



Brazil's meeting for online gaming and sports betting

03 e 04 | December | 2018

Estádio Municipal Paulo Machado de Carvalho (Pacaembu Stadium)
Praça Charles Miller - Pacaembu, São Paulo – SP - Brazil

Final Agenda

Last updated: November 29, 2018

First Day - December 03, 2018 - Monday

TIME	AGENDA
09:00 to 09:30	Reception, Registration, Welcome Coffee and Visits to the Exhibition Area
09:30 to 09:45	Welcome Message from the Organisers <i>Sergio Jardim, Managing Director General, Clarion Events Brasil</i>
09:45 to 11:00	Panel I - Online Gambling and Sports Betting: are these the ways for Brazil to enter this market of opportunities? <ul style="list-style-type: none"> • What possible shortcuts besides the Regulatory Framework of the Games? • Regulation by stages? Examples of countries that have followed this option. • What is the legacy we have so far from the "all or nothing" argument? • How other game-playing modes have benefitted from the "in-the-game" experience of Online Gambling <i>Pedro Trengrouse, Professor, FGV/RJ</i> <i>Braulio Melo, Brazilian Federal Police Officer and Parliamentary Consultant, Chamber of Deputies</i> <i>Percy Wilman, Special Counsel Latam, Genius Sports</i>
11:00 to 11:30	<i>Networking Coffee Break and Visit to the Exhibition Area</i>
11:30 to 12:45	Panel II – How were the pro Gaming political forces line up after the Brazilian elections <ul style="list-style-type: none"> • What are the effects of the degree of turnover in the House and Senate? When it comes to gaming legislation, what is the balance between executive and legislative powers? • Brazil does not enjoy the benefits of legalization and suffers the consequences of illegal gambling: what strategies are there to reduce resistance and turn this game around? • Gaming is serious business: prevention of money laundering and responsible gambling <i>Roberto Brasil Fernandes, Gaming Consulting and Director, ABLE</i> <i>Evandro Roman, Federal Deputy, Chamber of Deputies</i> <i>Rui Magalhães, Senior Director for Business, Technology and Operations, Estoril Sol Digital</i>
12:45 to 14:00	<i>Networking Lunch and Visit to the Exhibition Area</i>
14:00 to 15:15	Panel III – Since you cannot do a “copy + paste,” what to do and not do, based on the experiences in other countries <ul style="list-style-type: none"> • The example of countries like Spain, USA and latam markets like Colombia, Peru and Mexico • What is the potential in the Brazilian market for affiliates <i>Eduardo Morales, Senior Consultant, Ficon Leisure</i> <i>Alessandro Valente, CEO, Super Afiliados</i>



Brazil's meeting for online gaming and sports betting

03 e 04 | December | 2018

Estádio Municipal Paulo Machado de Carvalho (Pacaembu Stadium)
Praça Charles Miller - Pacaembu, São Paulo – SP - Brazil

15:15 to 15:45	<i>Networking Coffee Break and Visit to the Exhibition Area</i>
15:45 to 16:45	<p>Panel IV – A world of advantages: what is online gambling and sports betting doing for the economies of regulated markets?</p> <ul style="list-style-type: none"> • The examples of Portugal x Spain • The example of Italy x Malta <p><i>Rui Magalhães, Senior Director for Business, Technology and Operations, Estoril Sol Digital</i> <i>Fabio Tibéria, International Gaming Consultant</i></p>
16:45 to 18:00	<p>Panel V – What already works in Brazil that can indicate the way forward?</p> <ul style="list-style-type: none"> • Poker "com.br": why even in the grey market bets in this model are already half way home? • What can the Brazilian Turf teach about sports betting and other online game? <p><i>Priscila Carvalho, Lawyer, Texas Hold'em Brazilian Confederation– CBTH</i> <i>Joseph Levy, CEO, PMU Brasil</i></p>
18:00 to 20:00	<i>Online Gaming Summit Brazil Official Cocktail Reception</i>
20:00 to 21:00	<i>Private Guided Tours of the Football Museum</i>

Second Day - December 04, 2018 - Tuesday

TIME	AGENDA
09:00 to 09:30	Reception, Registration, Welcome Coffee and Visit to the Exhibition Area
09:30 to 10:00	<p>Lecture – The experience of Caixa Econômica Federal</p> <ul style="list-style-type: none"> • Caixa Econômica Federal: How much of the experience with lotteries can serve as a legacy for online gambling and sports betting? • How was the process of certification of online lotteries? <p><i>Gilson Braga, National Superintendent of Lotteries, Caixa Econômica Federal</i></p>
10:00 to 10:45	<p>Panel VI – What regulatory challenges can encourage a regulated market?</p> <ul style="list-style-type: none"> • How should the maintenance of existing products be continued? • What should be the minimum structure to ensure local operation? • What legal mechanisms will be adopted to protect the regulated market and investors? • How should enforcement against illegal gambling work? Is criminalizing illegal activity a plan? • The balance between market development and responsible gaming • Role and interaction of the testing lab with the regulatory agency <p><i>Braulio Melo, Brazilian Federal Police Officer and Parliamentary Consultant, Chamber of Deputies</i> <i>Marzia Turrini, Senior VP Business Development, BMM Test Labs</i></p>
10:45 to 11:30	<p>Panel VII – What tax and financial challenges are there to encouraging a regulated market?</p> <ul style="list-style-type: none"> • What is the ideal tax scenario? How would taxation work with the operation based in



Brazil's meeting for online gaming and sports betting

03 e 04 | December | 2018

Estádio Municipal Paulo Machado de Carvalho (Pacaembu Stadium)
Praça Charles Miller - Pacaembu, São Paulo – SP - Brazil

	<p>another country?</p> <ul style="list-style-type: none"> • Tax the Operation or the Activity? Taxes on revenues or profits? • Taxing the Player: taxing the bet or the prize? • How to ensure competitiveness with other markets? • The importance of means of payment • What are the advantages of Brazil having one of the most sophisticated banking and collection systems? <p><i>José Luis Brazuna, Professor of Brazilian Tax Institute, Member of Taxation Special Commission of Brazil Bar Association (OAB)</i> <i>Dennis DeLaRosa, President, Online IPS</i></p>
11:30 to 12:00	<i>Networking Coffee Break and Visit to the Exhibition Area</i>
12:00 to 13:15	<p>Panel VIII – What other legislation and legal frameworks can influence the creation and regulation of the online gambling and sports betting market?</p> <ul style="list-style-type: none"> • This new market in the light of the private internet framework • This new market and the Data Protection Act • This new market and the Advertising Rules • This new market and the “Pelé Law”. The draft of the Brazilian General Sports Law <p><i>Renato Opice Blum, President of Brazilian Association of Data Protection and Coordinator of Insper’s Data Protection Programme</i> <i>Pedro Trengrouse, Professor, FGV/RJ</i></p>
13:15 to 14:30	<i>Networking Lunch and Visit to the Exhibition Area</i>
14:30 to 16:00	<p>Panel IX – The endless possibilities of the sports betting and online gaming market</p> <ul style="list-style-type: none"> • Beyond Loteca: Bets online only or also in the lottery? How would it work? Is this the breath of fresh air that the lotteries retailers need? • The enormous potential of advertising investment. • Beyond football: the possible impact on the promotion and professionalization of other modalities • The rule of testing labs and certification process to ensure transparency • The focus on the integrity of the results and importance for the credibility and sustainability of this new market <p><i>Alexandre Manoel, Secretary for Tax, Energy and Lotteries Monitoring (SEFEL), Ministry of Finance</i> <i>Karen Marcela Sierra-Hughes, Director Latin American and Caribbean Government Relations and Business Development, GLI</i> <i>Mauro Costa, Director of Relations, Professional Athletes Union of the State of São Paulo</i></p>
16:00 to 16:30	<i>Networking Coffee Break and Visit to the Exhibition Area</i>
16:30 to 17:45	<p>Panel X – Latest trends and "Playing and Thinking Outside the Box"</p> <ul style="list-style-type: none"> • eSports and the sports betting market • Fantasy Games and the betting market



Brazil's meeting for online gaming and sports betting

03 e 04 | December | 2018

Estádio Municipal Paulo Machado de Carvalho (Pacaembu Stadium)
Praça Charles Miller - Pacaembu, São Paulo – SP - Brazil

	<ul style="list-style-type: none"> • Loot boxes in games: undercover gaming? • Social Gaming and E-commerce: what social games and online shopping say about the relationship of Brazilians with online and mobile platforms? • Blockchain and crypto-coins for the gaming market <p>Daniel Cossi, <i>President, Brazilian Confederation of eSports / PAMESCO/WESCO</i> Paulo Luis dos Santos, <i>Director, Abragaming</i> Fabio Tibéria, <i>International Consultant in Gaming</i></p>
17:45 to 18:00	<p>Especial Clarion Gaming</p> <ul style="list-style-type: none"> • ICE Sports Betting USA: What is the evaluation of the first year? • ICE London 2019: What are the highlights of the lineup for vertical online gambling and sports betting? • BgC and OGS 2019: what are the horizons for the coming editions of events?
18:00	<i>Closing of Online Gaming Summit Brazil</i>