

5th Annual

# Legal Gaming in Europe Summit

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24th- 25th January 2011, Millennium Gloucester Hotel, London

## Your roadmap to the latest in European Gaming Law for successful expansion in 2011 and beyond...

- ▶ **Conquer the Legal Situation:** Key information and country by country analysis of European jurisdictions
- ▶ **Work with the Regulators:** Hear directly from the regulators and establish the exact 'do's and 'don't's in each regulatory market
- ▶ **Establish the European Commission's Position:** Get updated on their latest policies and understand what this will mean for your business in 2011
- ▶ **Leading Operator Case Studies:** Gain unique insights from leading operators fighting infringement cases across Europe and analyse what effects these outcomes will have on liquidity and monopoly strongholds
- ▶ **Plus:** Rules and guidelines for advertising, technical solutions to keep you on the right side of the law, finance, the USA and much more...!

### Expert Speaker Lineup



Pontus Lindwall,  
CEO, Betsson



Franz Wohlfahrt,  
CEO, Novomatic



Harald Strasser,  
CEO, Casinos Poland



David Satz, VP,  
Government relations &  
development, Harrah's

### GREAT REASONS WHY YOU MUST ATTEND THIS SUMMIT

- 1 150+ senior level attendees discover revelations & developments in Europe
- 2 25+ regulators and lawyers to give you free legal advice
- 3 Benefit from country by country breakdown so you have all bases covered
- 4 Revealing panel sessions, interactive round tables and exceptional keynote speakers

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)

### EXPERT SPEAKERS INCLUDE:

Casinos Poland  Harrah's 

betsson  betfair 



Lotteries & Gaming Authority 



JEFFREY  
GREEN  
RUSSELL



Asensi  
Abogados



PolicyAction



VAN MENS & WISSELINK N.V.  
ATTORNEYS AT LAW - TAX ADVISERS - CIVIL LAWYERS

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Excellent conference. Great place to meet industry leaders and experts and exchange views. James Scicluna, General Counsel, BetClick

# Book now for this proven highlight of the Gaming Industry calendar

There's really only one way to describe the European gambling and gaming industry's regulatory landscape at present: **it's a mess.** With a multitude of legal battles, blurred legislation and a distinct lack of harmonization across the continent, trying to do business – and plan for the future – is tough.

 The industry is just now realising what regulation means. Being regulated by one offshore regulator is fun – but unrealistic  Gigi Levy, CEO, 888

The one certainty is that the regulatory sands are shifting.

And that could be excellent news. With individual countries identifying regulation as a well-timed source of climb-out-of-recession taxes, the revenue potential for our industry is, frankly, huge.

But how are you supposed to prepare effectively for the unknown? Europe remains a challenging market for many businesses even before you take into account the momentum that is now building steadily towards pan-European regulation. Trying to keep up-to-speed with the ever-changing multitude of possibilities, let alone assess the implications for your business, is an essential yet frustrating necessity.

At **Bullet Business**, the dozens of gaming executives we speak to day-in-day-out, have been telling us: "We need an industry event that's focused firmly on the changing regulatory landscape. Legal issues are a HUGE priority for us right now!"

You ask. We deliver. And this is why the **Legal Gaming in Europe Summit 2011** is in its 5<sup>th</sup> blockbusting year and is a must-attend for everyone who is looking beyond the saturated markets to size up their business prospects in countries where the tide is turning in favour of legitimate online gaming and gambling.

**This is the established event that brings the entire industry together to discuss the hottest topics - with a Summit Agenda that helps you shape and fine-tune a more lucrative front-running strategy!**

When investigating new European markets, it's essential to have authoritative business intelligence that drills down into:

- ▶ The full range of licensing models that are in place
- ▶ Current and future taxation frameworks
- ▶ Products that can be legally offered
- ▶ Competitor activity
- ▶ Growth potential

The Summit will give you all this information – delivering a complete European overview – quickly, succinctly, and with valuable data you won't find anywhere else. And underpinning everything you learn is the hard fact that moving into a new territory is never a simple process: it takes time, money and meticulous attention to detail.

In such a high-stakes game, a single miscalculation means your business could find itself entangled in a replay of the failed five-year court battle that resulted in Betfair and Ladbrokes' failure to topple De Lotto's Dutch monopoly. No-one wants that to happen, which is why this year's Agenda will make sure you are properly prepared for 2011. Quite simply, we'll give you a powerful, fast-track alternative to many hours of tedious desk research.

Take part in the Summit to be sure of the current, pertinent information you need direct from regulators and legal gaming professionals.

## Timed to coincide with ICE

As always, the Legal Gaming in Europe Summit 2011 will take place to compliment your attendance at ICE. You'll be able to go directly from the closing session of the Summit to the opening events at ICE on 25th January 2011 - maximizing your time & productivity out of the office.

Here's just a taste of what's in store:

- **European Jurisdictions Outlook:** Country-by-country analysis of the latest developments in liquidity, tax, licensing, product offerings and responsible gaming for established and emerging markets
- **Country close-ups:** Including France, Germany, Denmark – and the USA, with the latest news on the moves to finally legalise and regulate web-based gaming
- **Work with the Regulators:** What do individual jurisdictions currently require? Ensure you don't breach code and establish the exact do's and don'ts from one country to another
- **Latest EC developments:** Hear direct from the people who really know about the European Commission's stance (and time-frame) on the future for a pan-European regulatory model
- **Leading Operator Case Studies:** Fascinating insights from operators who are fighting infringement cases across Europe. With information that enables you to assess the significance these outcomes will have on liquidity and monopoly strongholds

With this year's speaker line-up including prominent industry figures from Betsson, Betfair, Harrah's, and regulators from Germany, Denmark, Norway and the Isle of Man, to name but a few, the individual sessions will come together as a roadmap designed to will help you pinpoint specific, lucrative markets where your business can prosper and thrive.

 Best forum to meet with market leaders and professionals to feel out regulatory trends in the industry  Julius Csorba, Penta Investments

If you've attended any of our four previous sell-out events, you'll know this is an event with a proven pedigree. 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 amongst the delegates in 2011:

- **FREE LEGAL ADVICE** – Take advantage of having the leading industry gambling lawyers all in one place. Save time and legal bills by attending sessions and networking face to face.
- **INTERACT WITH KEY REGULATORS** – Who else is in a better position to discuss pending legislation with you! Profit from the regulators' knowledge and initiate lasting relationships with people who really matter, and fundamentally guide your business strategy.
- **EXCLUSIVE-HIGH LEVEL MEETINGS** – This Legal Gaming in Europe Summit 2011 is no anonymous expo. It's an exclusive high-level meeting. We target only the highest level industry figures to attend, and that means you are assured of meeting only the leading legal gaming minds. You'll make contacts with the best in the industry, hear first-hand experiences and learn the from the experiences of others when moving into new markets.
- **TAKE AWAY INFORMATION YOU CAN APPLY IMMEDIATELY** – Leave with must-have market intelligence, knowledge and information you'll be hard pushed to find elsewhere – the knowledge you need to grow your business and mitigate risk.

The Legal Gaming in Europe Summit 2011 is your definitive guide to moving into lucrative new European markets without falling foul of the regulatory minefield.

If you're a serious player in gaming, you **MUST** join your peers at this event to keep abreast of the changing regulatory environment – and the steps you need to take to operate legally, expand into new markets and grow your business.

As always, places are selling out fast, and immediate booking is strongly recommended. Put the dates in your diary now – 24th – 25th January 2011 – and reserve your place without delay.

**Register now to save £200. Go online at:**  
**[www.bulletbusiness.com/gambling-conference](http://www.bulletbusiness.com/gambling-conference)**

# Your roadmap to the latest in European Gaming Law for successful expansion in 2011 and beyond

## A NOTE FROM THE CHAIRMAN

In its 5th consecutive year, the Legal Gaming in Europe's agenda offers a comprehensive list of hot topics and expert speakers from the gambling and gaming industry.

You're guaranteed to gain essential insights and be truly ahead of the game at the end of this summit. With participation from operators, regulators, and legal professionals there'll be lively discussions and informative presentations. The opening sessions on the European Commission and the CEO's outlook will help you get the inside track on sentiments and what is happening in Europe.

This event really will cover all areas; evolving licensing systems, tax frameworks, product offerings, responsible gaming, feasibility of bilateral agreements, the list goes on...

and I'll be on hand to ensure it all fits within the European regulatory framework. We'll be exploring all the regulations from across Europe and also be welcoming representatives from potentially lucrative growth gambling markets.

More than the learning, I look forward to the opportunity to meet and network with gambling industry leaders who are looking at the future of regulation. Although you can learn about legislation and regulation, cracking into emerging markets still depends on networking with the right people and understanding key insights. On the eve of ICE, it's the chance to join the gambling industries leading figures to learn, do business and network. I hope to see you there.

*Wes Himes*



## Industry Leading Expert Speakers Include:



**Pontus Lindwall**,  
*CEO*,  
Betsson



**Franz Wohlfahrt**,  
*CEO*,  
Novomatic



**Harald Strasser**,  
*CEO*,  
Casinos Poland



**Rahela Welp**, *Director*,  
German Gaming  
Supervisory Authority



**Birgitte Sand**,  
*Director*,  
Danish Gaming Board



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



**Atle Hamar**, *Director Gen.*  
Norwegian Gaming &  
Foundation Auth



**Clive Hawkswood**, *CEO*  
RGA



**Daniel Walsh**, *Senior  
Director*, Govm' Affairs  
Greenberg Traurig



**David Satz**, *VP*,  
Government relations &  
development Harrah's



**Jason Chess**  
*Partner*, Betting &  
Gaming Wiggan



**Joesph Borg**, *Director*, Legal  
& Enforcement Malta Lottery  
and Gaming Authority



**Justin Franssen** *Partner*  
Van Mens Wesselink



**Nick Hawkins**, *Legal  
Director and Company  
Sec*, Danoptra



**Petere Naessens**  
*Staff Member*, Belgian  
Gaming Commission



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



**Quirino Mancini**,  
*Partner*  
SCM Partners



**Santiago Asensi** *Partner*  
Asensi Abogado



**Signe Birne**  
*Director*, Lotteries and  
Gambling Supervisory  
Inspection of Latvia



**Steve Brennan**, *Director*  
Isle of Man Gambling  
Supervision Commission



**Thibault Verbiest**  
*Partner*  
Ulys



**Tim Philips**  
*Director of European  
Public Affairs*, Betfair



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



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


**Congratulations for the summit which was very interesting and with perfect organization and timing**

  
**Nicolas Beraud, Betclick**

### Any queries, please contact:

**Louisa Spiteri**  
 Global Event Director – Bullet Business  
 Tel: +44 207 375 7245  
 Email: [Louisa@bulletbusiness.com](mailto:Louisa@bulletbusiness.com)



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# Your roadmap to the latest in European Gaming Law

## European Commission and Leading Associations

### The Green Paper: the EU commission's first step to regulating the industry on a European level

- Informative breakdown of EU strategies and assessment of how a harmonized pan-European regulatory framework can be devised
- Understand legislative solutions and critical decision making processes so your business can strategize to stay ahead of competition
- Recognize what these first steps mean for the gambling and gaming industry and what impact this will have upon the wider community

TBC European Commission representative  
Wes Himes, *Managing Partner, Policy Action*

## Associations and Organizations

- Get the latest information on associations lobbying efforts in place across Europe and what this means for the growth of gaming
- Examine specifically the relationships associations are forming with operators and regulators to ensure European markets further open up
- Learn the opinions of leading industry associations on current regulation across Europe

Clive Hawkswood, *Chief Executive, RGA*  
Nick Hawkins, *Legal Director and Company Sec, Danoptra*

## Responsible Gaming

- Identify what measures are being taken by regulators to ensure gaming is provided fairly to players
- Discover the standards of advertising and consumer protection which companies need to adhere to in order to get a license
- Understand how responsible gaming is being promoted and whether regulators do their job

Joseph Borg, *Director Legal & Enforcement, Lottery and Gaming Authority – Malta*

## Operators Insights

### CEO Power Panel – exclusive viewpoints on global legislation and regulation

- Obtain unique insights on the business challenges they're facing in the newly regulated markets including licensing issues, taxation and product offering
- Vibrant discussion on what developments they foresee happening in Europe with licensing allocations and liquidity pooling
- Get exclusive insights on what is happening in the US, Asia, Latin America and what it means to your business

Harald Strasser, *CEO, Casinos Poland*  
Pontus Lindwall, *CEO, Betsson*  
Franz Wohlfahrt, *CEO, Novomatic*

### Operator Panel – revealing sentiments from Operators fighting infringement cases across Europe

- Discover operator attitudes towards the jurisdictions, what frameworks they are struggling with and the impact this is having on further growth
- Find out what lobbying action they're currently committed to and what they want to promote for the future of gaming
- Inside industry view point on the recent ECJ rulings and what effects these will have on upcoming cases

Tim Philips, *Director of European Public Affairs, Betfair*

## Legislation in European Jurisdictions

### France: extensive country analysis

In 2010 the first licenses for the French egaming market were issued. Find out how the 85% pay-out ratio and 8.5% tax on gross gaming revenues for sports betting, have impacted the non-monopoly operators

- What you need to know - ARJEL legal obligations regarding white labelling and affiliate sites
- Find out what verticals have been successful for operators and what they expect for next year

## Regulated and Regulating Jurisdictions - examination of current jurisdictional standpoints

- Learn how to remain legal in jurisdictions where you do business through specific regulatory analysis of developments and legislative changes
- Keep updated on key issues regarding licensing requirements, taxation, product offerings and responsible gaming so you're compliant with regulation
- Identify what measures are being taken to protect licensed operators so you know what to expect when entering these markets

Petere Naessens, *Staff Member, Belgian Gaming Commission*  
Quirino Mancini, *Partner, SCM Partners*  
Santiago Asensi, *Partner, Asensi Abogados*  
Thibault Verbiest, *Partner, Ulys*  
Tony Coles, *Partner, Jeffrey Green Russell*

## Denmark: realities from the regulator

- The Danish government is set to issue its gambling bill at the beginning of 2011. Gain detailed information directly from the government to understand the key requirements when applying for a license and stay ahead of the competition
- Get up to date on the requirements and process to apply for a license to avoid wasting time and money when entering the market
  - Make sure you know the tax frameworks in place so you understand how this will affect your business
  - Understand Denmark's position on international liquidity for the poker network and how this will impact setting up in the jurisdiction
  - Analyse the argument for the Danish government to keep all betting on horse racing within the monopoly and the possibility of legal challenges from operators to this decision

Birgitte Sand, *Director, Danish Gaming Board*



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# for successful expansion in 2011 and beyond...

## The role of the Independent Jurisdiction

- In depth analysis on regulatory co-operation and anti-money laundering controls
- Gain practical information on licensing compatibility with other jurisdictions
- Keep up dated on their policies in respect of player protection, problem gambling and under-age gambling so you remain compliant

Andre Wilsenach, *CEO, Alderney Gambling Control Commission*

Steve Brennan, *Director, Isle of Man Gambling Supervision Commission*

Phill Brear, *Head of Gambling Regulation, Gibraltar Regulatory Authority*

## Closed Jurisdictions – conquer the closed markets

- Identify what influences the closed markets, recognize dangers you must avoid and analyse if you can take advantage of potential changes happening in these markets
- Learn about changes in law which concern on-line gambling, with specific reference to license requirements and taxation systems
- Learn what decrees are in place and the widening responsibilities and powers which enforce blocking financial movements and illegal websites
- Obtain updates on Latvia's Poker tournaments and information on the special taxation system, requirements for video monitoring systems and licenses.

Atle Hamar, *Director General, The Norwegian Gaming and Foundation Authority*

Signe Birne, *Director, Lotteries and Gambling Supervisory Inspection of Latvia*

Wulf Hambach, *Partner, Hambach & Hambach*

## Germany: the government perspective on regulation

- Understand the licensing process and investigate whether local offline operators will be favoured over online operators
- Examine the taxation requirements
- Stay at the forefront of change: how will the regulation of the market evolve and what can you do to ensure your business stays ahead

Rahela Welp, *Gambling Supervision Department, Germany*

## Emerging Markets outside of Europe

### The USA

Huge speculation surrounding the legislative push in the US to regulate internet gambling means that for the first time in a number of years global egaming companies are seriously considering moving back to the US. Find out what the future looks like and what you should prepare your business for

- Unique operator insight into what they see happening in the US regulatory and political landscape in 2011
- Hear what lobbying action is currently in place in the USA and what gains have been made towards a federal solution for regulation of internet poker
- Find out how larger states other than California, New Jersey and Florida are beginning to develop models for intrastate online poker. Discover what is involved with this legislation to prepare your business for market expansion

Dan Walsh, *Senior Director of Governmental Affairs, Greenberg Traurig*

David Satz, *VP of Government Relations and Development, Harrah's*

### Examination of other worldwide emerging markets

- Analysis of recent developments in gaming regulation and underlying policy in international countries, India, Latin America, Australia.
- Receive guidance and information to assist with issues when considering worldwide markets.

## Advertising, Finance & Technology

### Advertising

- Legal advice on cross-border advertising, including TV, online portals, email, SMS. Discover what legal constraints are in place so you don't breach advertising code
- Understand ASA procedures to avoid pitfalls when planning your marketing campaign
- Take away examples of good and bad practices and learn how to circumvent disputes with the ASA

Jason Chess, *Partner - Betting & Gaming, Wiggin*

### Finance Focus

- Hear independent analysis on what sectors are really profiting from revenues when markets open up
- Discover revenue forecasts and gain information on the product offerings in the US market

### Technology & Software providers

- Discover how new technologies are reshaping the industry and how technology providers are coping with European expansion
- Understand the importance of scale within the regulatory framework and which models work best with narrow liquidity pools
- Information on data protection and how to safeguard your product offering

## Interactive Roundtables & Key Networking Opportunities



This conference is designed to help you maximize your networking opportunities and capitalize on the free legal advice from leading gaming experts.

Choose from many jurisdictions including: France, Italy, Spain, Netherlands, Scandinavia, UK and many more...



# The World's Best Legal Gaming Networking Opportunities



This is the who's who of the legal gaming industry

## Attendee Breakdown:



## Types of Companies:

- ▶ Online & Mobile Providers
- ▶ Casinos
- ▶ Lotteries
- ▶ Law Firms
- ▶ Regulators
- ▶ Associations
- ▶ Technology and Software Suppliers
- ▶ Financial and Advisory Firms
- ▶ Payment Processors

## Let's put it this way... Who's not attending!

All the major players will be at the show and so should your business. We guarantee that you will meet people who you can do business with.

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

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

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

## 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 2nd Legal Gaming in Europe summit 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 Ben Satchwell today at:

**[ben@bulletbusiness.com](mailto:ben@bulletbusiness.com)**



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# THREE SIMPLE STEPS TO REGISTER NOW!

## 1. SELECT YOUR REGISTRATION PACKAGE

Pass Type	SUPER EARLYBIRD (Expires 5th Nov)	EARLYBIRD (Expires 3rd 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><li>• Online access to all summit audio post conference</li></ul>	£1195 +VAT <input type="checkbox"/>	£1295 +VAT <input type="checkbox"/>	£1495 +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>	£1095 +VAT <input type="checkbox"/>	£1195 +VAT <input type="checkbox"/>	£1395 +VAT <input type="checkbox"/>

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

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

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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: \_\_\_\_\_ Zipcode: \_\_\_\_\_ Country: \_\_\_\_\_

## 3. PAYMENT OPTIONS

I enclose a check/draft for: \_\_\_\_\_ Credit card number: \_\_\_\_\_  
(Payable to FC Business Intelligence Ltd) Expiry date: \_\_\_\_\_

Please invoice my company: \_\_\_\_\_ Security number: \_\_\_\_\_

Purchase Order Number: \_\_\_\_\_ Name on card: \_\_\_\_\_

Please charge my credit card:  Amex  Visa  Mastercard Signature: \_\_\_\_\_

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TERMS & CONDITIONS Places are transferable without any charge. Cancellations before 11th December 2010 incur an administrative charge of 25%. If you cancel your registration after 11th December 2010 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

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24th- 25th January 2011, Millennium Gloucester Hotel, London

## Your roadmap to the latest in European Gaming Law for successful expansion in 2011 and beyond...

### FIVE IMPORTANT REASONS TO ATTEND THE LEGAL GAMING IN EUROPE SUMMIT 2011

- 1. Insights from the most dynamic figures at work in legal gaming today:** You will hear directly from very best brains in the industry, all of them experts in gaming law, with huge experience of the industry and regulatory lobbying. This is the fastest way to get your finger on the pulse of the latest – and upcoming – developments.
- 2. You'll only be talking legal issues:** This is a legal gaming-specific event specifically designed to address the business-critical issues you've told us you need to understand more fully.
- 3. Intelligent and honest discussions:** No sales pitches of any kind-guaranteed! Our sessions are designed to encourage lively debate and intelligent presentations. We actively encourage everyone to have their say through panel sessions, roundtables, speed networking and workshops. Over 100 companies were represented last year by senior executives – ideal networking environment.
- 4. In-depth legal case studies:** Unique insights from operators and lawyers that spell out how cases were fought, costs incurred and lessons learned. Valuable business intelligence you won't get elsewhere.
- 5. Your questions answered:** Come armed with your queries and be certain of getting pertinent responses that you can apply to your business expansion strategies as soon as you're back in the office.

### 5 easy ways to register right now!

#### Online

Secure & simple at

<http://www.bulletbusiness.com/gambling-conference/register>

#### @ Email

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Just give us your details and pass type - we'll do the rest!



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