



8th Eastern European Gaming Summit

CONFERENCE AGENDA - EEGS 2015

Venue: Inter Expo Center, Sofia

23-24 NOVEMBER 2015

*Official language of the conference is English.
The conference program is subject to change.*

REGISTRATION OPTIONS at: <http://www.eegamingsummit.com/content/registration>

PRECEDING EVENTS

EEGS MASTERCLASS (requires fee for participation: 120 €)

Date: 22nd NOVEMBER 2015

Hours: 10:00 - 16:00

Location: Hall Panorama, BEST WESTERN HOTEL EXPO, Sofia



"CASINO MARKETING & COMMUNICATIONS"

Speaker: ARJAN KORSTJENS, *Strategy Director, Quince Amsterdam*

This masterclass aims to present theoretical or practical understanding of communication, including international examples, best practices, different types of promotions, digital marketing, multi-media and how to brief an agency, all tailored to casinos.

23 NOVEMBER 2015, Hall Vitosha

8:00 – 9:00 Registration/Continental Breakfast

9:00 – 9:20 OPENING REMARKS

ANGEL IRIBOZOV, *Chairman, Bulgarian Trade Association of the Manufacturers and Operators in the Gaming Industry (BTAMOGI)*
OGNEMIR MITEV, *Chairman, Bulgarian State Commission on Gambling*

9:20 – 9:30 KEYNOTE ADDRESS

SEBASTIAN SALAT, *Member of the Board, Grup Peralada*

9:30 – 10:30 Morning Session I

REGULATORY UPDATE:

Regulatory developments across Europe

- Update on the German regulatory outlook and licensing policy
- The long expected iGaming regulation in the Dutch market. What are the perspectives for its adoption?
- What are the aspects of the finally approved Portugal's new legislation? Will the strategy for online regulation work?
- Will Lithuania's Gambling Law amendments give rise to the supervision of online gambling?
- What are the implications for the legislative outlook of Europe's online gaming hub after the Italian case?
- Regulatory updates from UK & Isle of Man.

Speakers:

Germany: **Dr. JOERG HOFMANN**, *President, IMGL & Senior Partner, MELCHERS Law Firm*
The Netherlands: **PIETER REMMERS**, *CEO, Assissa Consultancy & Secretary General, EASG*
Portugal: **ANTONIO ALEGRIA**, *Researcher at CEIA - Centre for Studies and Applied Research, Lisbon University*
Lithuania: **RENATA BERZANSKIENE**, *Partner, Law firm SORAINEN*
Malta: **JAMES SCICLUNA**, *Partner, WH Partners*
UK: **DUSAN MIHAJLOVIC**, *Scott Mihajlovic Associates Ltd*
Isle of Man: **PAUL DAVIS**, *Barrister & Solicitor, Group General Counsel*
Moderator: ROBERT W. STOCKER, *Chair, Gaming Practice Group of Dickinson Wright PLLC, ex-President of IMGL*



23-24 November 2015, Sofia, Bulgaria

10:30 – 11:30 Morning Session II

REGULATORY UPDATE:

Focus on Eastern Europe

- Romania moved to fully regulated online gambling and lower taxes. What are the effects of the new legislation so far?
- Developing the potential of the Bulgarian online gaming by periodically maintaining a well-regulated market.
- Is gambling going to be introduced back to Ukraine?
- The need of providing an attractive regulatory framework. Which are the steps that Hungary needs to take?
- Gambling law amendments in Czech Republic and Poland - overview of the current situation in these markets?
- Update for the gambling developments in Slovenia.

11:30 – 12:00 PRESS CONFERENCE

Refreshment Break - Grab a Coffee, Meet & Greet

12:00 – 12:45 Morning Session III

PROTECTION AGAINST FRAUD & MONEY LAUNDERING

- The 4th Anti-Money Laundering Directive (AMLD) and its implementation for gambling establishments.
- New European Data Protection Regulation.
- Regulatory enforcement in land-based operations: preventing illegal activities.
- Fraud prevention of e-payments.

12:45 – 13:30 Morning Session IV

IMGL MASTERCLASS



Point of Consumption transition in the UK and elsewhere – What is the fallout of the change from POS to POC regulation and taxation and what is the impact on the so called offshore jurisdictions?

13:30 – 14:30 LUNCH

14:30 – 15:30 Afternoon Session I

THINKING EAST PANEL

Associations & experts from the region to outline top challenges industry is facing

- Which are the top challenges for the gaming industry in the region?
- Expansion of remote gaming companies into the emerging Eastern European market. Does the current regulatory framework attract companies to apply for licenses?
- Bridging the gap between Eastern & Western European gaming markets.

15:30 – 16:30 Afternoon Session IV

RESPONSIBLE GAMBLING

- How to effectively spend the funds collected from the contributions of operators for responsible gambling?
- Who should be responsible for the player protection?
- Examples of adopting responsible gambling into strategy.
- Relationship between online gambling and the newly-defined medical condition of “disordered gambling”. Does internet gambling cause more gambling problems?

Speakers:

DAN ILIOVICI, Executive Manager, ROMBET
ANGEL IRIBOZOV, Chairman, Bulgarian Trade Association of the Manufacturers and Operators in the Gaming Industry (BTAMOGI)
IRYNA SERGIENKO, CEO, All-Ukrainian Union on Bookmaking Development
LINA SENNEVALL, Journalist, GamblingCompliance
GABOR HALEMBAI, Senior Associate, Bird & Bird
PAUL REHOLA, Independent Law Consultant, Czech Republic
GERGANA SEMERDZHIEVA, Legal Analyst, GamblingCompliance

Moderator & Speaker: Dr. EKATERINA ALEXANDROVA, Senior Legal Advisor, European Gaming & Betting Association

Speakers:

ROBERT W. STOCKER, Chair, Gaming Practice Group of Dickinson Wright PLLC, ex-President of IMGL
Dr. CORINNE GATT, Head of International EU Affairs, Lotteries & Gaming Authority - Malta
Dr. EKATERINA ALEXANDROVA, Senior Legal Advisor, EGBA
ANGEL IRIBOZOV, Chairman, BTAMOGI
PAUL DAVIS, Barrister & Solicitor, Group General Counsel

Moderator: MICHAEL HOFLE, Managing Partner, Pantarhei Advisors

Speakers:

Dr. JOERG HOFMANN, President, IMGL & Senior Partner, MELCHERS Law Firm
MARTIN LYCKA, Legal Department, Betfair
JAMES SCICLUNA, Partner, WH Partners
DUSAN MIHAJLOVIC, Scott Mihajlovic Associates Ltd

Moderator: MORTEN RONDE, Director of Education and Association Development, IMGL / CEO of DOGA

Speakers:

HELMUT KAFKA, Vice-President, EUROMAT
VALENTINA DOBRE, Vice president of ROMSLOT & Managing Director at Merkur Entertainment Romania
NADYA HAMBACH, Head of Gaming and Entertainment Law Department, Velchev&Co. Law Firm
MARTIN LYCKA, Legal Department, Betfair
MIGLENA DIMITROVA, Partner, MDMI Legal

Moderator & Speaker: ZOLTAN TUNDIK, Editor in Chief, EEGAMING.ORG

Speakers:

HELMUT KAFKA, Vice-President, EUROMAT
ANTONIO ALEGRIA, Researcher at CEIA - Centre for Studies and Applied Research of ISEC - Institute of Education and Science, Lisbon University
RUSLANA STEFANOVA, Attorney at Law, Sofia Bar Association
DAN ILIOVICI, Executive Manager, ROMBET
VALENTINA DOBRE, Vice president of ROMSLOT

Moderator: PIETER REMMERS, CEO, Assissa Consultancy

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16:30 – 16:45 Refreshment Break

16:45 – 17:30 Afternoon Session II

SYNERGY BETWEEN LAND-BASED AND ONLINE...

- Convergence between land-based & online – challenges & opportunities.
- Factors for consideration when starting up an online business.
- Myths about the impact on land-based casinos by online.
- Integration of online operations with land-based operations.

Speakers:

Dr. ANGELO DALLI, CEO, Bit8

LYDIA BARBARA, Head of Pegasus Gaming Solutions (Microgaming)

KONRAD GILL, Head of Interactive Division, Casino Technology Interactive

JAMES ILLINGWORTH, Director of European Business Development, GLL

Moderator: MORTEN RONDE, Director of Education & Association Development, IMGL / CEO of DOGA

17:30 – 18:30 Afternoon Session III

DISCUSSION PANEL

Customer experience transformation

A panel dedicated to the customer-centric approach in gaming and how to attract & build strong relationships with customers both land-based and online split on 2 groups and 5 roundtables.

LAND-BASED

- How to measure & improve the customer satisfaction at your venue?
- Recommendations for effective operations.
- Transforming your casino's customer experience to attract more casual players?
- How will the changes in customer behavior affect your casino?
- How casinos can be appealing to younger generations?

ONLINE

- Measuring & managing Player Lifetime Value.
- Retention & acquisition incentives.
- How to understand the high value customers? VIP customer relationship management approaches.
- Tips for driving loyalty.

Speakers:

MINZE ZWERVER, Casino Consultant, Independent Gaming Solutions NL

ARJAN KORSTJENS, Strategy Director, Quince Amsterdam

SEBASTIAN SALAT, Member of the Board, Grup Peralada

Speakers:

DOBROMIR MITEV, CEO, Dench eGaming Solutions

JOE COUGHLIN, Co-Founder, London Gaming Company

19:30 EEGS WELCOME COCKTAIL PARTY

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24 NOVEMBER 2015, Hall Vitosha

8:45 – 9:30 Registration/Continental Breakfast

GLOBAL GAMING WOMEN Networking Breakfast
Women on Boards: Beyond Gender to Leadership

In this session female leaders from some of the industry's top companies will share their experience, career challenges and success stories.

- What is the key to moving from being a manager to being a leader?
- Are female entrepreneurs more optimistic?
- Who is the better decision-maker under stress?

**GLOBAL
GAMING
WOMEN**

Speakers:

VALENTINA DOBRE, Vice President, ROMSLOT

LYDIA BARBARA, Head of Pegasus Gaming Solutions

ELENA SHATEROVA, International Sales Director, Casino Technology

ELITSA GILL, CEO, eCasino.bg

Moderator: ROSSI McKEE, Vice President, Casino Technology

9:30 – 10:15 Morning Session I

GAMBLING TOURISM

- Overview of the gambling tourism in the region and strategies for its further development.
- Tourism and entertainment industry: relations and mutual influences.
- Lessons from Macao: junket business.
- Fundamentals of the gaming tourism - positives, approach, construction, development and trends.

Speakers:

CARLOS SIU LAM, Associate Professor & Researcher, Macao Polytechnic Institute

ROSSI McKEE, Vice President, Casino Technology

Dr. MARIA KICHEVA, Vice-Rector, College of Tourism-Blagoevgrad

DIYAN KOSTADINOV, General Manager, Casino Hrisantema

Moderator: HRVOJE VINCETIC, Managing Director, Casino Adriatic Opatija

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10:15 – 11:15 Morning Session II

GAMING STARTUP CHALLENGE 2015

Create your business horizon

The first-of-its-kind contest in Bulgaria offers an innovative opportunity for startup companies in the gaming and entertainment industry to present their fresh and original business concepts shaping the next technological trends.

Up to 5 companies will accept the challenge to attract the audience and the jury by presenting their bright ideas in 5 minutes per company.

What to expect:

- * Out-of-the box ideas setting new technology trends
- * Inspiration for making the leap from employee to entrepreneur
- * Innovative business approach
- * Useful business contacts



Participants:

1. **Content Ocean** - Todor Todorov
2. **Velbazd Software LLC** - Todor Balabanov
3. **CasinoAdvizer** - Delyan Keremedchiev

Jury:

- Rossi McKee - Vice President of Casino Technology
 Dr. Angelo Dalli - CEO and Co-Founder, Bit8
 Nusha Spirova - Project Manager at Darik Radio
 Svilen Rangelov - Co-Founder at DRONAMICS
 Vladislav Vasilev – Start It Smart
 Belizar Marinov – Manager Investment Projects at Eleven

11:15 – 11:45 Refreshment Break

11:45 – 12:30 Morning Session III

GAMING EVOLUTION IN A DIGITAL REVOLUTION

- EU Digital Policy & The social gaming perspective.
- Mobile gaming to acquire Gen Y players.
- Social casino gaming continues to thrive. What are the emerging opportunities in this product vertical?
- Factors of lotteries on remaining competitive in an increasingly digital market.
- Multi-channel gaming as a key factor for future success.

Speakers:

- DAVID JOHNSON**, Commercial Director, NYX
KONRAD GILL, Head of Interactive Division, Casino Technology Interactive
WOJCIECH SZPIL, CEO, Totalizator Sportowy Sp.z.o.o.
BEATA GUZIK, Social Media and Project Coordinator, Altius
JONATHAN SWERDLOW, CEO, GamyTech

Moderator: PHILIPPE P. VLAEMMINCK, Chair EU, Lotteries, gambling & sport law, Altius

12:30 – 13:15 Morning Session IV

TREND SETTING IN SPORTS BETTING

- Integration of sports betting into online casino.
- Streamlining the multi-channel sports betting experience.
- Defining the potential of eSports for the development of sports betting businesses?
- Do virtual sports products hold big opportunities? What does the rise in popularity of these products mean for the future of sports betting?
- Sport integrity & the impact of match-fixing as a question of gambling?



Speakers:

- ROMAN METODIEV**, Project Manager for Sports Betting, Casino Technology Interactive
BORISLAV BORISOV, Chief Operating Officer, UltraPlay
CARLOS SILVA, Sales Manager, Vermantia
KHALID ALI, Secretary General, ESSA (Sports Betting Integrity)
PHILIPPE P. VLAEMMINCK, Chair EU, Lotteries, gambling & sport law, Altius

Moderator: MARK McGUINNESS, Director, eSportsbet.com

13:15 – 14:00 Morning Session V

THE POKER IN FUTURE

- Insight from mature markets in poker: how to create a sustainable ecosystem?
- Can shared liquidity save the market where poker is facing a considerable decline?
- Benefits of poker gamification.
- Core drives that compel a player and drive continued engagement.

Speakers:

- DAVID JOHNSON**, Commercial Director, NYX
LYDIA BARBARA, Head of Pegasus Gaming Solutions (Microgaming)
NICOLAS LEVI, coFounder, RankingHero
VINKO DOBROSEVIC, Founder, IGSoft & CEO, PokerKing

Moderator: HRVOJE VINCETIC, Managing Director, Casino Adriatic Opatija

14:00 Closing remarks

And the winner is Gift voucher





CONTINUING EVENTS

ROUNDTABLE OF REGULATORS WITH BULGARIAN STATE COMMISSION ON GAMBLING

(With invitations only)

Topic: *Online gambling and administrative cooperation between regulators*

Date: MONDAY, 23rd NOVEMBER, 2015

Venue: INTER EXPO CENTER, Hall Rila

Hours: 16:30-18:30

BALKAN ENTERTAINMENT AND GAMING EXPO (BEGE Expo)

Date: 24 – 25 NOVEMBER 2015

Venue: INTER EXPO CENTER, SOFIA, BULGARIA

Hours: 24th November 11:00 – 18:00 / 25th November 10:00 – 18:00

ROUNDTABLE FOR CASINO OPERATORS WITH BULGARIAN STATE COMMISSION ON GAMBLING

(On the floor of BEGE Expo, Meeting Zone)

Date: WEDNESDAY, 25th NOVEMBER, 2015

Hours: 15:00 - 16:30

BEGE Awards 2015 Ceremony

Date: WEDNESDAY, 25th NOVEMBER, 2015

Hours: 12:00 - 12:30

Venue: INTER EXPO CENTER, Expo hall 1, stage next to the entrance