



For immediate release:

John Becker To Bring FEC and Redemption Expertise To EUROMAT Summit

This summer will see gaming and amusements industry leaders arriving in Monte Carlo for the EUROMAT 2018 Summit. Traditionally the Summit has been a gathering of EUROMAT member associations, regulators, legal experts and those active in the field of social responsibility. This year's event, scheduled for 4th-6th June, will build on those of previous years, with a wider agenda that also reaches out to operators, distributors and manufacturers of gaming and amusement equipment.

The fresh new approach is well illustrated by two Summit panels -**Understanding The FEC Market** plus **The Road To Redemption – An Overview Of Growth Opportunities**.

The FEC sector is experiencing a worldwide growth surge, with Redemption games featuring strongly in the product offering. Organisers have assembled experienced manufacturers and operators from within this sector who will analyse the market trends and the risks and opportunities created by the Redemption phenomenon.

John Becker, VP of Development for FEC Builders has served 19 years in the sector, and will be contributing to both panels. FEC Builders is part of the global IPlayCO Group, a play and amusements provider delivering a totally integrated service encompassing every aspect of the business including location review, master-planning, brand development, theming, equipment manufacture , installation, staff training and maintenance.

A native of Buffalo, New York, John began his career with Redemption equipment manufacturer Innovative Concepts in Entertainment (ICE), where he gained invaluable experience in both setup and operations. Following a decision to specialise in operations, John worked with several high profile companies, including Dave & Busters, Magic Planet and Al Mana Entertainment.

John is responsible for delivering projects in North America, Europe, the Middle East, Africa and Asia and is particularly looking forward to joining the Summit: "I am excited to be based and working in Europe after so many years of delivering successful Active Play and Skill Redemption Centres to North America and the Middle East. I am here to work with forward thinking companies on setting up or enhancing their entertainment operations," confirms John.

Welcoming John Becker's participation in the event, EUROMAT President Jason Frost reveals: "Redemption has been around for several years but is now enjoying explosive growth on a worldwide basis, fuelled by exciting skill-based games and increasingly attractive prizes. It is not, however, without its critics and there have been high-profile examples of it being misunderstood and unfairly treated. I know that John's experience and insight will be highly valued."

Visit www.euromat.org for comprehensive details of Summit sessions, some great hotel rates, and the best networking in the European gaming and amusements industry!

Editors' Notes:

The European Gaming and Amusement Federation (EUROMAT) is the voice of the land-based gaming entertainment industry in Europe; a highly regulated and highly taxed industry sector accounting for more than 250,000 jobs across Europe.

The organisation was established in 1979 to represent, through its affiliated national associations, private sector operators of gaming machines and the manufacturers that supply them. Today, EUROMAT has 14 national member associations from 11 European countries, as well as two observer members from France and Hungary. For further information about EUROMAT please visit www.euromat.org and follow EUROMAT on LinkedIn and Twitter.

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