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Press Release: European Casino Association Applauds Clarion Gaming's Commitment to Continue the ICE Show in Barcelona from 2025

The European Casino Association (ECA) is delighted to support Clarion Gaming's recent announcement to continue the ICE and iGB Affiliate events in Barcelona from 2025.

This move aligns with the ECA's commitment to the growth and dynamism of the gaming industry, as reflected in our recently announced extended strategic partnership with Clarion Gaming through 2029. We believe Barcelona, with its world-class facilities and outstanding hospitality infrastructure, is not only well-equipped to host these prestigious events but also a place that our members are looking forward to visiting for the International Casino Conference during the ICE exhibition.

ECA Chair, Erwin van Lambaart, stated, "We are pleased by Clarion Gaming's bold decision to continue the ICE show at a new location starting from 2025. This move aligns well with our longstanding partnership with Clarion Gaming, which we highly value and believe will further enhance the interests of the European casino industry. Additionally, the ECA looks forward to continued cooperation with Clarion Gaming to assist in developing ICE further, making it even more attractive, innovative, and impactful for all stakeholders involved."

For over two decades, the International Casino Exhibition (ICE) has stood as a cornerstone in the gaming industry. Introduced in 1999, it emerged from the legacy of the Amusement Trades Exhibition (ATE), a London-based gaming show which commenced as early as 1936. The ICE began as a small event with a focus on land-based casino gaming but swiftly expanded its horizon to include the ever-evolving sectors of online gambling, sports betting, lottery, and beyond. In essence, the ICE is a testament of the growth and transformation of the gaming industry, and it owes much of its success to London.

The ECA extends its heartfelt gratitude to this vibrant city for cultivating a tradition that has nurtured the ICE for numerous years. While we are excited about what the future holds for ICE, we are sure that visitors will forever cherish the memories and milestones achieved in London.

In closing, the ECA would like to congratulate Clarion Gaming for their commitment to continue the ICE and iGB Affiliate success stories with their partners and for their ambition to deliver an amazing experience during the last London ICE in 2024.



About the European Casino Association:

The European Casino Association (ECA) represents licensed land-based casinos in Europe, with 29 members and over 60,000 direct employees supporting local economies across Europe. It has members from nearly all EU Member States, as well as non-EU countries. The primary purpose and objective of the ECA are to address and promote issues related to land-based and online casinos, fight illegal gambling and promote the positive contribution of the industry. To find out more about the ECA, please click [here](#).

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