

## **BEGE 2024 – A Grand Showcase of the Gaming Industry in Sofia, Bulgaria**

The [BEGE Exhibition](#), held on **November 27-28, 2024**, at the **Inter Expo Center** in **Sofia, Bulgaria**, marked a significant milestone in the gaming industry, welcoming **over 6,700 visitors** from more than **60 countries** and showcasing the innovations and trends shaping the global gaming landscape. With **85 exhibitors** participating, the event demonstrated a diverse representation of the sector, with **54% of the focus on land-based gaming, 37% on online gaming, 4% dedicated to payment solutions, and 5% categorized as ‘other’**.

Among the top countries represented at the exhibition were Bulgaria, Greece, Romania, Serbia, North Macedonia, Germany, and many more, including unique participation from countries as far-reaching as Afghanistan, Canada, China, and the United States. Such a broad spectrum underscored BEGE’s role as a leading platform for networking and collaboration in the gaming industry.

In a remarkable opening ceremony, attendees were greeted by Director **Alexander Popov** from the Directorate “Supervision of Gambling and Gambling Activities,” highlighting the event’s importance to regulatory frameworks and industry standards. The celebration of talent also took center stage with a captivating dance performance by **Zhenina Trashlieva**, a world champion in All-Around gymnastics, who enthralled guests with her artistry.

Keynote speeches set the tone for the event, including an address read on behalf of **Rumen Spetsov**, Executive Director of the National Agency, and a warm welcome from **Angel Iribozov**, Chairman of the Association of the Gaming Industry in Bulgaria (AGIB). Their remarks emphasized the importance of collaboration and innovation within the industry as it moves forward.

As usual, this year’s **BEGE** featured one of the largest conferences in Eastern Europe, the [Eastern European Gaming Summit \(EEGS\)](#), providing a robust platform for industry leaders to discuss pressing issues and emerging opportunities. The conference offered invaluable insights into the evolving landscape of gaming and featured expert panels and discussions.

In addition to **EEGS**, the exhibition hosted the 6th edition of **Gaming StartUP Challenge**, showcasing innovative startups within the gaming sector. This initiative provided a stage for emerging companies to present their groundbreaking ideas and solutions, underscoring the importance of fostering new talent and creativity in the industry.

Visitors also enjoyed a unique **Proximity Zone**, where live interviews and presentations were conducted. These sessions were streamed online, extending the reach of the event to a global audience and allowing those unable to attend in person to participate in the dialogue.

According to polls conducted during the exhibition, this year’s **BEGE** edition was deemed one of the best in recent years, reflecting the successful engagement and feedback from visitors and exhibitors alike. As the event wrapped up, excitement already began to build for the next edition in 2025.

With its impressive turnout and rich program, **BEGE 2024** reaffirmed Sofia’s status as a focal point for the gaming industry in Europe and beyond, hosting critical discussions and showcasing cutting-edge developments that will shape the future of gambling.