



# AFRICA GAMING EXPO 2024

12th - 15th March, 2024



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## **Day One: Tuesday, March 12th 2024**

**AFRICA GAMING EXPO 2024** Day One started with delegates' registration and collection of event badges.

Afterwards, the AGE team, Speakers, and all other Stakeholders paid a courtesy visit to the Oniru of Iru land, His Royal Majesty, Oba Abdulwasiu Omogbolahan Lawal, (A-bisogun II). We express our deepest gratitude to His Royal Highness for his gracious hospitality and warm welcome. His support adds a touch of regality to our mission of promoting Gaming and Sports Betting in Africa.

From the Oniru's Palace, delegates and participants converged at the The Sky Lounge and Restaurant, Eko Hotels and Suites to network signaling the commencement of the EXPO in a serene environment with a display of African culture.



# Day One:

## Tuesday, March 12th 2024













# Day Two: Wednesday, March 13th 2024







## **Day Two: Wednesday, March 13th 2024**

Discussions centered on the importance of collaboration between regulators and operators in establishing responsible gaming standards, addressing mental health issues related to gambling, using technology to promote responsible gaming, and the impact of gaming addiction in African markets.

The importance of data protection and effective anti-money laundering measures were also emphasized. Activities during day two of the expo also covered the distribution of lottery prizes and discourse on the potential growth of the gambling industry.

Key topics addressed include:

### **Collaboration and Responsible Gaming Standards:**

The speakers emphasized the importance of collaboration between regulators and operators to establish and enforce responsible gaming standards.



They emphasized the need for regulators to work collaboratively with operators to ensure well-regulated markets and ensure promotions and adverts are well-regulated.

The team also emphasized the need to address gaming-related mental health issues, such as early detection and intervention to help those affected by gambling-related issues. They highlight the use of technology to encourage responsible gaming and the potential of using data to tailor messaging and messaging to support safer gambling.

The goal is to ensure operators and regulators are on the same page when it comes to responsible gaming.

## **Gaming Addiction and Data Protection in Africa**

This topic centers around the impact of gaming addiction in the African markets and the need for strategies to address this issue. The importance of data protection for online gaming operators was emphasized, with a focus on compliance with laws such as the Data Protection Act in Nigeria.





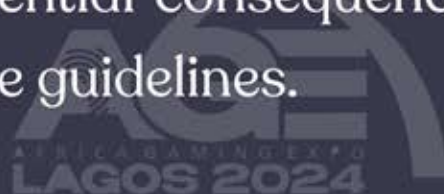
The discussion also highlighted the role of collaboration between online gaming operators and regulators to ensure a proactive approach to data retention. The potential impact of emerging technologies, such as artificial intelligence and blockchain, on data protection in the online gaming sector was also discussed.

This session wrapped up with a focus on combating money laundering, with measures such as customer risk assessment, transaction monitoring, and record keeping highlighted.

## **Data Protection and AML Standards in Online Gaming**

Discussions focused around the critical importance of data protection and effective anti-money laundering (AML) measures in online gaming platforms to ensure a safe and trustworthy environment for players.

The panelists emphasized the need for operators to comply with these standards to avoid giving the industry a bad name, and the potential consequences for operators who do not adhere to the guidelines.





## **Lottery Prizes, Gambling Impacts, and Fintech Solutions**

The panelist discussed the adverse effects of gambling. The role of education and proactive measures in addressing gambling addiction was emphasized. This discourse also covered the potential growth of the gambling industry and featured product presentations by Etranzact international plc and Fincra, two Fintech companies offering payment solutions for businesses.

### **Other points raised during the discourse includes:**

- Regulators and operators should collaborate to establish and enforce responsible gaming practices.
- Regulators should consider implementing primary and secondary prevention strategies to identify and support individuals affected by gaming-related issues.
- Leverage technology to promote responsible gaming and tailor safer gambling messaging to participants.
- Create an environment where individuals feel comfortable admitting and seeking help for addiction.





- Address gaps in the regulatory framework and consider implementing standardized and uniform regulations for responsible gaming.

## **Lottery Ticket and Prizes**

Frank and Andy from Modern Lotteries provided an overview of their operations in Nigeria, tracing the origins of lotteries to Switzerland and sharing their global growth trends. They also introduced their new products and conducted a draw to award prizes.

Three winners were awarded tickets in the first and second rounds, while a cash prize of N300,000 Naira was given out in the final round.





# Day Three:

## Thursday, March 13th 2024





# AGE

AFRICA GAMING EXPO  
LAGOS 2024





## **Role of Payment Providers in Facilitating Secure Transactions in the Gaming Industry.**

Panel session discusses the crucial role of payment providers in ensuring secure transactions in the gaming industry.

The panel, hosted by Yvonne Gwenhure, includes experts like Wole Ayodele and Abimbola Reis. Ejiro Esigbone highlighted African payment providers' innovative efforts to enhance speed and security, mentioning 2FA as a key measure. Abimbola Reis of eTranzact PLC emphasized the importance of risk-scoring initiatives and a structured KYC framework to protect customers. Adejuwon Oyebanjo underscored the significance of compliance in the financial system and advocated for a strong security framework around block-chain technology.

## **Panel session on Africa's Broadband Expansion: Panacea for Gaming Business Evolution in Africa**

The panel session on Africa's Broadband Expansion at the Africa Gaming Expo 2024 discussed the challenges and potential of 5G adoption in Africa.

The speakers highlighted the importance of collaboration between regulators and operators to establish responsible gaming standards, address mental health issues related to gambling, and promote responsible gaming using technology.





They also emphasized the significance of data protection and effective anti-money laundering measures in the online gaming industry.

The session also includes discussions on the distribution of lottery prizes, the impacts of gambling addiction, and the potential growth of the industry. Calls were made for continued collaboration between regulators and operators, leveraging technology for responsible gaming, and addressing gaps in the regulatory framework to ensure a safe and trustworthy gaming environment in Africa.

### **Tailored Marketing for Africa's Diverse Culture: Leveraging Digital Channels**

The panel discuss the importance of culturally relevant marketing campaigns in the African gaming market.

The panelist emphasized the need for operators to understand societal nuances and consumer preferences to accelerate customer acquisition. They also highlight the need for new entrants to understand their operational environment and offer strategies for brand growth.

Andrew Humber-Osofisan suggests that proper marketing research can help brands formulate effective marketing penetration strategies.





## **Promoting Innovative strategies and social risk management for players mental well-being.**

Elizabeth Lusk, Chief Strategy Officer at Greo, discussed innovative strategies for managing social risks related to players' mental well-being in her presentation.

She highlighted the harms of gambling activities and suggested collaborations with stakeholders, engaging academics and community organizations for studies, evaluating gaming policies and practices, and applying a population health lens to prevent and mitigate harms. These solutions aim to address social risks associated with gambling and improve overall community resilience.

Activities on Day three ended with Closing Dinner and Awards Ceremony at the Zinnia Hall, Eko Convention Center, Eko Hotels and Suites with music performance by Afro-fusion musical sensation, BNXXN.







# DINNER PARTY & Award Ceremony







## Day Four Pictures







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