

“THE ECA REPRESENTS OVER 800 CASINOS ACROSS 19 EUROPEAN COUNTRIES DIRECTLY EMPLOYING SOME 73,000 PEOPLE”

ANDERS GALFVENSJÖ,
PRESIDENT OF THE EUROPEAN CASINO ASSOCIATION



The annual meeting of the European Casino Forum (ECF), traditionally held in January during ICE, decided to transform the Forum into a fully-fledged Association, changing the name to the European Casino Association (ECA). You were elected as Chairman, representing Sweden.

What motivated the members of the ECF to constitute the Association? What aspects will this change involve?

The transformation is caused by the development within the ECF. From being an informal network that met twice a year we see an

As first Chairman of the ECA, what are your main targets and what subjects are you going to deal with in 2005?

The main target is of course to raise our voice in the legislative processes in Brussels. A lot of decisions are taking place within the EU-administration and it is important for us to ensure that the bases for any decisions that could influence our business are known and considered. Furthermore we will establish a new ECA organisation with office and representation in Brussels. Finally, being a new organisation, it is important to initiate effective working methods within the ECA, not least in the Board of Directors.



Ron J, Goudsmit, Holland Casino; Anders Galfvensjö; and Luigi Pietro Valle, Portuguese Casinos Association



ECA meeting in London, January 2005

increasing demand to follow the development of our industry continuously, on a Pan-European level in Brussels and on national level. Accordingly we have decided to establish ourselves and be present in Brussels on a more permanent basis.



How many Casinos are represented in the ECA? What countries do they represent?

The European Casino Association came into existence at a meeting at the International Casino Exhibition in London on 26 January



Malgorzata Rogowicz-Angierman, Casinos Poland and Verena Proksch, Austrian attorney



Jean Francoise Cot, Casinos de France; Derek Jeffrey, ex-CEO of the British Casino Association; Ron J, Goudsmit; Anders Galfvensjö; Heliodoro Giner, Spanish Casino Association; and Armin Karu, Olympic Group, Estonia



You are also CEO of Casino Cosmopol. What is the current situation of Casinos in Sweden?

Casino Cosmopol is a state-owned Casino. It operates 4 Casinos, in Stockholm, Gothenburg, Malmoe and Sundsvall. Swedish law allows the government to issue licenses for six Casinos all in all; so far only these four concessions have been granted. An evaluation of the experiences will take place during the year and a possible decision on a fifth and possible sixth Casino will be made at the end of 2005 at the latest. The current four Casinos are showing stable development, as regards both income and number of visitors. The main objectives for the coming years are to broaden the customer base - to make Casinos and Casino Cosmopol a natural choice for excitement and fun - and to keep our regular and most frequent guests.



Anders Galfvensjö

2005. The ECA was formed from the European Casino Forum, which was an informal grouping, to strengthen the ability of the European casino industry to pursue its interests and develop further. Operating globally as a trade association, we represent over 800 Casinos across 19 European countries, directly employing some 73,000 people and we expect to grow further. The European Casino industry currently sees gross gaming revenues of over €8 billion. I'm the Chairman of the ECA and the Vice Chairman is Ron Goudsmit from the Netherlands. The ECA will shortly set up an office in Brussels, from where the ECA Board will operate.