

ICEi to grow by 40 per cent in 2008

ICEi 2008 will be 40 per cent bigger than its 2007 predecessor, the biggest in the show's six-year history, and will include at least 13 first-time exhibitors, organisers Clarion Gaming have announced.

In total, the remote gaming component of the London Show will occupy 2,076sqm (22,338sq.ft.) of net floor space, compared to 1,485sqm (15,979sq.ft.) in 2007.

Among those companies appearing at ICEi 2008 as a standalone exhibitor, Marco Cupito, Financial Manager at Puntocasino, considers the massive growth in keeping the with show's burgeoning prestige and market conditions. He noted: „ICEi is the most important exhibition in Europe. We want to increase our business in the territory and felt that the only way to do that was to move from underneath the Malta Pavilion banner to an exclusive space. Online gambling is increasing year after year and we fully expect the space reserved for i-gaming, and Puntocasino, to grow once again in 2009.“

The news prompted Clarion Gaming's Head of Exhibitions Karen Cooke to reflect: „January 2008 will represent the largest ICEi event Earls Court has ever staged. The impressive growth, consisting of a burgeoning number of growing exhibitors as well as new companies coming on board, is representative of the massive boom the industry has enjoyed even over the last 12 months.“

