

# Pragmatic Play: „The Chilean market has great potential“



Santiago – CGS Latam had the opportunity to sit down with **\*\*Víctor Arias – Vice President for Latin America of Pragmatic Play\*\***, a leading provider of content for the iGaming industry.

Speaking about the company’s multi-product portfolio, and what allows it to stand out, Arias commented that the supplier’s success comes down to two key focuses in Latin America.

“Firstly is the state of the art technology used, which meets the highest quality standards, across all verticals. This ensures every product and game offers an immersive experience, suited to any device a player uses. Due to the attention to detail in every step of the development, the final result ensures a leading level of entertainment.

Secondly is the commitment to user experience. As mentioned above, our games have to be accessible on any device, and every element of a game has to be designed with an eye on the final consumer. It all comes together to generate entertaining, sophisticated, immersive and innovative gaming sessions.

By combining both these elements, we produce extremely attractive game verticals.

Pragmatic Play will be attending the CGS Latam event, which takes place on the 25th May in Santiago, as an exhibitor, while also participating in a panel discussion, focused on **\*\*“Online gaming – How to venture into the most innovative vertical in the industry”\*\***.

The event marks further focus on the Chilean market for Pragmatic Play, with it being identified as a region primed for growth, and one that can be a leading light in LatAm in the near future, following two years of improved regulatory focus and a growing online presence.

This has allowed Chile to emerge from the pandemic as a market that offers real potential for companies if they enter it correctly, and one that has seen significant interest attracted to it.”

Don't miss the chance to find out more about the Chilean market and attend the CGS Latam event. More information visit our website: [[www.cgslatam.com](http://www.cgslatam.com)](<http://www.cgslatam.com>) and register to assist in all the activities. CGS Latam, “The best place to Network”