



6<sup>th</sup> Annual

# iGaming Germany 2026

Pioneering the Next Wave of iGaming

**21 - 22 May 2026**

**Munich, Germany**

**NOVOTEL München Messe**

## EVENT BACKGROUND

The **6th Annual iGaming Germany 2026** brings the industry together at a time when online and retail betting are both undergoing meaningful transformation. As regulatory expectations sharpen and Germany's gaming landscape becomes more interconnected, leaders are rethinking how to stay compliant while delivering stronger, safer, and more engaging player experiences across every channel.

With Germany positioned as one of Europe's most influential gaming markets, 2026 presents powerful opportunities for operators and suppliers who adapt with agility. Whether elevating digital platforms, modernising retail locations, or building a seamless customer journey between the two, success now depends on combining regulatory discipline with innovation, customer insight, and operational excellence.

Taking place in **Munich** at the **NOVOTEL München Messe**, **iGaming Germany 2026** introduces a selective event format designed to reflect this evolving landscape:

**Day One** brings all participants together for a unified examination of regulatory, compliance, and policy developments shaping the German market, encompassing both online and retail operations.

On **Day Two**, we are excited to introduce dedicated streams for online and retail operations. Attendees can choose to focus on the online operations sessions within **iGaming Germany** or participate in the **Inaugural Gaming Retail Summit**, a forum specifically designed for senior stakeholders in Germany's land-based and retail betting environment.

**iGaming Germany 2026**, where Germany's gaming industry meets ambition. Connect with key players and discover the strategies that make a difference.

## WHY ATTEND?

- Join a network of industry leaders and forge strategic partnerships to elevate your business.
- Refine your iGaming strategy with a deep dive into market trends, regulatory developments, and technological advancements.
- Showcase your expertise and products in a dynamic landscape ripe for cutting-edge solutions.
- Uncover opportunities for growth and establish dominance in the lucrative German market.



## HEAR FROM DISTINGUISHED SPEAKERS:

- **Antony Jordan**, Head of Payment & KYC, **ODDSET Sportwetten GmbH**
- **Arthur Stadler**, Founding Partner & Attorney at Law, **STADLER PARTNER Rechtsanwälte**
- **Dr. Birgit Bosch**, Head of Compliance Management, **Tipico**
- **Christian Heins**, Director iGaming, **Tipico**
- **Dr. Damir Böhm**, CEO, **Tipwin Ltd.**
- **Dr. Fabian Masurat**, Lawyer, **Taylor Wessing**
- **Imam Elci**, Sales Director, [Sportwetten.de](https://www.sportwetten.de)
- **George Mamulaishvili**, Head Of Administration, **Georgian Gambling Association**
- **Jan Feuerhake (Chairperson – Online Stream)**, Lawyer, **Taylor Wessing**
- **Jochen Biewer (Chairperson – Retail Stream)**, Managing Director, **Chevron Group**
- **Dr. Lennart Brüggemann**, Lawyer & Partner, **HLB Schumacher Hallermann**
- **Margarita Cruz**, Director & Founder, **Diamond28 Consulting Limited**
- **Michelle Chelsea Hembury**, Salary Partner - Lawyer, **MELCHERS Rechtsanwälte**
- **Martin Arendts**, Founder, **ARENDS ANWÄLTE**
- **Stefan Kilpper**, Senior Manager Stakeholder Relations & Public Affairs, **WestLotto**
- 

... AND MANY MORE

---

## DAY ONE – REGULATION & COMPLIANCE

Thursday, 21 May 2026

09:00 **Registration & Morning Refreshments**

09:30 **Opening Remarks from the Chairperson**  
**Jan Feuerhake**, Lawyer, **Taylor Wessing**

09:45 **Panel Discussion**

Navigating the Regulatory Landscape

Understanding Compliance for Both Online and Retail Betting

*Moderator:*

*Position available*

*Panellists:*

**Dr. Birgit Bosch**, Head of Compliance Management, **Tipico**

**Dr. Fabian Masurat**, Lawyer, **Taylor Wessing**

**Stefan Kilpper**, Senior Manager Stakeholder Relations & Public Affairs, **WestLotto**

*Positions available*



- 10:30 **Panel Discussion**  
ECJ Referrals & Player Claims  
Assessing the Impact of Pending ECJ Decisions on Germany's Gaming Regulations and Operator Liability  
*Moderator:*  
*Position available*  
*Panellists:*  
*Positions available*
- 11:15 **Networking Refreshment Break**
- 11:45 **Panel Discussion**  
Customer Journey Transformation  
Seamless Integration Between Physical Shops and Digital Platforms  
*Moderator:*  
*Position available*  
*Panellists:*  
*Positions available*
- 12:30 **Panel Discussion**  
Taxation, Margins & Market Reality  
Profitably Operating Under Germany's Regulatory Framework  
*Moderator:*  
*Position available*  
*Panellists:*  
**Dr. Lennart Brüggemann**, Lawyer & Partner, **HLB Schumacher Hallermann**  
*Positions available*
- 13:15 **Networking Lunch Break**
- 14:15 **Keynote Presentation**  
Combating the Black Market: Practical Strategies for Protecting the Regulated Gaming Ecosystem  
Practical insights into how regulation, enforcement, and product strategy can work together to
- Speaker:*  
**Christian Heins**, Director iGaming, **Tipico**
- 14:45 **Fireside Chat**  
Shaping a Resilient German Gaming Market  
A Comparative View of European Gaming Markets (Central Europe, Nordics, Baltics)  
*Speakers:*  
**Arthur Stadler**, Founding Partner & Attorney at Law, **STADLER PARTNER Rechtsanwälte**  
*Positions available*



15:15 **Panel Discussion**

Cybersecurity & Fraud Prevention  
Strategies to Prevent Fraud and Protect Player Trust

*Moderator:*

*Position available*

*Panellists:*

**Antony Jordan**, Head of Payment & KYC, **ODDSET Sportwetten GmbH**

*Positions available*

16:00 **Presentation**

Georgia as a Gateway: Regulatory Lessons for Germany from Europe's Eastern Neighbours  
A comparative view on licensing, enforcement, and market structure at the intersection of mature European regulation and fast-developing growth markets.

*Speaker:*

**George Mamulaishvili**, Head Of Administration, **Georgian Gambling Association**

16:45 **Closing Remarks from the Chair**

**Jan Feuerhake**, Lawyer, **Taylor Wessing**

17:00 **Networking Drinks**

*Sponsorship available*

---

## **DAY TWO – ONLINE OPERATIONS**

**Friday, 22 May 2026**

09:30 **Registration & Morning Refreshments**

10:00 **Opening Remarks from the Chairperson**

**Jan Feuerhake**, Lawyer, **Taylor Wessing**

10:15 **Keynote Presentation**

The Art & Science of Retention in 2026  
Creating Engaging Digital Experiences Through Personalisation, Interactivity, and Next-Generation Player Journeys

*Speaker:*

*Positions available*



- 10:45 **Panel Discussion**  
Maximising Online Performance  
Strategies to Optimise Digital Platforms and Player Engagement  
*Moderator:*  
*Position available*  
*Panellists:*  
**Antony Jordan**, Head of Payment & KYC, **ODDSET Sportwetten GmbH**  
*Positions available*
- 11:30 **Networking Refreshment Break**
- 12:00 **Fireside Chat**  
Innovation and Current Trends in Online Products  
Leveraging Technology and Data to Enhance Player Experience  
*Speakers:*  
*Positions available*
- 12:30 **Fireside Chat**  
Preventing Black-Market Drift: RG as a Strategic Tool  
Leveraging Responsible-Gaming Initiatives and Player Incentives to Strengthen Regulated Channels.  
*Moderator:*  
*Position available*  
*Panellists:*  
*Positions available*
- 13:00 **Fireside Chat**  
Tech Empowered Partnerships:  
Using AI, Automation & Data to Drive Efficiency  
*Speakers:*  
**Christian Heins**, Director iGaming, **Tipico**  
*Positions available*
- 13:30 **Networking Lunch Break**
- 14:30 **Panel Discussion**  
Strategic AML Risk Management: Protecting Compliance and Reputation  
Building Effective Frameworks to Minimise AML Risks and Safeguard Your Organisation.  
*Moderator:*  
*Position available*  
*Panellists:*  
*Positions available*



- 15:15 **Panel Discussion**  
Driving Growth Through Smart Affiliate Strategies  
Maximising ROI with Data-Driven Insights and High-Quality Traffic.  
*Moderator:*  
*Position available*  
*Panellists:*  
*Positions available*
- 16:00 **Panel Discussion**  
Beyond Borders: Scaling Online Operations in Emerging Markets  
Emerging Markets and Strategies for Sustainable Expansion.  
*Moderator:*  
*Position available*  
*Panellists:*  
*Positions available*
- 16:45 **Closing Remarks from the Chairperson**  
**Jan Feuerhake, Lawyer, Taylor Wessing**
- 17:00 **Farewell Drinks**  
*Raise a Glass to Insights, Connections, and Future Success!*
- 

## **DAY TWO – Inaugural Gaming Retail Summit** **Friday, 22 May 2026**

- 09:30 **Registration & Morning Refreshments**
- 10:00 **Opening Remarks from the Chairperson**
- 10:15 **Keynote Presentation**  
Competing in a Digital-First World: Omnichannel Convergence in Retail Betting  
How Betting Shops Can Stay Relevant by Integrating Physical and Digital Channels, Meeting  
Modern Player Expectations, and Driving Engagement Across All Touchpoints.  
*Speaker:*  
*Positions available*



10:45 **Panel Discussion**

Retail Player Protection in Practice

Implementing Effective Self-Exclusion Programs and Leveraging Monitoring Technology to Safeguard Players and Ensure Responsible Betting in Physical Locations.

*Moderator:*

*Position available*

*Panellists:*

**Imam Elci**, Sales Director, [Sportwetten.de](https://www.sportwetten.de)

**Stefan Kilpper**, Senior Manager Stakeholder Relations & Public Affairs, **WestLotto**

*Positions available*

11:30 **Networking Refreshment Break**

12:00 **Fireside Chat**

Innovating Retail: Boosting Engagement Without Breaking the Bank

Exploring Smart Technology, Interactive Features, and Creative In-Shop Experiences That Attract Players while Controlling Costs.

*Speakers:*

*Positions available*

12:30 **Presentation**

Digital Meets Physical: Omnichannel Retail Advertising

Leveraging In-Store Promotions, Cross-Channel Loyalty Programs, and Data-Driven Campaigns to Maximise Player Engagement and Seamlessly Integrate Digital and Retail Experiences.

*Speakers:*

*Positions available*

13:00 **Networking Lunch Break**

14:00 **Panel Discussion**

Safeguarding Sports Integrity in Retail Betting

How Retail Operators Can Detect, Prevent, and Respond to Match-Fixing and Suspicious Betting Patterns Through Collaboration with Regulators, Monitoring Agencies, and Advanced Detection Tools.

*Moderator:*

*Position available*

*Panellists:*

*Positions available*

14:45 **Fireside Chat**

Legal Strategies for a Safer and Profitable Retail Gaming Environment

Understanding Where Law, Enforcement, and Operational Reality Intersect

*Speakers:*

*Positions available*



**15:15 Panel Discussion**

**Streamlining Retail Operations: Efficiency for High-Volume Shops**  
Practical Strategies to Optimise Staff, Workflows, and Customer Flow Using Automation and Digital Queue Management, Ensuring Smooth Operations and Regulatory Compliance.

*Moderator:*

*Position available*

*Panellists:*

*Positions available*

**16:00 Panel Discussion**

**Retail in 2026 & Beyond**

Exploring How Gaming Venues Adapt to Changing Consumer Behaviour with Multi-Game Terminals, Digital Integration, Cross-Channel Loyalty, and Data-Driven Merchandising.

*Moderator:*

*Position available*

*Panellists:*

**Imam Elci**, Sales Director, **Sportwetten.de**

*Positions available*

**16:45 Closing Remarks from the Chairperson**

**17:00 Farewell Drinks**

*Raise a Glass to Insights, Connections, and Future Success!*

**\*\*\* End of #iGG2026 & #GRS2026 \*\*\***

---

**SPONSORSHIP & EXHIBITION OPPORTUNITIES:**

Become a valued sponsor at the prestigious **iGaming Germany 2026** and place your brand front and centre in front of top industry executives and esteemed industry leaders. This year, the event is specifically targeting both online and retail operations, giving you the chance to showcase your offerings and innovations across both streams.

With our extensive network of iGaming worldwide, you can make a significant impact and ensure your message stands out. Take advantage of our diverse sponsorship opportunities to increase your visibility and engagement within the sector.



Collaborate with us to create a tailored marketing strategy that aligns with your specific objectives. Whether you prefer one of our standard sponsor packages or a personalised approach, we are committed to providing solutions that cater to your business requirements. From banner displays and strategic branding to networking opportunities, thought discussion panels, speaking slots, and customised sponsorships, we develop a solution that perfectly suits your marketing needs and business objectives.

Don't miss out on these fantastic sponsorship opportunities to elevate your brand at **iGaming Germany 2026**. Showcase your innovations and connect with both online and retail gaming leaders at this premier event!

#### **WHY YOU EXHIBIT OR SPONSOR:**

- Showcase your product and solutions to an international audience
- Promote your brand to a captive audience of decision-makers
- Create company awareness during formal and informal networking opportunities and share and exchange ideas/concepts
- Launch new products and services

For more information, please contact:

**Lou-Mari Burnett**  
Chief Operating Officer  
loumari@eventus-international.com  
+27829075850