



SPORTSBETTINGEVENTS.COM

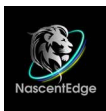
10TH ANNUAL



20 - 21 MAY 2025

DAR ES SALAAM, TANZANIA

STRATEGIC PARTNERS



SPONSORS & EXHIBITORS

BETCONSTRUCT



ABOUT THE ORGANISER

Eventus International has been in the business of connecting industries for over a decade. With a proven combination of networking, industry insight and knowledge sharing, each event brings an industry closer together and closer to achieving a collective goal.

We take pride in using our platforms to offer **bespoke sponsorship and exhibition opportunities** that can easily position a brand to a targeted audience of professionals, and deliver a high ROI to companies looking to enter a market and strengthen their brand presence.

BROCHURE CONTENTS

Event Details	1
Meet The Team	2
Event Agenda	3 - 4
Speakers	5 - 7
Floor Plan	8
Partners, Sponsors & Exhibitors	9 - 10
Registration Information	11
EI News	12

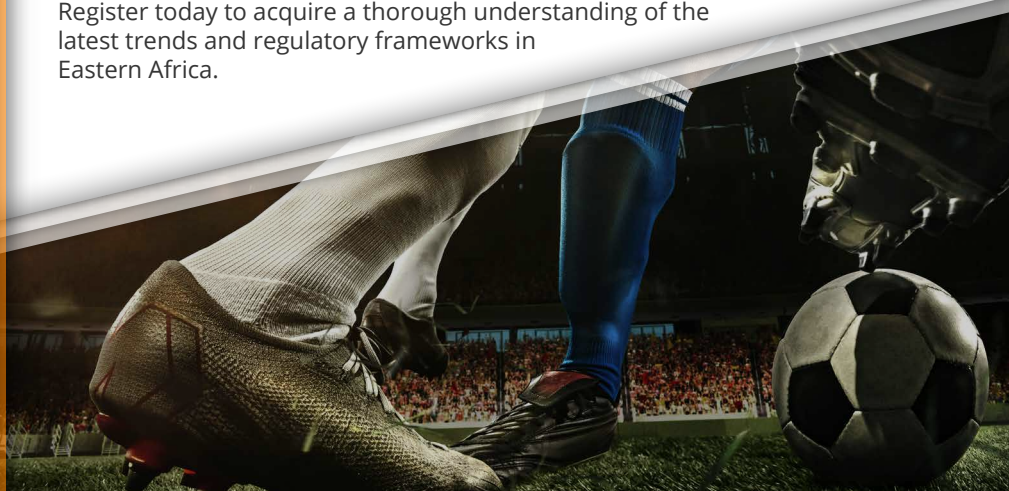
ABOUT EVENT:

SPORTS BETTING EAST AFRICA+ SUMMIT 2025

The **Sports Betting East Africa+ (SBEA+) Summit** has been a vital summit and exhibition for African operators, regulators, payment and software providers, and manufacturers for the past 9 years. It has provided opportunities for these stakeholders to connect, share experiences, learn about the latest innovations, and contribute to the overall development of online gaming in the region.

The intersection of eSports and business in East Africa is an ever-growing and exciting industry. With a young and tech-savvy population, the region has a huge potential for eSports growth. East African countries are also increasingly recognising the potential of eSports as a driver of economic growth and job creation.

SBEA+ 2025 will build on the success of past events with an agenda designed to empower attendees with the latest market developments in the region, including operational strategies, regulatory updates, and market trends. Register today to acquire a thorough understanding of the latest trends and regulatory frameworks in Eastern Africa.



MEET THE TEAM

SBEA+ SUMMIT 2025



Yudi Soetjptadi

Founder & CEO
yudi@eventus-international.com



Lou-Mari Burnett

Chief Operating Officer
loumari@eventus-international.com



Natalie Ludik

Content Producer
natalie@eventus-international.com



Caylin Keuler

Events Manager
caylin@eventus-international.com



Ashleigh Strauss

Senior Creative Designer
ashleigh@eventus-international.com



Ashley Strydom

Marketing Coordinator
ashley@eventus-international.com



Rebecca Olivier

Senior Project Coordinator
rebecca@eventus-international.com



Johane Drury

Administration Coordinator
johane@eventus-international.com



Leigh Booysen

Creative Designer
leigh@eventus-international.com

DAY 1

TUESDAY, 20 MAY 2025

CONFERENCE, EXHIBITION & NETWORKING DRINKS

Attendees can explore the exhibition floor, network with industry leaders, and sit in on conference sessions led by experts within the Sports Betting industry. At the end of the day, attendees can enjoy networking over drinks.

09:00 Registration & Morning Refreshments

09:30 Opening Remarks from the Chairperson

09:45 Keynote Address
East Africa's iGaming Boom
A Closer Look at Regional Dynamics and Market Potential

10:15 Panel Discussion
Aligning Industry Goals with East Africa's Regulatory Evolution
Harmonising Industry Strategies with Regulatory Developments to Unlock Growth Potential while Ensuring Compliance and Integrity

11:00 Networking Refreshment Break

11:30 Panel Discussion
Collaboration for Player Protection
How Governments, Operators, and Communities Can Work Together to Create an Ethical and Prosperous Betting Ecosystem

12:15 Panel Discussion
Expanding Safer Gaming Strategies Beyond Major Markets
How Operators Can Effectively Implement and Adapt Responsible Gaming Practices to Smaller, Emerging Markets Across Africa

13:00 Networking Lunch Break

14:00 Panel Discussion

Maximising Partnerships with Local Stakeholders
Building Strong Relationships with Community Leaders, Sports Teams, and Local Regulators to Boost Brand Visibility and Trust

14:45 Panel Discussion

Adapting Global Practices to East African Realities
Examining How Global Betting Markets Address Societal Impacts and Exploring Their Applicability to the East African context

15:30 Panel Discussion

What's Next for Women in Gaming?
A Closer Look at the Strides Made in Prioritising Women in Gaming and What's Needed to Keep the Momentum Going

16:15 Panel Discussion

Can a Singularity Model Be the Future for Africa's Gaming?

17:00 Closing Remarks from the Chairperson

17:15 Networking Drinks



DAY 2

WEDNESDAY, 21 MAY 2025

CONFERENCE, EXHIBITION & NETWORKING DRINKS

Attendees can explore the exhibition floor, network with industry leaders, and sit in on conference sessions led by experts within the Sports Betting industry. At the end of the day, attendees can enjoy networking with industry leaders over networking drinks.

09:00 Registration & Morning Refreshments

09:30 Opening Remarks from the Chairperson

09:45 Solo Presentation
Beyond Speculation: Blockchain's Overdue Role in iGaming

10:15 Panel Discussion
Tech-Driven Solutions for Responsible Gaming and Regulatory Compliance
Explore How AI and Blockchain Can Help Operators Meet Regulations and Promote Responsible Gaming

11:00 Networking Refreshment Break

11:30 Solo Presentation
Payment Solutions That Work
Addressing Payment Challenges and Opportunities in East Africa, Including Mobile Money and Alternative Payment Systems

12:00 Panel Discussion
Esports and Youth Empowerment
How Esports Can Create Pathways for Skill Development, Employment, and Entrepreneurship Among Africa's Youth

12:45 Networking Lunch Break

13:45 Panel Discussion
Strategies for Smaller Affiliates to Thrive
How Creativity, Agility, and Local Expertise Can Help Smaller Affiliates Compete Effectively

14:30 Panel Discussion
Innovations in Player Engagement
Exploring the Latest and Most Effective Tools and Strategies to Enhance Customer Loyalty

15:15 Panel Discussion
Tapping into Africa's Growing Mobile Betting Market
Current Opportunities for iGaming Operators in Africa as Mobile Access Surges and Strategies to Capitalise on this Shift

16:00 Closing Remarks from the Chairperson

16:15 Networking Drinks

***** End of #SportsBettingEastAfrica *****



INTERESTED IN **SPEAKING?**

SBEA+ SUMMIT 2025



20 - 21 MAY 2025

DAR ES SALAAM, TANZANIA

BECOME A SPEAKER TODAY
REGISTER YOUR INTEREST NOW AT
INFO@EVENTUS-INTERNATIONAL.COM

SPORTSBETTINGEVENTS.COM/SBEA



INDUSTRY EXPERT SPEAKERS

SBEA+ SUMMIT 2025



Arnold Karanja
Managing Partner
Mwenje & Karanja Co. Advocates



Clive Muchoki
CEO
ProSport Africa



Daniel Grabher
Founder & CEO
ComplyGuard



Edwin Tarus
Lead Consultant
TABRO



Erick Gerald
Head of Operations
Parimatch Tanzania



Evans Chacha
Marketing Manager
PlayCo Technology Limited



Geoffrey Muindi
Director and Lead Consultant
Networks Consulting Africa



Eng. George Ategeka
CEO
Livesport LTD



Harrison Ehiaguina
CEO
Easy Technology Nigeria Limited



Jason Gibson
Chief Commercial Officer
SportPesa



John Kungu
Founder
Betconsult.africa



Joshua Araali Nyakairu
Team Lead
Gamcare Initiative Uganda



Judith Zebedayo
Founding Partner & Managing Director
Vinnare Legal Chamber



Julius Fadipe
Business Development Manager
Siru Mobile Nigeria



Kabora Mboya
ICT Manager
Gaming Board of Tanzania



Kelvin Twissa
Director
Jackson Group



Lorien Gamaroff
CEO
Centbee



Lucy Vivi
Head of Legal & Compliance
Velez Group

INDUSTRY EXPERT SPEAKERS

SBEA+ SUMMIT 2025



Lusekelo Mwandenene
Marketing Manager
Bangbet Tanzania



Nandi Mwiombella
Head of Marketing and Communication
Bank of Africa Tanzania



Sabho Wambura
Legal Officer
SportPesa



Peter Mshikilwa Mukandi
President
Esports Federation of Tanzania



Simon Pepper
Chief Product Officer
Tola Mobile Ltd.



Steve Muturi
Founder/Sports Director
Ni-Wakati Sports Africa



Thomas Buckley Opar Owuor
Lawyer/Sports Betting Business
Development Expert



Timothy Kajja
Managing Partner
Fitim Advocates



Tracy Joy Humplick
Head of Marketing and Communications
Sportpesa Tanzania



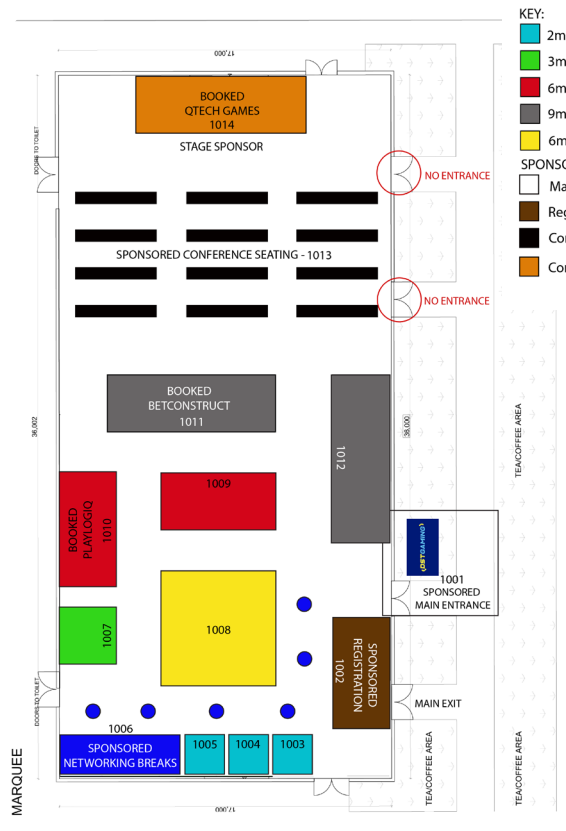
Tumaini Maligana
Founder
Alpha Digital Systems

SAVE THE DATES FOR
#SportsBettingWestAfrica



27 - 29 AUGUST 2025

ACCRA, GHANA



KEY:

- 2m x 2m Exhibitor Space (3)
- 3m x 3m Exhibitor Space (1)
- 6m x 3m Exhibitor Space (2)
- 9m x 3m Exhibitor Space (2)
- 6m x 6m Exhibitor Space (1)

SPONSORED AREAS:

- Main Entrance Sponsor (1)
- Registration Desk/ Booth Sponsor (1)
- Conference Seating Sponsor (1)
- Conference Stage Sponsor (1)

TO BECOME A
MEDIA PARTNER,
CONTACT US TODAY:



Ashley Strydom
Marketing Coordinator
ashley@eventus-international.com

MEDIA PARTNERS

WE THANK ALL OUR MEDIA PARTNERS FOR THEIR LOYAL SUPPORT.

STRATEGIC PARTNER



Elite Executive specialises in locating and attracting the top talent in and for the financial industry with the goal of being the "go-to" search firm. Elite Executive sources the best candidates from a curated network and database to ensure that we connect the right people quickly and diligently

ELITEEXECUTIVE.COM.HK

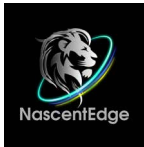
STRATEGIC PARTNER



The NovaMotus Consultancy offers you direct access to the decision-makers, cutting out the middleman and paving the way forward for your successful business venture. Our team of experts focuses on gathering the right connections, creating a global networking of top-tier, senior-level executives, making it easier for you to shake the correct hand. Closing deals and growing your business have never been this easy. Let us help you on your new (Nova) business journey, moving (Motus) on up towards a prosperous future. NovaMotus Consultancy – The Only Way is Up

NOVAMOTUS-CONSULTANCY.COM

STRATEGIC PARTNER



NascentEdge is a provider of dynamic face-to-face meeting platforms allowing our clients to expand into a predefined target audience and amplify their business exposure globally.

NASCENTEDGE.COM

STRATEGIC PARTNER



Your Gateway to Expert Knowledge & Event Highlights: At EI News, you will stay informed, inspired, and ahead of the curve. This is the ultimate content hub for professionals looking to elevate their industry knowledge.

EVENTUS-INTERNATIONAL.COM/EI-NEWS

STRATEGIC PARTNER



Empowering Brands and Businesses Through Strategic Marketing and Consulting Solutions.

LANYARD SPONSOR & EXHIBITOR



Driven forward by a team of over 8000 experts, BetConstruct has been leading the iGaming industry for over 20 years. The company offers an expansive suite of products and solutions such as its exclusive Casino Suite, fully-managed Sportsbook, cutting-edge Affiliate Solution, and a comprehensive CRM - all managed via SpringBME, a single business management platform.

BetConstruct continues to unveil bold concepts such as The Last Battle Universe - iGaming's first-ever B2B loyalty system - as well as promotional tools such as Trebuchet, Bonus Pie, and The Last Battle. The company strives to push boundaries, introducing ideas that set trends and reshape the future.

BETCONSTRUCT.COM

MAIN ENTRANCE SPONSOR



DSTGAMING is a software solution provider specializing in iGaming Market, with more than 10 years of experience in the iGaming industry, we offer White Label Online Casino Software, Games Aggregator API, Gamification Tools, Slot Games Development and Payment Solution to clients across the globe.

DSTGAMING.COM

TOTE BAG SPONSOR

SAGAMING

SA Gaming is a leading online entertainment platform provider in the region. It offers an assortment of Live Games including Baccarat, Dragon Tiger, Sic Bo, Roulette and many more. It also runs a mobile gaming platform, including SA APP, its native app specifically designed for accessing its lobby. With experience and considerable market acumen, SA Gaming is definitely the best choice for expanding gaming business.

All of the supplier's games have passed the compliance software testing of GLI, an independent gaming certification laboratory trusted by more than 400 jurisdictions around the world. All gaming content is in compliance with the technical and legal standards.

SAGAMING.COM

STAGE SPONSOR



QTech Games is the leading game distributor for emerging markets. With a combined 50 years of experience, vetting the best casino games on the market, our senior management team has purpose-built and established QTech Games as an indispensable industry leader in game discovery. This is combined with our ever-expanding reach, proprietary gaming tools and services, 24/7 support, and advanced AI technology to bolster our partners' offerings and elevate their customer experience. QTech Games is setting the global standard, redefining the future of the online casino industry. QTech Games has made game distribution easy with its one-stop-shop approach for online casino operators, packaging together the world's finest online casino games and offering bespoke solutions to our global partners through an intuitive platform.

QTECHGAMES.COM

EXHIBITOR



PlayLogiQ is a brand backed by a team of professionals with over 15 years of experience in the iGaming and betting industry. We've encountered the challenges of working with software providers and turned them into our strength: building the betting platform we want to use. Our mission is to leverage our deep industry knowledge to meet and exceed client needs. By closely monitoring market trends, we ensure our software is always top-notch and competitive. As the first dedicated iGaming Bookmaker Software, we specialize in UX/UI and bespoke designs, creating engaging digital experiences that resonate with users.

PLAYLOGIQ.COM

SPONSOR



EI Networking, a division of Eventus International, offers the ultimate C-level networking opportunities around the globe, presented in both online and in-person event platforms. The division was established in 2021 with the need for quality networking in mind, after the great absence thereof during the pandemic. EI Networking will offer C-level industry professionals the opportunity to reconnect with one another, have meaningful discussions and form stronger business relationships over refreshing drinks and delicious 5-star meals. Each networking event/platform will be selected carefully and will complement and correspond with international events during every year, making it easily accessible to all interested.

EVENTUS-INTERNATIONAL.COM

**CONTACT US TODAY TO
BECOME A SPONSOR/EXHIBITOR**
INFO@EVENTUS-INTERNATIONAL.COM

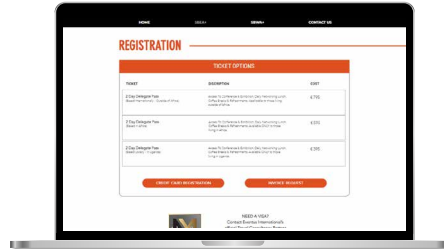
Registration is as easy as 1, 2, 3! Simply navigate to our registration page and select card registration or manual registration via invoice request!

We have a variety of ticket options available.
To find more info on these navigate to: www.sportsbettingevents.com/sbea



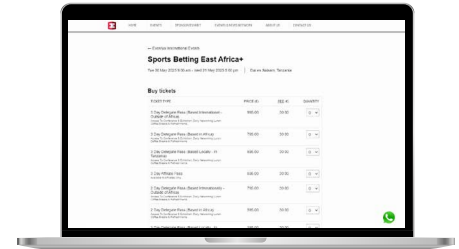
STEP 1:

Visit www.sportsbettingevents.com/sbea and navigate to the registration section.



STEP 2:

Select a payment method, either Card Payment or Invoice Request.



STEP 3:

Select your ticket, fill in the form, and you're all done!

NEED HELP?

Contact us now and we will be happy to assist you with your enquiry



WhatsApp:
+852 5511 8385
+2782 907 5850



Email:
info@eventus-international.com

EI NEWS

INSIGHTS BY EXPERTS

UNLOCK INDUSTRY INSIGHTS WITH EI NEWS

Your Gateway to Expert Knowledge & Event Highlights

Stay informed, inspired, and ahead of the curve with **EI News**, the ultimate content hub for professionals looking to elevate their industry knowledge.

At **EI News**, we bring you closer to the pulse of global trends:

- **FEATURED NEWS:** In-depth articles from top industry leaders
- **EXCLUSIVE INTERVIEWS:** Get to know the voices behind our events
- **FEATURED IN THE SPOTLIGHT:** Discover how Eventus International is making waves across the industry

EXPLORE MORE AT: [EVENTUS-INTERNATIONAL.COM/EI-NEWS](https://eventus-international.com/ei-news)



SCAN ME



SCAN ME
TO VIEW MORE



PROUDLY PRODUCED BY:



EVENTUS INTERNATIONAL

SHARE YOUR **#SportsBettingEastAfrica** EXPERIENCE & TAG US:



Eventus International



@Eventus_International



@EventusInt



@EventusInt

