



**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 – 3rd floor)

Hosted by The European Lotteries (EL)

LEVEL I PARTNERS


BRIGHTSTAR


SCIENTIFIC GAMES

LEVEL II PARTNER


**ARISTOCRAT
INTERACTIVE**

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

09.00–09.45 **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

BLOCK A – Bridging Continents

09.45–10.30 **KEYNOTE : Momentum Multiplier – 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**

LEVEL I PARTNERS



LEVEL II PARTNER



Programme

Day 1 AM

Bridging Perspectives

Monday, June 8, 2026

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

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
Roger SOLEIM, EVP and Chief Commercial Officer, Norsk Tipping, Norway
Majda RABAH, Marketing Director, Société de Gestion de la Loterie Nationale, Morocco
Richard DAWKINS, CEO Allwynn UK, United Kingdom
Cian MURPHY, Chief Executive Officer, National Lottery, Ireland
- 12.10–12.55 **Partner Presentation : Brightstar Lottery (Level I Partner)**
- 12.55–13.00 **Closing remarks**
Asha SUMPETH, Moderator
- 13.00–14.15 **Lunch & networking | Bar Egyptien (ground floor)**

LEVEL I PARTNERS

LEVEL II 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

14.15–14.20 **Introduction words**

Asha SUMPETH, Moderator

14.20–15.00 **KEYNOTE**

Peter SZYSZKO, CEO and Founder, White Bullet, UK

15.00–15.55 **The fight against illegal gaming as a significant and growing issue in Africa and Europe – Case Studies**

Jodi SCHOLTZ, National Lotteries Commission, Republic of South Africa
Mohammed ABDUL-SALAM, Director General, National Lottery Authority, Ghana
Mark WARRINGTON, Director of Legal and Regulatory Affairs, Flutter/Sisal Spa

15.55–16.35 **Panel on illegal gaming**

Moderated by Iva ZORKO, EL Senior Policy Officer with
Olli SAREKOSKI, CEO, Veikkaus Oy, Finland
Beata STELMACH, CEO, Totalizator Sportowy, Poland
Jean-Luc MONER-BANET, CEO, Loterie Romande, Switzerland

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**
- Raffaele FIORINI, Director Business Development Nederlandse Loterij
 - Florentin MASCARELL, Head of Innovation, LEIA
- 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



LEVEL II PARTNER



Programme

Day 2 AM

Innovating Responsibly

Tuesday, June 9, 2026

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

BLOCK E – 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 **The Impact & Evolution of the EL RG Standards**
Panel discussion moderated by Mélissa JACQUÉRIOZ, EL Senior Sustainability & Membership Officer with:
Romana GIRANDON, EL President
Alessandro PACIUCCI, CEO Lotto Italia & Lotterie Nazionali, Brightstar Lottery SpA, Italy
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)**

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Programme

Day 2 PM

Innovating Responsibly

Tuesday, June 9, 2026

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

BLOCK F - The Evolving Lottery Ecosystem: Threats and Opportunities

- 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 **Coffee break & networking | Hall of Jean Bauchet**
- 16:00-16:45 **Diversity and Integrity**
Raymon BLONDEL, President of the European Paralympic Committee, Netherlands
- 16.45-17:15 **RG Certificates Ceremony**
- 17:15-17:25 **Closing remarks**
Asha SUMPUATH, 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)

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|-------------|-------------------------------------|
| 08.00-09.30 | Various meetings |
| 09.30-10.00 | Registration & Documents |
| 10.00-12.30 | EL General Assembly |
| 12.30-14.00 | Departure Lunch |
| Afternoon | Departures |



LEVEL I PARTNERS



LEVEL II PARTNER

