



**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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**SCIENTIFIC GAMES**

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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**

LEVEL I PARTNERS



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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, Managing Director – Digital, 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**

LEVEL I PARTNERS

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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
- 15.00–15.15 **Regulating Lotteries in South Africa**  
Jodi SCHOLTZ, National Lotteries Commission, Republic of South Africa
- 15.15–15.30 **Illegal Gaming in Ghana**  
Mohammed ABDUL-SALAM, Director General, National Lottery Authority, Ghana
- 15.30–15.50 **Coffee break & networking | Hall of Jean Bauchet**
- 15.50–16.05 **Illegal Gaming expansion – Legal Perspective**  
Mark WARRINGTON, Director of Legal and Regulatory Affairs, Flutter/Sisal Spa
- 16.05–16.45 **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  
Philippe VLAEMMINCK, EL Legal Advisor, Partner, Vlaemminck.law, Belgium
- 16.45–16.50 **Closing remarks**  
Asha SUMPETH, Moderator

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## Programme

# Day 1 Evening Social Programme

## Bridging Perspectives

Monday, June 8, 2026

Nouba Restaurant Marrakech

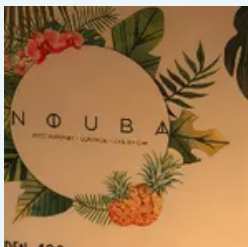
### An Enchanting Evening at Nouba Hosted by Level I & II Parters

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 shutte back from the venue at 22.00, then running in rotation).



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)

- 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 | Lagon & Jardin – 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) – 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
- 16.45–16:55 **Closing remarks**  
**Asha SUMPETH, Moderator**
- 16:55–17:25 **RG Certificates Ceremony**

LEVEL I PARTNERS



LEVEL II PARTNER



## 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	<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   Lagon &amp; Jardin – Ground floor</b>
Afternoon	<b>Departures</b>

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