



## **PRESS RELEASE**

# **Resounding Success of the 2nd ECA International Casino Conference**

**Over 150 delegates and gaming industry experts from across Europe and beyond enjoyed a packed afternoon of focused sessions, panel discussions and frank debates at the 2nd ECA International Casino Conference in London on 25 January.**

Brussels, 29 January 2010 --- On 25 January 2010 delegates, expert speakers and gaming industry executives got together in London for the European Casino Association's (ECA) 2nd International Casino Conference (ICC). The event once again proved to be a resounding success, with over 150 delegates from all sectors of the gaming industry enjoying a packed afternoon of focused presentations, first class speakers, panel discussions and lively debates.

A key annual event organized by the casino industry for the casino industry, ICC 2010 focused on the primary strategic, regulatory, technical and marketing issues that will be driving change in the casino industry over the next 12 months. Topics under discussion this year included the regulatory aspects of gambling services (in particular political developments at EU level), visions for the future of the gambling industry in light of the rising tide of competing new products from the media, telecom and other sectors, the relevance of loyalty programmes and the use of social media networks in the gambling environment.

The high calibre speakers and panellists included industry insiders, regulators, prominent CEOs and opinion leaders, as well as legal experts and representatives of leading operators and suppliers. Panellists in the operators and suppliers panel sessions, for example, included representatives of some of the leading players in the international gaming industry, such as AGEM, Aristocrat Technologies, Betfair, Casinos Austria International, Endemol, Euromat, GTech, Holland Casino, IGT and SPS.

"Delegates were particularly impressed by the quality of the expert speakers and panellists," said ECA Chairman Ron Goudsmit. "The frank panel sessions were highly productive and prompted lively debate. It even got quite heated at times, which was exactly what we had intended! We want ICC to be a forum for open debate and deliberately included experts from other sectors of the gaming industry to ensure that the different opinions were heard."

### **European Casino Association**

Rond Point Schuman 9 • 1040 Brussels • Belgium  
Phone +32 2 541 03 32 • [info@europeancasinoassociation.org](mailto:info@europeancasinoassociation.org)

Highlights included an enlightening Keynote Speech by Ellen Hausel Heldahl of the Swedish Ministry of Finance and a visionary look at casinos as entertainment destinations of choice by Paul Steelman, one of the world's leading casino designers. Delegates also enjoyed an exclusive networking party sponsored and hosted by The Ritz Club Casino at its exclusive premises on Piccadilly.

### **About ICC 2010**

ICC 2010 is the result of the successful ongoing cooperation between the ECA and Clarion Gaming, which is now entering its third year. The conference was created as a platform to facilitate further learning and understanding within the casino industry, enable the sharing of experiences and knowledge and provide added value for industry professionals gathering in London to attend the annual IGE show.

### **About the European Casino Association**

The ECA represents the interests of more than 1,000 casinos and around 83,000 employees in 23 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 the majority of EU Member States, Switzerland and Serbia.

### **Save the dates of ECA's future key events:**

- **European Dealer Championship 2010**  
11-12 May 2010, Olympic Casino, Vilnius, Lithuania
- **International Casino Conference 2011**  
24 January 2011, Earls Court, London, UK

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For further information on the ECA please contact:

Ron Goudsmit, Chairman, Phone: +31 653 130 335  
Hermann Pamminger, Press Coordinator, Phone: +43 1 534 40 524  
Dr. Saskia Horsch, EU Affairs Advisor, Phone: +32 484 162 144

For further information on the ICC please contact:

Charlotte Skinner, Clarion Gaming  
Phone +44 20 7370 8569  
E-mail: [charlotte.skinner@clariongaming.com](mailto:charlotte.skinner@clariongaming.com)  
Web: [www.internationalcasinoconference.co.uk/](http://www.internationalcasinoconference.co.uk/)