ACTIVITY REPORT

2025

SENGAMES

Senegalese Gamers Association

Sengames

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INTRODUCTION

The year 2025 marks a pivotal milestone for SENGAMES, representing a new chapter in the structuring and professionalization of esports in Senegal. Building on 14 years of existence and an ever-expanding ecosystem, the association maintained a sustained pace of events, competitions, and structural initiatives throughout the year.

Among the highlights of 2025 are the publication of the first-ever market study on gaming and esports in Senegal — a groundbreaking work revealing 1.7 million active gamers and a market valued at 49 billion FCFA — as well as Senegal's participation in the Afro West Esports regional championships organized by ACES, the IESF national qualifiers, several inclusive initiatives such as the Afro Women Ecup, and the country's representation in Casablanca at the grand finale of Orange EA FC 26.

This report details all events, achievements, and actions undertaken by the association throughout 2025, along with statistical highlights and the outlook for 2026.

PRESIDENT'S MESSAGE

2025 has been a year of consolidation and ambition for SENGAMES. Following the resounding success of the first edition of Efest Africa at the end of 2024, we maintained our momentum with a rich and varied agenda reaching all segments of our community: youth, women, students, both amateur and professional players.

2025 also marked the year we gave substance to our research commitment, with the publication of our first market study on gaming and esports in Senegal. This data, gathered from a survey of 801 participants across the country, has now become a reference for all economic and institutional stakeholders interested in the sector.

On the international stage, Senegal continued to shine through our representatives, notably Dexx Junior in the Orange EA FC 26 grand finale in Casablanca, and our participation in ACES and IESF competitions. Every appearance is an opportunity to show that Africa has talents capable of competing at the highest level.

In 2026, we will continue with even greater ambitions, making Efest Africa a flagship event on the continent and continuing to build a sustainable esports ecosystem in Senegal.

Baba Dioum
President, SENGAMES Association

PRESENTATION :

Founded in 2011, SENGAMES, the Senegalese Gamers Association, is a pioneering organization dedicated to the development, promotion, and structuring of esports in Senegal. For over a decade, it has been at the heart of the exponential growth of esports, bringing together a dynamic community of players and enthusiasts across the country.

SENGAMES Objectives:

- Promote esports as a fully recognized sport discipline
- Structure and professionalize esports in Senegal
- Organize national and international events and competitions
- Promote inclusion and diversity, particularly women's participation
- Collaborate with local and international institutions

Affiliations:

- Associate member of the IESF (International Esports Federation) since June 2021
- Founding and active member of the ACES (African Confederation of Esports) since 2023
- Founder and operator of Solo Esport club, West Africa's first professional esports club

ORGANIZATIONAL CHART

The chart below presents the SENGAMES team for 2025.

Management:

- Baba Dioum – President
- Mamoudou Soumaré – Secretary General
- Abdou Aziz Sall – Treasurer
- Bacary Faye – Technical Director

Operations Team:

- Akim Diedhiou – Communications
- Chérif Ndiaye – Social Media Manager
- Mouhamed Ba – Events Manager
- Moussa Diedhiou – Tournaments Manager – Athletes Committee
- Abdou Ndiaye – Logistics Assistant
- Cheikhna Adramé Beye – Graphic Designer

I. 2025 ACTIVITIES/EVENTS:

1. Wido Games Cup

📅 *March 20, 2025* • 📍 *Dakar (Hotel Bachou)*



The Wido Games Cup is a tournament organized in partnership with Wido TV, a Senegalese gaming and streaming platform. For the 2025 edition, qualifying rounds were held online over several weeks, culminating in a grand in-person final. The tournament featured EA FC 25 and eFootball Mobile, two titles with a strong following in Senegal's gaming community.

Games Featured:

- EA FC 25
- eFootball Mobile

Key Results:

- EA FC 25 finalists: Isking vs Darkcester 221
- eFootball Mobile finalists: Momo Gaming vs Gakpo
- Grand final held during Ndogou Gaming on Saturday, March 22, 2025

2. Ndogou Gaming 2025

📅 March 22, 2025 • 📍 Hotel Bachou, Dakar • 👥 Approx. 150 participants



Ndogou Gaming is the annual festive gathering of Senegal's gaming community, held each year during the month of Ramadan. The 2025 edition took place at Hotel Bachou in a friendly atmosphere combining esports competitions, an iftar feast, and moments of community sharing. Entry was set at 10,000 XOF (5,000 XOF for Wido Games account holders).

Games Featured:

- EA FC 25
- eFootball Mobile

Key Results:

- Wido Games Cup grand final integrated into the event

Partners: Wido TV, Dolima SN, La Laiterie du Berger

3. IESF National Qualifiers 2025

📅 April 11, 2025 • 📍 Senegal • 👥 Over 400 players estimated



As part of its affiliation with the IESF (International Esports Federation), SENGAMES once again organized the national qualifiers to select Senegal's representatives for the World Esports Championships. Qualifying rounds were held both in person and online, with live streaming.

Games Featured:

- Mobile Legends: Bang Bang (MLBB)
- PUBG Mobile
- eFootball

Key Results:

- National champions qualified for the Africa regionals
- Solo Esport team represented Senegal in PUBG Mobile

4. Interschool Championship

📅 *May 12, 2025* • 📍 *Dakar*



As part of its mission to promote esports among youth, SENGAMES organized the inaugural Interschool Championship, an inter-institution esports competition pitting teams from Senegalese schools and universities against each other. The objective is to develop a gaming culture within educational establishments and identify young talent.

5. Publication of the Gaming & Esport Market Study in Senegal

📅 *April 24, 2025* • *Conducted between February and May 2024, with 801 respondents*

In April 2025, SENGAMES published the very first market study on gaming and esports in Senegal, carried out in collaboration with the French Embassy in Senegal. This groundbreaking research is based on a survey of 801 respondents distributed across the entire country, and stands as the benchmark reference for the gaming industry in Senegal.

Key Figures:

Active gamers in Senegal	1.7 million
Total market value	49.13 billion FCFA
Male share of the community	93.1%
Primary age group	18 – 25 years
Preferred telecom operator among gamers	Orange (77.9%)

The study was covered by several national and African media outlets including Seneweb, Socialnetlink, We Are Tech Africa, OSIRIS, and teknolojia-news.com, confirming the impact of this publication on SENGAMES's visibility and on the sector as a whole.

6. FC 25 x Yassir Tournament

📅 *May 31, 2025* • 📍 *Dakar*



As part of a partnership with Yassir — a highly popular on-demand services app across Africa — SENGAMES organized a tournament on EA FC 25. This event illustrates SENGAMES's ability to engage partners from the startup and digital world to finance and promote esports.

Games Featured:

- EA FC 25

Partners: Yassir

7. IESF Regional Qualifiers – MLBB & PUBG Mobile

📅 *July 24, 2025* • 📍 *Online (Africa regionals)* • 👥 *9 Senegalese players*

Following the national qualifiers, the Senegalese champion teams participated in the African regionals organized by the IESF. SENGAMES coordinated logistics and support for the national delegation in this continental competition.

Games Featured:

- Mobile Legends: Bang Bang (MLBB)
- PUBG Mobile

8. Afro West Esports 2025 x ACES

📅 *September 25–28, 2025* • 📍 *Online (12 West African countries)* • 👥 *12 nations*



The Afro West Esports Games 2025, organized by ACES (African Confederation of Esports), brought together 12 West African countries: Senegal, Nigeria, Ivory Coast, Togo, Mali, Burkina Faso, Guinea, Gambia, Mauritania, Benin, Ghana, and Liberia. The competition featured a prize pool of 3,000 USD (approx. 2,770 EUR) across five major titles. Senegal reached the PUBG Mobile final against Nigeria, who claimed the title. Baba Dioum, in his capacity as an executive member of ACES, played a key role in organizing this event.

Games Featured:

- PUBG Mobile
- Mobile Legends (MLBB)
- FIFA Mobile

Key Results:

- Senegal runner-up in PUBG Mobile (defeated by Nigeria – FowlPlay)
- Participation across 5 major titles
- Total prize pool: 3,000 USD shared among 12 nations

Partners: ACES – African Confederation of Esports

9. Afro Women Ecup

📅 *November 4, 2025* • 📍 *Online*



In keeping with its commitment to women's inclusion in esports, SENGAMES participated in and co-organized the Afro Women Ecup, a tournament exclusively for African female players in Mobile Legends: Bang Bang (MLBB). This event is part of ACES's continental strategy to encourage women's participation in African esports.

Games Featured:

- Mobile Legends: Bang Bang (MLBB)

Partners: ACES

10. Africa EVO France Qualifiers – Street Fighter & Tekken

📅 *August 1, 2025* • 📍 *Dakar*

SENGAMES organized the African qualifiers for EVO France, one of the most prestigious fighting game tournaments in Europe. This initiative aims to give Senegalese and African players access to global fighting game competitions, leveraging Solo Esport's expertise in fighting game titles.

Games Featured:

- Street Fighter 6
- Tekken 8

11. Teranga Digital Games – Saint-Louis

📅 *November 11, 2025* • 📍 *Saint-Louis, Senegal*



The Teranga Digital Games is a gaming event organized in Saint-Louis as part of SENGAMES's strategy to expand esports beyond Dakar. This regional event aims to build gaming momentum in the capital of northern Senegal by mobilizing local communities and uncovering new talent. A recap of the event was published on SENGAMES's official LinkedIn page.

12. Orange EA FC 26 – Grand Finale in Casablanca

📅 December 19–20, 2025 • 📍 Casablanca, Morocco • 👥 Elite players from Africa and the Middle East



On December 19 and 20, 2025, Casablanca hosted the African grand finale of the Orange EA SPORTS FC 26 tournament, held alongside the 2025 Africa Cup of Nations. Senegal was represented by Dexx Junior, a professional Solo Esport player and three-time African champion, who secured his qualification during the national phases organized by SENGAMES on December 13 and 14. Dexx Junior brilliantly represented Senegal against the elite players of Africa and the Middle East.

Games Featured:

- EA SPORTS FC 26

Key Results:

- Dexx Junior qualified via SENGAMES national phases (December 13–14)
- Senegal represented against the best players in Africa and the Middle East
- Dexx Junior, three-time African EA FC champion, confirmed as a leading figure in Senegalese esports

Partners: Orange (SONATEL)

Other 2025 International Participations & Actions

In addition to the events listed above, SENGAMES also closely supported the participation of its players in other international competitions:

- e-Botola 2025 (Morocco): Dexx Junior and Coldfire Jr represented Solo Esport at Morocco's national EA FC 25 championship, with a cash prize of 10,000 USD for the winner. Dexx Junior represented IRT Ittihad Football Club from Tangier.
- SENGAMES participation as an executive member of ACES for the development of continental esports.
- Efest Africa 2025 (March 28–29, 2026, Musée Théodore Monod): The pivotal project for the year, with a partnership agreement with the Ministry of Communication signed in February 2026.

II. 2025 ASSOCIATION REVIEW

1. National and International Event Organization

- Number of events organized: Over 12 local and international events
- Total estimated participants: To be confirmed based on internal data
- Cash prizes awarded: See breakdown by event in the table below

Event	Total Cash Prize
Wido Games Cup + Ndogou Gaming	750,000 XOF
IESF National Qualifiers	No Cash Prize
Interschool Championship	100,000 XOF
FC 25 x Yassir Tournament	150,000 XOF
Afro Women Ecup	No Cash Prize
Teranga Digital Games – Saint-Louis	400,000 XOF

2. Market Study Publication

- First gaming & esports market study in Senegal published in April 2025

- 801 respondents surveyed between February and May 2024
- Market valued at 49.13 billion FCFA for 1.7 million active gamers
- Covered by Seneweb, Socialnetlink, We Are Tech Africa, OSIRIS, Teknolojia-news

3. Participation in International Events

- ACES Afro West Esports 2025: 12 countries, Senegal runner-up in PUBG Mobile
- Orange EA FC 26 – Grand Finale in Casablanca: Dexx Junior representing Senegal
- e-Botola 2025 Morocco: Dexx Junior and Coldfire Jr from Solo Esport
- Africa EVO France Qualifiers: Street Fighter x Tekken
- IESF Regional Qualifiers – MLBB & PUBG Mobile: Morocco

4. Audience Growth & Media Visibility

Platform	Reach	Impressions	Interactions	Followers
Instagram	1,200,000	380,000	120,000	6,663
Facebook	1,300,000	210,000	30,000	6,200
Twitter / X	2,800,000	1,500,000	350,000	4,500
TikTok	500,000	950,000	200,000	3,200
YouTube	55,000	90,000	7,000	900
Twitch	50,000	95,000	10,000	1,250

2026 OUTLOOK

Building on the progress of 2025, SENGAMES sets ambitious objectives for 2026:

- Organization of the 2nd edition of Efest Africa (March 28–29, 2026) in partnership with the Ministry of Communication, Telecommunications and Digital Affairs – agreement signed on February 13, 2026

- Esport program within the framework of the Youth Olympic Games (YOG) Dakar 2026
- Continued women's inclusion with new editions of the Afro Women Ecup and Debbo Esport
- Development of the CLIMBZ platform for gaming monetization in Africa
- Collaboration with the GOALS studio to promote the game among African influencers
- Strengthening of the partnership with ACES and international bodies (IESF, EVO)
- Implementation of a national esports strategy to be proposed to the Ministry of Sports

ACKNOWLEDGEMENTS

The year 2025 would not have been possible without the support of our loyal partners. We extend our sincere thanks to all of them.

Institutional Partners:

- French Embassy in Senegal & Institut Français du Sénégal
- Ministry of Communication, Telecommunications and Digital Affairs
- City of Dakar

Private Partners:

- Orange Senegal (SONATEL)
- Wido TV
- Yassir
- Dolima SN
- AMZI Group
- Dakar VTC
- La Casamançaise (SODECA)

Continental Partners:

- ACES – African Confederation of Esports

- IESF – International Esports Federation

Thank you to the entire SENGAMES community – players, volunteers, staff, casters, and partners – for your unwavering commitment.

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