



**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 (Lagon & Jardin – Ground floor)  
**Hosted by The European Lotteries (EL)**

LEVEL I PARTNERS



LEVEL II PARTNER



# 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, 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, Chief Commercial Officer, Norsk Tipping, Norway  
Majda RABAH, Marketing Director, Société de Gestion de la Loterie Nationale, Morocco  
Richard DAWKINS, Chief Executive Office, 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 Gaming

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 – Innovation, impact and intelligence in uncertain times'**  
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**
- AI for Lotteries: The First Era, and What Comes Next for LEIA,  
Florentin MASCARELL, Head of Innovation, LEIA
  - Move Fast, Stay Trusted: Responsible Innovation at Nederlandse Loterij,  
Raffaele FIORINI, Director Business Development Nederlandse Loterij
- 10.35–11.20 **Partner Presentation : Scientific Games (Level I Partner) – Lottery 2035: Build, Borrow... or Leapfrog?**  
Manal BENSALAH, Director, Lottery Strategy, International; Mattias BLOMQUIST, Director, Sales & Marketing; and Matthias MÜLLER, Senior Vice President, International Sales.
- 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)**

LEVEL I PARTNERS

  
**BRIGHTSTAR**

  
**SCIENTIFIC GAMES**

LEVEL II PARTNER

  
**ARISTOCRAT  
INTERACTIVE**

## 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) – The Next Era of Lottery Play – Built by Players, Powered by Trust**  
Aida BACHNER, Aristocrat Interactive Senior Director, EMEA and LATAM  
iLottery Business and Customer Development  
Chris SHABAN, Aristocrat Interactive iLottery Managing Director
- 15:30–16.00 **Coffee break & networking | Hall of Jean Bauchet**
- 16:00–16:45 **KEYNOTE – Building bridges in society; Paralympic sports as a major driver for societal change**  
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)

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

