



## SiGMA - The World's Gaming Festival

SiGMA is the quintessential gaming & emerging tech events and media company. Our EVENTS, both physical and virtual, elevate in-person interaction and networking to an art form and feature cutting-edge content. SiGMA is also the purveyor of the latest gaming NEWS, and our dynamic MEDIA branch finds its ideal match by providing a premier online content network for knowledge sharing, advertisement, entertainment and news:

### I. SiGMA EVENTS

#### 1. Our Summits

The SiGMA event is a world-class exposition & conference taking place in Europe, America, Africa, and Asia.

The leading gaming & emerging tech event welcomes an elite selection of delegates, policymakers, and thought leaders from across the globe. Such international support and interest has helped propel SiGMA into becoming the World's Gaming 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 gaming & tech stage.

#### - **SiGMA EUROPE, November 16-18th 2021, Malta**

SiGMA Europe Malta will take place November 16-18th 2021 at the Malta Fairs and Conventions Centre in Ta' Qali, Malta.

#### ● **Why Malta?**

A well-known hub for gaming Malta offers a strong regulatory and licensing framework under the watch of Malta's Gaming Authority. A unique Med-European location makes the home of SiGMA's headquarters a strategic first choice for the SiGMA Europe event.

#### ● **Growth and global presence**

Positioned at the cutting edge of a very competitive industry, the event has evolved since 2014 into the definitive gaming 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. In 2020, SiGMA moved into the virtual world and recorded 6,500 delegates, 4,500 total active people with 1,485 maximum concurrent viewers. The event was also the first time that gaming and emerging tech combined into one super-expo. SiGMA is set to return back to physical events in 2021 and this staple in the global gaming calendar is set to grow even bigger than SiGMA'19.

- **SIGMA ASIA, May 2022 Manila, Philippines**

The Philippines is positioned at the heart of Asia's gaming sector, with regulators PAGCOR defining the sector with solid regulation and clear industry leadership, making Manila an ideal choice for SiGMA's inaugural Asian supershow.

The show will be held at the SMX Convention Centre and combine online and land-based gaming, as well as emerging tech industries under one roof. Expect a buzzy expo floor with land-based, online gaming & emerging tech exhibitors, a cutting-edge conference with a line-up of speakers made up of final decision makers and a plethora of networking events to facilitate business amongst delegates.

[Visit our Website](#)

- **SIGMA AMERICAS, September 22-24th 2022, São Paulo, Brazil**

SIGMA Americas offers an open door approach to innovation within Latin America's fast-changing gaming landscape and well established North American landscape. From the exploration of new markets to a mobile-first approach, the emerging LatAm markets offer a plethora of opportunities for SiGMA's first foray into the region.

[Discover More](#)

- **SIGMA Africa, March 22-23th Cape Town 2022, South Africa**

Africa is one of the world's most exciting up-and-coming gaming and tech markets. The huge potential for regulation and the lucrative opportunities for business tourism make the continent ripe for exploration, making SiGMA Africa an appealing choice for 2022.

As the geographical, political, and linguistic distinctions reflect considerably on the gambling landscape, SiGMA will have not one but three host cities. SiGMA Africa will rotate every year: in 2022 we're heading to the vibrant city of Cape Town in South Africa for the inaugural summit, SiGMA Africa will then fly West to Ghana the following year and in 2024 East to Kenya.

- **AIBC Summit: Blockchain & Emerging Tech**

The AIBC Summit brings together key brands and individuals from the converging sectors of AI, blockchain, IoT, Quantum Tech, and other emerging technologies to discuss and shape the future. Combining an expo floor for world-class exhibitors, a start-up village for new businesses, and a hugely popular conferences and workshops agenda, the AIBC Summit shines a light on the world of the future.

Several shows on it became evident that a lot of opportunities, particularly in investment and development were emerging as a result of cross pollination between the gaming and emerging tech

sectors. As such, we decided to merge these two main brands under one roof, bringing AIBC into the SiGMA family with the launch of one super show. [Visit AIBC Website](#)

- **AIBC EUROPE, November 17-18th 2021, Malta**
  - **AIBC ASIA, May 2022 Manila, Philippines**
  - **AIBC AMERICAS, September 22-24th 2022, São Paulo, Brazil**
  - **AIBC Africa, March 22-23th Cape Town 2022, South Africa**
- **Med Tech World**

The launch of the inaugural edition of Med-Tech World highlights innovations in emerging tech for the global medical ecosystem. With so many countries realising the potential for exponential growth, Med-Tech World will address the opportunities and challenges driving this million-dollar forum – embracing the potential for technological innovation to change the face of medicine in this global sector.

The event – which is organised and curated by a team of doctors, medical experts and coupled with [SiGMA Group's](#) years of holding successful events in gaming and emerging tech – will attract legislators and policymakers, medical professionals, investors, and industry peers from across the world, all looking to forge exciting new opportunities in this high-growth sector. The Med-Tech summit is held strategically close to the [AIBC event](#), enabling it to not only leverage the company's long-standing expertise in other verticals but allowing delegates and investors to take advantage of both events.

[Visit Med-Tech Website](#)

## 2. OUR BRANDS

- SiGMA Pitch/AIBC Pitch

The popular Pitch is part of all our summits; 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.

100 startups will be selected, with each receiving a 1x1m free booth on the expo floor, but only the 10 best selected by the judges will make it to the Pitch stage during the final leg of the Summit.

- Gaming & Emerging Tech Awards

The greatest stories of success should be celebrated, not hidden. With several categories, each of which isolates a specific contribution to the gaming or emerging tech industry, the Awards ceremony shines a spotlight on businesses and individuals leading the charge for change and innovation, whilst also raising money for charitable institutions.

- SiGMA Roadshow & iGatherings

Our SiGMA Roadshows and iGatherings will run in tandem to SiGMA summits organised throughout the year. This is thanks to the great care we took when picking where to hold our expos – now covering four continents and all 3 major time zones.

The SiGMA Virtual Roadshow will span the globe in 2021, taking in some of the fastest-growing markets across Europe, Asia, Africa, and Latin America. Each stop on the roadshow calendar will focus on facilitating a convergence of business between the 3 main pillars supporting the iGaming and tech industry: the affiliates, operators and suppliers.

SiGMA has been touring the globe since 2017, and in 2021 SiGMA will be taking in locations including Ukraine, US, Philippines, Germany, Nigeria and many more. 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.

[Discover more about SiGMA Roadshows](#)

[Discover more about SiGMA iGatherings](#)

- Affiliate Grand Slam Club

Affiliates are gold in the iGaming industry and the SiGMA Affiliate Grand Slam is our own bespoke Affiliate Club that gathers all major, upcoming and affiliate startups within the industry. This affiliate community facilitates sector-specific sharing of information and more importantly facilitates networking and fostering of business relationships. The club is dedicated to ensuring that affiliates get a full and holistic experience of achieving and setting new goals, meeting new prospects, catching up with existing clients and being inspired and motivated by industry peers!

[Join Affiliate Grand Slam Club](#)

- SiGMA Deep Tech

Technology has always been at the forefront of SiGMA Group's focus, with the company one of the first to embrace deep tech through its sister show AIBC Summit - which specialises in the emerging tech sector.

Following the ground-breaking success of AIBC, we've decided to go even further and design a conference for tech-to-tech and place deep technology at the heart of the conversation. AI, Big Data, UX, open source vs licensed tech are some of the many topics which will be addressed during SiGMA Deep Tech.

This summit features the world's best developers and CTOs on our speaker lineup and is dedicated to the coders, the CTOs responsible for all cutting-edge tech that our industry is so dependent on. We believe that in a very competitive industry, a scientific and innovation-driven approach to technology is the key to making a difference! SiGMA Deep Tech is the place to learn, share and highlight the latest technologies within the sphere.

[Discover more about SiGMA Deep Tech](#)

## **II. SIGMA MEDIA**

SIGMA Media dives deep into news, thought leadership, and business through diverse platforms. Our content is conducted in 10 major languages, reflecting the company's diverse network and providing a solid platform for this industry to shape its future.

## **1. SIGMA and Block Magazine**

Catering to the gaming and tech industries respectively, SiGMA and Block magazines are printed biannually and distributed during all SiGMA events, as well as being mailed out to an exclusive list of leading companies, policy makers, and government organisations.

## **2. SiGMA TV**

Our channels provide premier online content networks for information, advertisement and entertainment. Covering the global gaming and emerging tech industry across six continents - SiGMA TV platforms a unique mix of gambling industry professionals and experts to viewers looking to get the inside scoop on this fast-moving industry.

## **3. SiGMA News**

SiGMA News is a comprehensive news website with up-to-the-minute-global coverage. The news portal offers in-depth coverage of the gaming and tech industries, articulating a plethora of diverse voices, ranging from investigative news to interviews with the industry elite and expert-led thought leadership. Written by leading experts in the sector, this newly launched segment of the website offers high-end content on a diversity of topics written by authorities in their field.

All written content is available in 10 **languages**, English, French, Russian, Hindi, Thai, Korean, Japanese Mandarin, Portuguese, and Spanish - catering to readers from SiGMA's wide portfolio of international events, which are billed to take place in the Philippines, Brazil, and South Africa through 2021 and 2022.

## **4. SiGMA documentary**

As a media and production company, SiGMA Group will release a documentary that explores the rise of gambling and emerging tech - focusing on its impact on the local economy, financial gain, and its role within society. Conscious of its impact on mental health and the dangers of nurtured addiction, SiGMA is committed to its responsibility to inform and engage both players and operators in a wider discussion about responsible gaming.