



Africa Gaming Expo 2026 Day One Recap



The Africa Gaming Expo 2026 held its third edition in Lagos, Nigeria, bringing together regulators, operators, innovators, and investors from across the globe to discuss the future of gaming on the African continent.

The event featured a keynote address by Peter Mebert on scaling African gaming startups globally, highlighting how African entrepreneurs can succeed internationally through proper leadership and strategic expansion.

The first panel discussion focused on "Navigating Compliance in a Multi-Agency Environment," where regulators from South Africa, Nigeria, Uganda, and other African countries discussed the challenges of coordinating compliance across different agencies and jurisdictions.

Key topics included AML compliance, data protection, multi-jurisdictional licensing, and responsible gaming. The event also included cultural performances by J Motions and featured representatives from Lagos State government, including Secretary to the Lagos State Government Bimbo Hundain and Head of Service Bode Agu, who emphasized Lagos's role as a center for Africa's gaming ecosystem.



Summary of Panel Sessions, Presentations, Welcome and Keynote Address.

1. Navigating Compliance in a Multi-Agency Environment

Moderator: Peter Emolemo

Panelists:

- Lungile Dukwana
- Fortune Sekgaphane
- Denis Mudene
- Dr. Emmanuel Sotande
- Dr. Vincent Olatunji

This session focused on navigating compliance in a multi-agency environment within the African gaming industry. Key discussions centered around regulatory overlaps, AML compliance, data protection, and responsible gaming across different African jurisdictions.

Panelists highlighted challenges such as inconsistent implementation of regulations, capital-intensive AML requirements, and the need for better coordination between regulators and operators. The importance of collaboration, clear mandates, and transparency in information sharing was emphasized to ensure responsible gaming practices across the continent.







2. African Gaming Regulatory Landscape: **Are Regulations Proactive or Reactive?**



Moderator: Angela Mwelu

Panelists:

- Robin Bennet
- Mushimire Jean Claude
- Emmanuel Siisi Quainoo
- David Moshi
- Gossy Ukanwoke

This session focused on regulatory challenges and collaboration in the African gaming industry. The panelists discussed key areas including risk-based supervision, data protection priorities, revenue generation, and market sustainability.

They emphasized the importance of collaboration between regulators, operators, and industry stakeholders to create a sustainable and well-regulated gaming market in Africa.

The panelists highlighted challenges such as fragmented regulatory frameworks, institutional arrangements, and the need for harmonized technical standards across African countries.

They also stressed the importance of including small and medium-sized operators in licensing processes to promote socioeconomic development. The discussion concluded with a call for better coordination, clear guidance, and risk-based regulation to ensure compliance and drive the growth of the African gaming industry.





3. Keynote Address:

Scaling African Gaming Startups Globally: Capital, Talent and Community by Peter Mebert

Peter Mebert shared his experience as a first-generation immigrant and entrepreneur, discussing how the global tech landscape has evolved over the past 20 years, making it possible for African startups to succeed on a global scale.

He highlighted the growth of digital infrastructure and talent in Africa, emphasizing the potential for the continent to become a powerhouse of innovation, particularly in gaming, which he identified as a \$350 billion industry with significant growth potential in Nigeria.

Maybert introduced his "Neighbors Start" framework, a holistic approach for international entrepreneurs, and announced the launch of the Global Innovation Technology Commonwealth (GITC) to support African startups in going global.

He also invited African entrepreneurs to participate in a live show about global market entry and concluded with four key points: dream globally, don't be afraid, don't ask permission, plan smartly, and execute decisively.



4. Africa Gaming Expo 2026 Welcome Address
by His Excellency, Mr. Babajide Olusola Sanwo-Olu,
Executive Governor of Lagos State Represented
by Mrs. Bimbola Salu-Hundeyin, Secretary to the
State Government (SSG) of Lagos State.



The meeting focused on the opening of the Africa Gaming Expo 2026 in Lagos, with Mrs. Bimbo Bimbola Salu-Hundeyin, Secretary to the State Government (SSG) of Lagos State, representing Governor Babajide Sanwo-Olu.

She emphasized Lagos State's commitment to fostering a transparent and innovation-driven gaming ecosystem through the Lagos State Lotteries and Gaming Authority.



5. Gamifying African Sports for Global market: Presentation by Mark Pace.

Mark Pace, President of the International Gaming Standards Association (IGSA), delivered a presentation on "Africa Rising: Building a Global Powerhouse through Effective Regulation and Compliance" at the AGE conference.

He highlighted the need for clear, efficient, and harmonized regulatory frameworks across Africa to unlock the continent's economic potential in the gaming industry. Pace emphasized the importance of leveraging existing standards and best practices, particularly in technical requirements, to facilitate international investment and reduce regulatory fragmentation. He also stressed the necessity of strong compliance and enforcement frameworks to support industry growth.

Pace discussed how strong regulatory frameworks attract international companies and investors by reducing risk and creating clear guidelines. He shared Georgia's success story of implementing regulations that led to a tripling of the gaming industry.





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6. African Gaming Women's Leadership Panel



This session focused on regulatory compliance and women's leadership in the gaming industry in Africa.

The panelist includes Annalisa Emilia-Samuels who moderated the session and Agatha Wanjugu, Pierrette Mendy, Bukola Akinade, Jolade Adeoye and Ondella Vundisa as panelist.

Each panelist shared her journey into the gaming industry and discussed her leadership strengths, emphasizing the importance of building networks, positioning oneself as a brand, and finding gaps to fill in the industry. The conversation highlighted the collaborative nature of the gaming community in Africa and the growing role of women in leadership positions.

Agatha shared her journey from entering the gaming industry without prior knowledge to becoming a regulator at the Gambia Tourism Board, emphasizing the importance of compliance and enforcement of laws in the gaming sector.

The panelists discussed their experiences, leadership styles, and superpowers, highlighting the unique strengths women bring to the industry, such as nurturing, building, and creating opportunities.



7. Esports as a Driver for Education, Entertainment & Youth Inclusion



This panel discussion focused on the esports ecosystem in Africa, particularly in Nigeria.

The panelist includes Yahaya Maikori who moderated the session and Mags Byrne, Michele Magro, Kunmi Adenipebi, Peter Mshikilwa, Ignat Bobrovich as panelist.

Participants discussed the challenges and opportunities within the industry, including the need for greater awareness and infrastructure support.

They highlighted the potential for esports to provide career pathways and educational benefits for African youth, beyond just gaming. The panelists emphasized the importance of developing a structured legal framework and engaging stakeholders, including government, private sector, educators, and esports leaders, to ensure the growth and success of esports in Africa.

The discussion also touched on risks associated with esports, such as cyberbullying and mental health issues, and the need for education and protection measures.



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