



***For immediate release:***

***EUROMAT 2018 Summit - Networking par excellence in Monaco***

For the EUROMAT Summit closing on 6<sup>th</sup> June, a fresh new format and wider reach proved a successful formula with Organisers receiving positive feedback from both delegates and sponsors. The event attracted many first-time attendees, particularly those representing European manufacturers and operators, injecting vital sharp-end experience into the proceedings.

Technology featured heavily, with the sessions on TITO and new payment options proving particularly informative and stimulating lively debate. The inclusion of sessions on the FEC market and Redemption represented new territory for the Summit and these were well received and, for some attendees, a real eye-opener.

The Summit offered a full-day focus on Social Responsibility, with frank and sometimes passionate input from those responsible for managing this complex area on a- to-day basis, as well as from counsellors and those providing front line support to problem gamblers.

The Gauselmann Group, were pleased to be able to sponsor part of the Summit and were delighted that representatives of the group were also invited to speak at the event. A spokesman for the group said: "We see huge benefits in Coin Industry operating companies throughout Europe coming together under the auspices of EUROMAT. Although there is no harmonisation of Gambling Regulation in Europe nevertheless there are many common and shared issues in the wider industry and EUROMAT is able to advise on strategy and also share best practice for both its Association and corporate members."

Marcus Sorour, Vice President of WE Communications attended the Summit to join the panel *The Customer of the Future*: "The EUROMAT Summit 2018 was packed with rich and relevant content that covered wide-ranging issues and opportunities facing the industry including customer preferences, innovation, regulation and social responsibility," confirmed Marcus.

During the customer-focused panel, Marcus covered marketing communication trends that operators and manufacturers must consider in a world where customers are bombarded with messages and have multiple entertainment options at their fingertips.

G-Squared Games was one of a number of manufacturers taking the opportunity to showcase their latest technology at the Summit. Director Jonathan Powell commented, "The EUROMAT Summit provided the perfect setting for us to demonstrate our cashless payment solution, Playgo, in face to

face meetings with key industry decision makers. It was also great to be involved in, and to observe, some lively panel discussions tackling the issues and opportunities facing the marketplace today,” revealed Jonathan.

For EUROMAT President Jason Frost, the event delivered several positive messages: “The level of expertise on display at the Summit was genuinely impressive. The panellists were well-informed and enthusiastic about their subjects and there was a good deal of input from delegates.

“There is no doubt that the relaxed ambience of the Monte Carlo bay Hotel & Resort lent much to the proceedings, providing the perfect backdrop for some high-level networking. I believe that this and future summits will be regarded as *the* event for meeting industry leaders on a face-to-face basis.

’d like to extend my gratitude to everyone who made the journey to Monaco to participate and contribute to a successful event, and especially to our sponsors, BetConstruct, Crown Technologies GmbH, G-Squared Games, The Gauselmann Group and GeWeTe. Through their generosity we were able to give attendees a truly memorable experience,” thanked Jason.

*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](http://www.euromat.org) and follow EUROMAT on LinkedIn and Twitter.

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