

Latin America is a sleeping giant of iGaming world that is about to wake up. Prepare to learn more at BET 2020!

Latin America market has outstanding potential, especially Brazil, Colombia and Buenos Aires Province in Argentina. With a combined population of over 260 million and sophisticated gambling regulations, these two regions are set to become the driver of the LatAm gambling market.



Latin America has the potential to become one of the biggest places for action for iGaming industry in the world, so we should better take a good look at it.

h4. Let's discover the most interesting markets

* *Colombia*

Status of online gambling: Regulated, open licensing. Nationwide.

Permitted games: casino, slots, poker, bingo, sports betting, betting exchanges.

* *Argentina*

Status of online gambling: Regulated at the provincial level, open licensing.

Permitted games: Table games, slots, sports betting, virtual events, lottery.

* *Brazil*

Status of online gambling: Online fixed-odds sports betting authorised, along with national lottery games and horse race betting. Nationwide.

Potential betting market projection, US\$, bn: 0,6 – 1,6 (land-based and online, combined).

h4. Are you interested to know more? We are.

At „BET
2020“: https://betexpo.uk/?utm_source=pr&utm_medium=LatAm_release&utm_campaign=isa-guide.de in London, will be gathered TOP experts in LatAm iGaming market, within a standalone conference section dedicated to the region. Get the latest insights, talk to investors, be the first to discover the opportunity to establish your iGaming business in this huge new market.

h4. What we will be talking about?



- * How different Latin America markets compared to European?
- * Market study: Internet and mobile penetration, data collection opportunities, best marketing cases to use.
- * Regional case study: Brazil, Argentina, Colombia, Peru.
- * Affiliate marketing in LatAm. Are there any differences?
- * “Eldorado” for software developers: what LatAm offers to software developers in terms of capacity?

h4. Do you have a product to show?

Join BET2020 and „book your booth right now“: https://betexpo.uk/?utm_source=pr&utm_medium=LatAm_release&utm_campaign=isa-guide.de to get a chance to find new investors and reach to the highest-quality audience that will use your developments on the new market!