sportsbettingevents.com

BETTING & iGAMING

BiG

East Africa Summit

SPORTS BETTING EAST AFRICA

10 - 11 April 2018 I Kampala Serena Hotel I Uganda

SPONSORS AND EXHIBITORS

BETCONSTRUCT

KIRON interactive

elbet

GAMBLE BEAST

GAMING LABORATORIES INTERNATIONAL®

BtoBet®

NATIONAL GAMING BOARD UGANDA

EVENTUS MEDIA

PLAY

PROUDLY PRODUCED BY

EVENTUS INTERNATIONAL

BETTING & iGAMING BiG East Africa Summit

CONTENTS

Page 1: About East Africa
Page 2: About Event
Page 3: Agenda (Day 1)
Page 4: Agenda (Day 2)
Page 5: Speakers Page 1
Page 6: Speakers Page 2
Page 7: Speakers Page 3
Page 8: Speakers Page 4
Page 9: Speakers Page 5
Page 10: Speakers Page 6
Page 11: Speakers Page 7
Page 12: Exhibitors & Sponsors
Page 13: Floor Plan & Media Partners
Page 14: Registration Form

THE TEAM

Yudi Soetjiptadi
Managing Director
yudi@eventus-international.com

Lou-Mari Burnett
Marketing Manager
loumari@eventus-international.com

Jordan Crossley
Conference Producer
jordan@eventus-international.com

Irene Amo
Conference Producer
irene@eventus-international.com

Tanya Detering
Sales and Marketing Coordinator
tanya@eventus-international.com

Josh Blom
Marketing Coordinator
josh@eventus-international.com

Jacques Minnaar
Graphic Designer
jacques@eventus-international.com

ABOUT EVENTUS INTERNATIONAL

Eventus International is a highly professional, independent and global event producing company that specialises in gaming conferences and exhibitions. Based in Hong Kong and South Africa, we pride ourselves on being connected to the best software and technology companies, owners and operators, gaming and platform providers, payment solution providers, regulators and attorneys in the gaming sector. Eventus International also operates in the sports sector through its AfricaBOSS sports and stadia division. We believe in connecting you to your peers in order to network with others and to drive your business forward. We connect businesses to establish new contacts and deals through our focused, content-led events and dynamic exhibitions.

EVENTUS INTERNATIONAL

BETTING & iGAMING BiG East Africa Summit

ABOUT

ABOUT EAST AFRICA:

Africa has been the second-fastest-growing region in the world over the past decade, growth has been driven by greater political stability and economic reforms that have unleashed a powerful private sector in many countries. (World Economic Forum 2016)

According to Deloitte (2016), East Africa is the fastest growing sub-region on the continent, with economic growth expected to expand by 5.6% this year, well above the continental average of 4.5% or Southern Africa's 3.1%.

Internet Access, Mobile Money and Mobile Penetration in East Africa
East Africa is already a global leader in mobile payments with 32 Trillion Ugandan shillings transacted through mobile money applications in Uganda in 2016 (Bank of Uganda). Kenyans transacted 3 Billion Kenyan Shillings through mobile money applications every day during the second quarter of the 2015-16 financial year (Communications Authority of Kenya).

This mobile Penetration of smart phones is expected to hit at least the 50% mark in 2020 from only 2% in 2010 to 29% of Uganda's population using mobile browsers for internet in 2016 (World Economic Forum). The total number of internet users in Uganda is currently at 11 Million people. Kenya is Africa's most connected country with estimated percentages between 85% and 89% of Kenya's population or 43 Million people having access to internet, far exceeding the percentage ratios of countries such as South Africa, Egypt and Nigeria (Internet World Stats).

This is expected to grow even further, with cellular-enabled machine-to-machine connections speculated to grow by around 25% per annum in Sub-Saharan Africa, according to GSMA Intelligence, changing the game in sectors from healthcare to power and creating numerous opportunities for companies to provide online services (World Economic Forum).

The East African Gambling Sector
The East African gambling sector is quite diverse in terms of gambling legislation. Each country has its own stance on gaming laws and taxes making it impossible to apply a one-size-fits-all approach to acquiring a license and keeping on good terms with regulators.

Age restrictions:
Kenya and Uganda stand united in their decision to raise the age restriction on all gaming activities from 18 to 25. In an exclusive interview with Eventus International, the CEO of the National Gaming Board shared the reason for this change in legislation - "That decision was a reflection of government's worry about the effect of gaming on minors and young adults between the age of 18 and 25": Edgar Ababa, CEO, National Gaming Board, Uganda

According to other sources, government was concerned that university students were possibly using their tuition fees and living expenses on gambling, as a way for to win some quick money. This concern was brought up by surveys conducted by researchers that showed that large percentages of Uganda and Kenya's youths between the ages of 18 and 25 were involved in sports betting.

Taxation:
Due to the immense popularity of sports betting and limited number of operators in Kenya, and Uganda, both Governments have higher gambling taxes than other African nations, with some operators in Kenya such as SportPesa, pulling out of sponsorships in Kenya.

Gaming taxes fluctuate between Rwanda's 13% gaming tax on GGR and Kenya's 35% tax on GGR.

Gambling sector breakdowns:
The study conducted by the Economic Policy Research Centre in 2015, showed that one in every four Adults who were interviewed in Kampala had partaken in a gambling activity within 12 months of being interviewed.

Of those who gambled, sports betting was clearly the most popular with 20% of the respondents stating that they preferred sports betting. The next most popular forms of gambling include: Promotional competitions with 3.7%, Ludo with 1.9%, Pool betting at 1.7%, Slot machines at 1.1%, National Lottery and betting on animal racing both at 0.9%, Card Tricks at 0.8% and casino games at 0.3% of the total number of respondents.

ABOUT

ABOUT THE EVENT:

The African continent is a place where sports is more than just a game, it's a way of life. This love for sports that connects all Africans is exactly why the continent continues to be one of the fastest growing regions for the sports betting sector.

The **fourth annual Sports Betting East Africa Summit (SBEA 2018)** is set to take place at the **Kampala Serena Hotel in Uganda** from **10-11 April 2018**. It will bring together thought leaders in the gambling industry from across Africa and the world to have thought provoking discussions about the strategies needed to succeed in the sports betting sector.

SBEA 2018 is the only dedicated sports betting conference in Africa with a focus on East Africa as a champion for growth in the sector. This conference will get your business ready for the football frenzy that 2018 FIFA World Cup will generate, the latest opportunities, marketing trends and recent updates to legislation in East Africa.

Many of the sector's most acclaimed operators, regulators, affiliates, marketing agencies, and software providers are going to attend the fourth instalment of the **Sports Betting East Africa Summit** and this is why you should too:

- Identify winning strategies for operating in Africa
- Gain foresight into the future of retail and online operations in East Africa
- Profit from the practical acumen of thought-leaders in the gaming sector
- Be the first to implement cutting-edge technological advancements
- Gather and comprehend the latest legislation in East Africa from gaming regulators
- Equip yourself with the necessary tools to gain maximum benefit during the 2018 FIFA World Cup

WHO SHOULD ATTEND THE 4TH ANNUAL SPORTS BETTING EAST AFRICA SUMMIT

- Gaming Regulators and other Government Authorities
- Industry Associations
- Gaming Operators
- Gaming Consultants
- Bookmakers
- International and Domestic Casinos
- Lawyers and other Legal Consultants
- Software Providers
- Payment Solution Providers
- Affiliate departments at international gaming operations
- Server Hosting Companies
- Bankers
- Security/Surveillance Solution Providers
- Sporting Codes and Associations
- Data Analysts and Providers
- Auditors
- Telecommunication Companies
- Software Developers

BETTING & iGAMING BiG East Africa Summit

AGENDA

DAY ONE

Tuesday, 10 April 2018

09:00 **Registration & Morning Coffee**

09:30 **Welcome And Opening Remarks From the Chair**
Christina Thakor-Rankin, Principal Consultant, 1710 Gaming Ltd

09:45 **Business Startup Competition**
Master your fifteen-minute pitch and find out what East Africa's top investors think of your new product or service that will take the continent by storm. Only three companies will have the opportunity to share their innovative ideas with our panel of judges. Points will be awarded for the following criteria:

1) **Demand for the product or service**
2) **Originality**
3) **Effectiveness of the product or service**
4) **Marketing Plan**
5) **Highest prospective Return on Investment**

Panel of Judges:
Moses Mwangi, Senior Technical Account Manager, Microsoft (East and Central Africa)
Jeff Halloran, Managing Director, Sahara Game Technology
Nelson Mugisha Mulera, Marketing Manager of Mobile Financial Services, Airtel Uganda

Companies who will be proposing their ideas
Kola Studios (Pitching Karata and Matatu games)
Sparkplug Media (Pitching URB app)
Tuinext Media Ltd (Pitching Coinbox sales)
Chekiodds (Pitching Affiliate program)

To be the official sponsor of the Business Startup Competition, contact: loumari@eventus-international.com

10:45 **Coffee Break**

11:15 **Opening Address: Keeping Up To Date With The Changes To Ugandan Gambling Legislation**
Edgar Agaba, CEO, National Gaming Board, Uganda

11:45 **Panel: How Many Operators Can A Single Market Bear?**
Moderator: **Amne Suedi Kagasheki** – Principal Founder, Shikana Law Group

Panellists:
1) **Solomon Kajura**, Business Development Manager, Betin Uganda
2) **Linda Sekaziga**, Chairwoman, Uganda Bookmakers and Gaming Association
3) **Paul Corti Lakuma**, Research Analyst, EPRC
4) **Edgar Agaba**, CEO, Lotteries and Gaming Regulatory Board of Uganda
5) **Daniel Gruederich**, Founder & CEO, Sportsbookcloud
6) **Michael Michie**, Head of IT, M Oriental Bank

12:30 **Keynote Address: Reaping The Rewards Of Africa's Growing Economy**
Manzi Tumubweinee, Chairman, National Gaming Board, Uganda

13:00 **Lunch**

14:00 **Panel: Sports Betting: Online VS Mobile**
Moderator: **Christina Thakor-Rankin**, Principal Consultant, 1710 Gaming Ltd

Panellists:
1) **Solomon Kajura**, Business Development Manager, Betin Uganda
2) **Moses Mwangi** , Senior Technical Account Manager of East and Central Africa, Microsoft
3) **Waiyaki Hinga**, Senior Manager, Elitebet Kenya
4) **Daniel Okolany**, Lead Programmer, Kola Studios
5) **Chhayan Ringadoo**, Chief Executive Officer, Gambling Regulatory Authority of Mauritius
6) **Imran Premji**, CEO, Safaribet Kenya

14:45 **Presentation: Regulations of online gaming amidst the ever-changing technological environment**
Moses Mwangi , Senior Technical Account Manager of East and Central Africa, Microsoft

15:15 **Panel: How Operators and Regulators Can Work Together With Ensure Compliance To The Increased Regulation In East Africa**
Moderator: **Amne Suedi Kagasheki**, Principal Founder, Shikana Law Group

Panellists:
1) **Manzi Tumubweinee**, Chairman, Lotteries and Gaming Regulatory Board of Uganda
2) **Anthony Kimani Kung'u**, Chairman, Betting Control and Licensing Board of Kenya
3) **Lawrence Chikoko,** Compliance Manager, Malawi Gaming Board
4) **Paul Corti Lakuma**, Research Analyst, EPRC
5) **Judith Kiragu**, Director Golden Key Casino and Training Consultant, Forte Management Consultancy
6) **Waiyaki Hinga**, Senior Manager, Elitebet Kenya

16:00 **Coffee Break**

16:30 **Panel: How Increased Gambling Taxation Is Boosting Development In East Africa**
Moderator: **Christina Thakor-Rankin,** Principal Consultant, 1710 Gaming Ltd

Panellists:
1) **Silajji Kanyesigye Baguma,** Assistant Commissioner Large Tax Payers Office, Uganda Revenue Authority
2) **Paul Corti Lakuma,** Research Analyst, Economic Policy Research Centre
3) **Anthony Kimani Kung'u,** Chairman, Betting Control and Licensing Board of Kenya
4) **Jonathan Jeffery Kyeyune,** Head of Public and Corporate Affairs, National Gaming Board, Uganda

17:15 **Closing Remarks From the Chair**
Christina Thakor-Rankin, Principal Consultant, 1710 Gaming Ltd

17:30 **End of Day 1**

18:00 **NGB Networking Cocktail Function** National Gaming Board Uganda

BETTING & iGAMING BiG East Africa Summit

AGENDA

DAY TWO

Wednesday, 11 April 2018

09:00 **Registration & morning coffee**

09:30 **Welcome and Opening Remarks From The Chair**
Christina Thakor-Rankin, Principal Consultant, 1710 Gaming Ltd

09:45 **Presentation: Guidelines For Innovative New Products For The Online Market**
Devon Dalbock, General Manager, GLI (Gaming Labs International)

10:15 **Panel: How The New Ugandan Sports Betting Software and Gaming Machines Draft Will Affect Gaming Technology**
Moderator: James Mpiirwe, Head of Compliance, National Gaming Board, Uganda

Panellists:
1) **Linda Sekaziga,** Chairwoman, Uganda Bookmakers and Gaming Association
2) **Devon Dalbock,** General Manager, GLI (Gaming Labs International)
3) **Edgar Agaba,** CEO, National Gaming Board, Uganda
4) **Daniel Gruederich,** Founder & CEO, Sportsbookcloud
5) **Jeff Halloran,** Managing Director, Sahara Game Technology
6) **Zorair Asadour,** Regional Director for Africa, Betconstruct
7) **Thanos Marinos,** CEO & Co- Owner, Entergaming
8) **Pierre Otto**, Compliance & Quality Manager, GLI (Gaming Labs International)

11:00 **Coffee Break**

11:30 **Master Class Session: Taking Your Business To The Next Level**
Instructor: Judith Kiragu, Director, Golden Key Casino and Training Consultant, Forte Management Consultancy

12:00 **Panel: Prepare For The Football Frenzy - The 2018 FIFA World Cup Is Around The Corner**
Moderator: Christina Thakor-Rankin, Principal Consultant, 1710 Gaming LTD.

Panellists:
1) **Hamzah Daher,** Commercial Manager, Editec Uganda
2) **Rogers Byamukama,** Head of Marketing & Sales and Excom Member, Federation of Ugandan Football Associations (FUFA)
3) **James Monteith,** Independent Sports Sponsorship Specialist
4) **Geofrey Kayemba,** FIFA Intermediary, Federation of Ugandan Football Associations (FUFA)
5) **Jonathan Jeffery Kyeyune,** Head of Public and Corporate Affairs, National Gaming Board, Uganda
6) **Adrian Kawuba**, CEO and Chairman, AKsports and Kawuba Group

13:15 **Lunch**

14:15 **Day 2 Keynote Presentation: Mobile Payments - Africa's Move To A Cashless Society**
Nelson Mugisha Mulera, Marketing Manager of Mobile Financial Services at Airtel Uganda

14:45 **Panel: The Future Of Regulation In East Africa**
Moderator: Amne Suedi Kagasheki, Principal Partner at Shikana Law Group

Panellists:
1) **Manzi Tumubweinee** Chairman, National Gaming Board, Uganda
2) **Anthony Kimani Kung'u,** Chairman, Betting Control and Licensing Board of Kenya
3) **Felix Mukaxe,** Gambling Inspector, The Mozambique Gambling Board
4) **Chhayan Ringadoo,** CEO, Gambling Regulatory Authority of Mauritius
5) **Lawrence Chikoko,** Compliance Manager, Malawi Gaming Board

15:30 **Presentation: On The Go Gaming – How Mobile Gaming Platforms Are Changing The Gaming Sector**
Daniel Okolany, Lead Programmer at Kola Studios

16:00 **Closing Remarks From The Chair**
Christina Thakor-Rankin, Principal Consultant, 1710 Gaming Ltd

16:15 **End Of Conference**

16:15 **Networking Drinks Sponsored by:** Gaming Laboratories International

21:00 **SBEA After-Party Hosted At: Club Play** PLAY

WANT TO ATTEND THE CONFERENCE?

REGISTER NOW

www.sportsbettingevents.com/register

EVENTUS INTERNATIONAL

BETTING & iGAMING BiG East Africa Summit

SPEAKERS

Adrian Kawuba, CEO/ group owner, AKsports

Adrian Kawuba is a Ugandan-born and raised, US-based entrepreneur, businessman, soccer agent, and investor. He is the founder and CEO of AK Sports Holdings, a privately-held holding company, and chairman of The Kawuba Group, a diversified business conglomerate. He was a Forbes 30 under 30 finalist in 2016 and nominee in 2017 and is a recipient of the prestigious Who's Who Among US Executives and Entrepreneurs award.

Amne Suedi Kagasheki, Principal Founder, Shikana Law Group

Amne is the Founder and Principal of Shikana Law Group. She is an international advocate, who counsels foreign investors, multinational companies as well as SMEs on legal issues pertaining to specific sectors in Africa. In particular, she counsels investors as they develop and expand their activities across Africa.

Anthony Kimani Kung'u, Chairman, Betting Control and Licensing Board of Kenya

Mr. Anthony Kimani Kung'u was appointed Chairman of Betting Control and Licensing Board (BCLB) in 2016. Mr. Kung'u is an accomplished businessman and has been the CEO of Basic IT Education for Schools and had worked with Lynx International Kenya Limited in previous years.

Athanasios Thanos Marinos, CEO & Co-Owner, Entergaming

Athanasios -Thanos Marinos has earned himself a successful track record in managing complex business initiatives and delivering exceptional results. Some of the companies Mr. Marinos has worked closely with over the last ten years include Eurobet, Betshop, Globet, Intralot, Betgenius, Merkur Gaming and Gauselmann group, Unionbet (Russia), National Bank of Greece.

Chhayan Ringadoo, CEO, Gambling Regulatory Authority of Mauritius

As CEO of the Gambling Regulatory Authority, Chhayan oversees all projects and ensures that the mandate is followed to the letter. Mrs. Ringadoo has previously held the position of draws and compliance manager at Lottotech Mauritius for six years.The main objectives of the Gambling Regulatory Authority of Mauritius are to regulate and control gambling and gaming activities and to ensure that gambling is conducted in a fair and transparent manner. The Gambling Regulatory is equally mandated to foster responsible gambling in the Republic of Mauritius.

BETTING & iGAMING BiG East Africa Summit

SPEAKERS

Christina Thakor-Rankin, Principal Consultant, 1710 Gaming Ltd

Christina has over 25 years' experience in the betting, gaming and gambling industry. Starting out in the pre-dotcom era, she has a career spanning land, internet and mobile, cross all aspects of betting and gaming operations, holding senior roles with some of the world's best-known brands (such as William Hill and Virgin) and responsible for managing multiple business disciplines, functions and teams across a range of channels, products, customers, and jurisdictions, including regulatory compliance and money laundering.

Daniel Gruederich, Founder & CEO, Sportsbookcloud

Daniel Gruederich is the CEO and Founder of Sportsbookcloud Ltd. The platform processes over ten thousand bets per second in over two thousand markets. Sportsbookcloud makes over nine thousand market updates every minute and promotes over twenty thousand monthly live events. Daniel received his Master's Degree in Economics from the Universität zu Köln in 2007 and has since worked in senior management positions in companies such as Thematic Media Gmbh, Piksel inc and G&L Geißendörfer & Leschinsky GmbH.

Daniel Okalany, Lead Programmer, Kola Studios

Kola Studios creates games and applications for the Google App store, with a primary focus on mobile games. Their most popular game is a virtual adaptation of the local Ugandan game; Matatu. Since its release, Matatu has received half a million downloads and has an overall rating of 4.1 out 5 from over four thousand reviewers and active players. They also offer other games such as Karata, Spar, and Last Card.

Devon Dalbock, General Manager, GLI (Gaming Labs International)

Mr. Devon Dalbock joined GLI Africa in 2016 as General Manager where he is responsible for the operations of GLI's African test laboratory as well as working with clients and regulators across the continent. Mr. Dalbock has over 30 years of business development and management-level experience with organizations ranging from entrepreneurial ventures to multi-national companies, the past 10 years of which have been in the gaming industry.

Edgar Agaba, CEO, National Gaming Board, Uganda

Edgar Agaba is the CEO of the National Gaming Board of Uganda. As the CEO of the board, Mr. Agaba ensures that all members of the board follow the mandate set out by the Ugandan government. The National Gaming Board is committed to creating a transparent, fair and accountable gaming industry. Members of the board achieve this by developing harmonized standards and promoting responsible gambling amongst licensees.

BETTING & iGAMING BiG East Africa Summit

SPEAKERS

Felix Mukaxe, Gambling Inspector, The Mozambique Gambling Board

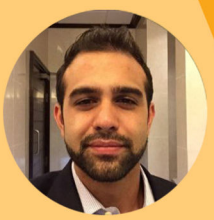
Felix Mukaxe is the gambling inspector at the Mozambique Gambling Board. The Mozambique Gambling board oversees all gambling activities in the region and is also a member of GRAF. Mr. Mukaxe has been involved in drafting the gambling legislation since the year of 1996. Presently, he is leading the team of lawyers who are advising the government on amending the Gaming Act, which has been deposited to the Ministers Council.

Geofrey Kayemba, FIFA Intermediary, Federation of Ugandan Football Associations (FUFA)

As the FIFA intermediary at the Federation of Ugandan Footballers (FUFA), Geofrey Kayemba is constantly traveling the world to meet with stakeholders at FIFA and its supporting partners. Mr. Kayemba received his bachelors in Business Administration, Business Management, Marketing, and various support services from the Ndejje University in 2007. Since then has held the positions of Talent Manager of JUSTFYNE Ltd and the Managing Director of Tafag Sports Agency along with his responsibilities as FIFA intermediary at FUFA.

Hamzah Daher, Commercial Manager, Editec Uganda

Hamzah Dahler is the Commercial Manager of the Editec Group. Hamzah has worked as a sales representative in prestigious multi-national companies such as Quandoo which is based in Dubai and Bankers assurance which is based in Lebanon. Hamzah received his BA in Marketing from the Lebanese American University in 2014.



Imran Premji, CEO, Safaribet, Kenya

Imran is an investor, entrepreneur and board member across numerous projects in the tech space. He is both an investor and board member of Saiba Africa; A mobile money platform for smartphones which is launching across Kenya, Tanzania, Uganda & Rwanda. He is also an investor in Mdundo, which is Africa's fastest growing music platform and is the CEO of Safaribet Kenya.

James Monteith, Independent Sports Sponsorship Specialist

James Monteith has over 16 years' experience in sports sponsorship. His career began as a media strategist for Leo Burnett in 1995. In 1999, James became a director and prominent shareholder in BMI Sports Info and he held his position and shares until 2016. He later went on to be the Managing Director of Sports Industry group in 2013 and he left the position in 2016. After taking a massive leap of faith by leaving all of his positions in 2016, he is now an independent sports sponsorship specialist.

BETTING & iGAMING BiG East Africa Summit

SPEAKERS

James Mpiirwe, Head of Compliance, National Gaming Board, Uganda

As the head of Compliance at the National Gaming Board of Uganda, James Mpiirwe carries out investigations into unlawful operations and any other matter relating to the sector in Uganda as well as ensuring operators maintain compliance with the law in all aspects.James also works with the Ministry of Finance, Planning and Economic Development on a regular basis and assists the Department of Justice in drafting new legislations.

Jeff Halloran, Managing Director, Sahara Game Technology

Jeff Halloran has over 30 years of experience in the fields of emerging digital technologies and telecommunications. His previous positions include being the Founder, Chairman, and CEO of MT Dynamics a company specializing in advanced wireless enablement which is experiencing rapid growth mostly in the financial, lottery and gaming sectors. CEO of Mobile Tapestry specializing in digital lotteries, CEO of MT Exchange an international payment processing company and Managing Director of Halloran Investments a small cap investment firm focused mostly on real estate.

Jonathan Jeffery Kyeyune, Head of Public and Corporate Affairs, National Gaming Board, Uganda

At this defining moment and dawn of new regulatory administration in the sector, public and corporate Affairs is the face and mouth piece of the National Gaming Board of Uganda. The department's key mandate is to develop, grow and maintain the corporate outlook/image. Jonathan Kyeyune is the voice of the NGB and aims to create awareness about institutional activities so as to attain and retain the goodwill of the National Gaming Board of Uganda's clientele. He is also at the forefront of developing and maintaining relations with other regulatory bodies/associations, and gambling boards.

Judith Kiragu, Director Golden Key Casino and Training Consultant, Forte Management Consultancy

Judith Kiragu has worked in the gaming industry for several years in various capacities before venturing into Project Management. She is currently a Director of a gaming establishment, Golden Key Ltd – Tamarind. She is also a Project Manager and part-time lecturer of Project Management courses at the Nairobi University –Mombasa and runs a Management Consultancy firm. She is also the director of Research and publications at KAPM. (Kenya Association of Project Managers), and the author of a book called 'An Elephant fell from the Sky'.

Lawrence Chikoko, Compliance Manager, Malawi Gaming Board

Lawrence Chikoko is the Compliance Manager of the Malawi Gaming Board and Lotteries Authority. The board was established to regulate gaming; control and license gaming premises; to impose and collect tax on gaming, and further to provide insight into matters connected with or incidental to the foregoing. (Gaming Act No. 26, 1996) Malawi Gaming Board and Lotteries Authority (MAGLA) were established to ensure that the country has a dynamic, vibrant and well-regulated gaming and lottery industry that shall contribute towards the socio-economic development of the country.

BETTING & iGAMING BiG East Africa Summit

SPEAKERS

Linda Sekaziga, Chairwoman, Uganda Bookmakers and Gaming Association

Linda Sekaziga is the Chairwoman of the Uganda Bookmakers & Gaming Association and a Director at Top Bet Sports Betting Ltd, Uganda. Top Bet Sports Betting Ltd was founded in 2012 and has been operating in Uganda to date. The Company is licensed by the Government of Uganda through the National Gaming Board to carry out sports betting and gaming in Uganda. It has trading branches nationwide and is soon launching an online betting platform.

Manzi Tumubweinee, Chairman, Lotteries and Gaming Regulatory Board of Uganda

Manzi Tumubweinee, is a former state minister for Privatisation, and MP for Rukiga, between 1996 and 2001. In the Sixth Parliament, he moved a motion against the sale of the Uganda Commercial Bank. Mr. Tumubweinee currently serves as the chairman of the National Gaming Board of Uganda. The National Gaming Board under section 4 of the Lotteries and Gaming Act, 2016 is mandated to issue licenses for lotteries, casinos, gaming and betting in Uganda.

Michael Michie, Head of IT, M Oriental Bank Limited

Michael Michie is very knowledgeable in various fields of the fintech industry mainly focusing on information security data centre migration projects, disaster recovery design, information security controls, virtualization, and implementing new IT policies and procedures. He also has a huge interest in Distributed ledger technologies, AI, bots, digital transformations. Mr. Michie currently holds the position of head of IT at M Oriental Bank, where he manages all IT products that the company produces. He graduated from the Kenyatta University of Agriculture and Technology in 2014.

Moses Mwangi, Senior Technical Account Manager, East and Central Africa at Microsoft

Moses Mwangi is a real go-getter in the online sector. He was Recognized as a Customer and Partners Experience Hero in the Middle East and Africa (MEA) in May 2017. He has grown the business portfolio under his personal domain by 57% for FY17, drove digital transformation through working with customers to deliver cloud services that have seen an increase in expected revenue by over 30%. His other noteworthy achievements include Best CIT Operations award 2013/14. Best IT department at Airtel Africa and Finalist of Rising Star Award Kenya Chapter

Nelson Mugisha Mulera, Marketing Manager of Mobile Financial Services, Airtel, Uganda

Nelson Mugisha Mulera is a professional, dedicated and innovative individual who appreciates the need for rules and procedures but will not hesitate to "color outside the line" where necessary. He has 8 years' experience in organisational management as a customer service supervisor/Workforce planner, 4 years as a Customer Service Business analyst and 2 Years as a Mobile Financial Services Marketing (Usage and Retention) Manager. He is a self-motivated, team player with a strong people oriented personality.

BETTING & iGAMING BiG East Africa Summit

SPEAKERS

Paul Corti Lakuma, Research Analyst, EPRC

Paul is a Research Analyst at the Macroeconomic department at the Economic Policy Research Centre. His research interest is mainly in the Micro-foundations of Macroeconomics by modeling the real business cycle, consumption, investment, monetary and fiscal policy, asset pricing, oil and gas, growth and the financial sector using the Dynamics Stochastic General Equilibrium (DSGE) Model. Beyond Macroeconomics, Mr. Lakuma is an enthusiast of Panel data and duration dependency analyses and has written extensively on employment, public finance and the politics of budgeting to that effect.

Pierre Otto, Compliance & Quality Manager, GLI (Gaming Labs International)

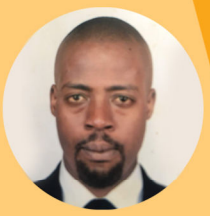
Since its inception in 1989, Gaming Laboratories International has been providing top quality game testing, analytics and other professional services to the gaming sector. As Compliance Manager at Gaming Laboratories International, Pierre Otto is responsible for ensuring that suppliers' products adhere to technical standards and regulations of the regions they would like to release them in.

Rogers Byamukama, Head of Marketing & Sales and Excom Member, FUFA

The Federation of Uganda Football Associations (FUFA) is the governing body of football in Uganda. The association was originally founded in 1924 and has been affiliated with FIFA in 1960 and CAF in 1961.FUFA organises the men's and women's national football teams, and the first and second tiers of national football covering the Ugandan Super League and Ugandan Big League respectively.

Silajji Kanyesigye Baguma, Assistant Commissioner Large Tax Payers Office, Uganda Revenue Authority

Mr. Silajji Kanyesigwe Baguma is a Fellow member of Association of Certified Chartered Accountants (ACCA) and Institute of Certified Public Accountants of Uganda (ICPAU). He has attained a Postgraduate Diploma in Tax and Revenue Administration (URA- Distinction) and Postgraduate Diploma in Management (UMI- First Class). Mr. Baguma is the Assistant Commissioner of The Large Taxpayers office at the Ugandan Revenue Authority and has held the position for the past three years. Before receiving his appointment in 2013, Mr. Baguma has held other positions within the Ugandan Revenue Authority since 1996.



Solomon Kajura, Business Development Manager, Betin Uganda

Solomon Kajura is the business & Strategy Director at Betin Uganda. As such, Solomon is always on the hunt for new opportunities to grow Betin Uganda. Solomon also holds the position of Associate Secretary of the Ugandan Bookmakers and Gaming Association. With his vast knowledge of the gaming industry and the Ugandan economic climate, Solomon can tackle almost any topic surrounding the gaming industry in East Africa.

SPEAKERS

Waiyaki Hinga, Managing Director, Elitebet Kenya

Elitebet Kenya is one of today`s comparatively new bookies, It provides world football match betting. Elitebet Kenya owners are based in Uganda and Kenya. Although it is quite new, Elitebet competes with the likes of BetWay and SportPesa in the East African Market and receives good reviews on gambling news sites. Elitebet allows bettors to register and play on both mobile and computer platforms and payments are just as simple.

Zorair Asadour, Regional Director for Africa, Betconstruct

Zorair Asadour is the Regional Director for Africa at Betconstruct. Betconstruct is a leading developer and provider of online and land-based sports betting and gaming solutions founded in 2003 and based in the UK, Malta, Latvia, Belarus and South Africa with a development office in Armenia.

2018 UPCOMING EVENTS

Cyprus Gaming Show

29 - 30 May 2018

LIMASSOL, CYPRUS

www.cyprusgamingshow.com

Artificial Intelligence

Malta Summit

05 - 06 June 2018

VALLETTA, MALTA

www.eventus-international.com

Sports Betting West Africa

24 - 26 July 2018

LAGOS, NIGERIA

www.sportsbettingevents.com

Scandinavian Gaming Show

05 - 06 September 2018

STOCKHOLM, SWEDEN

www.eventus-international.com

BiG Africa Super Show

06 - 07 November 2018

JOHANNESBURG, RSA

www.bigafricasummit.com

BETTING & iGAMING BiG East Africa Summit

EXHIBITORS & SPONSORS

1001

Elbet was founded in Belgrade, Serbia in 2002 as a technology company specializing in development of both software and hardware solutions for gaming industry, with main focus on virtual games.

With more than 10 games in portfolio and 80+ clients we are considered one of the market leaders in the industry.

www.elbet.rs/

1002

Eventus media creates and implements flawless branding solutions. Our passionate graphic design team employ their invaluable skills in marketing and research to create a unique corporate identity for companies. By applying visual knowledge into visual solutions, we offer the complete spectrum of graphic design services, regardless of size, scope or medium.

www.eventus-international.com/media-services

1003

Gamble Beast is a market leading provider of high-tech solutions to the sports betting and gaming industry operators, supporting both the online and the land-based channels. We are a team of experienced professionals operating in the iGaming industry since 1999 and providing our partners with a comprehensive range of top-notch products. Our solutions built by operators for operators are the ideal choice for your successful and profitable business. We create and deliver essential solutions for the iGaming industry operators: Fully managed and flexible Sportsbook to drive your successful betting business with wide range of sports and markets.

www.gamblebeast.com

1004

Kiron Interactive delivers profitable virtual sport and number games solutions to sports betting, casino and lottery businesses. Our market leading games offer striking HD graphics and attractive bet markets that engage players. We can integrate into your existing sports betting system or offer our turnkey BetMan bet management platform.

www.kironinteractive.com

1005

EVENTUS INTERNATIONAL

At Eventus International we traverse the globe – from Hong Kong, India and Cyprus, to Nigeria and South Africa. With offices in Hong Kong and South Africa, we balance global consistency with best practice. Our focus remains diverse yet in tune with local needs and requirements. Our industry-specific products and business-centric event formats result from our diligence in understanding the industry sectors we focus on. Our mission is to satisfy our clients, producing products and events that deliver strategies and tactics required to innovate, grow, and succeed in business.

www.eventus-international.com

SPONSORED PHOTO BOOTH

1006

Go take your picture and share the fun over social media. Tag us on the following platforms:

- Twitter: @EventusInt
- Facebook: @eventusint
- LinkedIn: Eventus International
- YouTube: Eventus International

1007

BetConstruct is an award-winning developer and provider of online and land-based gaming solutions with development, sales and service centers in 15 countries. BetConstruct's innovative and proven offerings include an extensive range of products and services, including Sportsbook, Sports Data Solutions, Retail Solutions, RNG & Live Dealer Casino, VR Casino, Poker, Skill Games, Fantasy Sports, Social Platform and more. The latest addition is the industry-first complete management infrastructure, SpringBME (Business Management Environment).

www.betconstruct.com

NETWORKING DRINKS CO-SPONSOR

Gaming Laboratories International (GLI®) delivers world-class independent testing, certification and professional services to more than 475 jurisdictions all over the world. For almost 30 years, the company has helped ensure integrity in the industry with over 1,100 professionals to test and certify equipment. GLI holds U.S. and international accreditations for compliance with ISO/IEC 17025, 17020, and 17065 standards for technical competence in the gaming, wagering and lottery industries.

www.gaminglabs.com

AFTER-PARTY HOST SPONSOR

Club Play is a nightclub experience unlike any other. One of the most versatile venues in town, the Play combines traditional venue options with the bottle-popping club world. Two floors allow for easy dancing and drinking on weekends. Between its oversize dance floor, massive LED wall, 30-foot bar and craft cocktail program, CLUB PLAY is sure to become the envy of its competitors and fast. Look for some of the city's top up-and-coming DJs spinning house, electro, hiphop, dancehall, reggae, dubstep, underground disco and indie dance alongside the occasional global talent.

www.clubplayug.com

BETTING & iGAMING BiG East Africa Summit

FLOOR PLAN & MEDIA PARTNERS

STRATEGIC PARTNER

BtoBet

BtoBet, a full technological and award winning partner, is able to assist operators in what is best described as a fast paced and ever evolving iGaming industry. Having a strong presence in the African region, BtoBet is in the ideal position to assist operators, with its platforms already fully compliant and provided to clients in: Cameroun, Ghana, Tanzania, Nigeria, Kenya, Zambia, Uganda, Malawi and many more. Its experience in the region also serves as its backbone when assisting operators in the region to reap the benefits and the huge potential that the area holds in wait. It has recently been awarded as the best innovator in 2017 for the international gaming and betting sector, with its independent platforms – namely Neuron Sports and Neuron Gaming – raising the bar in the industry. BtoBet boasts of a highly qualified, dedicated development team, which is always up to date and has daily support management.

www.btobet.com/en

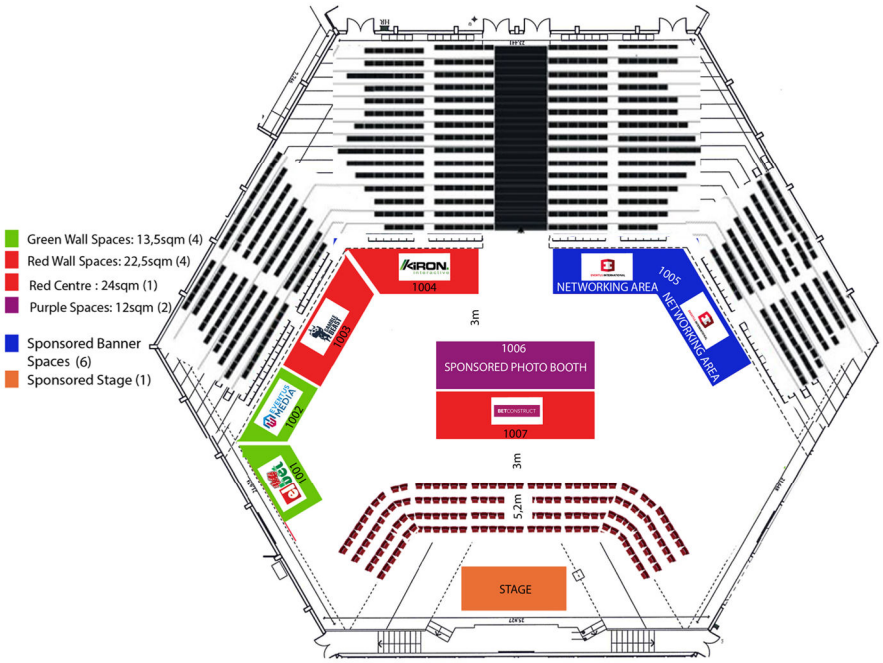
STRATEGIC PARTNER

National Gaming Board Uganda

Gaming Laboratories International (GLI®) delivers world-class independent testing, certification and professional services to more than 475 jurisdictions all over the world. For almost 30 years, the company has helped ensure integrity in the industry with over 1,100 professionals to test and certify equipment. GLI holds U.S. and international accreditations for compliance with ISO/IEC 17025, 17020, and 17065 standards for technical competence in the gaming, wagering and lottery industries.

ngb.go.ug

MAIN ENTRANCE



MEDIA PARTNERS:

CrowdReviews · Game Changers · global legal group · GAME · Gambling Insider · CGi · AMUSEWIND · LoginCasino · World Casino Directory · CASINO · PressGiochi.it · Russian Media Group · yogonet · soloazar · Femme · slotsroom.com · GamingIntelligence · Focus Gaming News · CyprusMail · Casino International · iGaming Business · Casino News Today · GI Friday · SiGMA · International Casino Review · IGORKA.RU · Gaming Agenda · CalvinAyre.com · Vegas Master · betting Business · GBmedia · Casino Bonuses Now · 5 Star iGaming Media · AGIMEG · soloazar · Online Casino Reports · SGN · gioco NEWS · G&A · iNTERGAMING · iMoney Slots · Gaming & Leisure

We thank all our Media Partners for their loyal support.
Interested to become a Media Partner?
Contact us today: josh@eventus-international.com

BETTING & iGAMING BiG East Africa Summit

Phone:
+852 5511 8385
+2782 907 5850

Email:
info@eventus-international.com

Mailing Address: Eventus International Limited
Hong Kong
Suite 1104, Crawford House,
70 Queen's Road, Central

South Africa
P.O. Box 25, Strand,
7139, Western Cape

OFFICIAL HOTEL

Kampala Serena Hotel
Address: Kintu Road, Kampala, Uganda
Phone: +256 31 2309000

Contact us for the discounted hotel rate codes.

I WILL ATTEND (KINDLY FILL OUT THE INFORMATION BELOW TO REGISTER FOR THIS EVENT)

	Event Date	International Participants	African Operators/Regulators
◯ 2 DAY TICKET	10 - 11 APR 2018	US$ 795	US$ 595
◯ EXIBITION ONLY (NO ACCESS TO CONFERENCE AREA, NO DAILY LUNCH)	ONE DAY PASS	US$ 100	FOC FOR UGANDAN RESIDENTS

◯ SBEA GAMING TABLE TALK DINNER: USD100 ◯ SBEA POKER TOURNAMENT ENTRY: USD150 ◯ SBEA OFFICIAL AFTER-PARTY ENTRY PASS: USD50

On-site registration: US$50 surcharge will be collected and no discounts are available. Group discounts are available for three or more bookings from one company, please contact the organiser for more information. All discounts can only be applied at the time of registration and discounts cannot be combined. In the event that more than one discount is applicable, delegates will receive the discount with the highest value. All discounts are subject to approval. Please note the conference fee does not include travel or hotel accommodation costs.

(Dr/Mr/Mrs/Ms/Miss) First Name _____ Surname _____

Job Title _____ Department _____

Direct tel ( ) _____ Mobile ( ) _____

Email: _____ Direct Fax ( ) _____

◯ Yes, I would like to receive information on future events via email. By giving you my email address, I am giving only Eventus International the premision to contact me by email.

Approving Manager

(Dr/Mr/Mrs/Ms/Miss) First Name _____ Surname _____

Job Title _____ Department _____

Company Details

Company Name _____ Business Nature _____

Address _____ City _____

State _____ Postcode _____ Country _____

I understand and accept the booking terms and conditions. Date _____ Signature _____

PAYMENT OPTIONS

Please tick the relevant box to indicate your methode of payment. (When making payment, please include delegate name and conference code: **SBEA2018**)

◯ **INTERNATIONAL BANK TRANSFER**

Bank transfer should be made to: Eventus International Ltd.
Account Number: 848-465308-838
Swift code: HSBCHKHHHKH
Bank Name: The Hong Kong and Shanghai Banking Corporation Ltd.

◯ **CHEQUE OF BANK DRAFT**

Please make your crossed cheque or bank draft payable to: Eventus International Ltd. in US$ only. Eventus International only accepts cheques drawn on a Hong Kong bank or bank draft/demand draft only. PLEASE mail your cheque or bank draft and registration form (including mailing label) to:

Customer Services, Eventus International Ltd, Suite 1104, Crawford House,
70 Queen's Road Central, Hong Kong

Cancellation Policy: Should you be unable to attend, a substitute delegate is always welcome at an extra charge. Alternatively, Eventus International Ltd. can also provide a credit note for the attendance at any future events for cancellations received 14 days prior to the event. Alternatively, a 50% refund will be provided for cancellations received in writing (letter or facsimile) no later than four weeks prior to the event, thereafter we regret no refund can be made. Eventus International Ltd. reserves the right to alter the programme without notice including the substitution, alternations or cancellation of speakers and / or topics and / or alternation of the dates and / or location of the event. Eventus International Ltd. is not responsible for any loss or damage as a result of a substition, aternation, postponement or cancellation of any event.

TO REGISTER CALL: +852 5511 8385 OR EMAIL: INFO@EVENTUS-INTERNATIONAL.COM