



SBCNEWS

Domestic uncertainty sees Betaland look east

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Carmelo Mazza

Despite domestic political uncertainty dominating the Italian business agenda, the governance of **Betaland** will push ahead with its international expansion strategy.

This week, Betaland's operating company **OIA Services** communicated that it had retained the services of top Italian gaming lawyer **Quirino Mancini of Tonucci & Partners**, who will consult the operator on entering foreign jurisdiction and its licensing procedure.

Seeking new ground, Betaland one of Italy's legacy betting operators is reported to be targeting the Eastern European markets of Serbia, Slovenia and Montenegro.

Updating the market **Carmelo Mazza, OIA Services and Betland CEO**, detailed “we don't believe this is a step back from the Italian regulatory framework that we consider to be a robust long-term investment. Nor did the results of the general elections change our home market assessment. Instead, we are rather interested to find abroad new opportunities for innovation and growth for our services and products”.

Mazza has not revealed any details regarding Betaland's strategy for its proposed Eastern European entry, and whether OIA Services will look to operate its combined digital and retail betting services within the target markets.

Italian sector analysts will be watching Betaland's international movements closely. To date, all Italian sports betting operators that have moved to expand abroad, have failed, quickly returning to their home market comforts.

Italian stakeholders are intrigued as to why Carmelo Mazza believes he can break the mould with Betaland.