



SiGMA - The World's iGaming Village

The SiGMA show is now a truly world-class event with an elite selection of delegates, policy makers and thought leaders pouring in from across the globe. Such international support and interest has helped propel SiGMA into becoming the world's iGaming village. Through a commitment to quality and years of successful operations, SiGMA has nurtured the development of a strong brand, allowing for its evolution into a global influencer on the iGaming world stage.

SiGMA Expo - the Summit of iGaming in Malta

SiGMA'19 will take place between the 27th and 29th of November 2019 at the Malta Fairs and Conventions Centre in Ta' Qali. Positioned at the cutting edge of a very competitive industry, the event has evolved since 2014 into the definitive iGaming showcase, operating on both a European and world stage. SiGMA'18 welcomed over 400 sponsors and exhibitors, 200 industry-leading speakers and a record-breaking 12,500 attendees from over 80 countries, and in 2019 this staple in the global iGaming calendar is set to grow even bigger.

The SiGMA'19 events calendar boasts a full complement of entries. While all roads still lead to the Summit in November, the expo is supported by numerous local and global events occurring throughout the year.

SiGMA Pitch

The popular SiGMA Pitch is back once again in 2019, providing a space for innovative young start-ups to gain valuable exposure on the expo floor, score exclusive invites to networking events, and reel in potential funding and mentoring from industry veterans.

Malta Gaming Awards:

The greatest stories of success should be celebrated, not hidden. With twelve categories, each of which isolates a specific contribution to the iGaming industry, the Malta Gaming Awards ceremony shines a spotlight on the winners and raises money for charitable institutions. SiGMA'19 will again see the most inspiring and innovative achievements of the industry honoured at the Malta Gaming Awards.

SiGMA Brand

There can be no doubt that as Malta continues to position itself as a haven for industry, SiGMA has found its niche within a booming economy. The show also owes its success to the strong support shown by the Maltese government, with her Excellency, President of Malta Emeritus, Marie Louise Coleiro-Preca gracing a number of events as guest of honour.

In 2019 the SiGMA brand spreads its wings to extend the business globally, capitalising on the booming Global iGaming sector in Asia, LatAm, and Africa. SiGMA Manila is set to take place in 2020, and further large-scale shows are yet to be announced in other territories.

SiGMA Roadshow / AGS / iGatherings

Our SiGMA Roadshows, Affiliate Grand Slams, and iGatherings have been touring the world since 2017, taking in locations including Tallinn, Kiev, Bucharest, Buenos Aires, Hong Kong, and Manila. These events are now marquee calendar appointments in their own right. We understand that people network better in a relaxed, fun environment. It also helps to have access to all the key players in the same place, at the same time, in the same state of mind.

SiGMA News / SiGMA Careers

This year has also been marked by a commitment to increasing SiGMA's repertoire, by bulking up the news portal and extending its focus with the newest pillar of the website - SiGMA Careers. Alongside a news website dedicated to all the latest industry updates, SiGMA also produces a biannual publication - SiGMAgazine - filled with in-depth features and cutting-edge interviews.

SiGMA'18 recap

2018 saw the 5th incarnation of the show surpass all expectations – setting the standard for future events. With some of the biggest brands in the industry signing on to exhibit and sponsor at SiGMA's premier event, and a record-breaking 12,500 delegates welcomed through its doors, the expo has cemented itself as a solid fixture on the world's iGaming calendar.

The three-day-affair saw a wide range of topics discussed at a high level during the six conferences and workshops, with a number of prominent speakers taking the stage. From the interplay of blockchain with iGaming, to a conference dedicated to the regulatory changes in iGaming law – delegates were treated to quality debate on some of the most pressing issues affecting the sphere.

History of SiGMA

The first SiGMA event took place in 2014 attracting 1500 visitors to the show, which was held at the InterContinental Hotel in St Julian's, Malta. The event catered for both B2B networking and showcasing opportunities, as well as a focus on affiliate marketing trends within the iGaming sector.

The Hon. Jose Herrera and Hon. Chris Cardona took centre stage at the conferences with their opening speeches, while Joseph Cuschieri (now CEO of Malta Financial Services Authority), made a detailed presentation of the Malta Lotteries and Gaming Authority's hopes and expectations for the coming months and years.

Following this successful first event, SiGMA more than doubled in size with over 3,000 delegates convening at the InterContinental Bay Arena for the two-day summit in November 2015, cementing itself as the largest igaming show in Malta.

In 2016, over 4 days in November, SiGMA hosted more than 40 Affiliate programs, 60 international speakers, 100 exhibitors and companies, and more than 4000 attendees. The format evolved to add the popular Pitch room to the event, bringing the world's best start-ups together with investment opportunities to take them to the next level.

In 2017, SiGMA became a truly global event, with a focus on emerging markets in Asia, South America and Africa, and welcoming over 8,000 visitors from every corner of the globe. This fourth edition of SiGMA embraced the challenges and opportunities of a global show, taking the entire event to a whole new level and even moving to a new, larger venue at the MFCC to accommodate the increased exhibitor and visitor numbers.

“SiGMA’s 2017 edition took the entire event to a new level and has certainly helped push Malta as an iGaming jurisdiction to the top of the list.”

[Rebecca Liggero, Calvin Ayre.com]

Most recently, in November 2018, the fifth SiGMA expo doubled its floorspace at the MFCC to cater for more than 400 sponsors and exhibitors, 2,500 affiliates, 12,500 attendees from over 80 countries, and 200 speakers.

In 2019, the sixth edition of SiGMA will take place between the 27th and 29th of November at the Malta Fairs and Conventions Centre in Ta' Qali. Positioned at the cutting edge of a very competitive industry, it has now evolved into the definitive iGaming showcase.