



**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



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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

18.00-20.00 **Welcome cocktail reception**
Es Saadi Palace (Lagon & Jardin – Ground floor)
Hosted by The European Lotteries (EL)

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**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
 - Omar SKALLI, Secretary General, Association des Loteries d'Afrique (ALA)

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**

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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, Allwyn UK, United Kingdom
Cian MURPHY, Chief Executive Officer, National Lottery, Ireland
- 12.10–12.55 **Partner Presentation : Brightstar Lottery (Level I Partner) _ From Insights to Action: Crafting Digital-First Marketing Strategies**
Wendy MONTGOMERY, SVP, Global Lottery Marketing, Sales and Product Development, Brightstar Lottery
Giuseppina SCURIATTI, VP, Digital Experience and AI Projects, Brightstar Lottery
Annalisa SPANO, Senior Director, Global Market Insights, Brightstar Lottery
- 12.55–13.00 **Closing remarks**
Asha SUMPETH, Moderator
- 13.00–14.15 **Lunch & networking | Lagon & Jardin – Ground floor**

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Programme

Day 1 P.M

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

LEVEL I PARTNERS



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Programme

Day 1 Evening Social Programme

Bridging Perspectives

Monday, June 8, 2026

Nouba Restaurant Marrakech

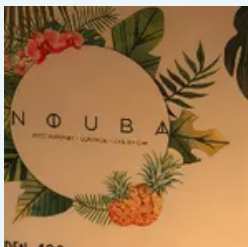
An Enchanting Evening at Nouba Hosted by Level I & II Parters

Step into the vibrant heart of Marrakesh for an unforgettable evening at Nouba Restaurant Marrakech. Join us for a night of delightful conversation, exquisite cuisine, and captivating entertainment. Immerse yourself in the rich flavors and cultural artistry that make Nouba a truly magical destination.

Venue: Nouba Restaurant Marrakech, Zone de l'agdal, Boulevard Mohamed VI, Marrakech

Dress code: Smart casual/dress to impress (elegant, smart casual attire required. Sportswear, flip flops and slides are not permitted)

Shuttle buses will be organised between the EL designated hotels and the evening venue. Buses will leave the hotels at 19.00 (first shuttle back from the venue at 22.00, then running in rotation).



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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



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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 | Lagon & Jardin – Ground floor**

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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

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Programme

Day 2 Evening Social Programme

Bridging Perspectives

Tuesday, June 9, 2026

Beldi Country Club

Hosting Lottery Dinner

Experience a spectacular closing dinner hosted by Société de Gestion de la Loterie Nationale, SGLN (Morocco).

Venue: Beldi Country Club, Km 6, Route de Barrage, "Cherifia" Marrakech

Dress code: Casual chic (flat shoes or low heels recommended)

Shuttle buses will be organised between the EL designated hotels and the evening venue. Buses will leave the hotels at 19.45 (first shuttle back from the venue at 22.30, then running in rotation).



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Programme

Day 3

EL General Assembly

Wednesday, June 10, 2026

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

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 Lagon & Jardin – Ground floor
Afternoon	Departures



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