year, we expect ICC to become a signature event in the annual gaming industry calendar and an important forum for discussion and networking," he continued.

The ECA represents the interests of 950 casinos and some 80,000 casino employees across Europe. ICC is part of a series of planned events and collaborative marketing initiatives to be jointly organised by the ECA and Clarion aimed at contributing to the development of the gaming industry in Europe.

About the ECA

Founded in the early 1990s as the European Casino Forum, the ECA has grown steadily over the years and now has members from 23 countries: 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. In 2007, ECA member casinos welcomed some 130 million guests and generated aggregate total annual revenues in excess of 10 billion euro.

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