

Malta, United States and Italy top league table of exhibitor nations as international industry prepares for ICE London

The 2019 edition of ICE London (5-7 February, ExCeL London, UK) will feature exhibitors from a total of 66 nations (65 in 2018), making it the most complete representation of international gaming on the world calendar.



Peter Hannibal, Chief Executive Officer of the Gambling Business Group.

Outside of the United Kingdom (138 exhibitors), Malta tops the league table of exhibitor nations with 60, followed by the United States (41) and Italy (23). The top 10 is completed by Taiwan (15), Germany (14), Bulgaria (12), Gibraltar (11) and

Curaçao, Slovenia, Spain and Sweden (10 exhibitors each).

Peter Hannibal, Chief Executive Officer of the cross sector strategic body, the Gambling Business Group, said: “Each year, the industry looks to ICE London as being the undisputed ‘go-to’ gambling expo for everyone connected with the global industry – and 2019 is sure to be no different.

“The acclaimed Consumer Electronics Show held in Las Vegas is the world’s gathering place for the huge consumer technologies business and consequently the launch-pad for next-generation innovations. I think there are important parallels with ICE London in terms of the quality of thinking and the sheer scale of international innovation that delegates experience.”

He added: “ICE London is the ultimate bringing together of all members of the Gambling Business Group into one venue across three days, at a time when the gambling landscape continues to change. All of our manufacturers, developers, systems and solutions providers, operators and retailers will be at ICE London, interacting and conversing with one another in a manner that they don’t necessarily have time to do during the rest of the year. They will have time to discuss and contemplate consumer changes, the future for products and where the industry needs to go – all over a coffee. So for us, ICE London represents three unmissable days for our members and for the future of the industry.”

ICE London 2019 is set to be the biggest on record with the net floor space measuring 45,500sqm, an increase of just under 5 percent on 2018’s figure of 43,500sqm. The 2019 edition’s show floor will occupy 38 of ExCeL London’s 44 halls, up from 36 in 2018.