

FEATURES

SiGMA Asia Summit 2025 welcomes 13,000 delegates to Manila: A fusion of tech, gaming, and philanthropy



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The 2025 edition of SiGMA Asia (<https://sigma.world/asia/>) returned to the Philippines with unprecedented momentum, drawing over 13,000 delegates across the four-day summit held from 1–4 June at the SMX Convention Centre in Manila. With the region’s strategic positioning at the crossroads of gaming and emerging technologies, SiGMA Asia has cemented itself as a gateway to key Asian markets, particularly the Philippines.

More than just a conference, SiGMA Asia 2025 championed regional economic potential, future-facing innovation, and responsible growth. Attendees benefited from an extensive programme blending high-level talks, startup showcases, cultural immersion, charity work, and exclusive networking experiences. From a philanthropic community centre launch to strategic affiliate retreats, this year's summit exemplified SiGMA Group's holistic approach to building sustainable industry ecosystems.

0 Ribbon cutting and diplomatic welcome

The opening ceremony was marked by a ribbon-cutting led by H.E. Mr. John Busuttil, alongside Emily Micallef, CEO of SiGMA Group and Neil Shih, Director of SiGMA Asia. Their remarks set a tone of collaboration, highlighting Malta's role as a regulatory innovator and its growing partnerships across Asia.

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The ribbon-cutting ceremony featuring (from left to right) Kat Khramova, Conference Manager at SiGMA Group, Neil Shih, Director of SiGMA Asia, H.E. Mr. John Busuttil Emily Micallef, CEO of SiGMA Group and Katy Micallef, Head of Content at SiGMA Group.

Industry discourse across both conference days

After the official ribbon-cutting ceremony and opening diplomatic remarks, the summit quickly transitioned into its two-day agenda of content-driven engagement. Delegates had access to a packed programme of panels, fireside chats, keynote addresses, and workshops strategically split across the SiGMA and AIBC Stages.

On Day 1, the SiGMA Stage opened with a concentrated focus on regulatory alignment and operational resilience. Topics included Compliance, Markets, and Regulatory Strategy, followed by critical conversations on Ethical Growth, balancing rapid expansion with sustainability. The focus then turned to Affiliate Alchemy, where performance marketers discussed data-led acquisition and retention. Sessions concluded with projections for the Casino of the Future, delving into gamification, AR/VR applications, and next-gen user journeys. Just before the day's end, the spotlight turned to emerging talent at the SiGMA Startup Pitch, where disruptors pitched their concepts to a live panel. The closing keynote by William Anderson, representing sureWin, offered strategic reflections and technology-forward insights from the operator's unique vantage point.

On Day 2, the SiGMA Stage content pivoted towards UX-centric innovation and operational strategy. Sessions addressed Gamification, UX & Player Engagement, and the ethical implementation of AI and Automation. A highlight was the Affiliate-Operator Quiz Asia, a light-hearted yet informative format that engaged key stakeholders. This was followed by panels on Mastering Digital Marketing, where brand visibility and omnichannel engagement were dissected, concluding with iGaming Workforce strategies, tackling recruitment, skill-building, and leadership development in emerging Asian markets.

The AIBC Stage ran in parallel across both days, offering a technology-first narrative. Day 1 featured discussions on Artificial Intelligence: Innovation and Business, Digital Assets & Crypto Payments, and Blockchain Regulation within the Digital Economy. Midday sessions focused on Key Opinion Leaders (KOLs) and their monetisation ecosystems, followed by a concise Q&A and product visibility slot. The stage wrapped with a workshop by Dr Jane Thomason and a final series on Sports, eSports and Sportsbooks, looking at convergence and innovation in wagering verticals.

Day 2 on the AIBC Stage opened with a hands-on workshop by Nicholas Levenstein, followed by deep dives into Gaming & Tokenisation, the evolving role of decentralised tech in entertainment. The spotlight then moved to Investors and Startups, with panels featuring venture capitalists, ecosystem enablers, and founders in early growth stages. The day's narrative crescendoed with the AIBC Startup Pitch, which showcased high-potential projects across AI, blockchain infrastructure, and gamified applications.

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Pitch competition winners

The SiGMA Asia 2025 Startup Pitch proved a pivotal launchpad for disruptive ventures within iGaming, AI, blockchain, and marketing tech. After a rigorous round of live presentations assessed by an expert panel of investors and C-level industry stakeholders, SavageTech emerged as the standout victor on the SiGMA Stage, impressing judges with its scalable infrastructure and tech-forward proposition. Meanwhile, on the AIBC Stage, the AIBC Startup Pitch spotlighted some of the most promising early-stage companies in frontier tech, with Analytik Inc. securing the win for its data-driven approach to behavioural analytics and operational efficiency.

SiGMA Foundation: Championing community upliftment

A highlight of this year's summit was the SiGMA Foundation's official inauguration of the Batiawan Community Centre in Bataan, developed in collaboration with local stakeholders and the indigenous Aeta community. The centre provides access to vocational training, sustainable agriculture programmes, and digital education for rural communities.

Performances by the Jose Depiro Centre for the Arts added a cultural dimension to the ribbon-cutting, with SiGMA delegates present for what was more than a ceremony, it was a celebration of inclusive economic development.

Earlier in the week, delegates also participated in a powerful awareness initiative: a guided walk through Smokey Mountain, one of Manila's most impoverished communities. Organised by the SiGMA Foundation, the tour highlighted the socioeconomic challenges faced by local families while fostering a sense of empathy and civic commitment among participants.

Affiliate retreat in Boracay

For select affiliate partners, the summit continued with a retreat from 5 to 7 June at the Crimson Resort and Spa, Boracay. This extension of the summit enabled deeper collaborations in an informal beachfront setting. Delegates engaged in curated experiences, strategy breakouts, and wellness sessions that allowed for reflection and forward planning, setting a unique precedent for future editions.

0 Celebrating excellence at the SiGMA Asia Awards 2025

The SiGMA Asia Awards 2025 celebrated excellence across the gaming industry, spotlighting both innovation and leadership. Held in the Forbes Ballroom of the Conrad Hotel in Manila, the gala evening featured a charity auction and live performances, creating a vibrant atmosphere for networking and recognition. Among the standout honorees, SPRIBE received the Outstanding Leadership award, acknowledging its commitment to innovation and strategic vision in the iGaming sector. Additionally, the Philippine Amusement and Gaming Corporation (PAGCOR) was honored with the Outstanding Contribution to Gaming award, recognizing its pivotal role in revitalizing the Philippine gaming landscape. The event, hosted by Olga Yaroshevsky and Max Tiu, and supported by BetConstruct, underscored the industry's dynamic growth and the key players driving its evolution.

SiGMA Asia Auction raises €15,200 for charity

Following the SiGMA Asia Awards 2025, the evening transitioned into a spirited charity auction organized by the SiGMA Foundation. The event featured five exclusive items, including four unique artworks and a boxing glove signed by Manny Pacquiao. Match Liquidity emerged as the dominant bidder, acquiring four of the five items. The auction items were:

“Shine in the Dark” by Lena Maria Ludes for €1,000 to Match Liquidity

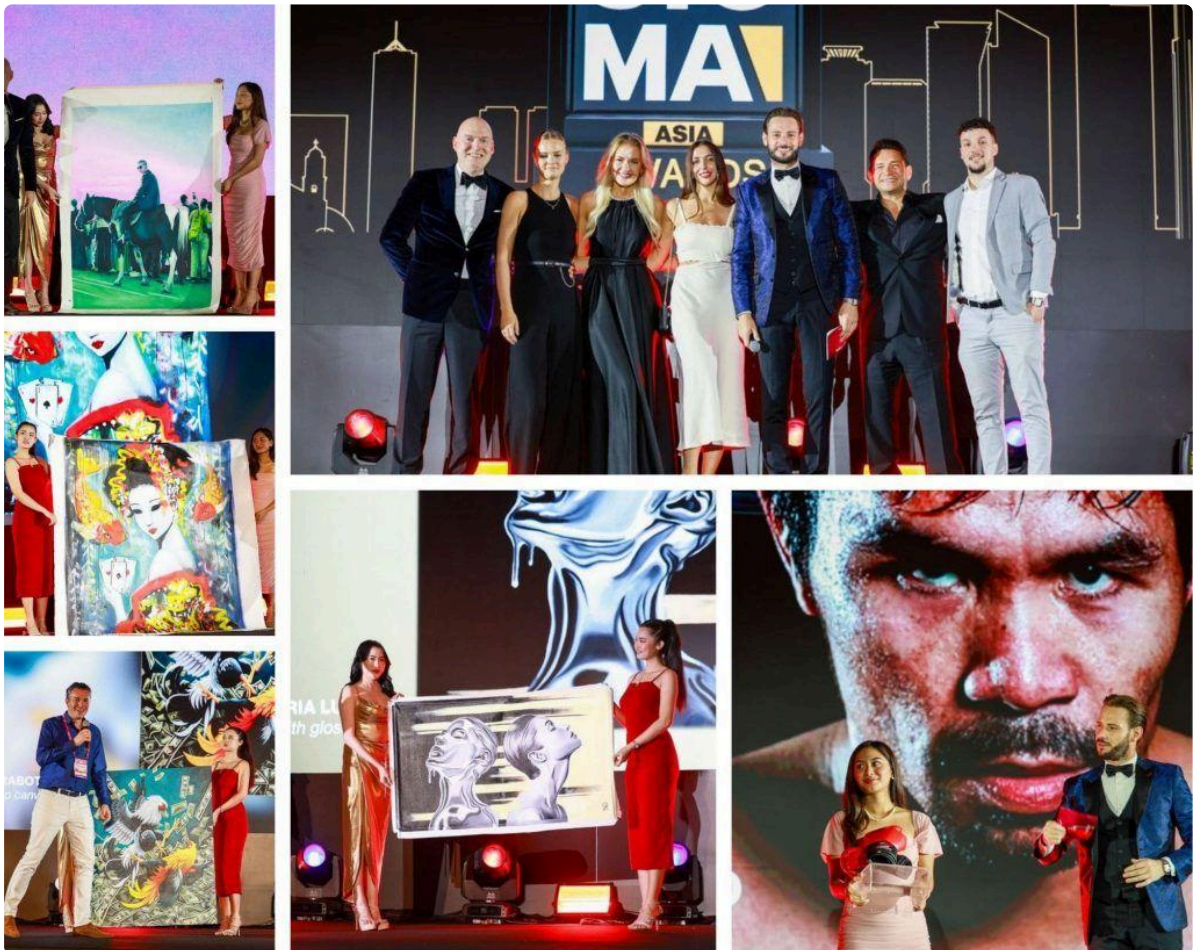
“Clash of Fortune” By Arvin Rabot for €1,200 to Jade Entertainment

“Wrangler” by Jono Duran Pisano for €6,000 to Match Liquidity

“Fortune in Bloom” by Selina Scerri for €2,000 to Match Liquidity

The signed boxing glove for €5,000 to Match Liquidity

In total, the auction raised €15,200, with proceeds supporting the SiGMA Foundation’s initiatives, including a hospital extension in Peru and a youth MMA training center in São Paulo. The event, led by auctioneer Rick Goddard and Chief Philanthropy Officer Keith Marshall, exemplified the gaming industry’s commitment to global social impact.





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