

Scandinavian Gaming Show 2022 – Recap



Eventus International successfully concluded the **4th** edition of the **Scandinavian Gaming Show** last week in **Copenhagen, Denmark** at the beautiful **Carlsberg Museum & Business Centre**.

The event offered industry professionals a vital opportunity to gain insight from thought leaders across the betting and gaming business – the authorities on the industry, legal, regulatory and player experience development in Sweden, Norway, Denmark and Finland.

Day One saw attendees and speakers network before, during and after official proceedings. Panel discussions and presentations covered various topics such as the potential that AI has to help operators to reduce at risk and problem gaming, is overregulation killing the industry, channelization, how to work with Scandinavian marketing rules, how to sustain the longevity of your brand in the gaming

sector, what the next growth products are, emerging trends and innovations in products and technology within the Scandinavian markets.

Day Two began and ended with more connecting and knowledge sharing amongst all involved in the event. The topics covered on the final day included trademarks and how to protect your brand online, how will Scandinavian operators deal with challenges linked to responsible gambling and money laundering, how to build an efficient SEO strategy for highly saturated and competitive Scandinavian markets, the current state of play for gambling in Finland and creating content that appeals to a wider audience and is adapted for local markets.

Yudi Soetjiptadi, Managing Director of **Eventus International**, concluded: "We feel very honoured to have the opportunity to host this prestigious event in a beautiful place such as **Carlsberg Museum & Business Centre** in **Copenhagen**. We have received positive feedback regarding the content quality, high-level speaker line-up and high profile audience. We are pleased to announce that **the next edition of SGS** will be hosted in **Stockholm, Sweden**, from **16 – 17 November 2023**, and we look forward to welcoming all back next year to what promises to be another memorable event!"

Our **next three events** will be **SPiCE India**, **1 – 3 March 2023** in **Goa, India** followed by **Gaming Expo Francophone Africa**, **8 – 9 March 2023** in **Casablanca, Morocco** and then the **BiG Africa Summit**, **30 – 31 March 2023** in **Johannesburg, South Africa**.

Register now to attend any or all of these events: