OFFICIAL LAUNCH

11th NOVEMBER 2026

GAME TIME
INVESTMENT SUMMIT

SPORTS BUSINESS BREAKFAST & SUMMIT LAUNCH

The official launch recap of the Game Time Africa Summit 2027.

- **VENUE** Kofisi Riverside Square, Nairobi
- **NEXT** 15–16 July 2027 · JW Marriott, Nairobi







NAIROBI · KENYA

ORGANISED BY ASCI African Sports and Creative Institute

www.gametime.africa

THE VISION



Africa, the final frontier of world 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
Founder & President, Game Time Africa Summit

WHO WAS IN THE ROOM

GAME TIME INVESTMENT SUMMIT

70 Guests in the room

6 Diplomatic missions

29 Organisations

15M+ Media audience

THE 29 ORGANISATIONS BY SECTOR

7	Diplomacy	24% of organisations
8	Finance & business	28% of organisations
7	Media & marketing rights	24% of organisations
7	Sport & government	24% of organisations

6 diplomatic missions: Morocco, Senegal, South Africa, Rwanda, Italy and France. The media audience is the combined following of the 8 outlets and voices that covered the launch.

ORGANISATIONS BY SECTOR

GAME TIME INVESTMENT SUMMIT

7 DIPLOMACY

- Kenya Ministry of Foreign Affairs
- Embassy of the Kingdom of Morocco
- Embassy of Senegal
- High Commission of South Africa
- Embassy of Rwanda
- Embassy of Italy
- Embassy of France

8 FINANCE & BUSINESS

- AFD Kenya
- IFC – World Bank Group
- BPI France
- Equity Bank
- KCB Group
- TotalEnergies
- European Bank for Reconstruction and Development (EBRD)
- Business France

7 MEDIA & MARKETING RIGHTS

- Canal+ Group
- Mediamax Network
- MultiChoice
- IMG Kenya
- Kenya Broadcasting Corporation (KBC)
- Sports Connect Africa
- Springboard Communications

7 SPORT & GOVERNMENT

- Kenya Ministry of Sports
- Kenya Academy of Sports
- AFCON LOC
- Kenya Volleyball Federation
- Kenya Tennis Federation
- Omanyala Foundation
- Lawrence Foundation

HOW THE MORNING UNFOLDED











01

Welcome Breakfast

Welcome and breakfast on the 10th floor

02

Official Launch

Official launch and keynote by Will Mbiakop

03

Panel Discussion

Panel: Sustainable Sports Investment: What is Africa Game Plan?

04

Networking

Networking across the room

05

Close

Refreshments and the close of the morning

WELCOME & BUSINESS BREAKFAST

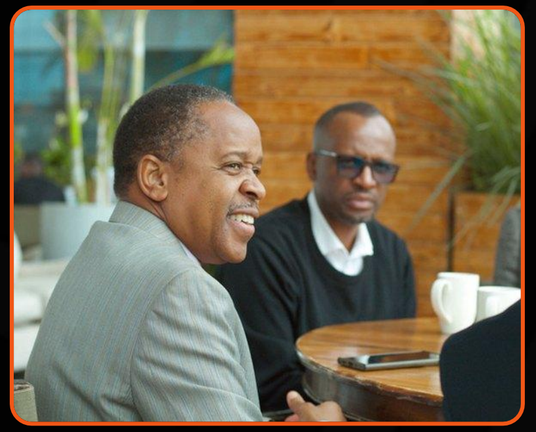
GAME TIME INVESTMENT SUMMIT

Guests arrived to a business breakfast.

The morning started the way good deals do: over coffee, handshakes and conversation with the Nairobi skyline behind.









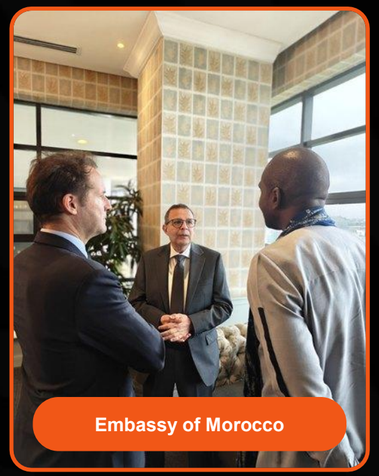




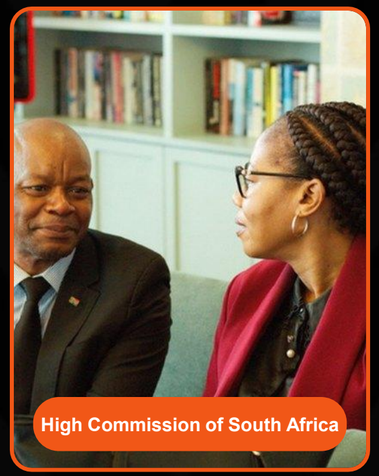


SPORTS DIPLOMACY

GAME TIME INVESTMENT SUMMIT



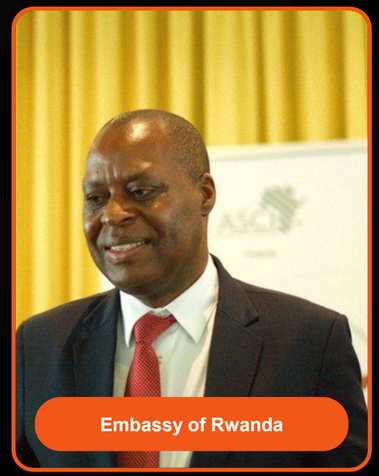
H.E. Abderrazzak Laassel
Ambassador of the Kingdom of Morocco



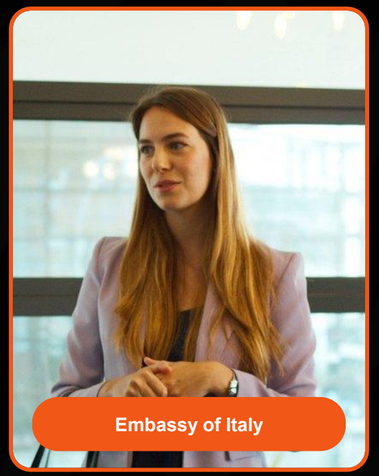
Ernest Kgopa & H.E. Salome Zulu-Mmola
Deputy Head of Mission | High Commissioner of South Africa to Kenya



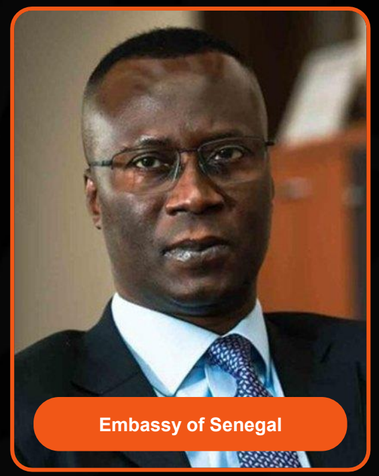
H.E. Wadid Benaabou
Ambassador of France



H.E. Ernest Rwamucyo
Ambassador of Rwanda



Giulia Orlandi
Diplomatic Officer, Representative of Italy



Baye Djibril Ndour
Deputy Ambassador

NOTABLE GUESTS

GAME TIME INVESTMENT SUMMIT



Nicholas Musonye
Chairperson, LOC Standing Committee



Anne Gaël Chapuis
CEO



Edouard Bloch
Group Counsel



Peter Gacheru
CEO



Ken Ngaruiya
Group CEO

NOTABLE GUESTS

GAME TIME INVESTMENT SUMMIT















NOTABLE SPEAKERS

GAME TIME INVESTMENT SUMMIT



01

DEVON MAYLIE

IFC – World Bank Group

Advisor to the Division Director & Creative Industries Focal Point, Eastern Africa



02

YVES BATTESTI

BPI France

Regional Manager (East & Southern Africa)



03

NZOLA MIRANDA

MultiChoice Kenya

CEO

THE OFFICIAL LAUNCH



01

MESSAGE 01

ROAD TO 5

Growing sport from 0.5% to 5% of Africa's GDP: a tenfold leap.



02

MESSAGE 02

THE DHI MODEL

Data, Human capital and Investment: the three drivers to elevate the ecosystem.



03

MESSAGE 03

GAME TIME AFRICA SUMMIT – KENYA 2027

15 - 16 July 2027 at JW Marriott, Nairobi, in the final week of AFCON.

WHAT TO EXPECT IN 2027

GAME TIME INVESTMENT SUMMIT

THE OPENING "PRESIDENTIAL" PANEL
The summit opens with a high-level panel.

15 **Insightful panels**
Expert panels, keynotes and co-creation sessions.

15–16 JULY 2027

THE IP GAME

Protecting the IP &
Promoting the IP

Sports Business Awards & Gala Dinner
A gala night honouring the industry's best. **8**

Under the Baobab
The deal room aims to raise $50 million. **$50M**

5 SIDE EVENTS

01 **Ministerial sessions**

02 **Baobab Deal Room**

03 **Invest in Kenya session**

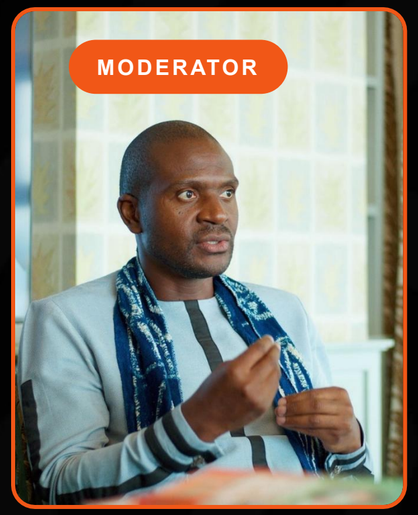
04 **ASCI & OECD Road to 5 report presentation**

05 **Subject-matter workshops: piracy, sponsorship, fan engagement, investment experience, fundraising**

SUSTAINABLE SPORTS INVESTMENT: WHAT IS AFRICA'S GAME PLAN?

One question for the stage: how does African sport attract investment that lasts? Development finance, public investment bank and media leaders gave their view, moderated by Will Mbiakop.





Will Mbiakop

Founder & President, Game Time Africa Summit

GAME TIME · ASCI



Devon Maylie

Advisor to the Division Director, Eastern Africa

IFC · WORLD BANK GROUP



Yves Battesti

Regional Manager, Eastern & Southern Africa

BPI FRANCE



Nzola Miranda

Managing Director & CEO; Board Director

MULTICHOICE KENYA

THE PANEL IN PICTURES

Investors, development finance and media on one stage, and a full room asking the follow-up questions.















WHERE THE DEALS START









After the panel, the room opened up.

Investors, partners, federations and media carried the conversation on over refreshments, and new connections were made across the floor.

MEDIA ON THE DAY

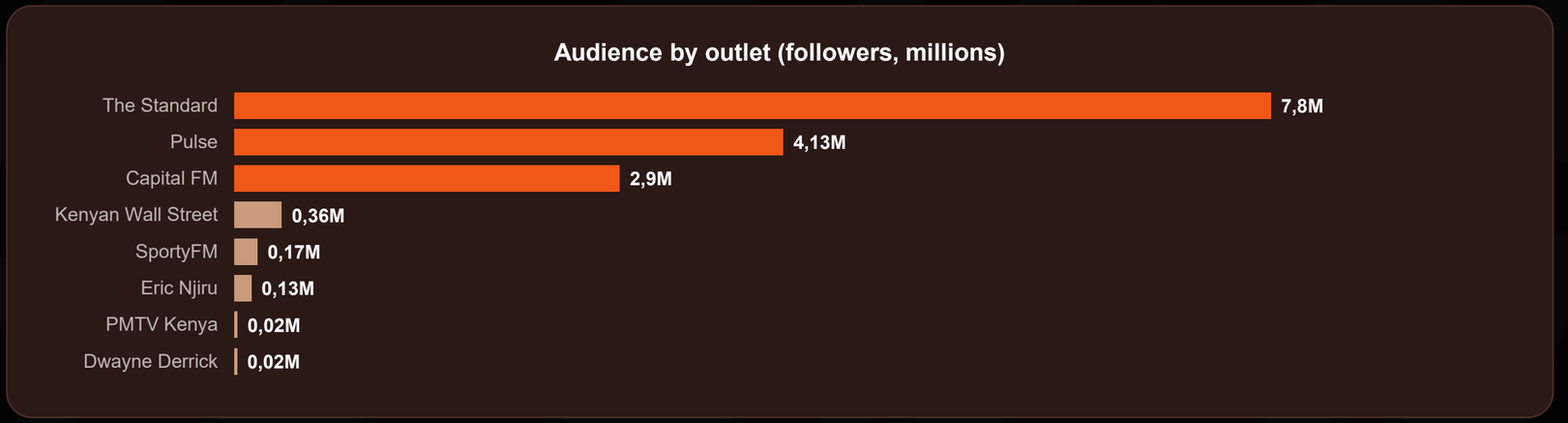






15M+

Combined audience of outlets that covered the launch



MEDIA COVERAGE

GAME TIME INVESTMENT SUMMIT

10

MEDIA HOUSES

covered the launch across TV, radio, print and digital.

TV | RADIO | PRINT | DIGITAL



IN THE PRESS

01

PULSE SPORTS

Kenya targets multi-billion sports economy boom as Game Time Africa Summit looks beyond AFCON 2027

By Joel Omotto · 14 Nov 2026

Read the article →

02

THE STANDARD

Kenya eyes sports economy boom ahead of AFCON 2027

By Mike Kihaki · 11 Nov 2026

Read the article →

03

CAPITAL FM

Why Wenger, Evra may attend elite sports summit in Nairobi

By Omondi Onyatta - 11 Nov 2026

Read the article →

04

THE KENYAN WALL STREET

Kenya Courts Investors to Build Sports Economy Beyond AFCON 2027

By Fred Obura - 11 Nov 2026

Read the article →

4 articles in 4 days

3 published on launch day

4 national outlets

TOP DIPLOMATIC PRESENCE

GAME TIME INVESTMENT SUMMIT

- Embassy of Morocco
- Embassy of France
- Embassy of Italy
- Embassy of Rwanda
- High Commission of South Africa
- Embassy of Senegal

6 diplomatic missions from Africa and Europe joined the launch.

NOTABLE ORGANISATIONS

GAME TIME INVESTMENT SUMMIT

bpifrance SERVING THE FUTURE

European Bank for Reconstruction and Development

AFD AGENCE FRANÇAISE DE DÉVELOPPEMENT

CANAL+

img COMMUNICATIONS

REPUBLIC OF KENYA | KAS KENYA ACADEMY OF SPORTS Beyond sporting talent

Mediamax NETWORK

MULTICHOICE ENRICHING LIVES

KBC

HARAMBEE

Ministry of Foreign and Diaspora Affairs

State Department for Foreign Affairs

IFC International Finance Corporation WORLD BANK GROUP

HARAMBEE

MINISTRY OF YOUTH AFFAIRS, CREATIVE ECONOMY AND SPORTS

STATE DEPARTMENT FOR SPORTS

CAF TotalEnergies KE-TZ-UG-2027

Springboard COMMUNICATIONS

THE LAWRENCE FOUNDATION

OMANYALA FOUNDATION

KCB BANK

EQUITY

TotalEnergies

BUSINESSFRANCE

THE COUNTDOWN IS ON.
SEE YOU IN NAIROBI, KENYA.



DATE
15–16 July 2027

VENUE
JW Marriott, Nairobi

REGISTER AT
www.gametime.africa

CONTACT
contact@gametime.africa

OUR TEAM
THE SQUAD BEHIND THE LAUNCH



ASANTE SANA.

Thank you to the Game Time Africa and ASCI team, and to everyone who made the morning happen.

ASANTE!

THANK YOU FOR JOINING US.

See you in Nairobi, Kenya · 15 - 16 July 2027

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