

# SAGSE after ICE

**A great interest in Latin America – SAGSE accomplish their objectives at ICE**

SAGSE took a privileged position during the past ICE 2015 edition, developed in London, from the 3rd to 5th of March. All the different companies and Latin American operators that had the opportunity of being in London went through our booth. Definitely, that was the neutral meeting point for the Latin American ones. The booth was located in the central hallway, rounded by companies like IGT, Scientific Games (with its brands Bally, WMS, Shuffle Master, SG Gaming, Williams and Barcrest), Aristocrat, Ainsworth, Konami y GTech, among others.

During those three intense working days, Monografie's team, headed by Giorgio Gennari Litta and its General Manager Alan Burak, presented the business portfolio of products for the region.

"We take advantage of this opportunity to announce the beginning of the freeing and the putting on the market of the spaces for those exhibitors who want to be part of SAGSE Central America and Caribbean (May 13th and 14th): for the cruise that is going to visit Aruba, Curacao and Cartagena and, of course, for the mega trade show for the region as it is SAGSE Latin America (from November 10th to 12th )", expressed Alan Burak, Monografie's General Manager.

"The floor plan for SAGSE Central America and Caribbean and SAGSE Latin America are already uploaded in our Monografie's website [www.monografie.com](http://www.monografie.com)", added Giorgio Gennari Litta.

If there is something to be outlined, as opposed to other ICE editions, it has to be the importance of the new worldwide iGaming Companies, Affiliated Programs, Bookmakers and Online Operators that were presented beside the traditional

manufacturers. Those companies have already committed to be part of SAGSE that, as it is common knowledge, is a 100% an international event that counts with a Latin idiosyncrasy.

As a high note, the SAGSE University, SAGSE College (JCM Training and Table Game Training) and GGW Latam events calendar were presented.

## **2015 Future Projection**

As a public knowledge, this is a particular year because of the presidential elections in Argentina (the most important Gaming Market in LATAM), were the most agile companies will take the forward lines. „Crisis represents opportunity“ and many companies had understood that this is a moment for huge chances. A new government, new hopes and new opportunities. It must never be forgotten that SAGSE is Latin America and not just only a country, and it is there, at SAGSE, where the guaranteed meeting for the regional operators is offered.

The conclusion we had reached to as organizers is that we have a commercial, moral and ethical commitment of keeping on supporting the companies and the region, that have walk with us so many years, and it is now when the market needs a team group.

See you in our confirmed next events this 2015: SAGSE Central America and Caribbean @ Panamá (may 13th and 14th) and SAGSE Latin America @ Buenos Aires (November 10th ,11th and 12th )