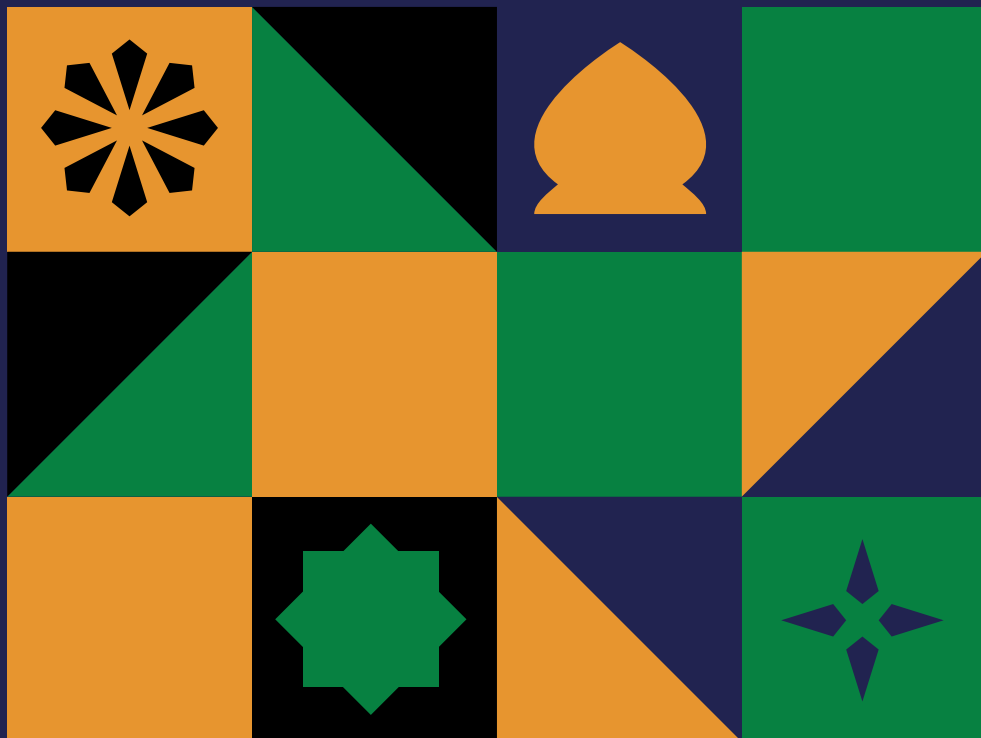


# OFFICIAL EVENT GUIDE

**SIGMA**  
**EURASIA**  
25-27.FEB.24 - DUBAI, UAE



**SiGMA**  
**ADVISORY**

# Selling or buying a business?

We have you covered!

The new SiGMA M&A Advisory

Find out more:



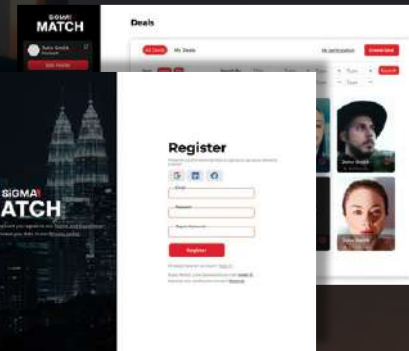
Contact us:

[zakaria.em@sigma.world](mailto:zakaria.em@sigma.world)

[marieke.j@sigma.world](mailto:marieke.j@sigma.world)



**SiGMA**  
**MATCH**



**THE FREE SiGMA  
NETWORKING TOOL**

📱 Available on **desktop + mobile**

🕒 Easy **5-minute** setup

★ Available throughout the **SiGMA Eurasia**

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# WELCOME TO SIGMA EURASIA 2024

**SIGMA has truly cemented itself as a global leader in iGaming; enjoying growth on all fronts.**

We're expanding rapidly, fuelled by a renewed vision for the company. 10 years on from that first show and our vision for the next decade is crystal clear. Moving forward we hope to create a safe and responsible environment for the gambling industry - with a single platform for education, regulation, innovation and entertainment.

The recent revamp of our website has brought us full circle, aligning our B2B and B2C initiatives on one platform. Alongside our B2B events calendar, new areas of focus include B2B News, B2C Media, B2C Arbitration (ADR), as well as a fresh look at charity-driven projects and opportunities through the SIGMA Foundation. We also branched into Venture Capital, launching a 20 MIL VC fund - Ikigai Ventures.

We also successfully launched inaugural events for SIGMA Africa, SIGMA Asia and SIGMA Americas in Kenya, Manila and São Paulo respectively, and celebrated several new acquisitions and partnerships - including the acquisition of Brazil

iGaming Summit and the addition of several affiliate licences across the US.

In addition to serving as an important platform for new business to take place, the events have also been instrumental in pushing sustainable, regulated gaming forward in these regions. Both Brazil and Dubai took significant next steps towards a regulated landscape following last year's SIGMA shows.

A recent investment in Affiliate World has also been significant for us. The partnership will allow us to align SIGMA and AW conferences in the same cities and within the same week. All operators coming to SIGMA will now have peace of mind knowing that they will be able to connect with another 5,000 super affiliates in the same city the event is taking place. This synergy will bring many of the world's top affiliates closer to the iGaming community and offer additional value to delegates.

*Enjoy the show,*

*Emmanuel Pulis*



# DAY 0 25th FEB agenda

## 13.00 - 17.00 Cultural activity

Embark on the ultimate luxury experience with our Yacht Tour Deluxe in Dubai. Unforgettable moments await on the azure waters of the Arabian Gulf. Set sail from Dubai Marina, cruise past JBR Beach and Blue Waters, marvel at Palm Atlantis and Burj Al Arab, then return to Dubai Marina.

*By invitation only. Premium & Platinum ticket holders.*

## 10.00 - 22.00 Pre registration & Drinks reception

Beat the crowds and collect your badge early. Registration desks are open from 10am till 10pm, while the networking drinks reception kicks off at 6pm.

**Location: Vista Lounge**  
*Open to all delegates*

## 17.00 - 19.00 Ikigai Retreat

The most exclusive of all events during AIBC Dubai, Ikigai Retreat is restricted to qualified investors, C-Levels of the most prominent companies in the industry, and portfolio companies of Ikigai Ventures. Keynote from Scott Stornetta.

**Location: Al Noor**  
*By invitation only.*

## 19.00 - 23.00 - AIBC UAE Emerging Tech Awards

**Location: Al Baraha Ballroom**  
*By invitation only. Platinum ticket holders.*

## 19.30 - 23.00 VIP Dinner

**Location: Karim Al Bahr**  
*By invitation only. Premium & Platinum ticket holders.*

# DAY 1 26th FEB agenda

## 09.00 - 18.00 Full day expo and Conference Location: Festival Arena

## 13.00 - 14.00 - AIBC Startup Pitch

## 18.00 - 20.00 - Networking Drinks Location: Vista Lounge - open to all delegates

## 19.00 - 23.00 SiGMA Awards Location: Al Baraha Ballroom *By invitation only. Premium & Platinum ticket holders.*

## 19.30 - 23.00 VIP Dinner Location: Zaytoun *By invitation only. Premium & Platinum ticket holders.*

## 19.30 - 23.00 - VIP Dinner Location: Belgian Beer Cafe *By invitation only. Premium & Platinum ticket holders.*

## 19.30 - 23.00 - VIP Dinner Location: Karim Al Bahr *By invitation only. Premium & Platinum ticket holders.*



# DAY 2 27th FEB agenda

## 09.00 - 18.00 - Full day expo and conference Location: Festival Arena

## 13.05 - 14.15 - SiGMA Startup Pitch

## 18.00 - 20.00 - Networking Drinks Location: Vista Lounge *Open to all delegates*

## 19.00 - 23.00 - Affiliate World Awards Location: Al Baraha

## 19.30 - 23.00 - VIP Dinner Location: Zaytoun *By invitation only. Platinum ticket holders.*

## 19.30 - 23.00 - VIP Dinner Location: Belgian Beer Cafe *By invitation only. Platinum ticket holders.*

## 19.30 - 23.00 - VIP Dinner Location: Karim Al Bahr *By invitation only. Platinum ticket holders.*

## 22.00 - 04.00 - UAE Closing Party *Open to all Platinum ticket holders.*



# SIGMA GAME ON!

THE UNMISSABLE SESSIONS ON OUR CONFERENCE AGENDA

## DAY 1 26th FEB 1 highlights

**09.00 - 10.00**

Regulation and AML in Mena

**10.00 - 13.10**

Gaming & Esports in Mena

**13.10 - 13.30**

Clash of Alliances: The Affiliate-Operator  
showdown

**13.30 - 16.00**

Digital Domination: Affiliate marketing

## DAY 2 27th FEB 2 highlights

**10.00 - 11.10**

Payment solutions

**11.10 - 13.05**

The magnetic power of influencer marketing

**13.05 - 14.15**

SIGMA startup Pitch

**14.35 - 15.14**

HR horizons: crafting a future of talent

# Agenda HIGHLIGHTS

## 26feb

**09.00 - 09.20**

UAE: Tech Frontier Hub

**11.15 - 13.00**

Investor's take on emergency tech

**13.04 - 14.10**

AIBC Startup Pitch

**14.10 - 15.55**

Cryptocurrencies & Digital Assets

**16.00 - 16.40**

Blockchain: Applications and use cases

## 27feb

**10.00 - 11.55**

Artificial Intelligence

**12.10 - 13.35**

WEB3 and sports

**13.35 - 14.20**

How to market your WEB3 project

**14.00 - 15.45**

Blokchain games ecosystem



## Your Financial Provider

Payment.Center is a global payment service provider, enabling merchants to **accept payments worldwide.**

Founded in 2014, we serve more than 500+ merchants across different industries with more than \$6B processed in annual volume.

- Card acquiring
- Crypto payments processing
- IBANs Issuance
- Crypto to Fiat large volume transfers

### Single integration

Access multiple payment channels to fuel your growth with a single seamless integration.

### Payments for any business

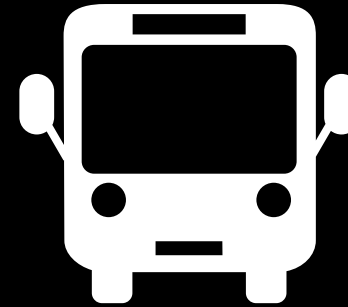
We work with a wide variety of industries with different risk profiles.

### Advanced anti-fraud system

Drive your transaction approval rate with a smart routing and cascading system while staying protected.



[www.payment.center](http://www.payment.center)



Shuttle Bus Service for the 26<sup>th</sup> and 27<sup>th</sup>:

### **2 SHUTTLE COACHES**

Leaving from Intercontinental Hotel  
**08.30 - 18.30**

### **1 SHUTTLE COACH**

Leaving from Holiday Inn Hotel  
**08.30 - 18.30**

# DINNER'S ON US!

## 25TH FEBRUARY

10.00 - 22.00

Pre registration & Drinks reception

Beat the crowds and collect your badge early.

Registration desks are open from 10am till 10pm, while the networking drinks reception kicks off at 6pm.

**Location: Vista Lounge**

*open to all delegates*

19.30 - 23.00 VIP Dinner

Location: Karim Al Bahr

**By invitation only**

*(Premium and Platinum ticket holders)*

## 26TH FEBRUARY

18.00 - 20.00 - Networking Drinks

**Location: Vista Lounge**

*open to all delegates*

19.30 - 23.00 - VIP Dinner

**Location: Zaytoun**

*By invitation only (Premium and Platinum ticket holders)*

19.30 - 23.00 - VIP Dinner

**Location: Belgian Beer Cafe**

*By invitation only (Premium and Platinum ticket holders)*

19.30 - 23.00 - VIP Dinner

**Location: Karim Al Bahr**

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*By invitation only (Premium and Platinum ticket holders)*

19.30 - 23.00 - VIP Dinner

**Location: Belgian Beer Cafe**

*By invitation only (Premium and Platinum ticket holders)*

19.30 - 23.00 - VIP Dinner

**Location: Karim Al Bahr**

*By invitation only (Premium and Platinum ticket holders)*



If you're a premium or platinum ticket holder then you're in for a treat. Make sure you don't miss out on the VIP iGathering dinners taking place during SIGMA Eurasia - RSVP to your email invitation to secure your seat at the table. With no-expense spared and an exclusive top tier crowd, the SIGMA iGathering is your go-to evening event this week.

**Wondering which dinner you're signed up for? Scan the QR code on your badge to view your personal SIGMA Eurasia agenda.**

### Karim Al Bahr

Location: InterContinental Dubai Festival City (Promenade Level)



Karim Al Bahr boasts a luxurious seaside setting, with an outdoor terrace. Renowned for its fresh seafood selection and Middle Eastern delicacies, the restaurant blends exquisite flavours with impeccable service - offering a culinary journey through authentic Lebanese flavours.

### Vista Lounge

Location: InterContinental Dubai Festival City (Lobby level)



Soak up the Vista Lounge's vibrant atmosphere. With a large outdoor terrace offering premium 180° views over the creek, enjoy its bespoke collection of beverages and flavours, accompanied by an international à la carte selection.

### Zaytoun

Location: Crowne Plaza Dubai Festival City (Level 5)



Mediterranean by day, Arabian by night. Accompanied by panoramic views over the creek to bustling downtown Dubai, relish in a Mediterranean selection of dishes by day and the flare of authentic Arabian cuisine under the stars by night.

### Belgian Beer Cafe

Location: Crowne Plaza Dubai Festival City (Lobby Level)



Embrace the essence of Brussels in the heart of Dubai with a vintage style two-floor wooden decor and a generous outside terrace overlooking the city skyline. A Belgian experience would not be complete without the finest of pub grub - including a selection of premium mussel dishes and the best burgers in town.



# SIGMA EURASIA: WHAT TO EXPECT

**2023 was an incredible year for the SiGMA Group, with an unprecedented wave of growth, innovation, and exciting developments that left the gaming and tech world buzzing with anticipation. As we shift into 2024 and towards 10 solid years in the industry, SiGMA is poised to redefine the landscape - bringing forth a world tour filled with global events, groundbreaking partnerships, and strategic acquisitions.**

For our fourth edition of SiGMA Eurasia we head back to Dubai, a global city of excellence that has become known for fostering an enviable environment for companies looking to grow their business. A trailblazer on many fronts when it comes to innovation in tech and boasting a vibrant fintech sector, the emirate is a great platform for technology venture capital, incubation, business development, and acceleration.

The UAE also stands on the brink of transformation in other sectors. The announcement of the establishment of the General Commercial Gaming Regulatory Authority (GCGRA) has proven a catalyst for a burst of activity in this lucrative arena as the UAE prepares to rewrite its narrative on gambling. How it navigates this shift will be on everyone's radar, making the country one of the most exciting places to be in terms of opportunities worth grabbing.

The SiGMA Group is not just embracing the future; we're shaping it. SiGMA Eurasia remains a must attend show on the events circuit, with the emirate an unchallenged stronghold for the future of the digital frontier. This year, SiGMA is pulling out all the stops to make sure SiGMA Eurasia is the largest gathering of tech and gaming enthusiasts ever, and we're doing it in style.

With partners like the Affiliate World, you can be sure that SiGMA is ready to take you on a thrilling journey around the world, delivering unparalleled insights, networking opportunities, and experiences that will leave you inspired and invigorated. Taking place in the same week and city as SiGMA Eurasia, you can catch the Affiliate World conference on the 27th and 28th of February.

SiGMA Eurasia isn't just an event; it's a powerhouse of opportunities. It's where the industry's brightest minds converge, and the guestlist reads like a who's who of the business world. Boasting over 7,000 sqm of exhibition space, the Festival Arena sits just off the Dubai Creek waterfront. This year the expo floor features a dedicated media lounge for media partners and influencers, a startup village, as well as the Ikigai Lounge for investors. And with two stages, whether you're looking to better understand the payments landscape or see startups that could become industry leaders, SiGMA Eurasia has you covered.

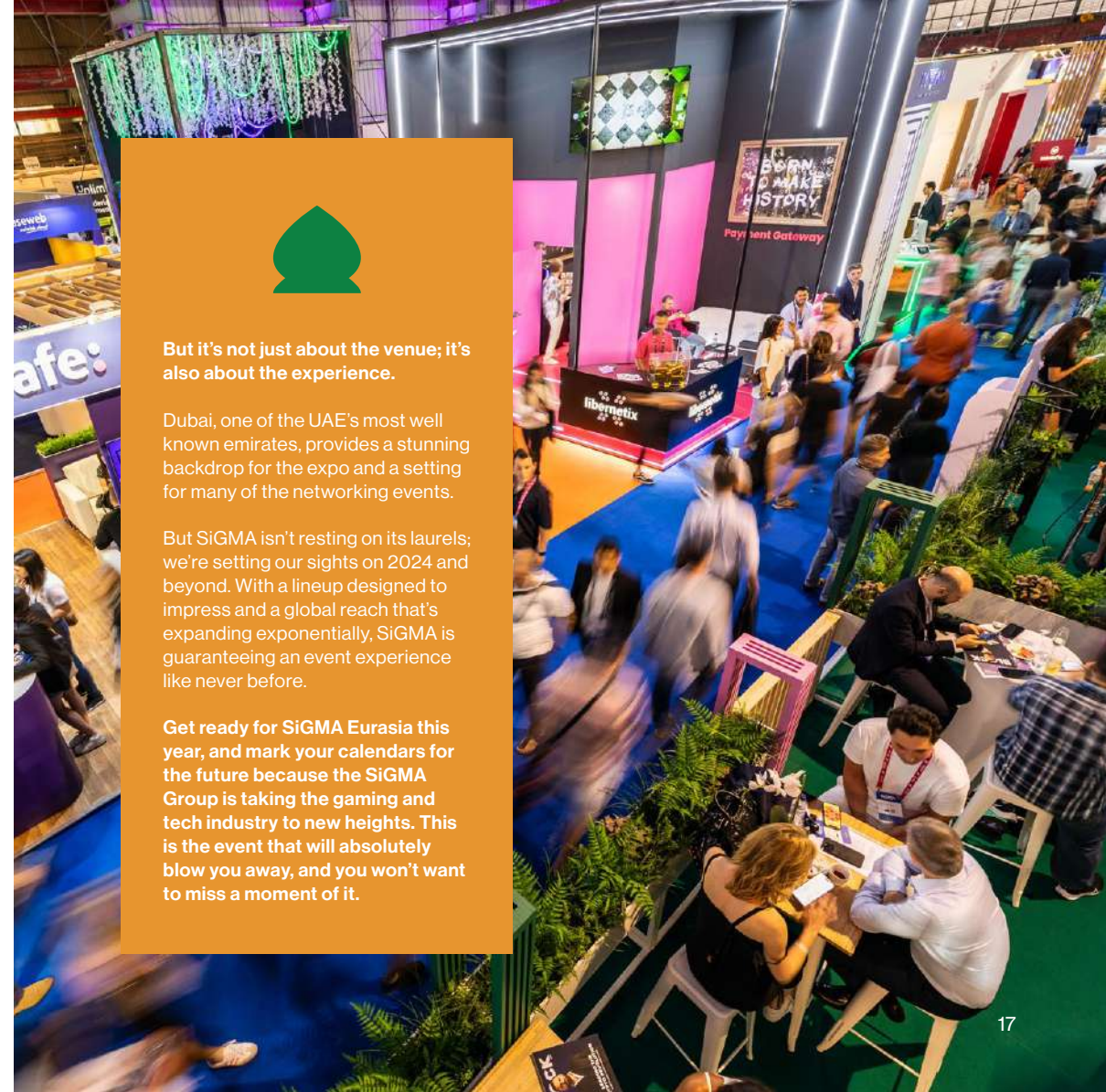


**But it's not just about the venue; it's also about the experience.**

Dubai, one of the UAE's most well known emirates, provides a stunning backdrop for the expo and a setting for many of the networking events.

But SiGMA isn't resting on its laurels; we're setting our sights on 2024 and beyond. With a lineup designed to impress and a global reach that's expanding exponentially, SiGMA is guaranteeing an event experience like never before.

**Get ready for SiGMA Eurasia this year, and mark your calendars for the future because the SiGMA Group is taking the gaming and tech industry to new heights. This is the event that will absolutely blow you away, and you won't want to miss a moment of it.**





## Are you looking to meet the next Startup unicorn?

A little known industry secret is that the best return profile in venture capital has historically been produced by newcomers at the early stages of investing. Our accelerator initiatives embrace innovation and ambitious entrepreneurship by unlocking development potential and offering support and mentorship.

**SiGMA's Startup Village** - this exclusive space on the expo floor found close to the Food Court offers a high-visibility platform for companies to benefit from personalised introductions and worldwide exposure to investors and businesses.

**Two Startup Pitch competitions** - Watch the pitches live, participate in audience Q&As, or exchange business cards with projects that catch your eye. The SiGMA Pitch kicks off on the 27th at 13.05, while the AIBC Pitch takes place at 13.05 on the 26th.

## STARTUP PITCH FINALISTS



**Trumarket**  
trumarket.tech



**FRNZEE**  
frnzeecom.com



**TRACEE**  
traceeapp.com



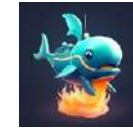
**Genesys**  
genesys.network



**CRORE**  
crore.cc

**oculosense**

**Oculosense**  
oculosense.co.in



**Whale**  
whale.io



**Pixpel**  
pixpel.io



**Aistats**  
aistats.pro



**Vireye**  
vireye.com



**Adzpressway**  
adzpressway.com

**ROX•CHAT**

**Rox Chat**  
rox.chat





## The SiGMA & AIBC Eurasia Awards

Awards season is upon us, and we're bringing you not 1 but 2 gala evenings. Celebrating a truly deserving industry, and hosted by Olga Yaroshevsky, the awards highlight the companies and individuals shaping the course of the gaming and emerging tech landscape. We're also proud to be supporting the SiGMA Foundation by holding a charity auction. Up on the block are contributions from leading local and international artists - previous pieces currently hang in the Burj Khalifa, so make sure you get in on the action. Led by the charismatic Rick Goddard -

**this is one event you won't want to miss!**

**RSVP to your invite to secure your seat.**

25th February

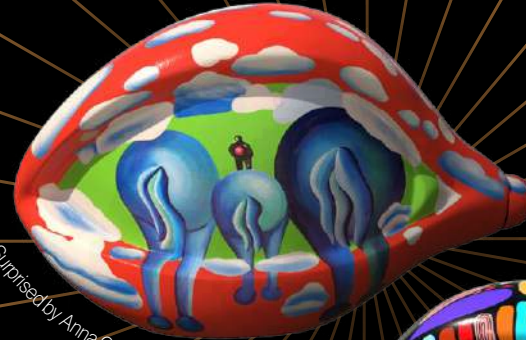
**AIBC Awards - InterContinental Dubai Festival City - Al Baraha**

26th February

**SiGMA Awards - InterContinental Dubai Festival City - Al Baraha**

# Featured at the auctions

All proceeds are in aid of SiGMA Foundation



Surprised by Anna Chekh



First Vision by Narek Gyulumyan

# SIGMA PODCAST



## AFFILIATE WORLD FORUM AWARDS

Al Baraha Ballroom, Intercontinental Hotel, Dubai Festival City

The premier Gala Dinner celebrating outstanding achievement in the affiliate industry.

The inaugural Affiliate World Forum Awards in Dubai will celebrate the achievement of pioneering affiliates, companies and thought leaders for an unforgettable Black Tie Gala Dinner.

Join 300+ of the leading affiliate industry CEOs, networks, advertisers, traffic sources, solution providers and global super affiliates for an evening full of high quality networking, celebration and entertainment.

Winning an Affiliate World Forum Award isn't just an achievement, it's the start of your legacy.

IN PARTNERSHIP WITH





# ALPHA AFFILIATES OFFICIAL PARTY



# SAVAGE & SHē

## SIGMA EURASIA

Brace yourself for a good night! Taking place on the 27th of February at The Hive club and lounge in Soho Gardens, the SIGMA Eurasia official closing party features globally acclaimed performers Savage and SHē.

Set alongside the Meydan Racecourse in downtown Dubai, The HIVE is an elevated lounge & club experience within Soho Beach DXB with some of the best views of Dubai's skyline. The club has attracted an impressive lineup over the past years, with household names, such as Adam Beyer, Sasha Carassi, Nicole Moudaber, Raxon, Agents Of Time, HVOB, Colyn, and Woo York all featuring on past guest lists.

The event will also mark the official opening of Affiliate World, which is happening back-to-back with the SIGMA Eurasia expo. The party is open to all ticket holders, so mark your calendar for the 27th and get your party spirit in gear. The celebration kicks off at 10:00 pm, and doors won't shut until 4:00 am.

Savage and SHē, a dynamic duo that electrifies the music scene with their unique blend of energy and artistry, have become synonymous with unforgettable performances and infectious beats. Savage, with a name that embodies the raw intensity of his musical style, is a master of rhythm and beats. On the other hand, SHē adds a touch of mystique to the collaboration. Her vocals, ranging from soulful croons to powerful anthems, weave seamlessly with Savage's beats. SHē brings not only a melodic charm but also a stage presence that enchants audiences.







Let's  
Get  
Wicked.

wicked.games

**SIGMA**

## OPERATORS V AFFILIATES SPEED DATING

Join us on 26th at the SIGMA Stage for the OPERATORS V AFFILIATES SPEED DATING event.

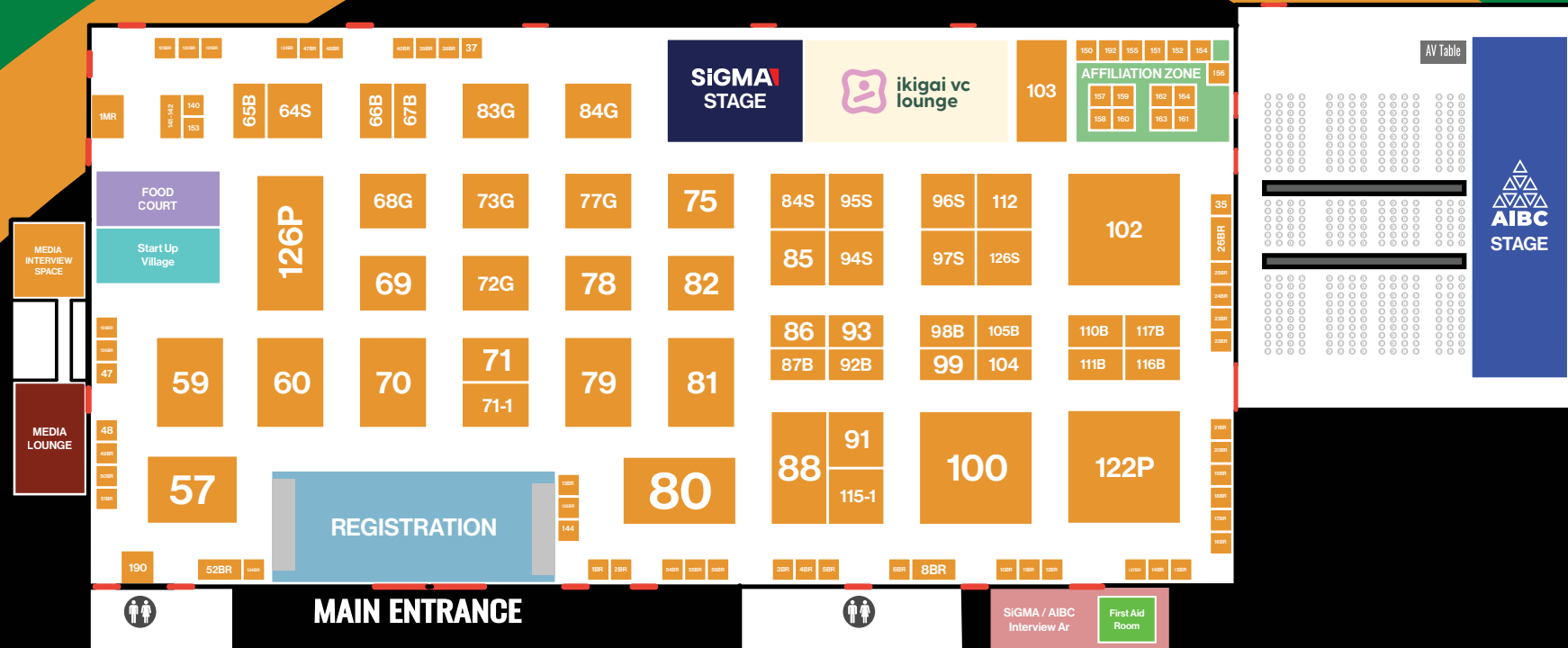
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### How does it work?

With each round lasting just one minute, affiliates will make their introductions, following which you'll have **30 seconds** to ask crucial questions. Do your interests align? Have your business card at the ready and make plans to explore future business opportunities later that evening at our networking drinks event.

We recommend bringing plenty of business cards and gathering at 13.05 near the stage to ensure a seat. This is a valuable opportunity to connect with all our affiliates!



# SIGMA FLOORPLAN

- Media Interview Space
- Food Court
- Registration
- Ikigai Lounge
- Interview Area
- Media Lounge
- Start Up Village
- SIGMA Stage
- Affiliation Zone
- AIBC Stage

## EXHIBITORS LIST

### #

22  
1win  
1xAffiliates  
7Partners

### A

Adcash  
AdsCompass  
Adsterra  
Advivus  
Affiliate Top  
AngelsHub  
Antrpay  
Arosal Audit  
Aurora

### B

Betapay  
Binance  
BitandPay  
Boomerang Trade Lounge  
BR Softech  
Brazino777  
Brocard  
BS Partners  
BSW Platform

### C

Cactus Gaming  
Campeon Affiliates  
Capitalist  
CatAff

Changelly Pay  
Chilli Partners  
Combo Cards  
Combo Partners  
Credexon  
Cryptadium  
Crypto Megan  
CryptoOGs  
CryptoPerformance  
Cyberluck  
CYPiX

### D

DC Solution  
Defexa  
Digitas  
Domain Academy

### E

EGT  
Empire Partners  
Enchant Affiliates  
Everscale  
Evita  
Exnova  
ExPay cash

### F

Fastex  
Finsol  
FuturePlay

### G

Galaxsys  
GamingPE  
GG.Affiliates  
Grove Partners

### H

Hexagon Consulting  
HOSTING B2B

### I

Imlink  
Inabit  
Infingame  
Inwizo

### J

Jeton

### K

Kadam  
Kiberpay

### L

Laaffic  
Leadx Pro  
Lenkep  
Line Partners  
Livesoft

### M

Mascot Gaming

MessageWhiz

### N

Novametro

### O

Oddin  
Oneliquidity  
Oneworld  
OpenAff

### P

Paidora Soft  
Passimpay  
Paybybd  
Paycos  
Paykassma  
Paylink  
Payment Center  
PBPay  
PG  
Pin-Up Lounge  
Pix2Pay  
PlaylogiQ  
Playnance  
Polyverse

### R

RacingStars  
Reactivepay  
Repay  
Rivalpowered  
Royal Partners

### S

SAYTV  
SEON  
Sequoia  
Smartfastpay  
SoftG  
SPRIBE  
Sprut Gaming

Sumsub  
SWAG42

### T

The Hype  
The Kingdom Bank  
Tradex  
Traffic manager

### U

UFFILIATES

### V

ValorPartners  
Vip Response  
VOISO

### W

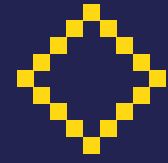
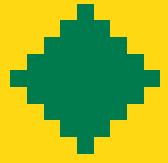
WWay

### Z

ZENEX

**Stand out businesses:**  
explore the Eurasia 2024 exhibitors

**SIGMA | AW**  
**EURASIA**  
25-27.FEB.24 - DUBAI, UAE



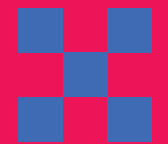
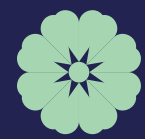
**SIGMA**  
**AFRICA**  
11-13.MAR.24 - CAPE TOWN, ZAF

**SIGMA**  
**AMERICAS**  
23-25.APR.24 - SÃO PAULO, BRA



**SIGMA**  
**ASIA**  
03-05.JUNE.24 - MANILA, PHL

**SIGMA | AW**  
**EAST EUROPE**  
02-04.SEP.24 - BUDAPEST, HUN



**SIGMA**  
**EUROPE**  
11-14.NOV.24 - VALLETTA, MLT

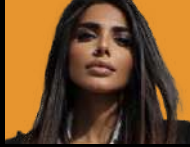
## Leading the conversation: Meet the VIP influencers and KOLs

Meet the VIP influencers and KOLs



**Dr Marwan Al Zarouni**  
*The Tech Visionary*

Dr. Marwan Al Zarouni is CEO of Dubai Blockchain Centre - an impact business and strategic partner to the Dubai Future Foundation. With a profound expertise in blockchain technology, he has played a pivotal role in advancing Dubai's position as a global blockchain hub. Dr. Al Zarouni has served as a member of the Global Future Council on Cryptocurrencies at the World Economic Forum.



**Dr. Sara al Madani**  
*The Emirati Entrepreneur*

Dr. Al Madani has made significant contributions to the fields of technology and entrepreneurship - becoming a board member of the UAE SME Council in 2015 and the youngest member to join the Sharjah Chamber of Commerce and Industry in 2014. She is passionate about inspiring and empowering entrepreneurs through mentorship. In 2021 she was named most influential leader by the Asia One World Leaders summit.



**H.E. Laila Rahhal El Atfani**  
*The Goodwill Ambassador*

H.E. Laila Rahhal El Atfani is the Founder and President of Business Gate and the Global President of CEC-UK. Business Gate specialises in business studies, financial analysis, the evaluation of new and existing projects and the feasibility of business projects in the Gulf region. Laila is the Goodwill Ambassador of "FAAVM" Women Empowerment and the President of International Affairs Anouar.



**Mohammed J Sear** *The Digital Strategist*

A consulting leader for Digital Government and the Public Sector in the MENA region at EY Africa, India and the Middle East, Mohammad is focused on bringing purpose to digital in government. A seasoned thought-leader and advisor in digital government and the public sector, with 20+ years of experience spanning the UK, Middle East, Australasia, and South Asia.



**Prof. Scott Stornetta**  
*The Father of Blockchain*

Alongside Stuart Haber, Stornetta kickstarted the dream for Blockchain as a pursuit for a digital hierarchy system with digital time stamps. With their 1991 paper, How to Time-Stamp a Digital Document, they set the foundation for a technology that ended up disrupting the modern world. Stornetta debuted the oldest running blockchain in 1995, as a project under Surety Technologies. Stornetta is currently a Partner and Chief Scientist at Yugen Partners.



**John Lee**  
*The entrepreneur & investor*

John is an internationally renowned entrepreneur, investor, mentor, speaker, and best-selling author. Having gained millions of followers on social media, his mission is now to revolutionise the education system to share his knowledge. He subsequently gained an international reputation as a world class speaker and has shared stages with Bill Clinton, Alan Sugar, Richard Branson, Jack Welch (ex-CEO of GE) and Randi Zuckerberg.



**Nick Spanos**  
*The crypto pioneer*

A pioneer and thought leader in the blockchain paradigm, Nick Spanos is credited as the founder of the Bitcoin Center in 2013 - the first live crypto currency exchange. Inventor of the multi-branched blockchain, and blockchain voting. Nick boasts thirty years of experience in technology and politics and has also featured prominently on the netflix documentary "Banking on Bitcoin".



**Josef Holm**  
*The Venture Capitalis*

Josef Holmis a seasoned expert in user acquisition, digital marketing, and venture building - his startups, including one with \$50 million in sales, showcase his prowess. Josef leads Rewardable's charge in revolutionising rewards through blockchain and Web3 technologies. As a partner at Draper Goren Holm, he co-founded a web3 venture studio and fund, and as a board member at Return.Finance, he contributes to decentralised finance solutions.



Meet the VIP influencers and KOLs



**Amin Siala**  
*The Growth Consultant  
At Google*

Amin Siala runs the exclusive Google Growth Program, supporting new product and market launches for the most ambitious advertisers across the emerging markets covering lead generation & ecommerce - with a specific focus on performance campaigns. Amin's consulted 100s of top advertisers on their global expansion and scaling strategy.



**Mokshita Vashisht**  
*The tech strategist*

Mokshita Vashisht, a Digital Products and Transformation Manager at PwC India, is a stalwart in blending technological disruption with business strategy. Leading the Emerging Technologies Innovation hub, she spearheads digital transformation strategies for the Technology, Entertainment, Sports, Media, and Telecom sectors. Notably, her recent cybersecurity product for Large Language Models/Gen AI applications earned global acclaim among 1200+ submissions.



**Tony Ventura**  
*The Tech Hunter*

A specialist in new technologies, Tony Ventura is leading the charge in researching the best tools to create custom intelligence to provide real market differentiation for companies. Ventura is also well known on the speaker circuit and as a tech mentor for senior executives on how to use technology to their advantage. Tony is also the CEO of Tony Ventura Technology and a mentor at Inovativa Brasil MDIC.



**Nameer Khan**  
*The Fintech leader*

Nameer Khan, Chairman of the MENA Fintech Association (MFTA) and Founder of Fils, the region's premier sustainability-focused fintech, stands as MENA's Future Fintech Leader recognized by the UAE Central Bank. Renowned for propelling MFTA among the top 4 global fintech entities, Nameer is a revered investor and board member for leading tech companies.

18/19 APR 24

Rome

PALAZZO DEI CONGRESSI / EUR

# The future of Italian gaming industry

A two-day conference and exhibition dedicated to the Italian gaming market, accompanied by the debut of the Italian Gaming Awards to analyze the reality of a sector whose importance is internationally recognized but still little known at home.

**IGE** ITALIAN  
GAMING EXPO  
& CONFERENCE

[www.italiangamingexpo.com](http://www.italiangamingexpo.com)  
[info@italiangamingexpo.com](mailto:info@italiangamingexpo.com)



# Schedule Sneak Peek

Hear from the industry's leading experts during talks on our famous Affiliate World stage, or tell your own story at one of our many networking events.

You'll have a variety of formats to make connections and leave full of key takeaways.

## 27TH FEBRUARY

### 3.00 pm Hotel Check-in

Collect your AW badge at the hotel and skip the queues:

- Head to the AW registration desk at the official hotel from 27-28 February with your •
- AW app and photo ID for a speedy badge collection!

Location: Dubai One Central, Trade Centre Trade Centre 2, Dubai, UAE

### 15.00 – 20.00 AW Registration & Badge Collection

What to bring:

- The AW App
- Have it open on the "My QR Code" screen where your unique QR code is.
- Photo ID

Acceptable forms are passports, citizen cards, or driver's licenses. Business cards or credit/debit cards will not be accepted.

### 15.30 – 17.30 First-Timers' Affiliate Meetup

Connect with fellow attendees ahead of the show and learn the insider tips and tricks for maximizing your experience! Space is limited to the first 200 to RSVP and is only for first time affiliate attendees.

### 18.00 – 20.00 Exhibitor Access

Exhibiting? Booth inspection may be done on the evening of 27 February. Exhibitors may also arrive 2 hours before the event opens on 28 February to inspect booths and collect badges.

### 20.00 – 22.30 Affiliate World Forum Awards

Join 300+ of the leading affiliate industry

CEOs, networks, advertisers, traffic sources, solution providers and global super affiliates for an evening full of high-quality networking, celebration, and entertainment.

### 22.00 – 04.00 Official Affiliate World Opening Party in collaboration with SIGMA

Location: Soho Garden DXB

## 28TH FEBRUARY

### 10.00 – 17.30 Marketplace Opens 10.00 – 17.30 Day One Tracks

Catch hyper-focused sessions on the hottest topics in affiliate marketing and ecommerce today. Hear proven strategies, latest trends, up-and-coming niches directly from industry experts.

Meta Ads Track | Google Ads | Native Ads Track

### 11.00 – 16.30 Stages Open

DAY 1 Speakers Include:

- MIRELLA CRESPI  
Mastering TikTok Creative Strategy
- AMIN SIALA  
Google Ads Track
- NADIM KUTTAB  
Native Ads Track

### 16.30 – 17.30 Happy Hour

### 20.00 – 00.00 Official Night One networking event

SUNDOWN SESSIONS @ ZERO GRAVITY

## 29TH FEBRUARY

### 11.00 – 17.00 Marketplace Opens 11.00 – 17.00 Day Two Tracks

From hearing influential speakers at talks and panels, telling your own story at a networking event, to meeting the speakers. Pick a track and let it guide you:

- TikTok Track
- SEO Track
- Affiliate Marketing's Hottest Topics

### 11.30 – 16.00 Stages Open

DAY 2 Speakers Include:

- KRIS SUGATAN  
Scale Ecom Startups to \$1M/Month in <1 Year
- MARISHA LAKHIANI  
5 Hacks to 5x Your ROAS Using AI and Automation
- DENNIS YU  
Spent \$1B+ on Meta & Google Ads

### 16.30 – 17.30 Happy Hour 20.00 – 00.00 Official Affiliate World Closing Party





**Mirella Crespi** | Mirella Crespi is the founder of Creative Milkshake, one of the largest performance creative studios in Europe. Currently serving 200+ brands delivering ads in 6 different languages, Creative Milkshake works with global brands such as Johnson & Johnson, N26, SodaStream, and TheFork among others. As a seasoned media buyer with over 8 years of experience, Mirella helps brands maximize profitability and scalability across Meta, TikTok, and YouTube by implementing innovative and data-driven creative strategies.



**Stase Blitz** | Stase holds the position of CMO at the affiliate program PIN-UP Partners. Her journey from an SMM manager to CMO has been extensive and enriching. Since entering affiliate marketing in 2019, she has established herself as a creative expert, specializing in the development of unique and innovative concepts for events and beyond. Her deep understanding of marketing subtleties empowers her to devise and execute effective strategies for audience engagement.



**Dennis Yu** | Dennis Yu has spent a billion dollars on Google and Facebook ads across his agencies. He is on a mission to create one million jobs via hands-on social media training, partnering with universities and professional organizations. You can find him quoted in major publications and on television such as CNN, the Wall Street Journal, Washington Post, NPR, and LA Times. Clients have included Nike, Red Bull, the Golden State Warriors, Ashley Furniture, and Quiznos.



**Jason Akatiff** | Starting as an affiliate back in 2003, Jason Akatiff went on to build A4D. With 2,000+ merchants and 12,000+ affiliates, it is one of the most long-standing performance marketing networks around. He has achieved over \$500 million in online sales across 100 verticals in performance and ecommerce marketing. After 20 years in the business, he now owns four ecommerce brands and invests most of his time in analyzing market trends to create the future growth strategy for A4D. This involves talent acquisition, raising capital, market diversification, building tech, and automation.



**Alex Micol** | Alex Micol, one of the most respected affiliates in the industry, is known to have scaled a brand to \$30M/year with YouTube alone. He spends most of his time crafting new winning ads, scaling businesses, skydiving, and educating people through his YouTube channel.



**Marisha Lakhiani** | Marisha Lakhiani is a marketing maven with an exceptional track record of transforming businesses and driving exponential growth. With a unique blend of art, science, and technology, she has mastered the art of crafting cutting-edge marketing solutions that deliver outstanding results on autopilot. She currently serves as the Chief Growth Officer at Mindvalley and is the driving force behind a staggering \$150 million in revenue. Her expertise spans across all key marketing functions, from product launches and memberships to localization, performance marketing, and content strategy.



**Blake Hutchison** | Blake Hutchison is the CEO at Flippa, the leading marketplace globally to buy and sell sites, stores and digital properties. Blake leads a global team working towards empowering individuals and companies to take control, to take ownership and thrive in this new small business economy. He has overseen the development of Flippa's Off-Market, mapping the world's largest database of online businesses and giving buyers unprecedented access, as well as Flippa's AI driven matching engine for business owners and prospective buyers.



**Amin Siala** | Amin is a leading expert in paid performance marketing having built & executed the strategies for some of the world's top finance and investment platforms catapulting them to record numbers. He has represented Google on stage in over 5 countries and has delivered training & talks in over 14 locations worldwide. With a background in Electrical Engineering and a Masters from Imperial College London, Amin's strategies centers exclusively on building long term, sustainable, predictable and repeatable profitable campaigns backed by robust business operations.

## Media Partners



We provide expert guidance to B2C operators and B2B providers, spanning market insights, payments, product localization, regulations, licensing, public affairs, and more. With a versatile team across gambling sectors, we offer 360-degree support in whichever terra incognita you have set your eyes on.

**4H.AGENCY**

**affpapa.com**  
where operators meet affiliates

AffPapa is an iGaming directory connecting affiliates and operators. It has features and services to help both parties in the industry. It has 1300+ affiliates and 250+ operators. AffPapa also hosts iGaming Awards and networking events.

**AFFPAPA.COM**



5 Star iGaming Media is a top B2B iGaming publisher and multimedia company. We offer magazines, websites, and email marketing, providing industry trends, innovations, and solutions to our readers. Advertisers can access high-quality leads and global brand awareness through our unique platform.

**5STAR.MEDIA**



BEGE brings together manufacturers, suppliers, operators, payment service providers, media, and associations. BEGE offers a wide range of experiences, from traditional casino games to sports betting and non-gaming amenities, as well as digital products.

**BALKANGAMINGEXPO.COM**



ABC World Media is a global outreach agency focused on iGaming and eSports. With cross-platform services like media planning and buying, content development, and link building, they have a strong presence in ASEAN. They have successfully enhanced reach and visibility across Asia and Europe.

**ABCWORLDMEDIA.COM**



With millions of readers around the globe, BeInCrypto is among the largest cryptocurrency news platforms worldwide. We provide the highest level of journalistic daily cryptocurrency and Bitcoin content and have been doing so for years.

**BEINCRYPTO.COM**



BetZillion was founded by a team of professionals and experts. We provide reliable sports analysis, the latest odds, and trusted betting trends. Whether you're new to betting or an expert, our how-to guides and accurate predictions cater to all. Trust our experienced sports analysts for informative articles.

**BETZILLION.COM**



Bo-chuang Group (BCDB), is an online media platform that provides business information and trading services worldwide. Bo-chuang offers comprehensive services, including industry trend analyses on global payments, cryptocurrency, and more.



Bitcoin World is a leading media publication providing the latest news and insights in the Blockchain and crypto space. We curate simplified content to inform and educate the community about the intricacies and advantages of the Crypto and Blockchain space..

**BITCOINWORLD.CO.IN**



Bodu was established in April 2019. It is a website that specializes in providing Chinese information services and gaming website docking services for the gaming industry.

**BODU365.CO**



Bitmedia serves the needs of crypto businesses and websites. With a strong industry presence, we have gathered a vast number of targeted audiences from over 7000 crypto-related websites. Our solution offers publishers effective audience monetization and control over revenue.

**BITMEDIA.IO**

Zona de Azar® is a News Clipping with information based on experience and knowledge. It offers a curated selection of the most important updates, allowing you to stay informed in one place. Our concept is simple: we read all the news for you and tell you briefly what's new.

**ZONADEAZAR.COM**

## Media Partners



An affiliate advertiser with 10+ licensed products from MGA and Curaçao. Their target markets include DE, FI, NO, PL, CA, AT, CH. They offer exclusive licensed products, 24/7 partner support, player retention, social media support, and personal VIP managers.

**BOOMERANG.PARTNERS.COM**



CIOReview is one of the leading print magazines in the US, the knowledge platform where C-suite executives deliberate on critical market challenges and current technological trends across industries. All our contributors are senior executives from the industry.

**CIOREVIEW.COM**



Casino City Press provides comprehensive information on the gaming industry. Our research team explores every aspect of the industry and uses interactive online applications to present data, making it easy to find the information you need.

**CASINOCITYPRESS.COM**



CoinsPaid Media is an online edition for cryptocurrency enthusiasts. We publish news, informative articles, and expert columns on cryptocurrencies, saving, investing, and utilizing CoinsPaid's ecosystem products.

**COINSPAIDMEDIA.COM**



Cillionaire is a decentralized Crypto hub and web3 media company dedicated to educating the masses about the future of Blockchain. As a bridge between the Web2 and Web3 community, we aim to empower and inform the community about the impact of Blockchain technology.

**CILLIONAIRE.COM**



CoinGape provides comprehensive updates on cryptocurrency and blockchain. We cover blockchain trends, analyze cryptocurrency prices, review crypto projects, interview industry experts, and explore the impact of cryptocurrencies.

**COINGAPE.COM**



Crypto.news is a Dubai-based media company covering cryptocurrencies, decentralized finance, blockchain and web3, striving to deliver unbiased, informative news, analysis, research and education.

**CRYPTO.NEWS**



EBM Magazine is a publication that celebrates the iGaming industry, featuring leaders and providing insights on food, travel, and culture. With stunning photography and exceptional writing, EBM Magazine keeps readers informed on leisure and luxury in Malta and beyond.

**EBMMAGAZINE.COM**



Cryptopolitan promotes crypto awareness and makes informative reports accessible to investors globally by partnering with a 5000-strong content syndication and distribution service.

**CRYPTOPOLITAN.COM**



Focus Gaming News is a media group that produces a daily newspaper delivering up-to-date news from the gaming and iGaming industry. The newsletter covers regulation, legislation, sports betting, online gaming, latest products, trends, interviews, with over 100,000 monthly readers.

**FOCUSGN.COM**



A Media company focused on consultancy, PR, events, and Web3 technologies in the MENA region. Established by Rudy Shoushany, a renowned speaker and mentor. It has grown and expanded, adding live talks, podcasts, media content, training sessions, and events to its portfolio.

**DXTALKS.COM**



G3 is a global gaming media channel offering news, market research, and expert opinions through a monthly magazine, G3NewsWire.com, support Apps, and regular updates via email, Pulse articles, and a podcast series.

**G3NEWSWIRE.COM**





Gambling Insider is the leading B2B publication and news website for the gaming industry, providing insider insights, interviews, and expert analysis on global gambling markets and key industry topics.

**GAMBLINGINSIDER.COM**



An association of Gambling Portal Webmasters and their associates, including affiliate program managers and operators, that work together to promote online casino, poker, sports betting, bingo, backgammon and skill gaming in a professional and ethical fashion.

**GPWA.ORG**



Gaming Intelligence Group serves the global interactive gaming industry by providing coverage and analysis of developments impacting industry stakeholders. A daily tool for key decision makers in gaming operator, legal and financial communities, and the wider media.

**GAMINGINTELLIGENCE.COM**



Hot Games, established in 1996, is a reputable coin-op and gaming magazine publisher in Asia. We connect you with top manufacturers, suppliers, and exporters in the coin-op and gaming industries, building relationships and prioritizing customer satisfaction.

**AGISGAME.COM.TW**



Gioconews is a bilingual gaming network that serves clients in the gaming field. It is a leading source for the gambling industry, providing a monthly 100-page review and an online daily paper. Gioconews focuses on companies and individuals interested in gaming.

**GIOCONEWS.IT**



Huidu integrates business resources. It offers software development, brand marketing, payment channels, human resources, and investment. Huidu supports enterprises and project parties with product development, launch, traffic gain, and realization for operation and growth.

**HUIDU.IO**



The International Association of Gaming Advisors (IAGA) is a prominent platform for discussing important matters in the global gaming industry. IAGA offers networking, education, and in-depth discussions for its diverse membership of industry experts.

**THEIAGA.ORG**



InterGame Ltd is a leading publisher of coin-operated amusements and gaming industry news. They offer a range of print and digital publications, including InterGame, InterGaming, and iINTERGAMINGi. They also produce InterFun and the InterGame Directory.

**INTERGAMEONLINE.COM**



IBH Media is a global leader in digital marketing and PR services. They help businesses improve brand visibility, engage with audiences, and develop growth strategies. With their targeted, data-driven solutions, they aim to impact 100 million people worldwide.

**IBHMEDIA.CO**



ISA-CASINOS is a major European online gambling platform that has remained successful for 15 years and counting. It emerged during the internet boom of the 90s when numerous business ideas emerged, but only a few survived by delivering quality.

**ISA-GUIDE.DE**



The International Betting Integrity Association, established in 2005, is a global leader in ensuring integrity in the licensed betting industry. Its mission is to fight betting corruption, safeguard the integrity of sport and businesses.

**IBIA.BET**



A conference company that organizes events to keep professionals and enthusiasts updated about the iGaming world and related industries. Our meet-ups, Podcasts, and Clubhouse sessions discuss current happenings and the future of the iGaming industry.

**NEXT.IO**



Partnerkin is the largest independent media in the field of affiliate marketing and online moneymaking. Our learning material will help you earn money on sites and get the traffic you need.

**PARTNERKIN.COM**



PR services for leaders of new markets. We help startups, entrepreneurs, SMEs, and corporations to build a reputation, drive sales, and close better deals through PR and content marketing.

**POLYGROWTH.IO**



A specialized multimedia platform for Italian public gaming that serves as a meeting point for operators, institutional bodies, and stakeholders. Created by a group of passionate journalists based in Viterbo and Rome, who specialize in the gaming sector.

**PRESSGIOCHI.IT**



THE BIRB NEST® is a licensed trading community founded by Adrian Zduńczyk, CMT (CRYPTO IRB®) in 2017. They aim to provide financial freedom to everyone by inspiring and equipping them with industry-leading tools and education.

**THEBIRBNEST.COM**



Times Of Casino is a News Publication Media that provides high-quality updates on the casino industry. Our team works round the clock to cover the latest news, reviews, and interviews. We strive to be a reliable source of timely information for our readers.

**TIMESOFCASINO.COM**



Times of Malta is Malta's oldest daily newspaper, founded in 1935. It is still in circulation and has a popular news website. Times of Malta and The Sunday Times of Malta are published by Allied Newspapers, with the Strickland Foundation as the majority shareholder.

**TIMESOFMALTA.COM**



We are the top channel for crypto reviews and international blockchain event coverage. Join our "Crypto Classes" for content on Crypto Reviews, NFTs, Metaverse, and Web 3.0. We are proud to be an International Media Partner for blockchain events worldwide.

**LINKTR.EE/PROFESSORCRYPTO**



A Blockchain Go to Market agency specializing in high-end Marketing technologies. Since 2017, we have built strong connections with startups, VC's, funds, exchanges, and advisors. Our key strengths include networking, business development, and expertise in marketing and fundraising.

**SALES-AND-ADS.COM**



IGE – Italian Gaming Expo is the event that aims to represent the Italian public gaming industry of in depth analysis on all aspects interesting the stakeholders of one of the most important gaming markets in Europe and in the world.

**ITALIANGAMINGEXPO.COM**



Betting headlines is a highly intelligent gaming news information APP application, tracking the latest gaming platform trends, covering gaming company information, Asian gaming network dynamics, and intelligently pushing gaming information.

**TOUTAO.BET**



Traffic Cardinal is a top-tier affiliate digital journal that contains tons of valuable information: here you can find powerful tools, peculiar tips, a wide range of marketing services and event announcements.

**EN.TRAFFICCARDINAL.COM**



ZEX PR WIRE™ is a SAAS platform that distributes press releases to global media outlets. It has partnered with over 500+ media outlets. With ZEX PR WIRE™, you can complete a press release campaign in less than 72 hours.

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For information regarding promotion and advertising kindly email [renee.m@sigma.world](mailto:renee.m@sigma.world)

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[www.sigma.world](http://www.sigma.world)

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# THE MEETING POINT OF THE MEDITERRANEAN

#EXPLOREMORE

 FORT ST. ANGELO, VITTORIOSA



 **VisitMalta**  
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