

Sandton Convention Centre
South Africa
24-25 October 2018



It's time.



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MERKUR
GAMING

Innovation is our tradition.

(diverse)

Meet us at booth no. 200

ICE
AFRICA
Meet us at booth no. 200



Diverse portfolio of sports betting, own casinos, game design teams and online gaming.



“It’s time.



Whilst the scale of ICE Africa will not be the same as ICE London, we will be bringing the same level of commitment, thinking, creativity and professionalism that has made ICE London the world’s favourite and most international gaming expo.

ICE Africa will be an event where the industry can meet, network, see the very latest gaming innovations and share best practice and progress in a strategic and sustainable manner. The ICE Africa team is working with our stakeholders in order to deliver on our pledge to create a world class business event for the continent.

Kate

Kate Chambers, Managing Director, **Clarion Gaming**



Sandton Convention Centre
South Africa
24-25 October 2018



It's time to get ahead of the game.

Setting the scene for the African gambling industry: Sandton, South Africa. Taking place in Africa's most regulated jurisdiction, ICE Africa brings together operators, suppliers, and regulators from gaming markets across the continent. An event for and by key players in the industry, ICE Africa combines the brand excellence of ICE with the entrepreneurial spirit which defines Africa.

Opportunity is the name of the game: network with investors and stakeholders to sustain the boom in African gaming. Seize the opportunity to meet with peers from established and burgeoning markets. Immerse your business in the true potential of the African gaming industry. Uncover new products and services to give you a competitive edge. Influence and innovate.

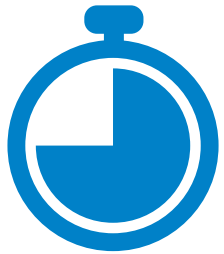
It's time to join the community. Register for ICE Africa today.

Join the community of industry leaders, participate in ICE Africa 2018 by clicking here.



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Three streams to thrive.



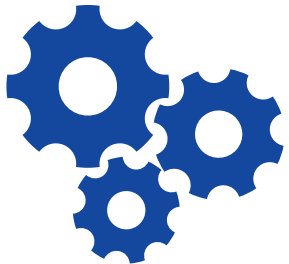
advanceAFRICA

Advance the market, broaden your horizons, and discuss the opportunity presented by African gaming with peers, investors, and regulators that embody the industry. advanceAFRICA makes time for quality brainstorming on how the future of the African market can be shaped to allow for sustainable growth of the industry.



microscopeAFRICA

Put African innovation under the microscope. Using case studies from across the continent, this stream presents a series of workshops looking at different facets of the industry. Deep-dive into: the customer journey, marketing, the move from retail to online, building a sustainable start up, among others. Inherently practical, microscopeAFRICA creates a space for learning and lesson sharing from expert speakers and panellists representing the African gambling industry at large.



networkAFRICA

Network with leaders, innovators, and peers. Explore the exhibition floor to see the latest products and innovations on offer; put a face to the name of the African gaming industry. networkAFRICA consists of a series of facilitated networking breaks, unique HIVE sessions for funding and investment, and roundtables to forge new connections with colleagues from across the continent.



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Summary - Day One

For more information click [HERE](#)



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09:30	Networking & Show Opens - Welcome remarks from Chair	
10:00	Where we are and where we want to be: the 5 year plan for African regulation	
11:00	Networking Break	
11:30	Need to Know: European Operators entering the African market	Contextualising social media campaigns to African markets
11:55		How African Hotel & Gaming Industries can deploy AI powered assistants to increase customer engagement
12:20	Lunch & Networking	
14:00	Keeping regulation current: staying on top of technological advancement	
14:50	Networking break	
15:15	Protecting the Integrity of Local Leagues	The ultimate retail experience: Integrated Resort Casinos
15:55	Sustainable Start Ups: How to position yourself for acquisition	The move from retail to online: a case study
16:35	Close of day one - Networking Drinks	



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Summary - Day Two

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09:00			Breakfast Hive: Funding & Investment
10:00	Networking & Opening Remarks from Chair		
10:30	Harnessing the entrepreneurial African Spirit: Overcoming Challenges and Identifying Opportunity		
11:15	Networking Break		
11:45		The future of lottery in Africa	Regulation Hive: Botswana, Ghana, Malawi, Mozambique, Nigeria, Rwanda, South Africa, Uganda
12:05		An untapped resource: Affiliate marketing for the African operator	
12:30	Lunch & Networking Break		
13:30	Getting involved: the UN Compact and Corporate Sustainability	Approaching the African Ecosystem: enhancing mobile payment solutions	
14:15		Seizing Opportunity: optimise your offering to take advantage of rise of mobile in-play betting	
14:45	Blockchain in Africa: A pipe dream or dream-come-true?		
15:40	Using the economic impact of regulation to boost public perceptions of gambling		
16:30	Close of day two - Networking Drinks		

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It's time to learn.

Key speakers



Robert Brassai
Principal Consultant and Owner
Sense4Gaming



Susan O'Leary
Chief Executive
Alderney eGambling



Shola Akinlade
Cofounder and CEO
Paystack



Tyrone Dobbin
Cofounder and Managing Director,
Sporting Bet South Africa



André Wilsenach
Executive Director
**International Center for
Gaming Regulation UNLV**



H.R.T Ali
Former Chairman
Ghana Gaming Commission



Jason Foster
Head of iGaming and African Markets
Chalkline Sports

For full speaker list, click [HERE](#)



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It's time to explore solutions.

ICE Africa brings international and domestic suppliers together. Explore our list of proud sponsors presenting solutions to the African market.



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Stand: 801



Amelco
Stand: tbc



Arcade Online
Stand: 1309



Betgenius
Stand: 706



betomall
Stand: 1209



betradar
Stand: 1405



Cash Support
Stand: 209



Custom
Stand: 903



Digitain
Stand: 400



EMD Advisory Services
Stand: 810



Gambee
Stand: 610



Gamble Beast
Stand: 705



Good Gaming
Stand: 1206



HoGaming
Stand: 604



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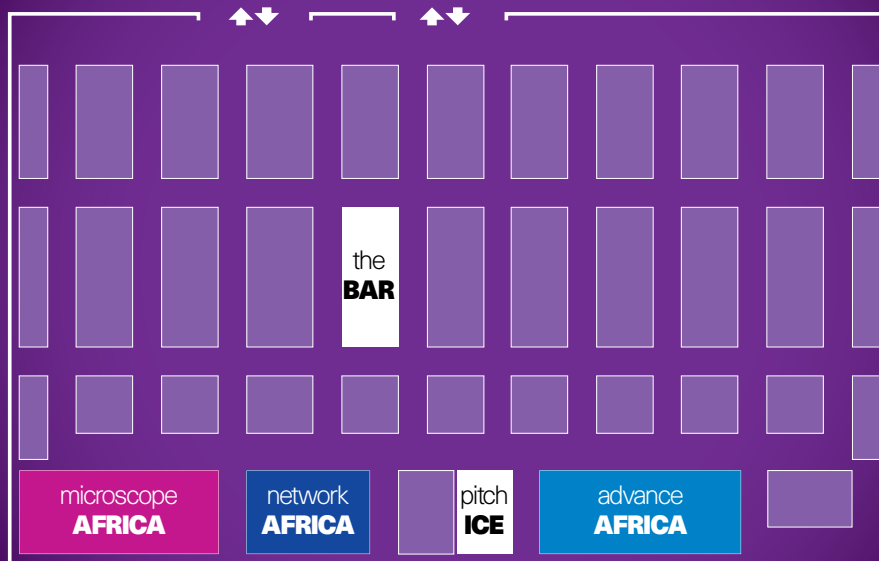


ZynlePay
Stand: 1402

It's time to meet.

Floorplan

Showcase Area Layout



SANDTON
CONVENTION CENTRE



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It's time to join in.

Networking Opportunities

Invaluable networking opportunities to make a difference to your bottom line.

Dive into the social side of the gaming community, learn informally. Speak directly to stakeholders in the industry, build relationships and grow your business. Expect a spirited atmosphere and VIP treatment during dedicated networking sessions at ICE Africa.

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Day One, 24 October

Wednesday 10:00 - 12:20



What to look forward to at ICE Africa 2018

ICE Africa will bring the Gaming Community a plethora of engaging content from thought leadership to training, with the industry's most influential and reputable stakeholders. Dive into Africa's most relevant Gaming topics.

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10:00

Where we are and where we want to be: the 5 year plan for African regulation

What's the feasibility of pan-African regulation? What are the pros and cons to regulating online gambling now – and what would this look like? How can we draw on our strengths as African regulators to lead the gambling industry into the future? What do current marketing trends in African gambling indicate with regards to the future of regulation? With panel members representing an emerging jurisdiction, a developed African region, and a fully matured market, this session will examine where Africa stands in the present and the opportunity held in the African future.

Moderator: H.R.T. Ali, Former Chairman, **Ghana Gaming Commission**

Yahaya Maikori, Senior Partner, **Law Allianz**

Emmanuel Siisi Quainoo, Former Chairman/Consultant, **Gaming Regulators Africa Forum, HSS Logistics**

Gerald Gouriet, Barrister Q.C., **Francis Taylor Building**

Thulisizwe Johnson, Chief Executive, **Botswana Gambling Authority**

Edward Lalumbe, Chief Operating Officer, **Gauteng Gambling Board**

11:00

Networking break

11:30

What the European Operator needs to know when entering the African market

- Looking at African infrastructure
- Acquiring a license
- Platform flexibility & adapting your products to the African market

Moderator: Yahaya Maikori, Senior Partner, **Law Allianz**

Susan O'Leary, Chief Executive, **Alderney eGambling**

Garron Whitesman, Partner, **Whitesman Lurie Attorneys**

Wayne Lurie, Partner, **Whitesman Lurie Attorneys**

Jeff Halloran, Managing Director, **Sahara Games**

12:20

Lunch break

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Day One, 24 October

Wednesday 14:00 - 16:35



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14:00

Keeping Regulation Current: Staying on Top of Technological Advancement

While technology presents huge potential in revolutionising the gaming industry, it also acts as a roadblock to regulators. African lawmakers have been subject to criticism for failing to keep regulation for land based games relevant to products on the market. Meanwhile, online gaming is sparsely regulated.

This session will look at technological advancements in gaming, discuss how to effectively regulate and stay ahead of trends, and examine how the operator/regulator dynamic can be used to everyone's advantage; all with the ultimate goal of creating relevant, current regulation.

Moderator: John Kamara, Director, **Global Gaming Company**

Tyrone Dobbin, Co-Founder and Managing Director, **Sporting Bet South Africa**

Master Maliro, Chairperson, Education and Training Sub-Committee, **Gaming Regulators Africa Forum**

André Wilsenach, Executive Director, International Center for Gaming Regulation, **University of Nevada, Las Vegas**

Devon Dalbock, General Manager South Africa, **GLI**

14:50

Networking break

15:15

Protecting Integrity of Local Leagues

Sports betting dominates the African market – but where do leagues sit in protecting the integrity of their sport?

Join this panel discussion appraising where Africa is now with regards to sports integrity, what measures need to be put in place, and how local teams can contribute to this movement.

Moderator: Ade Adefeko, Consummate Commercial Diplomat, **Olam International, Nigeria**

Denis Kikonyogo, Chairman, **Uganda Sports Betting Association**

Shehu Dikkio, Vice Chairman, **Nigerian Football Federation**

15:55

Sustainable Start-Ups: How to position yourself for acquisition

With entrepreneurs looking to capitalise on the booming African gambling economy, start-ups are emerging at an unprecedented rate. The question: how do start-ups position themselves for acquisition down the line?

- How much capital is enough?
- What your books should look like: how much should be spent on marketing, infrastructure needs, and product development.
- What do acquirers look for in an “investible” company?
- How to remain competitive and build on market share

Moderator: Amne Suedi, Principal, **Shikana Law Group**

Dolan Beuthin, CEO, **BestBet360**

Jason Foster, Head of iGaming, **Chalkline Sports**

Cuan Chelin, Founder/CEO, **Super-Brands Group**

16:35

Close of day one - Networking Drinks



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Day One, 24 October

Wednesday 11:30 - 16:35



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11:30

Contextualising social media campaigns to African markets

Using contextualised examples of successful social media campaigns, Regional Network Coordinator and African media expert at Grey Media, Dele Odugbemi, talks delegates through the importance of differentiating between the different African markets when launching social media marketing.

Dele Odugbemi, Regional Network Coordinator, **Grey Media**

11:55

How African Hotel & Gaming Industries can deploy AI powered assistants to increase customer engagement

Dr. Nick Bradshaw, Director, **Conversational Commerce Pty. Ltd.**

12:20

Lunch break

15:15

The ultimate retail experience: Integrated Resort Casinos

Globally, millennials are not warming to slots as previous generations have done, citing shopping and socialising as key components of the casino experience. Coupled with Africa's youthful population and burgeoning middle class, operators are presented with a unique opportunity to engage with a new market of customers.

- Keep punters engaged through on-premise mobile promotion and personalised retention marketing;
- What marketing strategies can be deployed to create the ultimate gambling experience? What should customers see, hear, and feel, to excite their senses?
- What can be learnt from Las Vegas and Macau as case studies on the Integrated Resort Casino?

Thabo Mosololi, Chief Operating Officer, **Sun International**

Robert Brassai, Principle Consultant and Owner, **Sense4Gaming**

Petro Magos, CEO, **Magos Media**

15:55 -
16:35

The move from retail to online: a case study

Operators are increasingly looking to capitalise on the mobile market: but what are the mechanics around how this is actually done? Drawing on the experience of domestic and international operators, this session will delve into:

- Building your own sportsbook platform: what are the pros and cons to this approach?
- Moving your retail marketing into an online space
- Lessons learnt from the transition from retail to online

Moderator: John Kamara, Director, **Global Gaming Company**

William Reyneke, Operations and Marketing Director, **G-Bets**

Adekunle Adeniji, Co-Founder, **BetKing Nigeria**

Shahar Attias, CEO, **Hybrid Interaction Ltd.**

Alessandro Fried, Chairman, **BtoBet**

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Day Two, 25 October

Thursday 10:30 - 16:30



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10:30

Harnessing the Entrepreneurial African Spirit: Overcoming Challenges and Identifying Opportunity

One of England's leading women footballers, keynote speaker Eniola Aluko, delivers an empowering address on her experience in revealing ingrained and often officially denied racism within the England team coaching set up, and serious problems within the wider FA. Drawing on her experience as a qualified entertainment lawyer, Aluko will inspire operators and regulators alike to overcome challenges presented by the African gambling market and harness the opportunity to grow Africa's gaming economy.

11:15

Networking break

13:30

Getting involved: the UN Global Compact and Corporate Sustainability

With contributions from UN Global Compact Managers from across Africa, this session will look at how the gambling sector can adapt UNGC best practice and contribute to their country's sustainable development goals.

Kwesi Boateng Assumeng, Head of Programmes Unit, **Ghana Anti-Corruption Coalition**

14:15

Networking break

14:45

Blockchain in Africa: A pipe dream or dream come true?

While some say the African industry is well suited to the Blockchain concept due to the issues it solves around payment gateways and empowering the African mobile-money user, other say fundamental issues around how to regulate and lack of education warrant Blockchain infeasible in the African market.

Blockchain in Africa will debate the pros and cons of introducing this technology to the African market, looking at how Blockchain can amplify some of the mobile payment solutions already offered by suppliers, and discussing the cons of adopting Blockchain to the gambling market and accepting crypto currencies.

Moderator: Harmen Brennikmeijer, Managing Partner, **Dynamic Partners International Ltd**

Athanasios-Thanos Marinos, CEO, **Entergaming Platform**

Evan Maslennikov, Chief Executive Officer, **RunCPA**

15:40-

Using the economic impact of regulation to boost public perceptions of gambling

Well-formed, thought-out gambling regulation provides a unique opportunity for countries to attract foreign investment, thereby bringing more jobs into your jurisdiction, positively impacting the community and ultimately, boosting GDP. This session will look at:

- Using positive economic growth for PR to improve public perceptions of gambling;
- Promoting gaming as a profession, drawing from examples in Malta;
- The importance of transparency in regulation, learning from Greece's privatisation of OPAP and the UKGC's maximum stake betting on FOBTs, and how this impacts public perception.

Moderator: John Kamara, Director, **Global Gaming Company**

Randy Haynes, Director & Consultant, **Randy Haynes Associates**

Athanasios-Thanos Marinos, CEO, **Entergaming Platform**

16:30

Close of day two - Networking Drinks

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Day Two, 25 October

Thursday 11:45 - 14:45



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11:45	<p>The future of Lottery in Africa</p> <p>Often overshadowed by sportsbetting, Lottery's potential and value within the African market is not to be overlooked. This session will discuss the valuation of African lottery, hot spots where lottery has taken hold, how to make lottery mobile, all using case studies to demonstrate the potential in this often overlooked area of African gaming.</p> <p>Moderator: John Kamara, Director, Global Gaming Company Felix Mukaxe, Gaming Inspector, Mozambique Gambling Board Mr. Tony Smith, Chief Executive Officer, Oxygen8 South Africa</p>
12:05	<p>An untapped resource: Affiliate marketing for the African operator</p> <ul style="list-style-type: none">• What is affiliate marketing?• How European operators have capitalised on this, and how this can be replicated in Africa.• Using Affiliate marketing data to hone in on target audience <p>Moderator: Sarafina Wolde-Gabriel, Vice President of Strategy, Income Access Martin Sack, Group Manager: Online Business Development, Sun International Dev Karia, Managing Director, Cheki Odds Kenya Mark McGuinness, Chief Marketing Officer, Olimp Bookmakers (BetOlimp) Dennis Muigai, Communications Director, Lotto & Lotto Foundation</p>
12:30	Lunch break
13:30	<p>Approaching the African ecosystem: enhancing mobile payment solutions</p> <p>What do operators working within the African market need from mobile payment suppliers? How can products be optimised to maintain a competitive edge?</p> <p>Moderator: John Kamara, Director, Global Gaming Company Sudeep Dalamal Ramnani, CEO, SportyBet Shola Akinlade, Co-founder and CEO, Paystack Representative, Flutterwave</p>
14:15 - 14:45	<p>Seizing Opportunity: optimise your offering to take advantage of rise of mobile in-play betting</p> <p>With sports betting presenting a huge opportunity to operators, this session will dig into how operators can offer the highest quality in-play experience to punters through:</p> <ul style="list-style-type: none">• A diversified portfolio of in-play sports betting;• Excellent graphics;• And accurate real-time stats for punters. <p>And how all of the above can be used as the ultimate marketing tool to attract and retain a new player base.</p> <p>Moderator: Lekan Saka, Chairman/CEO, BetColony Dolan Beuthin, CEO, BestBet360 • Ifeanyi Osode, Chief Operating Officer, Fortunebets Limited Chinedu Oguike, CEO, Playwin International Limited • Scott Canny, CEO, BET.co.za</p>

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Day Two, 25 October

Thursday 09:00 - 14:45



networkAFRICA

ICE Africa's unique Hive sessions offer opportunities to meet with colleagues in an immersive environment with no pre-defined agenda. The sessions will open with facilitated networking, allowing for informal Q&A sessions with industry leaders working in Africa.

09:00-10:00	Breakfast Hive: Funding & Investment Investors looking to back operators expanding into the African market, retail operators looking to modernise their offering by partnering with an online operator, look no further.
11:45-12:30	Regulation Hive ICE Africa's Regulation Hive provides a unique opportunity for operators to speak with regulators on how to acquire a license, increased collaboration, and learn more about expanding into other African jurisdictions. Felix Mukaxe , Gaming Inspector, Mozambique Gambling Board H.R.T. Ali , Former Chairman, Ghana Gaming Commission Emmanuel Sisi Quainoo , Former Chairman/Consultant, Gaming Regulators Africa Forum, HSS Logistics Thulisizwe Johnson , Chief Executive, Botswana Gambling Authority Potlako Mawande , Chief Operating Officer, Botswana Gambling Authority James Mpiirwe , Board Secretary, Uganda Regulatory Authority Jean Claude Mushimire , Service Industry Development Policy Officer, Ministry of Trade (Rwanda) Master Maliro , Chairperson, Education and Training Sub-Committee, GRAF and CEO, Malawi Gambling Board Edward Lalumbe , Chief Operating Officer, Gauteng Gambling Board



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The Totally Gaming Academy (TGA), international gaming's leading training and personal development provider, has confirmed the schedule of content it will be bringing to October's inaugural ICE Africa (24-25 October, Sandton Convention Centre, South Africa), including the addition of two new programmes designed for the market. Totally Gaming Academy is a world leader in its field and in the last 12 months has delivered training to over 1,500 gaming professionals across 25 countries.

ICE Africa will comprise an extensive learning agenda, world class training and staff development modules, products and services from leading gaming brands and extensive networking opportunities. Supporting partners for ICE Africa include, the South African Bookmakers' Association, the Western Cape Bookmakers Association, the Industry Group for Responsible Gambling and the European Casino Association.

Committee Rooms, Level 4, Sandton Convention Centre

Lucien Wijsman \$1,000 • Committee Room 3

What does a game **COST** and what does a game **DO**?

Communicating minimum and maximum bet and communicating volatility of games

Day One

SECTION ONE: Introduction statements and player profiles

THE Gaming Customer does not exist.

- Customers visit casinos, bingo halls and/or street operations for different reasons (they have different motivations) and they have different expectations (in all areas of the extended marketing mix for the services industry).
- Identifying different categories of gaming customers and understanding their motivations and expectations is the starting point for any gaming location. If gaming locations don't know what customers expect, how can they exceed expectations?

SECTION TWO: The P of Price

- Credit value, denomination, entry bet, cost to cover, easy bet, forced bet - what is the minimum cost of a game and why is this so very relevant?
- *WHAT DOES IT COST* is probably the first question a player needs answered (*WHAT DOES IT DO* being the second). This applies to the minimum bet, as well as to the maximum bet (especially on machines with max-bet progressive prizes). Casinos are not good in communicating this very important piece of information to players.

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Day Two

SECTION ONE: The P of Price (continued)

- How do you create a casino floor based on cost to cover (rather than credit values)? We'll explore some examples from around the world.

SECTION TWO: The P of Product

- Different player profiles have different expectations of games; some like it smooth, some like it wild.
- What makes a game 'smooth' or 'wild' and how do you communicate this to players? During these sessions volatility and hit frequency will be explained and we'll also examine some examples from casinos which communicate the volatility of games to the player.



The aim of this course is to provide regulators with the latest best practices in reso audit function. It will also provide industry representatives with an understanding of what can be expected during a regulatory casino audit.

The course focuses largely on four components:

- Casino management systems
- Planning and execution of a regulatory audit
- Analysing casino data and information gathered during a regulatory audit
- The casino internal audit function

UNLV

Delivered and accredited by UNLV

Day One - Monday 22 October

- Welcome, introductions, and course objectives
- Casino management systems/financial accounting
- Planning a regulatory audit and assessing risk
- Casino internal controls



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Day Two - Tuesday 23 October

- Analysing casino cage operations
- Credit play and collections
- Analysing casino financial statements
- Analysing table games performance

Day Three - Wednesday 24 October

- Analysing slot machine performance
- Casino internal audit function
- Course evaluations
- Certificate presentation



The role of non-gaming personnel in land-based casinos is many times overlooked whilst management focuses on money-making activities.

The employees who work in your bars, restaurants, front desk, loyalty club, security, etc. form an integral and important part of the customer journey. They also need to be trained on the principles of life in a casino.

This one-day course aims to train your team on the basic working functions of a casino, the reasons for why things work the way they do, how procedures and processes need to be respected for the common benefit of all, what makes casino patrons tick, and how best to provide them with the services they deserve.

Robert Brassai \$650 • Committee Room 1

Day One - Monday 22 October

SECTION ONE: Introduction to Casinos

- What sets gaming apart from other hospitality disciplines?
- The general working order of a casino
- Casino departments and the way they collaborate
- Casino language

SECTION TWO: The Casino Customer

- Why are they special?
- The mind of a gambler
- Different player segments and their habits
- Servicing casino players
- Customers' special needs
- Unusual situations you might have to handle

SECTION THREE: Introduction to Casino Procedures

- Timeliness
- Discipline
- Money handling
- Information sharing
- The role of casino surveillance



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