



**PRESS RELEASE
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European Casino Association hosts ICC 2010

On 25 January 2010, the European Casino Association and Clarion Gaming will be hosting their second annual conference for the casino and gaming industries in London. With top speakers and panellists from across Europe and beyond, the second International Casino Conference (ICC) will focus on the key issues driving the casino industry in the coming year.

Brussels, 16th November 2009 --- Following the success of their inaugural **International Casino Conference (ICC)** back in January 2009, the European Casino Association (ECA) and Clarion Gaming will be hosting their second joint annual conference for the casino industry at Earls Court in London on Monday 25th January 2010. The conference will again take place the day before the International Gaming Expo (IGE) and will focus on the key strategic, regulatory, technical and marketing issues driving change in the casino industry over the next 12 months.

"We were delighted with the success of the inaugural ICC earlier this year, and the feedback we received from delegates confirmed the clear demand for a high-level conference forum dedicated to the European casino industry," said ECA Chairman Ron Goudsmit. "We aim to continue this success with ICC 2010 and have taken great care in planning the programme and selecting appropriate speakers and panellists, which include many industry insiders, CEOs, experts, operators, regulators and opinion leaders. There will also be plenty of networking opportunities both during the conference and at the annual ICC Party."

The programme for ICC 2010 has been specially designed to offer delegates frank, practical insights into topics currently affecting the casino industry. An impressive line-up of high-level first class international speakers and panellists will address issues such as the European gambling regulatory framework, casino design, the future of gaming in Europe, gaming product innovations, social media, loyalty programmes, and many more. Further details and a copy of the full programme can be found on the ICC website:

International Casino Conference 2010

Earls Court Conference Centre, London

25th January 2010

www.internationalcasinoconference.co.uk

European Casino Association

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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.

For further information on the ICC please contact

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