



## **SiGMA - The World's iGaming Festival**

The SiGMA event is now a truly world class event taking place in both Malta and Manila, Philippines.

Twice a year, the leading iGaming event welcomes an elite selection of delegates, policy makers and thought leaders from across the globe. Such international support and interest has helped propel SiGMA into becoming the World's iGaming Festival. Through a commitment to quality and years of successful operations, SiGMA has nurtured the development of a strong brand, allowing for its evolution into a global influencer on the iGaming world stage.

### ***SiGMA 2020 Manila***

SiGMA Group has announced the dates for two shows in Manila for 2020, combined under one roof to ignite the symbiotic opportunities for businesses in each sector of iGaming, AI, blockchain, and emerging technologies. SiGMA Manila and Manila AIBC Summit will take place June 8th-9th 2020 at the SMX Convention Centre, Manila.

The Group's move eastwards capitalises on the strong interest in Asia for iGaming and the growing value there for companies looking to move into up-and-coming iGaming markets. As Asia leads the way in merging new blockchain and A.I. technologies with the global iGaming sector, SiGMA Group is strengthening trade ties with the jurisdictions in the region to facilitate fresh business opportunities for European companies.

### ***SiGMA 2020 Malta***

SiGMA 2020 Malta will take place November 17th - 19th 2020 at the Malta Fairs and Conventions Centre in Ta' Qali. Positioned at the cutting edge of a very competitive industry, the event has evolved since 2014 into the definitive iGaming showcase, operating on both a European and world stage. In 2019, SiGMA'19 welcomed over 400 sponsors and exhibitors, 200 industry leading speakers and a record-breaking 15,000 attendees from over 80 countries, and in 2020 this staple in the global iGaming calendar is set to grow even bigger.

The SiGMA 2020 Malta events calendar boasts a full complement of entries. While all roads still lead to the Summit in December, the expo is supported by numerous local and global events occurring throughout the year.

### ***SiGMA Pitch***

The popular SiGMA Pitch is back once again in 2020 for both SiGMA Manila and SiGMA Malta , providing a space for innovative young startups to gain valuable exposure on the expo floor, score exclusive invites to networking events, and reel in potential funding and mentoring from industry veterans.

### ***Malta Gaming Awards:***

The greatest stories of success should be celebrated, not hidden. With twelve categories, each of which isolates a specific contribution to the iGaming industry, SiGMA's Gaming Awards ceremony shines a spotlight on the winners and raises money for charitable institutions. SiGMA 2020 will again see the most inspiring and innovative achievements of the industry honoured at both the Manila Gaming Awards and the Malta Gaming Awards.

### ***SiGMA Brand***

There can be no doubt that as Malta continues to position itself as a haven for industry, SiGMA has found its niche within a booming economy. The show also owes its success to the strong support shown by the Maltese government, with her Excellency, President of Malta Emeritus, Marie Louise ColeiroPreca gracing a number of events as guest of honour.

In 2019 the SiGMA brand spread its wings to extend the business globally, capitalising on the booming Global iGaming sector in Asia, LatAm, and Africa. SiGMA Manila is set to take place in June 2020, and further large scale shows are yet to be announced in other territories.

### ***SiGMA Roadshow / AGS / iGatherings***

Our SiGMA Roadshows, Affiliate Grand Slams, and iGatherings have been touring the world since 2017, taking in locations including Tallinn, Kiev, Bucharest, Buenos Aires, Hong Kong, and Manila. These events are now marquee calendar appointments in their own right. We understand that people network better in a relaxed, fun environment. It also helps to have access to all the key players in the same place, at the same time, in the same state of mind.

### ***SiGMA News / SiGMA Careers***

2019 also marked a commitment to increasing SiGMA's repertoire, by bulking up the news portal and extending its focus with the newest pillar of the website SiGMA Careers. Alongside a news website dedicated to all the latest industry updates, SiGMA also produces a biannual publication SiGMAgazine filled with in depth features and cutting edge interviews.

### ***SiGMA'19 recap***

2019 saw the 6th incarnation of the show surpass all expectations – setting the standard for future events. With some of the biggest brands in the industry signing on to exhibit and sponsor at SiGMA's premier event, and a record breaking 15,000 delegates welcomed through its doors, the expo has cemented itself as a solid fixture on the world's iGaming calendar.

The three day affair saw a wide range of topics discussed at a high level during the six conferences and workshops, with a number of prominent speakers taking the stage. From the interplay of blockchain with iGaming, to a conference dedicated to the regulatory changes in iGaming law – delegates were treated to quality debate on some of the most pressing issues affecting the sphere.

### ***History of SiGMA***

The first SiGMA event took place in 2014 attracting 1500 visitors to the show, which was held at the InterContinental Hotel in St Julian's, Malta. The event catered for both B2B networking and showcasing opportunities, as well as a focus on affiliate marketing trends within the iGaming sector.

The Hon. Jose Herrera and Hon. Chris Cardona took centre stage at the conferences with their opening speeches, while Joseph Cuschieri (now CEO of Malta Financial Services Authority), made a detailed presentation of the Malta Lotteries and Gaming Authority's hopes and expectations for the coming months and years.

Following this successful first event, SiGMA more than doubled in size with over 3,000 delegates convening at the InterContinental Bay Arena for the twoday summit in November 2015, cementing itself as the largest igaming show in Malta.

In 2016, over 4 days in November, SiGMA hosted more than 40 Affiliate programs, 60 international speakers, 100 exhibitors and companies, and more than 4000 attendees. The format evolved to add the popular Pitch room to the event, bringing the world's best startups together with investment opportunities to take them to the next level.

In 2017, SiGMA became a truly global event, with a focus on emerging markets in Asia, South America and Africa, and welcoming over 8,000 visitors from every corner of the globe. This fourth edition of SiGMA embraced the challenges and opportunities of a global show, taking the entire event to a whole new level and even moving to a new, larger venue at the MFCC to accommodate the increased exhibitor and visitor numbers.

"SiGMA's 2017 edition took the entire event to a new level and has certainly helped push Malta as an iGaming jurisdiction to the top of the list."

[Rebecca Liggero, Calvin Ayre.com]

2018 saw the 5th incarnation of the show surpass all expectations – setting the standard for future events. With some of the biggest brands in the industry signing on to exhibit and sponsor at SiGMA's premier event, and a record breaking 12,500 delegates welcomed through its doors, the expo has cemented itself as a solid fixture on the world's iGaming calendar..

In 2019, the sixth edition of SiGMA will take place between the 27th and 29th of November at the Malta Fairs and Conventions Centre in Ta' Qali. Positioned at the cutting edge of a very competitive industry, it has now evolved into the definitive iGaming showcase.