

Clarion and ECA strike deal at ICE

London – Clarion Gaming and the European Casino Association (ECA) have today agreed a programme of collaborative marketing, promotion and development initiatives. The agreement, which covers casino activities, was ratified by Clarion Gaming's Head of Exhibitions Karen Cooke and Ron Goudsmit of the ECA on the opening day of the 2008 International Casino Exhibition being held at London's Earls Court Exhibition Centre.

Heralding the agreement, which applies to the development of existing events as well as the creation of new projects relating to the casino industry in Europe, Karen Cooke said: „We are delighted to complete this agreement with the ECA which makes such an important contribution to the development of the industry in Europe. Our approach has always been to work with the market to build and create events that will make a real and telling contribution to businesses in the sector. This will be a dynamic and exciting partnership, which, I am certain, will result in tangible benefits for the European industry.“

Speaking on behalf of the ECA, Ron Goudsmit commented: „This represents an important development for the Association. The vast majority of our members are regular attendees at ICE and we enjoy a strong and positive relationship with the organising team. We look forward to working with Clarion Gaming and bringing enhanced benefits to our members and the industry as a whole.“

