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NCiF forges links with International Gaming Expo

The United Kingdom's major casino operators have shown their full support for London's International Gaming Expo (Earls Court Exhibition Centre – 26/27/28 January) with the announcement of an exclusive sponsorship agreement between the National Casino Industry Forum (NCiF) and IGE organisers, Clarion Gaming.

The co-operative alliance will see the two organisations pool their marketing resources, with the NCiF becoming official supporters of IGE and taking a high profile presence at Earls Court, both on and off the show floor.

The agreement coincides with the launch of NCiF's new website at www.nci-forum.co.uk, which details the Forum's agenda, guidelines on socially responsible practices, training programmes and community activities, as well as useful information for players, links to organisations and membership benefits.

NCiF now represents the majority of the British Casino Industry, with lead members including Aspers, Aspinalls, Genting UK, Grosvenor Casinos, Hippodrome Casino, Les Ambassadeurs, Les Croupiers, London Clubs International, The Clermont Club and The International Casino and associate members comprising London Gaming College, casino-education.co.uk and Harris Hagan amongst others.

Speaking on behalf of the NCiF, Genting UK plc executive deputy chairman Peter Brooks said: "We're delighted to announce this exclusive agreement with Clarion Gaming, an association which underscores our belief in presenting an open and positive face for the casino industry. NCiF will be well represented at IGE 2010 and looks forward to working with Clarion Gaming in the interests of the industry."

Julian Graves, managing director of Clarion Gaming Exhibitions, added: "Our constant aim is to add value to all of our stakeholders. Working more closely with NCiF will help us address operators' needs still further and, in so doing, help raise the level of quality participation on behalf of exhibitors."



Peter Brooks

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