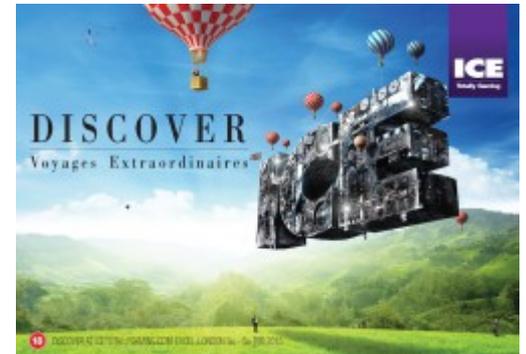


Malta tops league table as new exhibitors give added interest to ICE

London – Visitors to ICE Totally Gaming will once again have access to a host of new companies drawn from across the international gaming landscape, with 67 new exhibitors from 33 jurisdictions confirmed for the London event (February 3-5, ExCeL Centre). Leading the way with the most number of new exhibitors is Malta with ten, followed by host nation the United Kingdom (six), Spain (five), Gibraltar (four), the British Virgin Islands and Italy (both three).



Stressing the importance of ICE, Anastasia Zencika, Marketing & Events Manager at first time exhibitor, Latvian-based ECommPay commented: “We always try to be up-to-date with the new trends in the industry and ICE is the show where we can do this. Last year we visited ICE to see the event, get all the inside information and get some inspiration. This year as an exhibitor our aim is to get as much from ICE as possible, and gain everything the show has to offer.

“Like everyone else we want to get as many sales as possible, but we also want to meet new partners and associates, see what’s going on in the industry, network and have the relevant people who are interested in our services in the same place. That is why it is very important for us to be in London in February.”

Echoing the sentiment, fellow first time exhibitor, Raif Oymen, Director Global Engineering of The Bright Group – who is making the 17,000 km journey from New South Wales,

Australia to be at ICE – said: “The Bright Group has visited the ICE gaming show previously, but this is the first time for us to exhibit. We are currently looking to expand outside the Australasian and North American regions, where we are already well established, and the London ICE show is a big part of that strategy.

“ICE is a really good opportunity to find out where the market is moving and it will provide us the opportunity to display our latest products and technologies while sending the right signal that TBG is ready for and serious about the European market.”



Anastasia Zencika,
Marketing & Events
Manager at first time
exhibitor ECommPay.

Highlighting the importance of new exhibitors to the show, ICE Marketing Director Jo Mayer said: “Our invitation to visitors is to come to ICE to discover what the industry is thinking, discover new suppliers, discover ground-breaking technologies and discover those landmark products which have the potential to transform the way you do business. The new exhibitors to ICE are fundamental to that process and I cannot stress enough how important they are to the exhibition. For the exhibitors themselves it’s a great opportunity to be at the heart of the international gaming community, to network and to do business with companies from throughout the world.”

The line-up of new exhibitors comprises 1x2gaming, 3Bet Gaming, Adlink Technology, AGS, Alpha Bull, Asia Gaming,

BackOfficeSoft, Berkotech, Bet Invest, Bet IT Best, Betsys, BetuniQ, Bingos Y Complementos Electronicos, BMH Group, bwin.party entertainment, CashProd, Casino24, com-bet-com, Diplomat Sportwetten, DMJS Premier Branding, Dooga, E-Com Marketing, Easypayment Gateway, ECommPay, Eclectic Gaming, Eurasia Sports, FP Bet, Frosmo Oy, FUGA Gaming Technologies, Gaming1, Geoffrey Parker Games, GTI Gaming, Hepworth Consulting, ICE Lotto, Ingenuity Gaming, Intelligent Payments, Intersog, Join Games Malta, Kootac Trading, Lola Bet, Lottotech (Tradologic), Magnet Gaming, Newton, Nexusguard, Noble Gaming, Optima Information Services, Orange Road, Ortiz Gaming, P&R, Proactive Gaming, SBTech, Selex Giacomo Picollo, Singular Group, SkillOnNet, Sofort, Solid Payments, Streamlogue Services, Tele Apostuak Promotora de Juegos y Apuestas, The Bright Group, TipBet, Tipwin, Trillonario, Tul Corporation, uSWOP, Voidbridge Software, Whitehat Gaming, and Yakir Malka 55.

To find out more about the 500+ exhibitors who will be at ICE and to register for the exhibition simply go to „www.icetotallygaming.com“:<http://www.icetotallygaming.com>.