

Long Live the Association of African Lotteries (ALA)

Africanlotteries.com

The African lotteries are on the move. The ALA is right by their side, assisting however they can, bringing best-practices as learned from colleagues from lottery operators around the world, and representing their interests on the global stage in conjunction with the World Lottery Association and the regional associations.

ALA encourages and facilitates mutual assistance and exchange of ideas among the global community of lottery operators. We invite multi-national interaction and view that as the pathway towards optimizing the positive impact of all lotteries on society.

ALA Objectives, Principles, and Initiatives:

- Participation in African economic integration through the establishment of the Pan-African Games
- Participation in socio-economic achievements in priority areas such as education, security, civil protection, health, culture and sport, environmental protection, the fight against unemployment and poverty through creating jobs and income generating activities
- Organize seminars, congresses, conferences, general meetings and consultation frameworks for capacity reinforcement
- Forge bonds of solidarity with sister associations of lotteries and other organizations with similar aims all over the world
- Forge cooperative relationships with others to share technical skill and best practices in every aspect of business operations
- Promote responsible and attractive games and fight against financial crime, money laundering, and illegal gambling
- Develop norms, standards and codes of good conduct to serve as repositories to which members must comply (ISO, responsible gaming, WLA Responsible Gaming and Security standard, etc.).

As part of pursuing its aims and objectives, the Association respects the territorial integrity and autonomy, public order and morality.

ALA organised a seminar in Casablanca, Morocco (17 and 18 April 2018), targeting decision makers, sports betting managers, staff in charge of security, risk management, and experts in marketing and communication. The goal was to address the following questions:

- What are the new challenges and risks for sports betting in Africa ?
- Why sport integrity is now an important matter for public authorities?
- Which role should Lotteries play in this changing environment ?
- How might ALA Members develop a multi-jurisdictional approach to offering sports betting?



La Marocaine des Jeux et des Sports

Advertiser of the Year at the African Cristal Festival

La Marocaine des Jeux et des Sports (MDJS) was awarded the prize of “Advertiser of the Year” at the closing ceremony of the African Cristal Festival on May 4.



This festival presents the finest creations and accomplishments in Africa, and recognizes the achievements of the communication specialists operating in the region. The sixth edition of the African Cristal festival took place in Marrakesh for the fourth consecutive year. The theme was Boldness, and gathered more than 400 professionals from a diversity of nationalities who work in communication and media (agencies, advertisers, communication and marketing departments).

In addition to its recognition as “Advertiser of the Year”, the Gold Digital Cristal awarded MDJS for its initiative #3andiBlasti in the “Integrated Campaign” category. The #3andiBlasti initiative was launched on April 6th, the occasion of the International Day of Sport for Development and Peace (a day commemorated by the United Nations www.un.org/en/events/sportday/). The 15 videos of this campaign aim to promote women’s sports practice by fighting against preconceived ideas and prejudices.

Videos are available on 3andiblasti.com, or on the Facebook page of MDJS.ma.

Younes El Mechrafi, CEO of MDJS, stated “I am moved and proud of this distinction. It is the outcome of years of hard work of an extremely committed team in the service of a noble cause”.

For more information about La Marocaine des Jeux et des Sports (MDJS) and African Cristal festival, visit websites www.mdjs.ma and www.africancristal.com. ■

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