



GAME TIME **AFRICA** **SUMMIT**

15th & 16th January 2026

Four Seasons Hotel
Rabat - Morocco



www.gametime.africa

2026 EVENT RECAP

THE VISION:

AFRICA, THE FINAL FRONTIER OF THE GLOBAL SPORTS BUSINESS

There has never been a better time to invest in Africa sports industry!

With a youthful and rapidly growing population of 1.5 billion, 25% of the world population by 2050, an expanding middle class, and surging consumption and participation across multiple sports, Africa's sports ecosystem stands at the crossroads of opportunity. I firmly believe the sports industry can serve as a powerful catalyst for the continent's inclusive economic growth and global prominence.

To unlock its full potential, the industry requires three critical ingredients: better data, stronger human capital, and greater investment. This is an exciting journey—one I call the Road to 5—toward a near future where sports contribute 5% of Africa's GDP.

We decided to contribute our part. We launched a galvanising movement dedicated to delivering actionable business intelligence and tangible investment opportunities through a long-overdue annual gathering.

The Game Time Africa Summit is the premier pan-African sports business and investment platform. It convenes leaders from the public and private sectors, investors, innovators, and athlete-investors for two immersive days of knowledge sharing, high-level networking, and deal-making.

Now is the moment to act. Together, let's turn Africa's sports ambitions into sustainable, profitable, and impactful realities.

Will Mbiakop

Game Time Africa Summit Founder

African Sports & Creative Institute (ASCI) Executive Chairman

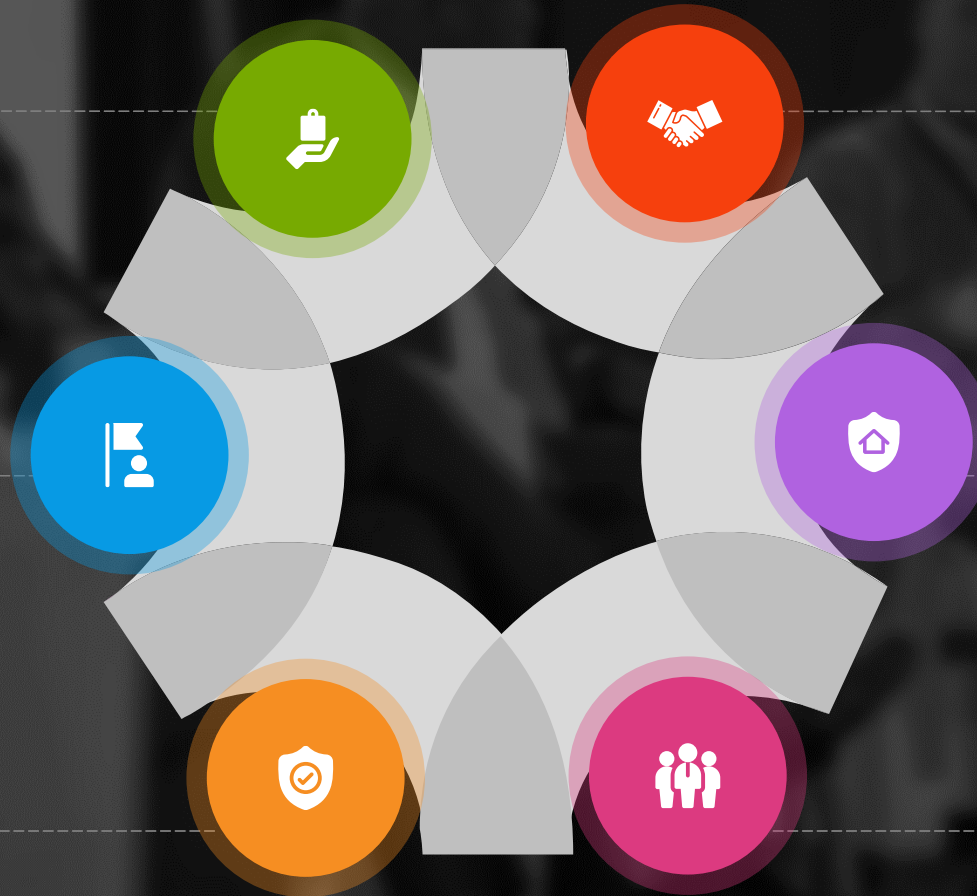


• **KEY FIGURES**

2
**DAYS OF
SUMMIT**

2
**SIDE
EVENTS**

8
**SPORTS
BUSINESS
AWARDS**



12
**INSIGHTFUL
PANELS**

16
**INTERNATIONAL
MEDIA
NETWORKS**

150
**SELECTED
C LEVEL
PARTICIPANTS**



GAME TIME AFRICA SUMMIT 2026

THU. 15TH JANUARY UNDERSTANDING THE GAME

- 09.00 – 09.30** Opening Ceremony
- 09.30 – 10.30** Opening Panel: Africa the Final Frontier for the Global Sports Business
- 10.30 – 10.45** Coffee Break
- 10.50 – 11.50** Financing African Sports: Unlocking New Capital Sources
- 11.50 – 12.50** The New Era of Sponsorship, Rights & Fan Engagement
- 12.50 – 14.00** Lunch Break & VIP Lunch (By invitation only)
- 14.00 – 15.00** The Media Rights Revolution & Piracy: How Are Rights Holders Trying to Be Clutch in the Money Time?
- 15.00 – 16.00** Investment, Teams, Ownership: It Is Game Time, Africa!
- 16.00 – 16.15** Coffee Break
- 16.20 – 17.30** Players Only! The Business of Being “More Than an Athlete”
- 17.30 – 20.00** Free Time – Networking
- 20.00 – 22.30** Game Time Africa Gala Dinner and Sports Business Awards

— **DAY 1** —

FRI. 16TH JANUARY GROWING THE GAME

- 09.30 – 10.30** From Video Games to the Money Game: How to Seize the Gaming & E-Sports Opportunity in Africa
- 10.30 – 11.00** Fireside Chat: The art of building successful sports brands
- 11.00 – 11.15** Coffee Break
- 11.15 – 12.15** Tech & Infrastructure: From Stadiums to Smart Cities
- 12.15 – 13.15** NFL & PFL & Padel: The Next Big Sports Properties in Africa
- 13.15 – 14.30** Lunch Break
- 14.30 – 15.30** Sports Mega-Events as Catalysts for Economic Growth
- 15.30 – 16.30** Closing Panel

— **DAY 2** —

IN PROUD PARTNERSHIP WITH





MEDIA COVERAGE



Bloomberg



SABC
SPORT



RTL sport



France
médias
monde



CANAL+



L'Opinion

Balafon Média



MEDIAS24
Numéro un de l'information économique marocaine

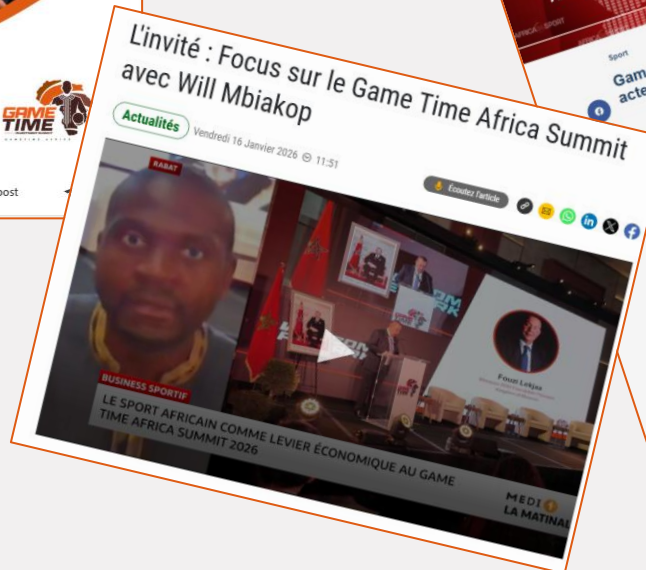
16 MEDIA

• Local and International

• Sport & News Media Press

www.gametime.africa

MEDIA COVERAGE



MEDIA ENGAGEMENT





DAY 1

**UNDERSTANDING
THE GAME**

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WELCOMING & OPENING REMARKS



H. E. Karim Zidane
Minister of Investments,
Convergence and the Evaluation
of Public Policies, Kingdom of
Morocco



H.E Fouzi Lekjaa
Minister of Budget, Morocco
2030 Foundation President
Kingdom of Morocco



Will Mbiakop
Game Time Africa Summit
Founder
ASCI Executive Chairman

OPENING PANEL

AFRICA, THE FINAL FRONTIER FOR THE GLOBAL SPORTS BUSINESS

Africa is increasingly seen as the last high-potential development frontier in the sports industry, particularly as traditional markets have reached maturity. In 2050, one human being out of 4 will be African, over 25% of the world work force will be in Africa. Major international sports organizations opening offices in Africa, signals a strategic interest in these emerging markets. Meanwhile, infrastructure gaps create investment opportunities to build new, modern, and sustainable ecosystems.

Africa is set to become the new long-term world sports value creation engine, the panel explored how.



Will Mbiakop

Game Time Africa Summit
Founder

Moderator



Remy Rioux

Agence Francaise de
Developpement (AFD)
Group CEO



Khalid Safir

Caisse de Depot et de
Gestion (CDG) Group
CEO



Fred Whitfield

NBA Team President, Vice -
Chairman,
Alternate Governor and Minority
Owner

PANEL II

FINANCING AFRICAN SPORTS: UNLOCKING NEW CAPITAL SOURCES

The panel explored the emerging opportunities for financing African sports, identifying new sources of capital and investment. Experts discussed how sports organizations and stakeholders can access these funds and leverage innovative financial strategies to drive growth and sustainability across the continent.



Paulo Gomes
Orango Capital CEO
Moderator



Greg Carey
Goldman Sachs Chairman –
Public Finance, Global Co-
Head of Sports Franchise



Rene Awambeng
Premier Invest, Founder
& Managing Partner



Faris Ayoub
Helios Sports Entertainment
Group (HSEG), Strategy Head

PANEL III

THE NEW ERA OF SPONSORSHIP, RIGHTS AND FAN ENGAGEMENT

Experts explored how brands and sports properties can optimize partnerships to drive value and maximize return on investment. This session focused on emerging trends, strategies for effective collaboration, and innovative approaches to unlocking the full potential of sponsorships in the African sports landscape.



Manal Bernoussi
CEO Leaders on Purpose

Moderator



Papa Madiaw Ndiaye
CEO of AFIG Funds /
Chairman of ECOBANK
Transnational Incorporated



Omar Skalli
SOREC CEO



Aida Diarra
VISA SSA Sr Vice President

PANEL IV

THE MEDIA RIGHTS REVOLUTION & PIRACY: HOW ARE RIGHTS HOLDERS TRYING TO BE CLUTCH IN THE MONEY TIME?

How leagues, federations, and clubs can unlock new value in the media and digital rights game. With shifting consumption habits, rising OTT platforms, and the persistent threat of piracy, rights holders must innovate rapidly to protect and grow revenues. This session delved into emerging strategies, partnerships, and technologies shaping the next frontier of media monetization in African sport.



Will Mbiakop
Game Time Africa Summit
Founder

Moderator



David Mignot
Canal + Africa CEO



Constant Nemale
Founder & Chairman Africa24
Group



Tresor Penku
LA LIGA Africa CEO

PANEL V

INVESTMENT, TEAMS, OWNERSHIP: IT IS GAME TIME, AFRICA!

This session focused on investment dynamics, team structuring, and ownership models within the African sports ecosystem and beyond. It addressed governance, public-private partnerships, market attractiveness for investors, and the professionalization and commercialization of sports organizations.



Fred Whitfield
Retired NBA
President, Vice-Chairman,
Alternate Governor and
Minority Owner



Marc Lasry
Avenue Capital CEO
Former Owner of the
Milwaukee Bucks, 2021
NBA Champion



Eniola Aluko
Football Legend – Sports
Executive - Investor @
Mercury 13



Arsene Wenger
Football Legend
FIFA's Chief of Global
Football Development



Moise Katumbi
TP Mazembe President
World Football Club
Association Vice President

PANEL VI

PLAYERS ONLY! THE BUSINESS OF BEING “MORE THAN AN ATHLETE”

How are African athletes transitioning from endorsements to ownership from athletes to investors? This conversation highlighted the evolving role of athletes as bankable brands, investors and business leaders, exploring how they are leveraging their platforms to build generational wealth and drive socio-economic impact beyond the game.



Ronny Turiaf

2012 NBA Champion &
NBA Legend, Investor,
EVP Strategy & Owner
Sporting Club Escaldes



Cyril Gane

MMA Superstar,
Investor, Founder
Lori6Ventures



**Jeremiah
Owusu-Koramoah**

NFL Star, Cleveland Browns
Founder Ghana Federation
of American Football (GFAF)



Alex Song

Football Legend,
Cameroon



Anthony Baffoe

Football Legend, FIFA Ambassador,
General Secretary & Founder of the
Ghanaian player union (PFAG)

Moderator

• GALA DINNER

HOSTED BY UK- D.R CONGO AWARD
WINNING STAR COMEDIAN EDDIE KADI



AWARDS CEREMONY

The Game Time Africa Sports Business Awards celebrate the leaders, innovators, investors, and organizations shaping the future of the sports industry across the continent.



Community Impact of the Year : FIFA Schools for Africa

The award honours a sports-led initiative in Africa that has delivered meaningful social change: inclusion, youth development, health or infrastructure.

FIFA School for Africa has demonstrated measurable outcomes, sustainability and the capacity to be replicated across contexts.



Sustainable Infrastructure of the Year: SGTM Morocco

The award recognises a sports facility, venue or infrastructure project designed or managed with sustainability at the core: environmentally, socially and economically. Innovation in design, community integration and long-term operation will be key. Construction giant SGTM has consistently demonstrated so with the Rabat Olympic Complex and all Football Stadiums built for AFCON and FIFA World Cup including the future world largest stadium: Grand Stade Hassan II



Investment of the Year: Canal + & Multichoice

The award honours a major investment in African sport (capital, partnership or acquisition) that has meaningfully advanced the ecosystem. Canal+ has reshaped sports media distribution across sub-Saharan Africa, unlocking wider access to premium sports content. By aligning 2 of the region's most influential broadcasters, the deal strengthened rights distribution and commercial monetisation, elevating the continent's media landscape and accelerating market development.



SportsTech Innovation of the Year: PFL Africa

The award celebrates a technology solution impacting performance, broadcasting, fan engagement, etc. The PFL Africa Digital Results Hub and Broadcast Analytics Platform has changed the game by centralising real-time results and analytics for broadcast partners and fans, it has raised the standard of data presentation and strengthened commercial visibility for a rapidly evolving sport.

To see more, visit www.gametime.africa/photos/

AWARDS CEREMONY

The Game Time Africa Sports Business Awards celebrate the leaders, innovators, investors, and organisations shaping the future of sport across the continent.



Sports Tourism Destination of the Year : Kingdom of Morocco

Celebrates a destination in Africa that has leveraged sport or sporting events to drive tourism, infrastructure, local engagement and economic growth. Through the successful staging of major continental tournaments including WAFCON and AFCON, Morocco has cemented its reputation as a premier international sports host. With modern infrastructure, strong organisational capability, and vibrant fan experiences, the country continues to transform major competitions into catalysts for tourism, investment, and global visibility.



Financial Partnership of the Year: FICS (Finance in Common –AFD) Sports Coalition for Impact in Creative & Sports

Recognises a strategic financial partnership (sponsorship, funding deal, M&A) that has delivered outstanding impact, innovation, and wider legacy. The FICS Coalition brings together public and private institutions to design innovative financial pathways for Africa's sports and creative sectors. By mobilising patient capital, aligning policy, and unlocking new investment structures, the coalition is redefining how creative and sports ecosystems are funded, sustained, and grown across the continent.



Media, Broadcasting & Digital Platform of the Year : SuperSport

Honours a media outlet, broadcaster, digital platform that has elevated sports coverage via excellence in storytelling, reach, innovation or platform growth. As one of Africa's dominant sports broadcasters, SuperSport continues to shape how the continent experiences live sport. With extensive rights coverage, premium production quality, and deep audience reach, the network plays a pivotal role in connecting African fans to both local and global competitions, while strengthening the commercial ecosystem of African sport.



Sports Business Leader of the Year: Tresor Penku – LALIGA AFRICA CEO

Recognises an individual in Africa's sport business ecosystem whose leadership, vision and accomplishments have significantly shaped the industry, whether in commercial partnerships, innovation, governance or growth of sport organisations. Cameroon-born Trésor Penku leads LaLiga's expansion across Africa, driving commercial partnerships, grassroots programmes, and market growth for one of Europe's premier football brands.



DAY 2

**GROWING
THE GAME**

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PANEL VII

FROM VIDEO GAMES TO THE MONEY GAME: HOW TO SEIZE THE GAMING & E-SPORTS OPPORTUNITY IN AFRICA?

The movers and shakers explored the rapid growth of gaming and e-sports in Africa, focusing on innovative fan engagement, digital platforms, and the monetization strategies driving the industry forward. They share successful experiences and perspectives on how stakeholders can capitalize on this emerging market to create sustainable revenue streams and expand audience reach across the continent.



Richard Wanjohi
ASCI Research Lead

Moderator



Youssef Charif
Star Player



Tarik Belghazi
TBB E-Corp CEO



Desire Koussawo
SAGES Africa President

FIRESIDE CHAT :

THE ART OF BUILDING SUCCESSFUL SPORTS BRANDS

Strategy, brand, investment, ownership, this chat, led by one of the most respected figure in American sports Chrysa Chin offered a deep dive in the fabulous journey of the man besides the basketball icon Michael Jordan: Mr Fred Whitfield. Nike, brand Jordan, Africa connections, Charlotte Hornets hundreds millions dollars acquisition to the 3 billion sale! This was a fascinating session.



Chrysa Chin
EVP, Strategic Relations
National Basketball Players
Association (NBPA)

Moderator



Fred Whitfield
Retired NBA President, Vice -
Chairman, Alternate Governor
and Minority Owner

PANEL VIII

TECH & INFRASTRUCTURE: FROM STADIUMS TO SMART CITIES

This panel examined the strategic role of sporting infrastructure and tech in urbanisation and economic development: smart stadium, smart cities integration, digital, health, mobility systems, and post-event urban legacy. The focus is on how sport can act as a powerful driver for transforming African cities into more sustainable, connected, and inclusive environments.



Abdou Diop
Forvis Mazars, MD

Moderator



Hamza Kabbaj
SGTM group CEO



Federico Bonaglia
OECD Development
Centre, Deputy Director



Rene Awambeng
Founder and Managing
Partner, Premier Invest



Nabil Saimi
Senior investment Director,
Africa 50

PANEL IX

NFL & PFL : THE NEXT BIG SPORTS PROPERTIES IN AFRICA

NFL's Born to Play campaign has made significant waves in Africa, with flag football set for the Olympics and increasing local engagement, signaling major growth ahead. Meanwhile, the Professional Fighters League (PFL) is set to disrupt the MMA landscape, offering a new frontier for African fighters and fans. This panel explored how these global sports powerhouses are shaping Africa's sports ecosystem and driving innovation across the continent.



Eniola Aluko

Football Legend / Investor
Mercury 13

Moderator



**Jeremiah
Owusu-Koramoah**

NFL Star, Cleveland Browns
Founder Ghana Federation of
American Football (GFAF)



Faris Ayoub

Strategy Head – Helios Sports
Entertainment Group (HSEG)
Investor in the PFL Africa

PANEL X

SPORTS MEGA-EVENTS AS CATALYSTS FOR ECONOMIC GROWTH

Analysing the long-term economic impact of hosting international sporting events, the connection between sports, gaming and entertainment and how Africa is collaborating with global partners. This panel brought together right holders, world class entertainer and promoter to explore how these events can attract investment, enhance infrastructure development and generate sustainable economic value.



Desire Koussawo
President, SAGES Africa



Gelson Fernandes
Deputy Chief
Member Associations
Officer, FIFA



Benny Adam
Star Artist, Kingdom
of Morocco



Ismail Radi
Project Lead,
Fondation Maroc 2030

CLOSING PANEL: OWNING THE GAME !

Football legend, entrepreneur, and investor Patrice Evra offered a sharp assessment of Africa's sports industry, outlining its untapped potential and the expanding opportunities emerging both across the continent and through engagement with international partners. His remarks brought renewed focus to the ambitious vision captured by the phrase "From Africa to the World."



Will Mbiakop
Game Time Africa Summit
Founder
ASCI Executive Chairman



Patrice Evra
Football Legend, Global
Entrepreneur, Investor





**HIGH LEVEL BILATERAL
MEETINGS & VIP LUNCHESES**

NOTABLE GUESTS & PERSONALITIES



FIFA Arsene Wenger, Arsenal David Dean MBE, Ecobank Pape Ndiaye



Ex NBA Africa CEO and Lions Range CEO Victor Williams with Rene Awambeng



HE Gayton Mc Kenzie, Minister of Sports Arts Culture South Africa



Football Kenya Federation President Hussein Mohammed – FIFA Gelson Fernandes



Honorable E Mwangi Principal Secretary Kenya Ministry of Youth Affairs Creative Economy and Sports



Manal Bernoussi – Learders with Purpose CEO



Ludovic Moullin, GL Events CEO



H Guedira Juventus Academy – S Abbadi Sages Africa – S Tiki (GPF) – HE G Mc Kenzie

NOTABLE GUESTS & PERSONALITIES



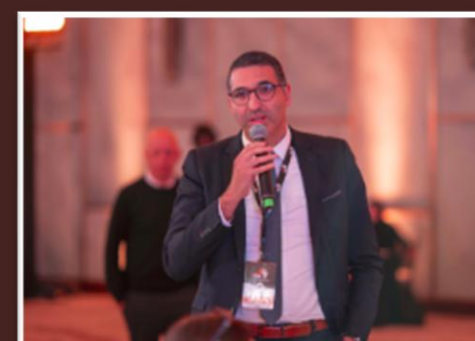
Brahim Benmoussa, General Secretary – Ministry of Investments & Khalid Safir CDG CEO



Subomi Odunowo - Chiron Sports group and Faris Ayoub - HSE



L Tribby Head of Social Inclusion AFD – A Mariko General Secretary – FICS Sports Coalition



Reda Laraichi – Vice President Rainbow World Group



Tristan-Aurel Mouline – AFD Group Deputy CEO



Dr Abderrazak El Akari Head of Sports Morocco Ministry of Education and Sports



M Katumbi – A Wenger – E Aluko



Kenya Ministry of Youth Affairs Creative Economy and Sports

NOTABLE GUESTS & PERSONALITIES



Catherine Weliachew
Head of Development - FMM



Christa Pryor Mind Body Game
USA - Founder & CEO



Hicham Baiz – AMCI Head
of Triangular Cooperation



Claude Leroy, Football Legend



Dr Abderrazak El Akari & Stepahne Tiki – VP
Groupement du Patronat Francophone



Makan Magassouba- M Consulting CEO



Our Future Stars (GTAS Volunteers Program)



Future Hall of Famers



SIDE EVENT

UNDER THE BAOBAB

Under the Baobab is the flagship investment forum of the Game Time Africa Summit where selected 8 high-growth, sports-adjacent African ventures present to a curated panel of leading investors.

Panel of investors:

- Nawfal Fassi-Fihri, *Director of the 212Founders program, CDG Invest*
- Faris Ayoub, *Helios Sports & Entertainment Group Strategy Head*
- Meïssa Gueye, *Head of Venture Capital, Africa , IFC World Bank group*
- Stephane Allou, *CFO, Digital Africa*

Corporations:

- REBORN / TISINI / SAGES AFRICA
- A314 / MATCH WE CAN / SILICONE MIND
- FTBLR / WELL PASS



ROAD TO 5 OECD – ASCI

High-level consultation meeting:

The Road to 5 Project led by ASCI, OECD Development Centre, Afristat with financial support from Italy's Ministry of Foreign Affairs and International Cooperation, and curated for the G7, aims at measuring the contribution and impact of the sports industry in Africa. The group will deliver investment tools to help public leaders to invest consistently in Africa's sports ecosystem.

Opening remarks:

- **H.E Gayton Mc Kenzie**

Minister Sports, Arts & Culture South Africa

- **Brahim Benmoussa**

Secretary General – Ministry of Investments – Kingdom of Morocco

- **Abderrazak El Akari**

Sports Director - Ministry of Education & Sports – Kingdom of Morocco

- **Federico Bonaglia**

Deputy Director, OECD Development Centre

- **Will Mbiakop**

Executive Chairman, African Sports and Creative Institute (ASCI)

- **H.E Pasquale Salzano**

Italian Ambassador in the Kingdom of Morocco

Participants:

- Countries: SOUTH AFRICA / KENYA / MOROCCO / TOGO / SENEGAL / COTE D'IVOIRE / CAMEROON / BENIN / ITALY / CHAD / FRANCE
- Audience: Sports Industry leaders, Policy Makers, Development partners, Investors



UNDER THE SPOTLIGHT



Rene Awambeng

Founder & Managing Partner, Premier Invest

INVESTMENT ANNOUNCEMENT

Premier Invest launched the African Sports and Infrastructure Fund (ASIF) aiming at closing the sports infrastructure gap on the continent. Premier Invest plans to close fund-raising for the \$500m African Sports and Infrastructure Fund (ASIF) by Q1 2027.

ASIF aims to build 10 multi-purpose arenas in several African countries. The fund has already raised \$150m from a “dedicated community of 150 sportsmen, sportswomen and creatives”. The community included “African footballers, African NBA players and key African musicians, and they contributed between \$500,000 and \$1m each”.

ASIF aims to develop arenas that are designed, from inception, to generate diversified revenues, integrate with surrounding communities and function as a long-term economic .

The first arena will be completed before 2028; Turkish contractor SUMMA will be building the arenas.

The arenas will have capacities of between 5,000 and 10,000 individuals and will be located in cities such as Accra, Conakry, Lagos, Dar Essalam, Douala, Yaounde and Maputo, “We are going for cities that have opportunities, but don’t have the infrastructure”

Rene Awambeng



OUR TEAM



SEE YOU IN
NAIROBI
KENYA

15 – 16
JULY 2027

REGISTER NOW ON
WWW.GAMETIME.AFRICA

