

# **SiGMA Group and Clarion Gaming join forces for gaming show in Asia**

**Super expo will take place at SMX Manila June 8th to 9th 2020**

SiGMA Group and Clarion Gaming have jointly announced they will combine activity for the 2020 gambling sector show in Manila, Philippines, which is set to take place 8th to 9th June next year.



The b2b event will cater for both the land-based gambling sector as well as the iGaming sector, with online suppliers, operators, affiliates, regulators and blockchain businesses all being housed under one roof at the SMX Convention Centre situated in the heart of Manila.



As Asia tempts leading brands from the global gambling sector to expand business opportunities in the region, it's fast becoming clear that Asia is the new frontier for both land-based and iGaming industries. Recent figures from Global Gambling Statistics 2019 reveal that seven of the top ten locations for gambling revenue based on visitors are in Asia (including Australia). In Macau alone, revenue could reach as high as \$53 billion by 2022.

As these jurisdictions look to capitalise on the global opportunities flourishing in the gambling sector, it's crucial to bridge the business divide between East and West, addressing considerations such as regulatory environments in different territories, payments processing methods, the integration of blockchain emerging technologies, and even

bandwidth problems for mobile gaming. It's precisely these issues that next year's show in Manila will address by bringing the biggest brands and jurisdictions in the sector together in one venue.



Eman Pulis, founder and CEO of SiGMA Group.

Kate Chambers, MD Clarion Gaming commented, "The opportunities for growth in Asia are increasing exponentially year on year, and the time is right to cement new and existing relationships between the gambling industries in both East and West. To combine the expertise of Clarion courtesy of the world famous ICE brand and SiGMA ensures both the land-based and iGaming sectors will find synergy in Manila in 2020. This is an exciting time as we extend the reach of the ICE brand following the launch of ICE Africa in 2018 and ICE North America in May 2019."

Eman Pulis, founder and CEO of SiGMA Group, added, "As we take the SiGMA brand to global markets, we're proud to facilitate the biggest gaming expo to bring East and West together. It is unprecedented for two such established events to join forces in Asia this way, so this will be an unmissable calendar event amongst C-level gaming executives, whether they have existing

business activity in Asia or are looking to expand their operations in the Far East.”

Visit [www.sigma.ph](http://www.sigma.ph) or [www.ice-asia.com](http://www.ice-asia.com) for further details on exhibitor and delegate bookings.