

6th Annual

# Legal Gaming in Europe Summit

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23rd – 24th January 2012, London

## Navigate the new landscape of European gambling laws in a post Green Paper era

- ▶ **Determine the value of the Green Paper:** Assess whether the European Commission is on track to establish a harmonised EU-wide framework and discover what minimum standards are required at an EU level with respect to consumer protection and preventing fraud
- ▶ **Conquer opening markets:** Understand the ins and outs of the regulatory framework in the EU's newest opening regulated markets, including Spain, Denmark and Greece, in order to simplify your expansion strategy
- ▶ **Updates on regulated markets:** Ensure your business strategy is up to date with the latest developments so you can capitalise on new revenue streams
- ▶ **Leading operator case-studies:** Hear from leading operators on how they are managing the complexities of multi-jurisdictional licenses; understand what the Green Paper means to them and their approach to new markets
- ▶ **The USA:** Assess the fallout from the Full Tilt situation and the Black Friday scandal. Discover the full impact for the operators involved, the lessons learnt by Regulators and what the long-term implications are for the entire industry

### EXPERT SPEAKERS INCLUDE:



### Expert Speaker Lineup:



Annette Kok, President, Euromat



Christel Schaldemose, MEP, Denmark



Magnus Silfverberg, CEO, Betsson



Martin Cruddace, Chief Legal and Regulatory Officer, Betfair

### Supported by:



## GREAT REASONS WHY YOU MUST ATTEND THIS EVENT

150+ senior level attendees: share knowledge, discuss key issues and make valuable contacts

25+ regulators and lawyers to give you free legal advice

16+ panel sessions & presentations covering strategic issues and in depth country-by-country analysis

8+ hours of valuable face-to-face networking, get your answers immediately!

For the full speaker line-up and the most up to date information visit:

[www.bulletbusiness.com/gambling-conference](http://www.bulletbusiness.com/gambling-conference)

# Navigating the new landscape of European gambling laws in a post Green Paper era

**The gambling and gaming industry is undergoing a turbulent period of change - given the current multitude of legal battles, unclear legislation and a distinct lack of harmonization across the industry, the need for legal clarity is evident.**

The very nature of online playing has propelled the gambling industry towards a pan-European culture, and the demand for legal transparency is intensifying. The reactions to the European Commission's recently publicized **Green Paper on Online Gambling in the Internal Market** are eagerly anticipated, and should shed some light on whether different national regulatory models can realistically co-exist, or whether now is the time to establish a harmonised EU-wide framework.

However the industry is still playing the guessing game as to whether the Green Paper will be soft law or a real directive. The recent situation with Full Tilt has turned a spotlight on the on-going European debate between regulators over how best to guarantee the safety of player's deposits. And with ambiguity surrounding issues such as state aid rules and access to markets, regulators and stakeholders alike are caught up in a minefield of legal battles.

Add to this the significant amount of revenue to be generated in the sector, with the Spanish market estimated to be worth up to €250m and the Greek grey market at around €210m to €260m, is it any wonder the examination over regulation and gambling at the European level is intensifying?

You know assessing and moving into new markets is not a simple process and costly mistakes can be made if you are not fully prepared on legalisation. **Keeping up to speed on numerous challenges like security, consumer protection, payment processing, social responsibility is a frustrating yet essential necessity.**

Against a backdrop of uncertainty surrounding the Green Paper and cautious plans for new market entry, the **Legal Gaming in Europe conference** is perfectly timed to arm your business with the legal know how you need to navigate this constantly shifting landscape.

## Ensure Your Business Is Best Prepared For European Gaming Success

Back in its 6th blockbusting year, the Legal Gaming in Europe conference is the must attend event for everyone who is looking to cement their position in existing markets and planning to enter new markets.

Let this year's stellar industry line-up of speakers guide you through the legal minefield and give unique insights and expert analysis, including:

- The **European Commission** discuss the responses they've received on the Green Paper, what they anticipate the next steps will be and how it will impact your business
- **Euromat** assess the Green Paper and detail their stance on maintaining a healthy business and legal environment in the EU for the gaming sector
- **Regulators from key European jurisdictions**, including Spain, Denmark and Germany. Get the latest information on which products can be offered, tax framework in place, commitment to responsible gaming and licensing models available.
- **Hear from top Legal Experts** who will give you country-by-country analysis on closed, open and opening markets across Europe, allowing you to evaluate how country tax frameworks and licensing models will affect your strategy plans
- **Operator Case Studies** - gain unique insights from operators and legal advisors and discover how cases were fought, what costs were incurred and the lessons they've learnt

If you've attended any of our previous events, you know this is no anonymous expo. It's an event with a proven pedigree of attendees from within the legal gaming space. As an exclusive high-level meeting you are assured of meeting only the leading legal gaming minds. Quite apart from the vast amount of knowledge and expertise that is always on offer, there are other excellent reasons for making sure you're among the delegates in 2012:

### We'll only be talking legal issues!

This is a legal gaming-specific event addressing the critical issues you've told us you need to understand further. Come armed with your most important questions and be certain of getting pertinent responses that you can apply to your business expansion strategies.

### Valuable business intelligence

Save time and legal bills with the advantage of having the leading industry gambling lawyers all in one place. Think of all the knowledge you'll gain by attending sessions and networking face to face and get your questions answered straight away.

### Intelligent and honest discussions

There are no sales pitches at this conference; our sessions are designed to encourage lively debate and intelligent presentations. Over 750 companies have attended the Legal Gaming in Europe conferences, ensuring a wide range of opinions were voiced – make sure yours is one of them!

## BOOK NOW!

With such high quality information and networking opportunities available, places are selling fast, and immediate booking is strongly recommended.



Maximise your return on the event by booking your ticket now. You'll secure your seat at the biggest discount and you'll have more time to book appointments and meetings with speakers and other attendees.



**BOOK NOW ONLINE OR  
CALL + 44 (0) 207 375 7245**



## Group Discount

Come along with members of your team and benefit from Bullet Business' special group discounts. The more attendees sign up, the more your company saves!

**THE EVENT IS HIGHLY ACCLAIMED AND WELL SUPPORTED – BUT DON'T JUST TAKE OUR WORD FOR IT!** Held in the same week as ICE, the Legal Gaming in Europe conference is always well attended by C-level execs and top legal experts keen to fit the event into their schedule.

 Congratulations for the summit which was very interesting and with perfect organization and timing.   
Nicolas Beraud, **BetClic Everest Group**

 Excellent organization and a very interesting conference.   
Giuseppe Pelle, **Lottomatic Group**

 Great opportunity to make invaluable contacts and exchange experiences and knowledge.   
Andrew Tait, **Mansion Group**

**Reserve your place today**

**[www.bulletbusiness.com/gambling-conference](http://www.bulletbusiness.com/gambling-conference)**

Look who's talking... Check out our expert speaker line up!

## Industry leading experts you will hear from include:



**Annette Kok,**  
President,  
Euromat



**Christel Schaldemose,**  
MEP for Denmark



**Andre Wilsenach, CEO,**  
Alderney Gambling  
Control Commission



**Magnus Silfverberg,**  
CEO, Betsson



**Dimitris Panageas,**  
Legal Counsel,  
Club Hotel Loutraki S.A.



**James Scicluna,**  
Chief of Regulatory and  
Corporate Affairs, Betclia



**Martin Cruddace, Chief  
Legal and Regulatory  
Officer, Betfair**



**Wes Himes,**  
Managing Partner,  
Policy Action



**Tony Coles, President,  
IMGL and Partner,  
Jeffrey Green Russell**



**Clive Hawkswood,**  
Chief Executive,  
RGA



**Wulf Hambach,**  
Partner,  
Hambach & Hambach



**Peter Naessens, Staff  
Member, National Gaming  
Commission of Belgium**



**Warwick Bartlett,**  
Consultant,  
GBGC



**Santiago Asensi,**  
Partner,  
Asensi Abogados



**Joerg Hofmann,**  
Senior Partner,  
Melchers Law



**Trevor DeGiorgio,**  
International Compliance  
Manager, GreenTube



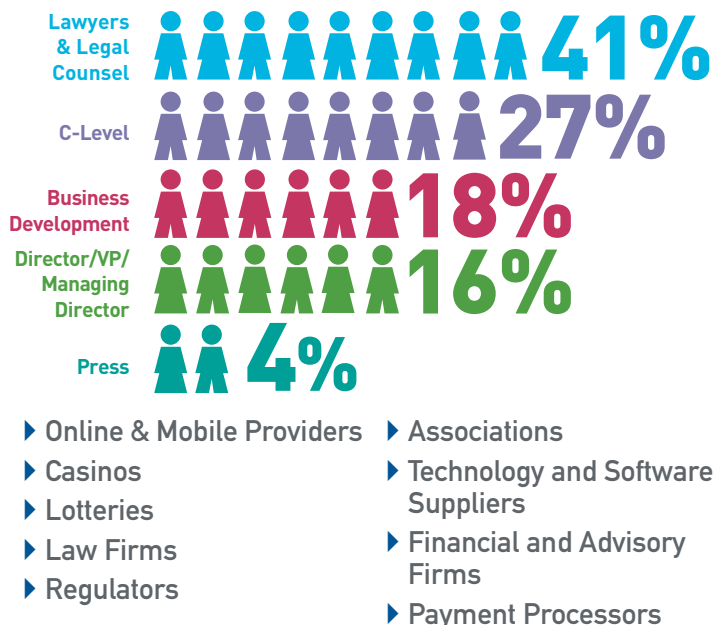
**Bob Stocker,**  
Partner,  
Dickson Wright PLLC



**Mark Beardsworth,**  
Partner,  
Kingsley Napley

For the full speaker line up visit [www.bulletbusiness.com/gambling-conference](http://www.bulletbusiness.com/gambling-conference)

## Who is attending the conference?



## Here Is Just A Small Sample Of The 750 Companies That Attended Our Previous Legal Gaming In Europe Conferences:

Harrahs Entertainment	GTECH G2
bet365	Microgaming
Novomatic	Paddy Power
Betsson	EU Commission
Danske Spil A/S	Betfair
European Association for the Study of Gambling	Caesars Entertainment
Malta Lottery & Gaming Authority	Google
Paysafecard.com	The Spanish Casino Association
Wertkarten	Sportingbet
William Hill	European Parliament
Isle of Man Gambling Supervision	Ladbrokes
European Sports Security Association	Gibraltar Regulatory Authority
Federal Ministry of Finance in Austria	National Gaming Commission of Belgium
Greentube Malta	Playtech
WireCard	Video Gaming Technologies (VGT)
	Penta Investments

### Register Today!

**Online:** [www.bulletbusiness.com/gambling-conference/register](http://www.bulletbusiness.com/gambling-conference/register)

**Email:** [info@bulletbusiness.com](mailto:info@bulletbusiness.com)

**Phone:** +44 (0) 207 375 7575

**Fax:** +44 (0) 207 375 7576

For the latest speaker updates visit [www.bulletbusiness.com/gambling-conference](http://www.bulletbusiness.com/gambling-conference)

# Your complete guide to navigating the new landscape

## European Commission and Leading Associations

### The Green Paper Panel

- Obtain a detailed breakdown of the Commission's discovery process and determine how it may go forward
- Understand how the Green Paper interacts with the licensing policies in individual Member States and avoid unnecessary guesswork
- Get the latest predictions for the coming year in licensing to refine your business strategy
- Evaluate whether the Green Paper recommendations will adequately address the issues in the second generation of policy reform

Annette Kok, *President, Euromat*

Peter Naessens, *National Gaming Commission of Belgium*

Wes Himes, *Managing Partner, Policy Action*

CHAIR: Tony Coles, *President, International Masters of Gaming Law* and Partner, Jeffrey Green Russell

### Understand how the geographical landscape of European gaming has changed in the last year

- Discover how the Green Paper and its consultation results might impact the future of the European framework
- Discuss how various jurisdictions will implement the new directives in order to strategize comprehensively across this new landscape

Warwick Bartlett, *Consultant, GBGC*

## Networking

With over 150 gambling industry leaders in attendance, you'll want to meet and do business with everyone you need to.

That's why we have organised the Bullet Business Networking Drinks and Dinner on Monday 23rd January. Make sure you clear your diary for this important networking event!

## Market Changes

### Future Insight: A harmonised tax and regulatory framework for Europe

- Find out if the EC can contribute to a more streamlined pan-European business model for regulators and operators
- Explore how a firmer, clearer regulatory framework can make for more attractive investment opportunities in the gambling sector
- Gain an authoritative view of the role of regulation in the areas of consumer protection and corporate responsibility

Annette Kok, *President, Euromat*

### A Taxing Dilemma - The land-based vs online debate

- Examine the Danish legislation on lower taxes for eGaming and determine if the Commission will decide the same in the future for other tax systems
- Explore tax policy in other EU jurisdictions and compare their approach to Denmark's new regime
- Discuss the relationship between taxation and competitiveness in an eGaming scenario and determine what will be necessary to combat illegal offerings

Magnus Silfverberg, *CEO, Betsson*

Clive Hawkswood, *Chief Executive, RGA*

## Legislation in European Jurisdictions

### France and Italy: Lessons to be learnt from mature markets

In the wake of subsequent regulatory developments in France, Spain and Denmark, explore the Italian and French markets as reference models.

- Discover whether there is room for new entrants into the Italian market place and discuss what, if anything, is left to be yet legalised and regulated
- Explore France's journey from legalisation to saturation, the latest on the tax debate and what this means to operators, and what lessons can be learned from a newly-legalised jurisdiction
- Compare Levels of Risk in these two mature markets so you know what to prepare for

Quirino Mancini, *Partner, SCM Partners*

Thibault Verbiest, *Partner, Ulys Law Firm*

Valérie Peano, *Attorney-at-law, Studio di Consulenza Societaria e Tributaria*

### Germany: Markets within a market

- Obtain unique insights into how far Germany will liberalise and get expert analysis in order to simplify your entry into a highly lucrative market
- Explore the creation of New State Treaties and understand how they will impact the German licensing platform
- Schleswig-Holstein: Examine how the other 15 Federal States have reacted to the S-H Legislative Initiative and find out if they will adopt the EU-friendly Gambling Act in their Lander-jurisdictions.

Wulf Hambach, *Partner,*

Hambach and Hambach Law Firm

### UK: An examination of current and upcoming regulation

The UK is one of the EU's most established gaming environments. Even so, the changes in legislations, coupled with the instability in the online poker sector of the market, have made revenue generation and competitiveness all the more difficult. Find out what you should prepare for:

- Get the latest updates on tax and the interplay between online and offline
- Explore the debate on slots and machines in betting shops
- Hear predictions and examine the issues behind the further delays in land-based casinos

Tony Coles, *President,*

International Masters of Gaming Law and Partner, Jeffrey Green Russell

### Spain: Racing towards compliance

- Updates on key issues regarding licensing requirements, taxation and product offering so you know what to expect when entering the market
- Find out if there is a toolkit for fast and accurate compliance and what you need to take advantage of this
- Avoid black-out periods by following Spain's example

Santiago Asensi, *Partner,*

Asensi Abogados

Juan Carlos Alfonso Rubio, *Deputy General Director, General Direction of Gambling Regulation, Spanish Ministry of Finance*

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# of European gambling laws in a post Green Paper era

## Operator Insights

### Multiple licenses in the new European landscape – the operators' perspective

- Learn how to manage a profitable, comprehensive business plan in a multi-licensed scenario
- Explore the practicalities of implementation of EU directives across more than one jurisdiction
- Develop a roadmap for faster, more efficient licensing processes based on experiences from the experts

**Trevor DeGiorgio**, *International Compliance Manager*, **GreenTube**

**James Scicluna**, *Chief of Regulatory and Corporate Affairs*, **BetClic**

**Martin Cruddle**, *Chief Legal and Regulatory Officer*, **Betfair**

## Gambling Policy Panel

### Extensive analysis: experts discuss a formula for success

- Based on new and old studies of implementation, find out what legislation has been successful for regulators and stakeholders and find out what you should expect for next year
- Create a method for smooth and seamless transition for profit in new jurisdictions
- Explore possibilities for faster expansion.

CHAIR: **Jeorg Hofmann**, *Senior Partner*, **Melchers Law**

**Trevor DeGiorgio**, *International Compliance Manager*, **GreenTube**

**Thibault Verbiest**, *Partner*, **Ulys Law Firm**

**Santiago Asensi**, *Partner*, **Asensi Abogados**

**Robin LeProvost**, *Director of eCommerce Development*, **States of Alderney**



## New Market Insights

### New market penetration

- Explore new markets on the verge of legalisation and discover how to navigate in a new world of politics and protocol
- Gain advice from the experts to ensure your pipeline can keep pace with the momentum of business in newly regulated states
- Evaluate the recent newly passed country legislation on VLTs and internet gambling in Greece

**Wes Himes**, *Managing Partner*, **Policy Action**

**Dimitris Panageas**, *Legal Counsel*,

**Club Hotel Loutraki S.A.**

## Criminality in Gaming

### The dark side of gambling - fraud, corruption, cheating and money laundering

- Consider the growth of gambling related crime with a review of recent cases, including Cricketers Spot Fixing Trial and the theft of Bingo player data
- Understand the likely impact of the Bribery Act 2010 and identify what steps an operator should take to manage risk
- Find out the best tactics to adopt if you become involved in an investigation

**Peter Wilson**, *Partner*, **Memery Crystal LLP**

## Black Friday and Full Tilt

### Lessons learnt and long-term implications

- Discuss how long the Black Friday episode in Poker history might impact online poker play and explore when the market might reopen!
- Find out what will be the long-term fallout for the operators involved, and for the sector in general so you know what to prepare for
- Investigate the minefields of online play, and establish how to avoid de-licensing to protect your poker business

**Andre Wilsenach**, *Executive Director*, **Alderney Gaming and Control Commission**

**Tony Coles**, *Partner*, **Jeffrey Green Russell**

**Bob Stocker**, *Partner*, **Dickson Wright PLLC**

## Technology

### Effective and legal communication techniques for online gaming

- Discuss the new EU directives on issues including third-party cookies to comply with legislation and protect your online marketing strategy
- Explore consumer privacy issues in a cookie and geo-location data era in order to maximise your online presence while capturing data responsibly
- Consider a management model for customer and prospect data designed to solve your privacy disputes

**Andrew Solomon**, *Solicitor*,

**Kingsley Napley**

**Robin Caller**, *MD*, **Goallover**

CHAIR: **Simon Halberstam**, *Partner*,

**Kingsley Napley**

## Consumer Protection

### Clarity, transparency, and accountability in consumer protection

- Discuss how clarity in regulation can aid your online business
- Explore how the industry might cooperate in the development of custom-tailored consumer protection policy to combat fraud in the gaming industry
- Discover how a comprehensive Europe-wide policy can protect both consumers and operators against fraud and de-licensing

**Thaer Sabri**, *Chief Executive*, **Electronic Money Association**

**Mark Beardsworth**, *Partner*, **Kingsley Napley**

**Christel Schaldemose**, *MEP*, **Denmark**

## Reserve Your Seat

Turn to page 6 for details on how to book your ticket



Reserve your place today online - [www.bulletbusiness.com/gambling-conference](http://www.bulletbusiness.com/gambling-conference)



## Going to ICE?

As always, the Legal Gaming in Europe Conference will take place during ICE week. It makes sense, everyone is in London to network and do business! Our conferences are always well attended, over 750 in the last 5 years – and even better for you is that we plan our week around ICE too!

So on Tuesday 24th January we will be finishing a little bit earlier so we can all head down to ICE - maximizing your time and productivity out of the office.



## Excellent Sponsorship Opportunities

Do you have a service or product that will help operators work legally in the European market place? Do you provide legal advice? Perhaps you're a regulator with licences to offer? Or a tech provider who enables operators to deliver safe, secure and legal products across multiple jurisdictions? Do you want to promote your commitment to responsible gaming? If so then the 6th Legal Gaming in Europe conference is the perfect marketplace to do business!

### BRANDING OPPORTUNITIES AVAILABLE INCLUDE:

- ▶ Host interactive round table sessions with core clients and prospects
- ▶ Speaking opportunities
- ▶ Branded as 'Summit Sponsor'
- ▶ Seat drop of your company literature
- ▶ Insertion of company literature into delegate pack
- ▶ Logo to appear on event webpage, seeing approximately 100,000 click troughs throughout the websites life
- ▶ Logo to appear on display advertising, direct mail marketing pieces sent out by Bullet Business
- ▶ Logo to appear on general conference signage in the conference room
- ▶ Advert in showguide  
... and much more!

If you want to meet with senior decision makers from the gambling and gaming industry then contact Louisa Spiteri today at:

[louisa@bulletbusiness.com](mailto:louisa@bulletbusiness.com)



Excellent organization and a very interesting conference. **Giuseppe Pelle, Lottomatic Group**

Excellent, a thoroughly enjoyable and worthwhile conference. **Nick Hawkins, Danoptra**

### Media Partners:



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# THREE SIMPLE STEPS TO REGISTER NOW!

## 1. SELECT YOUR REGISTRATION PACKAGE

Pass Type	EARLYBIRD (Expires 2nd Dec)	FULL PRICE
<b>Platinum Pass</b> <ul style="list-style-type: none"><li>• Full access to all conference sessions</li><li>• Networking lunch and coffee breaks</li><li>• Evening drinks reception</li></ul> <b>PLUS! Online access to all summit audio post conference</b>	<b>£1295</b> +VAT <input type="checkbox"/>	<b>£1395</b> +VAT <input type="checkbox"/>
<b>Gold Pass</b> <ul style="list-style-type: none"><li>• Full access to all conference sessions</li><li>• Networking lunch and coffee breaks</li><li>• Evening drinks reception</li></ul>	<b>£1195</b> +VAT <input type="checkbox"/>	<b>£1295</b> +VAT <input type="checkbox"/>

### Hotel Discounts

We have negotiated special room rates at the hotel. Reservation and price details will be sent to you when you register.

**BOOK YOUR  
TICKET EARLY  
AND MAKE  
HUGE SAVINGS!**

## Group Discounts

Take advantage of Bullet Business unique team discounts. The more people you bring the more money your company saves and the more it gains in knowledge building.

Contact the Bullet Business team on  
**+44 207 375 7245**  
or email [info@bulletbusiness.com](mailto:info@bulletbusiness.com)  
to make big savings!

## 2. ENTER ATTENDEE DETAILS

Mr/Mrs/Ms/Dr:	First name:	Last name:
Company:	Position/Title:	
Telephone:	Fax:	Email:
Address:	Postcode:	Country:

## 3. PAYMENT OPTIONS

<input type="checkbox"/> I enclose a check/draft for: _____ (Payable to FC Business Intelligence Ltd)	Credit card number: _____
<input type="checkbox"/> Please invoice my company: _____ Purchase Order Number: _____	Expiry date: _____
<input type="checkbox"/> Please charge my credit card: <input type="checkbox"/> Amex <input type="checkbox"/> Visa <input type="checkbox"/> Mastercard	Security number: _____
	Name on card: _____
	Signature: _____

**FAX THIS FORM BACK TO: +44 207 375 7576**

**PAY SECURELY ONLINE:**

<https://secure.bulletbusiness.com/gambling-conference/register.shtml>



TERMS & CONDITIONS Places are transferable without any charge. Cancellations before 11th December 2011 incur an administrative charge of 25%. If you cancel your registration after 11th December 2011 we will be obliged to charge you the full fee. Please note - you must notify FC Business Intelligence (holding company of Bullet Business) in writing of a cancellation, or we will be obliged to charge you the full fee. The organisers reserve the right to make changes to the programme without notice. All prices

displayed are exclusive of VAT unless otherwise stated but, VAT will be charged, where applicable, at the prevailing rate on the invoice date and the relevant details will appear on the invoice. FC Business Intelligence takes every care to ensure that prices quoted are correct at time of publishing however, bookings will only be accepted if there is no material error in the price advertised on the website. Designed by The Creative Tree, [www.thecreativetree.co.uk](http://www.thecreativetree.co.uk).

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