

Insight

EUROMAT
President – Jason Frost

The relevance of EUROMAT in
a shifting gaming marketplace



EUROMAT Summit 2018
Monte-Carlo Bay Hotel & Resort
June 4-6, 2018

The European Gaming and Amusement Federation (EUROMAT) has confirmed that its annual summit will take place June 4–6, in Monaco at the Monte Carlo Bay Hotel & Resort. As the body representing the views of the low-stakes gaming and amusements industries to European institutions, EUROMAT has designed the new-format summit to enable operators, regulators and manufacturers to exchange information in a relaxed and informal setting.

In addition to a full-day focusing on pan-European developments in social responsibility, the event will address developments in regulation and the impact of new technologies as well as also exploring the possibilities for the market place of the future.

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"To see the industry coming together to fight for one cause made a deep impression on me; it confirmed my belief that there are certain issues that can never be tackled alone by individuals, but that a well-informed, well-organised and cohesive group can have a real impact on the regulatory environment."

Two years later and elected as President of The European Gaming and Amusement Federation (EUROMAT), Jason is committed to bringing the benefits of this inclusive philosophy to operators across Europe: "I felt that if I just returned to my day job, the huge experience I'd gained at bacta would go to waste," he confides.

Ahead of the forthcoming EUROMAT Summit, to be held in June in Monaco, President of EUROMAT, Jason Frost, discusses the role of the association and his part in promoting the exchange of knowledge and expertise across border

EUROMAT President Jason Frost is a firm believer in the power of a combined voice and the success it can bring. Born into a family of amusement parks and arcade operators, Jason was immersed in the business from a young age. "Apart from a seven year spell managing casinos on cruise ships, my entire career has been spent operating FECs and, latterly, AGCs," explains Jason

After his time in casinos, Jason returned to the UK, and began operating his own arcade in 2003. A decision to specialise in AGC operation saw the purchase of two AGCs, located in Devon and Cornwall.

Understanding the importance of staying in touch with fellow operators, Jason joined bacta in 2003. "My father was a member of bacta and my grandfather a founding member so I was already well aware of the advice and support available to businesses such as ours. I also realised that as with most things in life, you only get out what you put in," reveals Jason

Jason became very active in the Association, occupying several roles in the organisation including Regional Chairman and Chairman of Division 3, representing Adult gaming Centres.

In 2015 Jason Frost was voted in as bacta President for a two year term. Jason reveals: "It was a very busy time; bacta had also just appointed new CEO and we were engaged in the Association's largest-ever campaign, against the damage being done to our industry by the Government's unfair approach to Fixed Odds Betting Terminals.

Founded in 1979, EUROMAT is the voice of the land-based gaming and amusements industries within Europe. The Association's membership comprises 14 national member associations representing 11 European countries, and a small number of corporate members.

Jason explains EUROMAT's role: "Our industry employs more than 250,000 people across Europe. It's highly regulated and, as governments awaken to its revenue potential, very highly taxed. EUROMAT's function is to engage with the European Union and other pan-European bodies to discuss its members views on gaming related public policy issues."

Jason is keen to dispel any illusion that this is somewhat rarefied: "Individual countries will have their own industry trade associations but EUROMAT is the only organisation working to promote the exchange of knowledge and expertise across borders, as well as representing its members in the EU Parliament, with the Euromat offices seated firmly in Brussels.

"A great example of how we can assist in individual markets can be found in France. Currently Redemption games are outside French law and not permitted, with the exception of within fairgrounds. A group of French operators, concerned about the lack of rationale for this law approached EUROMAT for advice. They were keen to promote the economic and social benefits of creating FECs, believing that there was a real appetite for this style of family entertainment within the country. EUROMAT has advised on the formation of a trade association, AFOR, which recently had its inaugural meeting. EUROMAT is now advising AFOR on the process for conducting empirical research and representing its case to the Government. I'm pleased to report that AFOR is already gaining considerable traction," informs Jason.

On 4-6th June, EUROMAT will be holding its fourth Annual Summit, designed to draw together regulators, academics, national trade associations, gaming lawyers, business groups, operators, distributors and manufacturers.

The summit has a diverse agenda reflecting a fresh outward-looking approach. Delegates will be presented with a regulatory overview, including the opportunity to chat with regulators.

Social Responsibility remains core with a full day of sessions including Self-Exclusion, Technology, Problem Gambling and Social Responsibility Across Different Gaming Channels.

New payment technologies will be explored in detail and, for the first time, amusements will be included, with a particular focus on Redemption. There will also be sessions exploring the player experience and the marketplace of the future.



Jason is justifiably proud of the agenda: "We've managed to attract some of the most influential and forward-thinking individuals from within the industry and I'm sure the new broader base will appeal to a wider cross-section of the industry. EUROMAT doesn't exist to tell people what to do - we're here to correlate best practice and to achieve this we need the input of more manufacturers and operators. I urge them to attend the summit and to then consider taking out corporate membership; the benefits can be considerable," he advises.

For those still considering whether to attend the summit, Jason is hoping that the event's location might just be a contributory factor. The venue will be the stunning Monte Carlo Bay Hotel & Resort, conveniently located in the heart of Monte Carlo and situated in spectacular landscaped gardens.

"The location is superb and will be perfect for both the formal sessions and also the informal networking that is sure to take place. This year we've also enhanced the social side of the summit, with drinks receptions, relaxed lunches and a Gala Dinner at an iconic venue," reveals Jason.

"On a personal level, I'm really looking forward to welcoming delegates, particularly those attending for the first-time, to this stunning location and to an event which will be the most comprehensive and inclusive in the European gaming and amusements calendar," confides Jason.

And of the Day Job? Jason is adamant: "I love operating; it's in my blood and will add an important dimension to my work at EUROMAT. I think it's fair to say that it will ensure that I keep it real!"

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WHO ARE BACTA?
bacta was formed in 1974. With foundations laid in the late 19th Century, it now forms the largest Trade Association in the Gaming arena and is the only Association to represent the Amusement Industry in Great Britain. Currently bacta represents the interests of over 500 companies and over 1,000 individuals.

WHO ARE EUROMAT?
The European Gaming and Amusement Federation (EUROMAT) is the voice of the land-based gaming entertainment industry in Europe. EUROMAT campaigns for a better and fair business environment for the land-based gaming entertainment sector in Europe.

EUROMAT instigates dialogue with the European Union and other pan-European bodies to discuss gaming related public policy issues. It represents its members' views on all European policy that might affect the legal, commercial and technical aspects of the business to guarantee the best possible future for the sector. It also provides accurate information on the gaming sector to citizens, European media and national administration and supports its members in their efforts to promote socially responsible practice.