

## **CMAe CONGRESS AGENDA**

### **August 18th**

#### **Installation:**

14:00 Gran Salón Barahona.  
Welcome greetings from Colombian associations.

Juan Carlos Restrepo, President of Asojuegos.  
Elizabeth Maya Cano, Executive Director of Cornazar.  
Evert Montero, President of Fecoljuegos.  
Alexander Ospina, President of Fedecolde.

#### **Day 1. Digital transformation towards an Omnichannel service.**

Specialized conference for physical rooms of casinos, bingos, slots and machines.

#### **Platforms | 14:30**

The choice of platform is the first step and an important decision for digital transformation.  
Analysis of the market of platform and service providers.

Victor Arias, Vice President of Operations, Pragmatic Play.  
Fernando Garita, Business Development Manager of Betcris.

#### **Content | 15.15**

Get to know the universe of gaming options to offer to the player.

Cristian Acuña, Head of Sales LATAM Play'n GO - Slots Provider.  
Camilo Millon, Head of Sales LATAM/Spain Kiron Interactive - Virtual games provider.  
William Lozano, Business Development Manager TVBet - Live casino provider.  
Manuel Jiménez, Representative for Colombia EvenBet Gaming-Online Poker.

#### **Marketing | 16.00**

Differences for attracting public in physical and online casinos. One click away from achieving new customers. Strategies and messages to attract potential consumers.

Gustavo Sánchez, Commercial Director Jazz Gaming / Gambling Market.

#### **Operator's experiences / 16.30**

Gustavo Pérez, CEO Apuesta Total

#### **Business Tables**

17:00-18:00

Commercial space for land-based, online operators and platform and content providers.

**August 19th**  
**Gran Sal3n Barahona**  
**Day 2. eSports ahead**

**Regulation and operation of eSports in online and land-based games |14:00**

John Jairo Altamiranda N3nuez, Vice President of Business Development at COLJUEGOS, Colombia.

**The eSports in land-based games with jackpot |14:20**

Elizabeth Maya, President at Corporaci3n Nacional de Empresarios de Suerte y Azar, CORNAZAR, Colombia.

**Integrity in eSports betting |14:40**

Juan Carlos Restrepo, President of the Colombian Association of Gaming Operators ASOJUEGOS, Colombia.

**Inter-institutional articulation for the promotion of eSports betting |15:00**

Evert Montero, President of the Colombian Federation of Gaming Businessmen, FECOLJUEGOS, Colombia.

**Current panorama of gamers and eSports in Colombia |15:20**

Alexander Ospina, President of the Colombian Federation of Electronic Sports, FEDECOLDE, Colombia.

**Markets for eSports operation in the world |15:40**

Miguel Angel Perez Rodriguez, Business Development Manager ODDIN, Czech Republic.

**eSports in Iberoamerica, multi-jurisdictional gaming |16:00**

Alejandro Kowalski, Commercial Director Mobadoo, Spain.

**How to grow with eSports in the world of betting |16:20**

Santiago Mizraji, Sales Manager Latam Sportradar, Uruguay.

**eSports in Latam, present and future |16:40**

Alonso Jibaja, Senior Business Development Manager LATAM Betgenius Group, Peru.

**Opportunities for affiliates within eSports |17:00**

Joaqu3n Gago, IGaming Affiliate, Spain

**How to integrate the sports betting culture in the gamer community /eSports |17:20**

Ivan Gimeno, Country Manager Spain and Latam Kafe Rocks.

**Turnkey solutions for online and retail eSports operations |17:40**

Henry Tapias, CEO Universal Soft.

**eSports tournaments in physical casinos |18:00**

David Fica Jaque, CEO Siempre Games.

**How to attract eSporters, PsychoMarketing Strategies and tactics |18:20**

Luciana Beccassino, psychologist, Universidad de Los Andes.

**Closing of CMAe|18:45**

**Note:**

A permanent water and coffee station will be available in the open air area adjacent to the Gran Salón Barahona. No food or beverages may be consumed inside the conference hall. The proper and permanent use of masks is mandatory.