

Silberling states his aims as he takes the lead at NCiF

CASINO

The new chairman of the **National Casino Industry Forum**, LCI's Michael Silberling, wants to see more a more positive understanding of the UK casino industry. He would also like a stake and prize review for all B category machines, more machines in casinos and a more liberal policy on licensing.

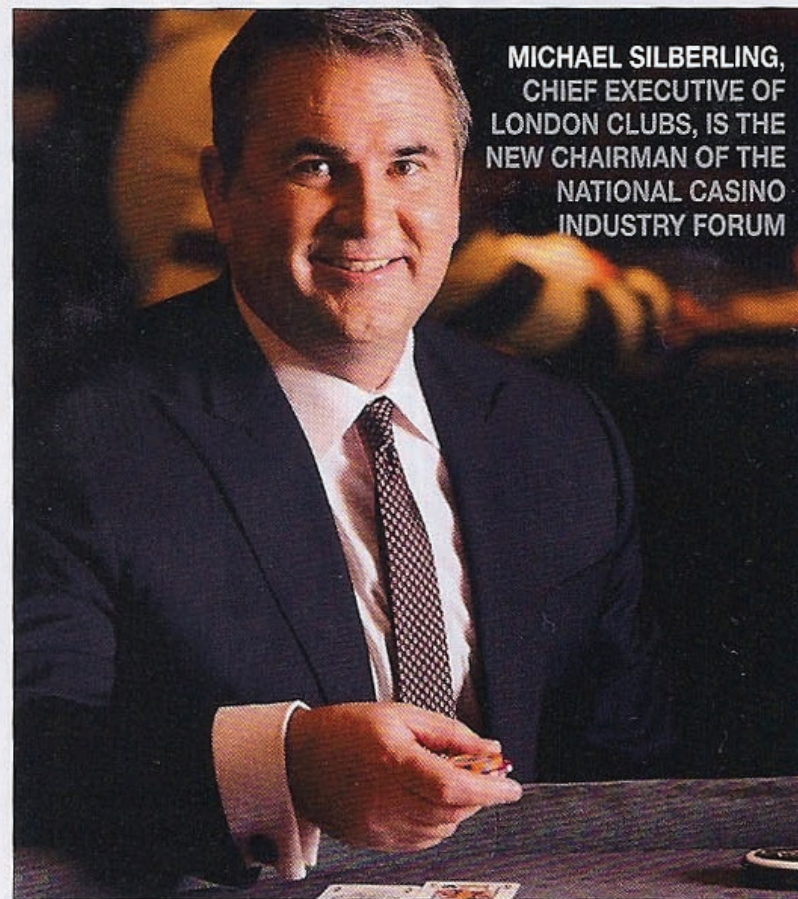
The National Casino Industry Forum (NCiF) has appointed a new chairman: Michael Silberling, chief executive of London Clubs International, takes over from Genting's Peter Brooks. Brooks oversaw the founding of the organisation, which has a more operator-led structure than its predecessor the British Casino Association. NCiF now represents around 93 per cent of the UK industry, including all the major operators and a number of

the independents.

Silberling confirmed that he wanted to develop the organisation's positive position on gambling. "We took a decision at the outset that the Forum would not criticise other sectors. We have stuck to that and I think it's important for the casino industry to pursue its agenda entirely on its own merits, not by attempting unfavourable comparisons with other sectors. I think out best opportunity for achieving success is by being clearly and positively

focused on our own businesses and our defined NCiF objectives. For example, we have made it clear that we have no problem with the B3 Stake and Prize review - although few of our members operate them - but I think it is a mistake to have taken one category of machine in isolation and so are urging government to review the whole of category B as soon as possible."

Silberling also has strong views on how the 'reforms' brought in with the 2005 Gambling Act could be



MICHAEL SILBERLING,
CHIEF EXECUTIVE OF
LONDON CLUBS, IS THE
NEW CHAIRMAN OF THE
NATIONAL CASINO
INDUSTRY FORUM

improved.

Silberling said he is frustrated by some of the regulations that keep so much modern gaming technology out of the reach of UK operators. "Part of my role this year will be to highlight how the UK industry needs the legislative freedom to modernise. When I visit ICE and see the machines with virtual card, dice and

roulette and know that the casino industry's competitors have this equipment and we can't, it frustrates the hell out of me. And when I go into my casinos and see people using their laptops, iPads and PDAs to access other people's gaming products, I sometimes think there is some kind of reality gap we need to close."