

Growth Markets Zone to launch at ICE 2024 generating business opportunities for stakeholders across LatAm and Africa

Clarion's latest initiative to deliver more connections between businesses across the international gaming industry will see the introduction of the first Growth Markets Zone at ICE 2024.

With a renewed focus on opportunities for businesses active in or targeting Latin America and Africa, the Growth Markets Zone will provide a place for suppliers to meet and connect with international businesses. The Growth market Zone will comprise circa 15 suppliers and innovators and



take pride of place on the ICE show floor.

Explaining the background to the space and his aspirations for its future development, **ICE Event Director Andy Ventris said:** “We always work in partnership with our stakeholders to deliver initiatives which will help them to meet their business aims and objectives. Part of the feedback following ICE 2023 revealed a demand to target gaming growth markets specifically those in Latin America and on the continent of Africa.

“We developed and refined the concept, and we are excited to launch at ICE 2024. One of our focus areas is to provide for visitors with specific product or geographical interests, and the Growth Markets Zone will serve as the ‘go to’ location for those interested in the business opportunities which exist in LatAm and Africa.

“We are also working with partners in both markets to help bring this to life – Liliana Costa, Clarion Gaming Latin America Liaison and John Bamidele, ICE’s Africa Ambassador, both of whom will be happy to speak with those interested in the initiative.”

He continued: “Our creative platform and pledge to the industry for ICE 2024, is to deliver MORE, a theme which reflects our commitment to deliver enhanced qualitative and quantitative business opportunities for our stakeholders. The Growth Markets Zone is born out of that commitment and like initiatives such as the award-winning ICE Consumer Protection Zone we will work in partnership with the industry to deliver.

ICE 2024 and sister show iGB Affiliate, the last to be held in London prior to their relocation to Barcelona in January 2025, will feature some 750 exhibitors occupying the entirety of ExCeL London. To be part of this historic edition of ICE register for tickets [here](#).