



Sports Betting and Local Leagues

2025

Balancing Integrity and Revenue Generation



AFRICA GAMING EXPO (AGE) 2025





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The Africa Gaming Expo (AGE2025) commenced today, February 25, 2025, at the Eko Convention Centre, Lagos, Nigeria.

The event, themed "Transforming Africa's Gaming and Fintech Market with AI," brought together industry leaders, innovators, and stakeholders to explore the intersection of gaming, financial technology, and artificial intelligence.



1

Welcome Speech by the Executive Governor of Lagos State, His Excellency, Mr. Babajide Olusola Sanwo-Olu

Governor Sanwo-Olu inaugurated the expo with a speech highlighting Lagos State's commitment to fostering innovation and growth in the gaming and fintech sectors. He emphasized the importance of embracing artificial intelligence to drive economic development and position Lagos as a hub for technological advancement in Africa.



Emerging African Markets: Exploring New Frontiers

Focus on: Angola, Zimbabwe, Uganda, Rwanda, Namibia



The panelist includes:

- A. Clésio Dias, Head of Department Of Technological Innovation and Service Modernization, Angola Gaming Supervision Institute, Angola
- B. Jean Claude Mushimire, Executive Director, Rwanda Gaming Association
- C. Misheck Pachipano Chingozha, Chief Executive Officer, Lotteries and Gaming Board, Zimbabwe
- D. John Erastus, Acting Chief Executive Officer, Gambling Board of Namibia

This panel delved into the burgeoning gaming markets across select African countries. Discussions centered on market entry strategies, regulatory landscapes, and investment opportunities. Panelists shared insights into navigating the unique challenges of each market, emphasizing the potential for growth and the importance of understanding local contexts to successfully establish operations.

3

Keynote Address - Harnessing the Power of Artificial Intelligence to Transform Africa's Gaming and Fintech Market

The keynote address was delivered by Karl Toriola, Chief Executive Officer, MTN Nigeria, ably represented by A'isha Umar Mumuni, Chief Digital Officer, MTN Nigeria. She focused on the transformative potential of artificial intelligence within Africa's telecommunications sector, emphasizing how AI is reshaping service delivery, customer experience, and operational efficiency.

Highlighting challenges faced by the telecom industry, the speaker noted that AI-driven innovations are pivotal in improving network optimization, fraud detection, and digital financial services. She further stressed the importance of collaboration between tech developers, gaming operators, and fintech stakeholders to harness AI responsibly and ethically, ensuring a more inclusive digital economy across Africa.



Taxation in the African Gaming Industry: Striking the Right Balance

This panel provided insights into the taxation frameworks applicable to the gaming industry in various African markets. Discussions highlighted the challenges of creating tax systems that are fair and conducive to growth.

The panel session was moderated by Cynthia Areh, News Anchor for Arise and Writer for Sports Boom, UK and the panelist includes:

- A. David Moshi, Managing Partner, Vexlex Advisory, Kenya
- B. Adewale Akande, Head of Legal and Compliance, KC Gaming Networks Ltd (Bet9ja)
- C. Robin Bennett, Head of Department, Regulatory Compliance, Western Cape Gambling and Racing Board, South Africa
- D. Prof. Abiola Sanni (SAN) PhD., Dean, Faculty of Law, University of Lagos, Nigeria
- E. Killian Khanoba, Senior Partner, Kreston Pedabo

Panelists debated strategies for balancing government revenue generation with the need to foster a thriving gaming ecosystem, suggesting that transparent and consistent tax policies are key to achieving this balance.



5

Leveraging Technology for Fraud Prevention and Detection in Gaming Markets

Sarah Kelly, Director of Licensing, Alderney Gambling Control Commission & Vice President of International Association of Gaming Regulators did a presentation on Leveraging Technology for Fraud Prevention and Detection in Gaming Markets

This session explored innovative technological solutions designed to enhance security and integrity within the gaming industry. She showcased tools and strategies for proactive fraud detection and prevention, including the use of AI and machine learning to identify suspicious activities.

The session underscored the importance of adopting advanced technologies to maintain player trust and ensure a safe gaming environment.



6

Rise of Women in Gaming:

This panel session aims to inspire women in gaming while examining the impact of the rise of women in leadership and player growth. Moderated by Lois Bright, Director, Africa & Middle East, The Conexus Group, the session explored how the rise of women in leadership is shaping the gaming landscape and driving player engagement across Africa.

Other panelists included:

- A. Maha Otu, Director, Betwinner Nigeria
- B. Olafadeke Akeju, Managing Partner, WYS Solicitors, Co-founder, SLEC Africa & Legal Counsel (Africa), SteelRose Legal UK
- C. Olabimpe Akingba, Regional Manager Africa, Business Development & Regulatory, Mchezo Limited, Nigeria
- D. Gifty-Rita Amoah, Deputy Director, Legal, Gaming Commission of Ghana & Ambassador, Women in Gaming, Ghana

This empowering session served as a call to action for greater inclusion and representation of women in gaming, ensuring a more diverse and sustainable future for the industry.





7

Combating Illegal Gambling: Innovative Approaches to Enforcement and Public Education

The moderator, Jeremiah Maangi, CEO of iGaming Africa, introduced the topic of "Combating Illegal Gambling: Innovative Approaches to Enforcement and Public Education" and welcomed a distinguished panel of regulators and industry experts from Nigeria, Kenya, South Africa, Botswana, and the International Gaming Standards Association.

The Panelist includes:

1. Bashir Are (CEO, Lagos State Lotteries and Gaming Authority & Chairman, Federation of State Gaming Regulators)
2. Argwings Esther Atieno (Assistant Director, Gaming & Betting Control and Licensing Board, Kenya)
3. Robin Bennett (Head of Regulatory Compliance, Western Cape Gambling and Racing Board, South Africa)
4. Peter Emolemo (CEO, Botswana Gambling Authority)
5. Mark Pace (Managing Director, GCA Europe & President, International Gaming Standards Association)

Each panelist briefly introduced themselves, outlining their role in regulating gaming in their respective jurisdictions. The discussion aimed to break down illegal gambling into its various forms, explore challenges, and propose solutions. Peter Emolemo from Botswana highlighted the rise of unlicensed online gambling operators despite regulatory efforts. The panel sought to address regulatory gaps, enforcement strategies, and ways to enhance public awareness to combat illegal gambling effectively.



Regtech as a Solution for Regulatory Inefficiency and Ineffectiveness

Damien Raymond, CEO of Sharp Vision, delivered a presentation on Regtech as a Solution for Regulatory Inefficiency and Ineffectiveness, focusing on making gambling safer, fairer, and crime-free through better regulation. He highlighted key challenges regulators face, including lack of visibility, real-time monitoring, digitalization, player registry, and updated legislation.

He emphasized the importance of a Central Monitoring System (CMS) to capture and analyze gambling data from various sources, ensuring compliance, tax accuracy, and risk detection. He also discussed solutions for monitoring illegal gambling websites, using AI-powered detection tools, DNS blocking, and working with search engines like Google and Meta to limit access.

Raymond outlined key aspects of Know Your Customer (KYC) processes, including data analysis for player risk detection, self-imposed betting limits, and a unified player identification system to prevent fraud.

According to him, Sharp Vision provides turnkey RegTech solutions for regulators, adhering to international security and gaming standards. The company operates in several African countries, including Senegal, Benin, Guinea, and Mali, and has helped increase tax revenues by 350% in Benin and shut down 300 illegal gambling sites in Kenya.

He concluded by reaffirming Sharp Vision's commitment to supporting regulators with innovative, cost-effective, and scalable regulatory solutions to enhance the gambling industry's oversight and security.



Revolutionizing Payment Systems: The Role of Payment Service Providers in Enhancing User Experience

The panel session on "Revolutionizing Payment Systems: The Role of Payment Service Providers in Enhancing User Experience" featured top experts in the gaming industry's payment sector. Moderated by Ijeoma Uju, Partner at the Corporate and Commercial Group, Templars, the discussion explored key challenges and solutions in payment infrastructure. The panelists included:

- Dolabomi Ononuga – Vice President, Business Development, Flutterwave Technology Limited
- Dapo Awobokun – Business Lead, Gaming and Entertainment, Paystack Nigeria
- Ika Sepanem – Co-founder and Chief Revenue Officer (COO), Serum Mobile
- Jessica James – Sales and Partnerships Manager, KoraHQ

The session emphasized the importance of compliance, security, and user experience in payment solutions, addressing fraud prevention and regulatory challenges within the African gaming industry.



DAY TWO

1

Navigating Francophone Markets

The meeting focused on the challenges and strategies for entering the gaming market in various Francophone African jurisdictions. The speakers discussed the importance of understanding local cultures and social norms, as well as the need for fair taxation and regulation. They also highlighted the role of mobile money in facilitating gaming transactions and the importance of monitoring these transactions to ensure transparency and fairness.



The panel session was moderated by Damien Raymond, Chief Operating Officer, Sharp Vision, France and the panelists included:

- F. CISSE Mamadou dit Ladji, Director General, Regulatory Authority for the Games and Similar Practices Sector (ARSJPA), Guinea
- G. Joel Madingu, Head Of Vexel DRC (Kinshasa), Legal and Affairs Manager
- H. Moustapha Camara, Chairman, Board of Directors, Senegal National Lottery (LONASE)
- I. Ghislaine Haikou, Managing Director, Sharp Vision, Benin

The panelists also emphasized the need for collaboration between regulators, operators, and mobile money providers to create a more efficient and transparent gaming industry.

Responsible Gaming Practices Enhanced by Technology: Balancing Entertainment and Player Protection



The panel discussed responsible gaming practices enhanced by technology, focusing on balancing entertainment and player protection.

The panel session was moderated by Elizabeth Lusk, Chief Strategy Officer, GREO, Canada and the panelist includes:

- A. Olabimpe Akingba, Regional Manager Africa, Business Development & Regulatory, Mchezo Limited, Nigeria
- B. Peter Emolemo Kesitilwe, Chief Executive Officer, Gambling Authority Botswana
- C. Gifty-Rita Amoah, Deputy Director, Legal, Gaming Commission of Ghana & Ambassador, Women in Gaming, Ghana
- D. Nathanael Odofofin, Head of Products, Youverify, Nigeria

They explored the regulatory environment, innovative technologies, social responsibility practices, and sustainability in gaming. The panelists represented regulatory compliance, B2B technology, and operator perspectives.

They emphasized the importance of collaboration among stakeholders, including regulators, operators, and technology companies, to ensure responsible gaming practices. The panelists also highlighted the need for investment in player protection technologies and ensuring compliance with global best practices.

They discussed the importance of community engagement and promoting sustainable gambling models. The panelists agreed that responsible gaming practices should be tailored to the African context, considering cultural and socioeconomic issues.

3 The Rise of Esports in Africa: Infrastructure Needs and Economic Potential



The panel section is sponsored by QTECH

The panelists discussed the growth of esports in Africa, focusing on infrastructure needs and economic potential. They highlighted the importance of government support, partnerships with private sector companies, and the need for education and awareness about esports.

The panel session was moderated by Clésio Dias, Head of Department Of Technological Innovation and Service Modernization, Angola Gaming Supervision Institute, Angola and the panelists were:



- A. Ignat Bobrovich, Founder, Passport.GG | Esports for Positive Change, Estonia
- B. Adekunmi Shola Adenipebi, Founder, Game Evolution Partners
- C. Kwesi Hayford, President, Esports Association, Ghana
- D. Yahaya Maikori, President, Nigeria Esports Federation

The panelists also discussed the challenges of integrating esports into traditional sports betting and the potential for esports to become a significant industry in Africa. They emphasized the importance of creating sustainable ecosystems for esports, including grassroots programs and local leagues, and the need for responsible gaming practices. The panel concluded with a discussion on the potential for esports to become a catalyst for growth in various industries, including creative industries.

4 The Role of Technology Transfer in the Development of the Gaming Sector in Nigeria

Dr. Obiageli Edith, Director General of the National Office for Technology Acquisition and Promotion, presented on the role of technology transfer in developing Nigeria's gaming sector.

She emphasizes the importance of knowledge and skill transfer from research institutions to industry, highlighting the gaming industry's reliance on technology. Dr. Edith discusses NOTAP's role in facilitating technology transfer, ensuring compliance with Nigerian laws, and promoting collaboration between equipment manufacturers, regulators, and operators.

She also addresses challenges such as limited funding and the need for policy reforms to support the gaming sector's growth.



5 Sports Betting and Local Leagues: Balancing Integrity and Revenue Generation



This segment covers a panel discussion on balancing integrity and revenue generation in the gaming industry.

Sasha Boerma, Head of Afiliates, Coastline Gaming, Commercial Director, Africa, Split The Pot moderated the panel, which includes representatives from various gaming companies and associations.

The panelists briefly introduced themselves, including Nii Armah Ashong-Katai, Regional Manager for Southern and Western Africa, Jean Claude Mushimira from Rwanda Gaming Association, and Gossy Ukanwoke, MD, KingMakers (BetKing) and Chairman, Vend Capital, Momez Praiz, Sports TV/radio presenter and Toyin Ibitoye, Sports Analyst & Journalist

The discussion explored issues around integrity and revenue in the gaming sector.

6 Ethical Boundaries:

Creating Marketing Strategies that Prioritize Players Well Being



The panel session was sponsored by GaminTec and panelist discussed the importance of safeguarding the integrity of sports and the role of sports betting companies in supporting sports. They also talked about their initiatives to support sports development across Africa, such as the "locker room bonus" for players.

The panel session was moderated by Corrine Leon, Communications and Production Lead, Greo Evidence Insights, Canada and the panelists included:

- A. Annalisa Emelia, Sales and Account Management, SYNOT Games, South Africa
- B. Job Weku is the CEO of iGaming Consult Africa
- C. Ibukun Bankole, Head of Content, Techpression Media Limited, Nigeria
- D. Manuele Carra, Chief Commercial Officer, Isolutions, Italy
- E. Olafadeke Akeju, Managing Partner, WYS Solicitors, Co-founder, SLEC Africa & Legal Counsel (Africa), SteelRose Legal UK

They discussed how marketing campaigns can actively promote responsible gaming practices and the need to use data responsibly to prevent compulsive gambling. The meeting also touched on the challenges of underage gambling and the need for stricter measures to protect children from participating in gambling activities.

7

The speaker, Daniel Grabher, Founder & CEO, ComplyGuard presents a new approach to regulating the gambling industry, focusing on emerging markets like Africa.

He proposed a "state singularity model" that includes cybersecurity solutions, a web filter to identify unlicensed operators, a monitoring system, and a unified gaming platform. This model aims to eliminate a large portion of the black market, protect citizens from addiction, and ensure proper tax collection.

The speaker argues that this approach is more effective than a multi-license model, which can be difficult to administer and may not address under-reporting and illegal operations effectively.



African Gaming Expo 2025 Recap

The conversation ended the African Gaming Expo 2025, a two-day event filled with insightful discussions and strategic collaborations.

Key themes included the potential of African gaming industries, the integration of AI with Fintech solutions, and the importance of regulatory oversight. The event culminated in a lottery draw with three winners, and attendees were encouraged to implement insights gained from the conference.

The Chief Executive Officer, Lagos State Lotteries & Gaming Authority, Bashir Are expressed gratitude to all participants and urged them to turn insights into actions to drive the future of gaming across Africa.



DAY THREE

The Africa Gaming Regulators Briefing at AGE Lagos 2025 convened top regulatory bodies, policymakers, and industry stakeholders for a pivotal discussion on the future of gaming regulation in Africa.

Key discussions covered:

- ✔ Strengthening regulatory frameworks for responsible gaming
- ✔ Enhancing compliance and enforcement across jurisdictions
- ✔ Leveraging technology and AI for monitoring and transparency
- ✔ Cross-border collaboration to combat illicit gaming activities

With valuable insights from regulators across the continent, the session emphasized cooperation, innovation, and sustainable regulation as critical pillars for shaping Africa's gaming industry.

After the briefing, delegates unwound on the Spirit of Lagos Cruise, enjoying refreshing drinks while gliding through Lagos' breathtaking aquatic splendor. The cruise offered stunning views of iconic landmarks, the city's skyline, and a glimpse into Lagos' rich culture.

