

EUROPEAN ROUND UP

ORGANISERS LAUNCH BIGGEST CAMPAIGN FOR RECORD-BREAKING ICE

Organisers of the 2008 ICE Show have unveiled details of the biggest visitor marketing campaign ever undertaken in the exhibition's 16-year history.



The Thames River and the London Eye

'It's all in the game' is the strapline adopted by ICE organisers, as the mammoth international event aims to register its seventh consecutive year of visitor growth and break the 2007 record of 110 represented countries.

Print advertisements, set against the silhouette of a London skyline, together with direct marketing, viral campaigns and extensive media relations activities promoting ICE 2008 as the world's premier gambling and gaming event, will appear in at least 26 industry media channels.

Charlotte Skinner, Marketing Manager responsible for the campaign, explained: "ICE is one of the most successful and respected shows for the international gaming industry. The size of the 2008 campaign is designed to reinforce the show's international standing, to exploit the potential of new gaming territories and to bring the maximum number of serious buyers and influencers to London in January"

ICE takes place at London's Earls Court Exhibition Centre across 22-24 January, 2008.



Regimental band participating in The Changing of the Guard ceremony at Buckingham Palace

Britain on view



IT'S ALL IN THE GAME...

...MEET, NETWORK AND CONDUCT BUSINESS AT THE WORLD'S PREMIER GAMBLING & GAMING EVENT

22ND - 24TH JANUARY 2008
EARLS COURT, LONDON

Due to the worldwide casino boom, January 2008 will see the biggest and best ICE yet. With over 350 exhibitors taking their place at ICE, it's the best opportunity to network and do business with your industry peers.

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- Proven Quality - over
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- Superior graphics - utilizing unique
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can be repeated on paper fan



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INDUSTRIAL COMPONENTS

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EUROPEAN ROUND UP

SUZO FORMS NEW EUROPEAN CASINO GROUP

Suzo International has formed a new Casino Group to cater for the particular needs of the Casino business. Erik Wijma is heading up this new Casino group with a team of dedicated specialists



Erik Wijma and René van Son, Suzo Regional Manager for Southern Europe

ABBIATI GRANTED GREEK LICENSE AND FIRST GREEK ORDER

Italian company Abbiati has successfully obtained a Greek Manufacturers and Suppliers License for their complete product range.

Terry Clarke, Abbiati Commercial Director, said, "The licensing procedure is part of the long term plan to consolidate Abbiati as a leading supplier in the international



Club Hotel Casino Loutraki

Casino market. The granting of our license coincided with Club Hotel Casino Loutraki obtaining a license to increase their number of gaming tables from seventy to ninety five. We had been in discussions with them, but could not be considered as a supplier until we obtained licensing approval".

SUCCESS FOR METRONIA IN BELGIUM

Spanish company Metronia has supplied the bingo area of Casino Club Namur, which holds 150. In Belgium, Metronia products are distributed through Seeben.



Metronia executives: Alfonso Sánchez, Operators Area Manager, and Félix Sánchez, President

FIRST ANNIVERSARY OF THE CASINO GRAN MADRID POKER TOURNAMENTS

Casino Gran Madrid has celebrated the first anniversary of its monthly poker tournaments. Over the year, some 1,000 players took part, taking home prizes amounting to €260,000.



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AGI PIONEERS ELECTRONIC ROULETTES IN BELGIUM

Austrian Gaming Industries is conquering the Belgium market for electronic Roulette products and is set to deliver comprehensive Novo Multi-Roulette™ installations to three major Belgian Casinos: Grand Casino Brussels and Blankenberge and Middelkerke seaside Casinos. Novomatic Gaming Spain is also celebrating the first major installation negotiated by its Barcelona sales team – Casino Barcelona has chosen Novomatic gaming equipment to take the spotlight on the Casino's newly renovated and extended gaming floor.



Casino Barcelona

TCSJOHNHUXLEY

Aspers Casino called upon TCSJohnHuxley to add more Novo TouchBet™ Roulette Terminals, making this the largest installation of TouchBet™ in the UK. In other news, the UK Gambling Commission has approved a selection of new proprietary table games, side bets and progressives for use in UK Casinos. Three games of TCSJohnHuxley form part of the approval: "Perfect Pairs", "Casino Hold 'Em" and "Roulette Rage".

Finally, Daniel Polec has been appointment Operations Manager for Europe and Patrizia Hirter new Business Development Manager for Italy, Slovenia, Malta, France and Switzerland.



Daniel Polec