

# ICE Gaming Technopolis goes live in London



ICE 2016 Opening Ceremony (L-R: Helen Walton, co-founder and Marketing Director of Gamevy; Tom Veitch, the founder of Eurocoin; Kate Chambers, Managing Director of ICE; Colin Veitch, Director of Eurocoin)

London – The ICE Gaming Technopolis has grabbed international acclaim once again with the official launch of the 2016 edition of the show (2-4 February, ExCel Centre, London) drawing the world's media this morning.

The opening ceremony was attended by show organisers alongside Eurocoin, one of the 16 pioneer organisations at the inaugural ICE and first time exhibitor Gamevy, in the inaugural ribbon cutting on the main boulevard of London's ExCel Centre.

Tom Veitch, the founder of Eurocoin and Helen Walton, co-founder and Marketing Director of Gamevy, were joined by key representatives for Clarion and ICE Totally Gaming to launch the 2016 edition of the largest and most comprehensive business event in world gaming.

Eurocoin were one of just 16 pioneer exhibitors to bring high

stake gaming equipment to what was then a small section within an established and much bigger show – ATEI – and Tom Veitch said he was delighted to be part of launching the event which has been such an important part of Eurocoin's history.

Gamevy has made the transition from being the first winner of the Pitch ICE competition for fledgling businesses to become a fully fledged exhibitor. In just 12 months the online games developer has seen the value of its business rise by 900%, an achievement that Helen Walton believes is due in no small part to the experience gained at ICE 2015.

Kate Chambers, who has overseen the recent development of the ICE brand, including its successful relocation to the ExCeL Centre, said: „I was delighted to have both Tom Veitch and Helen Walton officially open the 2016 edition of ICE.

„Both Eurocoin and Gamevy have an infectious ,can do' philosophy and in so many ways epitomise the entrepreneurial spirit and energy which is in the DNA of gaming. On behalf of the ICE team I wish all of our 529 exhibitors from 62 nations another successful ICE and of course, a successful 2016.“