

AGE
AFRICA GAMING EXPO
2026



**AFRICA
GAMING
EXPO 2026
DAY TWO**

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The Africa Gaming Expo featured key sessions on responsible gaming, African sports gamification, Francophone market opportunities, combating unlicensed operators, and culturally driven game content.

Speakers emphasized regulation, innovation, local partnerships, and collaboration as critical drivers for a sustainable and globally competitive African gaming industry.

The event wrapped up with the launch of the AGE App, the AFRI Pitch competition, and an exciting GD Lotto Lucky Draw.

1. Ethical Frameworks and Player Behavior: Predictive Tools for Problem Gambling Prevention (Sponsored by Sumsup)



This panel session sponsored by SumSub focused on Responsible Gaming and Predictive Tools for Problem Gambling Prevention.

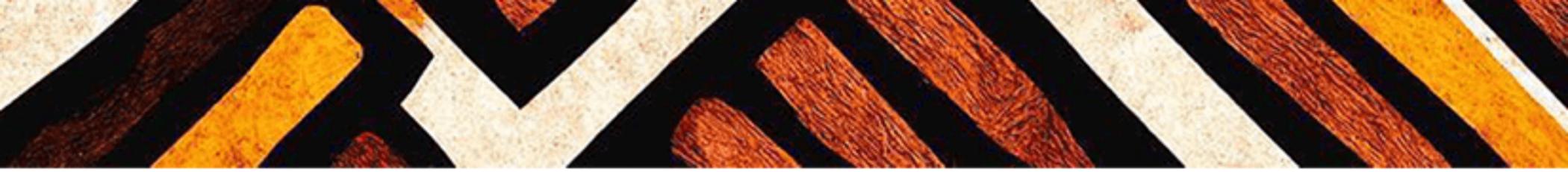
Fisayo, CEO of Gamble Alerts, moderated the panel discussion with experts from Jamaica, Namibia, South Africa, and other African regions.

The panelists which include: Cleveland Allen, CEO Casino Gaming Commission of Jamaica, Londani Mathavhane, Richard Emah, Olabimpe Akingba and John Erastus discussed the importance of both technological tools and human interaction in identifying and preventing problems in gambling.

Key points highlighted includes. the use of behavioral analytics, the role of customer support staff in identifying red flags, and the need for culturally sensitive approaches to responsible gaming.

Cleveland Allen from Jamaica shared their three-pillar framework for responsible gaming, which includes player protection, robust internal controls, and community-level interventions. The discussion emphasized the importance of collaboration between regulators, operators, and technology providers to effectively prevent problem gambling.





2. Gamifying African Sports for Global Markets

Presentation by Chief Segun Odegbami on "Gamifying African Sports for Global Markets," where he explored how efficient regulation and standardization could transform Africa's gaming industry into a global powerhouse.

Chief Odegbami highlighted the potential for sports betting and gaming to drive economic growth in Africa, noting that Nigeria is leading the way in this sector.

3. Francophone Markets Unpacked: Regulations, Risks and Opportunities (Sponsored by Policy Vault)

This panel session, sponsored by Policy Vault, explored the dynamics of Francophone gaming markets in Africa, bringing together industry experts to examine evolving regulations, key risks, and emerging opportunities across the region.

Moderated by Divine Afuba, the session featured insights from a distinguished panel including Cisse Mamadou Dit Ladji, Charles Tape, Moustapha Camara, Fabrice Niagara, Ngabe Franklin Njumbe, and Ebuto Bolia Papi-Pierre.

Discussions centered on the shift toward more open licensing regimes, the digitalization of gaming systems, and the growing importance of local partnerships for market entry and sustainability.



Panelists shared country-specific experiences, highlighting evolving regulatory frameworks and taxation policies, while emphasizing the need for operators to establish a strong local presence.

The session also examined how tax structures and licensing models impact market viability, as well as the competitive advantages across different Francophone markets.

Overall, the conversation reinforced the critical role of effective regulation and collaboration in driving a sustainable and thriving gaming ecosystem across Francophone Africa.



4. Confronting Unlicensed Operators: Protecting African Players and Public Revenue (Sponsored by Policy Vault)



The panel discussed the challenges posed by unlicensed gambling operators in African markets.

The session sponsored by Policy Vault was moderated by Damilola Atiri, and the panelists includes: Bashir Are, Adewale Akande , Moruntshi Kemorwale, Peter Emolemo, Paulo Claudio Daniel Mario

Bashir highlights that while illegal operators present a significant problem, regulatory environments must not be too restrictive to avoid pushing operators to the black market.

Moruntshi Kemorwale shared data showing that the illegal gambling market in Botswana was twice the size of the regulated market, with higher rates of problem gambling. Peter Emolemo identified three factors allowing unlicensed operators to thrive: technology, regulatory fragmentation, and commercial incentives.



Paulo Claudio emphasized the need for balance in regulation, noting that while high barriers to entry can encourage illegal activity, strong regulation is essential to mitigate risks associated with gambling.

The panel discussed strategies for combating illegal gambling in Africa, emphasizing the need for collaborative efforts between regulators, operators, payment service companies, banks, and telecoms. Key points included the importance of systematic enforcement, disrupting payment methods used by illegal operators, and implementing continental blacklists.

The panelists highlighted that while technology plays a role, it should be part of a broader framework involving policy coordination and enforcement.

They also discussed the need to balance licensing costs to prevent them from being prohibitive and driving operators to the unregulated market.

The session concluded with a call for regulators and industry stakeholders to commit to creating a common blacklist across the continent as a concrete action.



5. Creativity, Culture & Gaming: Building Contents that Reflect Africa's Unique Identity with Global Appeal.

This panel session discussed the importance of storytelling and narrative in crafting messages about Africa, particularly in the gaming industry.

The session was moderated by Ekaterina Mayorova, and the panelists include; Vusi MTSWENI, Chidi Nnadozie, Ayofemi Akinlaja, Kenneth Nwankwo, and Yeye Nwidaa

Panelists shared insights on game development, regulatory frameworks, and incentives for local content creation.

Kenneth Nwankwo from Premier Lotto highlighted the success of culturally resonant games like Aviator, emphasizing the importance of low-data consumption and instant gratification. Chidi stressed the need for education and mindset shifts to encourage youth in pursuing gaming-related careers.



Vusi MTSWENI discussed the role of regulators in supporting innovation through flexible frameworks and collaboration with operators. The panelist agreed that local content adaptation is crucial for competing globally, with suggestions for tax breaks and incentives to encourage local development.

They also emphasized the importance of protecting intellectual property, respecting African culture, and structuring compliance from the onset of game development.





Africa Gaming Expo

Conclusion

The expo featured panels with industry leaders from across the continent, including representatives from various African countries and the Governor of Lagos State.

Key topics included the evolution of gaming in Africa, regulation and investment opportunities, and the potential for African gaming to gain global appeal. The expo also launched the AGE App and AFRI pitch competition, with shortlisted candidates to be announced at the Dinner and Awards night.

The event concluded with a GD Lotto Lucky Draw, where several winners were announced and prizes were distributed.

