



**THE EUROPEAN  
LOTTERIES**

FOR THE BENEFIT OF SOCIETY

# The Programme



EL INDUSTRY DAYS

## LOTTERIES *BRIDGING* CONTINENTS

JUNE 7-10, 2026 | MARRAKECH

HOSTED BY



SUPPORTED BY



LEVEL I PARTNERS



LEVEL II PARTNER



Seminar Venue : Es Saadi Palace, Marrakech (Rue Ibrahim El Mazini – Hivernage)



# Arrival and welcome

Sunday, June 7, 2026

Es Saadi Palace, Marrakech (Rue Ibrahim El Mazini – Hivernage)

Arrival of the participants (transfer will be organised)

12.00–15.00 **Various meetings**

15.00–20.00 **Registration desks open**

Hall of room Jean Bauchet – Es Saadi Palace – Ground Floor

17.30–20.00 **Welcome cocktail reception**

Es Saadi Palace (Cour des Lions – 3<sup>rd</sup> floor)

**Hosted by The European Lotteries (EL)**

# Day 1 AM

## Bridging Perspectives

Monday, June 8, 2026

Es Saadi Palace, Plenary room Jean Bauchet (Ground floor)

08.00 **Registration desks open**

Hall of room Jean Bauchet – Es Saadi Palace – Ground Floor

09.00–09.30 **Opening of the Industry Days 2026**

Introduction & overview of programme

Asha SUMPETH, Moderator

### Opening words

- Hatim SEFFAR, Chairman & CEO, Société de Gestion de la Loterie Nationale (SGLN)
- Romana GIRANDON, EL President
- Dramane COULIBALY, ALA President

## Programme

# Day 1 AM

## Bridging Perspectives

Monday, June 8, 2026

Es Saadi Palace, Plenary room Jean Bauchet (Ground floor)

### BLOCK A – Bridging Continents

- 09.30–09.45 **Welcome Address**
- 09.45–10.30 **KEYNOTE – Unlocking human potential to drive positive impact**  
Jim STEELE – Founder of The Holistic Performance Lab, Author of 'Unashamedly Superhuman'
- 10.30–11.00 **Coffee break & networking | Hall of Jean Bauchet**

### BLOCK B – Digitalisation of Retail

- 11.00–11.30 **Digitalisation of Retail – Best Practices from Lotteries**  
Roger SOLEIM, EVP and Chief Commercial Officer, Norsk Tipping, Norway  
Majda RABAH, Marketing Director, Société de Gestion de la Loterie Nationale, Morocco
- 11.30–12.10 **Strategies for growth in Europe & Africa**  
Panel discussion moderated by Ray BATES, EL Honorary President
- 12.10–12.55 **Partner Presentation : Brightstar Lottery (Level I Partner)**

LEVEL I PARTNERS

LEVEL II PARTNER

## Programme

# Day 1 PM

## Bridging Perspectives

Monday, June 8, 2026

Es Saadi Palace, Plenary room Jean Bauchet (Ground floor)

### BLOCK C – Protecting the Lottery Ecosystem from Illegal Gambling

- 14.15–14.25 **Introduction words**  
Piet VAN BAEVEGHEM, EL Secretary General
- 14.25–15.10 **KEYNOTE**  
Peter SZYSZKO, CEO and Founder, White Bullet, UK
- 15.10–15.55 **The fight against illegal gaming as a significant and growing issue in Africa and Europe**  
(Speakers TBC)
- 15.55–16.35 **Panel on illegal gaming**  
Moderated by Iva ZORKO, EL Senior Policy Officer
- 16.35–16.45 **Closing remarks**  
Asha SUMPETH, Moderator

Evening: EL Level I & II Partners Dinner – Practical details to follow

LEVEL I PARTNERS

LEVEL II PARTNER

## Programme

# Day 2 AM

## Innovating Responsibly

Tuesday, June 9, 2026

Es Saadi Palace, Plenary room Jean Bauchet (Ground floor)

- 08.00 **Registration desks open**  
Hall of room Jean Bauchet – Es Saadi Palace – Ground Floor
- 09.00–09.05 **Welcome to Day 2**  
Introduction & overview of programme  
Asha SUMPETH, Moderator
- 09.05–09.50 **KEYNOTE – From Innovation to impact: How collective intelligence is shaping the future**  
Geoff MULGAN CBE, Professor of Collective Intelligence, Public Policy and Social Innovation at University College London
- BLOCK D – Innovation with Purpose: Technology Shaping the Future of Lotteries**
- 09.50–10.35 **Innovation Best practices**  
Best practices from lotteries on Mobile Technologies, Blockchain, Payment Instruments – speakers tbc
- 10.35–11.20 **Partner Presentation : Scientific Games (Level I Partner)**
- 11.20–11.50 **Coffee break & networking | Hall of Jean Bauchet**

LEVEL I PARTNERS

  
**BRIGHTSTAR**

  
**SCIENTIFIC GAMES**

LEVEL II PARTNER

  
**ARISTOCRAT  
INTERACTIVE**

## Programme

# Day 2 AM

## Innovating Responsibly

Tuesday, June 9, 2026

Es Saadi Palace, Plenary room Jean Bauchet (Ground floor)

### BLOCK E – Raising the Bar in Responsible Gaming: the EL Standards update

- 11.50–12.20 **Inside the New EL Responsible Gaming Standards : Key Developments and Enhancements**  
Susanna SAIKKONEN, Chair and Arno NAGELSCHMIED, Member, Community of Experts on RG and Sustainability
- 12.20–13.00 **Raising the Bar: The Impact & Evolution of the EL RG Standards**  
Panel discussion moderated by Mélissa JACQUÉRIOZ, EL Senior Sustainability & Membership Officer with:  
Romana GIRANDON, EL President  
Sarah RAMANAUSKAS, Senior Partner, Audit and Research, Gambling Integrity
- 13.00–13.15 **Closing remarks**  
Asha SUMPETH, Moderator
- 13.15–14.15 **Lunch & networking | Bar Egyptien (ground floor)**

LEVEL I PARTNERS



LEVEL II PARTNER



## Programme

# Day 2 PM

## Innovating Responsibly

Tuesday, June 9, 2026

Es Saadi Palace, Plenary room Jean Bauchet (Ground floor)

### BLOCK F – Prediction markets – Interaction with the Lottery Ecosystem

- 14.15–15.00 **Can we Predict the Future of Prediction Markets? Trends, Key Figures & Strategic Shifts**  
Christian KALB, Managing Director, CK Consulting, France
- 15.00–15.30 **Partner Presentation : Aristocrat Interactive (Level II Partner)**
- 15.30–16.00 **RG Certificates Ceremony**
- 16.50–17.00 **Closing remarks**  
Asha SUMPUTH, Moderator

### Evening: Hosting Lottery Dinner

More details to follow

LEVEL I PARTNERS



LEVEL II PARTNER





## Programme

# Day 3

## EL General Assembly

Wednesday, June 10, 2026

Es Saadi Palace, Plenary room Jean Bauchet (Ground floor)

08.00-09.30	<b>Various meetings</b>
09.30-10.00	<b>Registration &amp; Documents</b>
10.00-12.30	<b>EL General Assembly</b>
12.30-14.00	<b>Departure Lunch</b>
Afternoon	<b>Departures</b>



LEVEL I PARTNERS



LEVEL II PARTNER

