



European Casino Association backs Clarion Gaming Code of Conduct

Brussels, 16 October 2018 – The European Casino Association (ECA), which represents the interests of 900 casinos and over 70,000 employees operating in 28 member countries across Europe, has given its full support to the Code of Conduct published by Clarion Gaming. The Code, which has been developed in conjunction with a large number of industry stakeholders courtesy of Clarion's Ampersand group, sets out the standards that exhibitors and individuals are required to uphold at all Clarion Gaming events and covers gender representation and dress codes for stand staff.

ECA chairman Per Jaldung confirmed: *"The European Casino Association fully supports Clarion Gaming's initiative, which continues our long-lasting joint commitment to ensuring a respectful representation of all genders at gaming exhibitions. We encourage all exhibitors to follow this Code of Conduct and promote their products in innovative ways that celebrate the industry at its very best."*

Clarion Gaming's Managing Director, Kate Chambers, believes the messages of support for the Code received following its announcement on 4 October reflect the progressive mind set of the international industry. She stated: *"We have been overwhelmed by the positive feedback received from all sections of the international industry that we represent. The European Casino Association is a hugely influential body in the industry and at political level. To have the full support of an association which represents businesses employing more than 70,000 people across Europe is a powerful endorsement of what we are trying to achieve. As well as influential trade bodies such as the ECA, I have also received messages from many individuals working in the industry who believe the Code of Conduct, and what it means for the responsible representation of gender at showcase international events such as ICE London, is the right course of action."*

The Code sets out Clarion Gaming's responsibilities to police a safe and appropriate working environment for everyone, including staff, customers and suppliers. Clarion Gaming has also formed a Board of Advisors comprising legal, compliance and diversity experts.

For more information and to view the Code of Conduct, visit: <https://www.icelondon.uk.com/clarion-gaming-code-of-conduct>

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About the ECA

The ECA represents licensed land-based casinos in Europe, with 28 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 promote the positive contribution of the industry.

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