

[Malta, 23<sup>rd</sup> May]

## 7-8 JUNE, WRB AFRICA BRIEFING 2017- KENYA BTOBET READY TO MEET AFRICAN OPERATORS IN NAIROBI

During the two-day conferences, running from 7<sup>th</sup> to 8<sup>th</sup> June, in Villa Rosa Kempinski, authorities, operators and international experts of the gaming industry will discuss strategies needed to profit from the rapid growth of the market in the African country.

Around **10%** access internet through **mobile** data in Africa. If we consider Eastern Africa, surveys say **60%** of mobiles sold in the area - mainly in Kenya - are smartphones. Despite the Gaming market being principally land-based in [Africa](#), the explosion of mobile users throughout the entire country, and the evolution of the mobile devices in Eastern Africa, is making Kenyan area one of the most attractive for mobile business.

	Internet Penetration	Mobile Penetration
World	42%	51%
Africa	26%	72%

This is a significant signal to consider for the future gambling perspective in the continent and on this regards [BtoBet](#) is going to attend the upcoming summit in Nairobi, taking part in two panels:

- **7<sup>th</sup> June, at 12.30: “The big move: retail to online”**
- **7<sup>th</sup> June, at 15.35: “Maximising your retail business”**

BtoBet’s founder and chairman **Alessandro Fried** will share his point of view about the best practice for converting retail customers and grasping the growing potential of mobile sports betting in the region. He will also discuss on how

1. **Maximize the retail business in the continent**
2. **Convert retail to mobile**
3. **Manage alternative payment systems**
4. **Choose marketing solutions to support cross-player experience**

Commenting on his participation in the Kenyan panels, Fried highlighted:

*“Entering a specific African market requires precise analysis. African countries all take differing approaches to the regulation and oversight of their gambling markets. This continent is an extremely promising market for mobile sports-betting operators. With due attention being paid to the particular needs of each local market, operators can equip themselves to be able to provide the right tools and technology to profit from the enormous opportunities that present themselves across the continent.”*

To discover more about the African trends, download the Industry Report [“Africa: A strategy for the adoption of sports-betting in the region.”](#)

### About BtoBet

BtoBet is a pioneer in new technologies for iGaming operators and the betting industry by using technological intelligence as its main base for its products. It offers unique, customizable, secure and flexible cloud-based systems delivering unprecedented capabilities to drive sportsbook and iGaming business. BtoBet has 13 offices. The Technical team of the company is in Skopje and has an ever growing team of developers. BtoBet’s dynamic Sportsbook team operates from Rome, whilst Malta hosts the commercial and marketing center. Visit our site on: [www.btobet.com](http://www.btobet.com)

