**CONGRESS OF THE AFRICAN LOTTERIES ASSOCIATION**

**September 27 – 29, 2016, Casablanca, Morocco**

**PROGRAMME**

**Tuesday, September 27, 2016**

**Accommodation & venue :**

**Hôtel HYATT CASABLANCA**

Address : Nations Unies, Place de l'Europe, Casablanca 20000, Morocco

Phone number : [+212 5224-31234](javascript:void(0))

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18:00 Working documents handed over to participants at the welcome desk in the Hotel

19:00 Welcome cocktail – Hyatt Regency Hotel

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| **20H00 Opening Dinner – Hyatt Regency Hotel** |

**Wednesday, September 28, 2016**

09 :00 – 09:20 Welcome addresses:

Younes El Mechrafi, ALA General Secretary

Interventions:

* Jean-Luc Moner-Banet, WLA President
* Amadou Samba Kane, ALA President

09:20 – 09:30 Introduction: Gilbert Rehayem, Moderator

09:30 – 10:00 **Keynote speaker:** Youness Bellatif, international coach, transformation expert

10:00 – 10:50 **The challenge of transformation**

* Stephane Pallez, President & CEO, Française des Jeux, France
* Ahmet Sezer, Director General Inteltek, Turkey
* Rebecca Hargrove, President & CEO, Tennessee Education Lottery USA and Senior Vice-President WLA
* Bongani Khumalo, Director General GIDANI, South Africa

Discussion

10:50 – 11:00 Introduction to the project: « Africa Innovation » by Laura Da Silva

**11H00 – 11H30 coffee break**

11:30 – 13:00 **The marketing and the transformation**

* Jean-Luc Moner-Banet, WLA President
* Xavier Hürstel, President & CEO, PMU France
* Omar Skalli, Director General SOREC Morocco
* Marc Frederix, Director Marketing, National Lottery, Belgium

**13:00 – 14:30 Lunch**

14:30 – 15:30 **The legal environment as a level of transformation**

Lotteries panorama:

* Case study South Africa: Dawid Muller, Legal Adviser GIDANI
* Case study Guinea: Lasana Chérif Haidara, Director General LONAGUI
* Case study Liberia: Martin Kollie, Director General, LN LIBERIA
* Legal environment, Philippe Vlaemminck, lawyer and Partner Pharumlegal, Belgium

Discussion

**15H30 – 16H00 coffee break**

16h00 – 17h00 **The transformation of the distribution network**

* + - Toby Desforges, Co-founder of Engage
    - Rodolphe Barquin, Retail Network Development Manager, Française des Jeux, France
    - KEA & Partners (TBC)

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| **20H00 Dinner offered by MDJS – Restaurant Le Pilotis** |

**Thursday, September 29, 2016**

09H00 – 09H45 **Keynote speaker** : Sean Pillot de Chenecey, Brand Positive Consultancy, UK

“Now/Next/Why – key trends and their implications for African Lotteries”

09H45 – 10H30 **The transformation in Africa**

* + - Case study MDJS (Morocco), Khalid Fahim, Director of operations
    - Case study LONACI (Ivory Coast), Issaka Fofana, General Director
    - Case study LONASE (Senegal), Mamadou GUEYE, Special Advisor to the

Directeur Général

* + - Case study PMU Mali, Mah Bintou Coulibaly, Advisor to the CEO
    - Case study LONAB (Burkina Faso), Thérèse Nabaloum, Marketing Director

**10H30 – 11H00 coffee break**

11H00 – 12H30 **Technology & Innovation**

* + - * Vali BOULIGARAKI, Group Director Marketing Management, Intralot Group, Greece

*“Intralot Africa: Smart Innovation for Agile Transformation”*

* + - * Marc Chabrand, Director Marketing & Distribution Services, Novomatic Lottery Solutions, Austria

“Innovate to win”

* + - * Sujit Lahiry, Executive Director and Abhishek Kumbhat, Head of Technology & Innovation, Skilrock Technologies Pvt. Ltd. (Sugal & Damani Group), India

*“Transforming African Lotteries by 3X3 innovation model”*

* Intervention 4: IGT

12h30 – 13h00 Group presentation project « Africa Innovation » by Laura Da Silva

Award to the winner

**13:00 – 14:30 Lunch**

14:30 – 17:00 General Assembly for ALA Members

Report of the ALA President

Activities report by the Secretary General

Auditor report

Election new officers

Final resolutions

**17H00 – 17H30** **coffee break**

17:30 – 18: 30 Meeting of the new Executive Committee

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| **20H00 Closing Dinner – Ummaya Restaurant** |

**Presentation of the project « Africa Innovation »**

Parallel to the congress, and to strengthen not only the collaboration between Members of ALA but also to encourage the innovation, ALA proposes an innovation workshop.

The Workshop has two main objectives:

1. Strengthen collaboration between ALA Members through junior high-potential

collaborators.

2. Pass on to the employees a method of innovation which they can use in their work.

Each Lottery will register a junior collaborator – max. 30 participants.

The workshop is organised in parallel of the Congress.

The agenda is as follow:

**DAY 1 :**

* Initiation design – concept development
* The 30 participants are put in groups of 4/5. A challenge is attributed to each group, such as: developing a marketing plan for social media for a fictitious game company/ to develop a transnational product or to indicate the digital’s problems, how to encourage the payments in relation with the consumers / payment to the winners.

**DAY 2:** Each groupwill present during 3 to 5 minutes during the Congress their innovative ideas. A vote from the delegates will define the winner team.

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