



SPORTSBETTINGEVENTS.COM

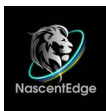
10<sup>TH</sup> ANNUAL



20 - 21 MAY 2025

DAR ES SALAAM, TANZANIA

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## 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.

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# 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



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## 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**

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# INDUSTRY EXPERT SPEAKERS

# SBEA+ SUMMIT 2025



**Arnold Karanja**  
Managing Partner  
Mwenje & Karanja Co. Advocates



**Clive Muchoki**  
CEO  
ProSport Africa



**Daniel Grabher**  
Founder & CEO  
ComplyGuard



**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 Kamau Kungu**  
Founder  
Betconsult.africa



**Joshua Araali Nyakairu**  
Team Lead  
Gamcare Initiative Uganda



**Julius Fadipe**  
Business Development Manager  
Siru Mobile Nigeria



**Kelvin Twissa**  
Director  
Jackson Group



**Lorien Gamaroff**  
CEO  
Centbee



**Lucy Vivi**  
Head of Legal & Compliance  
Velez Group



**Lusekelo Mwandenene**  
Marketing Manager  
Bangbet Tanzania



**Nandi Mwiyoombella**  
Head of Marketing and Communication  
Bank of Africa Tanzania



**Simon Pepper**  
Chief Product Officer  
Tola Mobile Ltd.



**Peter Mshkilwa Mukandi**  
President  
Esports Federation of Tanzania



**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*

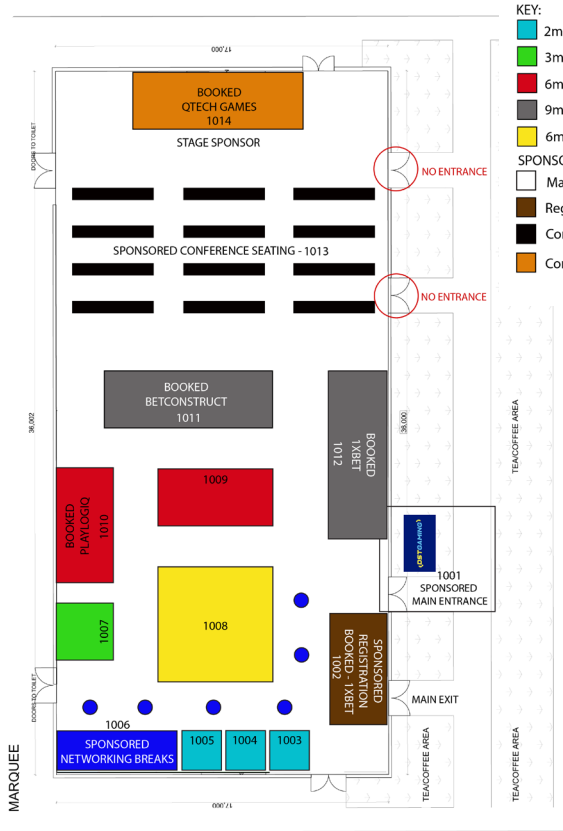
**SAVE THE DATES FOR**  
*#SportsBettingWestAfrica*



**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)

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**Ashley Strydom**  
Marketing Coordinator  
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## 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

[WWW.ELITEEXECUTIVE.COM.HK](http://WWW.ELITEEXECUTIVE.COM.HK)

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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

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BetConstruct is a global award-winning technology and services provider for online and land-based gaming industry. BetConstruct's innovative and proven offerings include Online and Retail Sportsbook, Classic RNG and Live Casinos, Esports, Poker, Skill Gaming, Social Gaming Platform, Sports Data Solutions and more – all ready to be launched and managed through SpringBME, its pioneering Business Management Environment.

## 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.

[WWW.DSTGAMING.COM](http://WWW.DSTGAMING.COM)

## TOTE BAG SPONSOR

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.

[WWW.SAGAMING.COM](http://WWW.SAGAMING.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](http://PLAYLOGIQ.COM)

## REGISTRATION DESK SPONSOR & EXHIBITOR



1xBet is a renowned online sportsbook with a massive user base of over 3 million users worldwide. Known for its extensive sports coverage and diverse betting markets, the platform offers unparalleled opportunities for sports enthusiasts. Through high-profile sponsorships with elite football clubs such as FC Barcelona, Paris Saint-Germain, and La Liga, 1xBet has strengthened its global presence, establishing itself as a key player in the sports betting industry.

[1XBET.COM](http://1XBET.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.

[WWW.QTECHGAMES.COM](http://WWW.QTECHGAMES.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 compliment and correspond with international events during every year, making it easily accessible to all interested.

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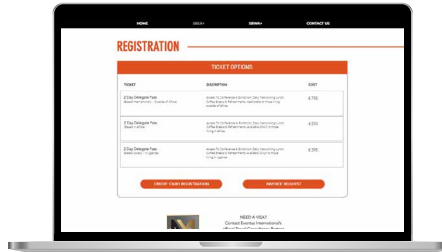
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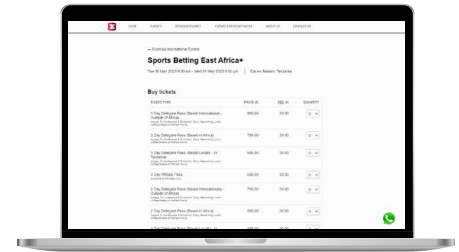
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Visit [www.sportsbettingevents.com/sbea](http://www.sportsbettingevents.com/sbea) and navigate to the registration section.



### 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!

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