



FIRST LOOK AGENDA

Pre-event - Sunday 23 June 2019

16:00 – 18:00	Registration Open & Badge Collection
19:00 – 21:00	Opening Drinks Reception Tivoli Mofarrej Hotel (Pool Area)

Day One - Monday 24 June 2019

09:00 – 09:30	<p>Opening Keynote: Roadmap to gaming regulation in Brazil – timeline, nature and government intentions</p> <p><i>Herculano Passos, Federal Deputy, Chamber of Deputies</i></p>
09:30 – 11:00	<p>Lotteries in Focus: What Will Be the Role of Federal and State Lotteries in a Newly Regulated Market?</p> <ul style="list-style-type: none"> • Sale of LOTEX concession – possible outcomes and its effect on Brazilian gaming • Evolving role of CAIXA and its impact on the industry • State, National and Private Lotteries and their role in a regulated market • Maintaining social & cultural lottery funding: How to continue Caixa's social impact in the post-privatisation market <p><i>Moderator: Daniel Homem de Carvalho, Lawyer and Secretary, Comissão Especial de Direito dos Jogos Esportivos, Lotéricos e Entretenimento – OAB</i></p> <p><i>Speakers:</i> <i>Ronan Moreira, Director General, State Lottery of Minas Gerais - LEMG</i> <i>Kelly Mattos, President, State Lottery of Rio de Janeiro – LOTERJ</i> <i>Luiz Felipe Maia, Partner, FYMSA ADVOGADOS</i></p>
11:00 – 11:30	Networking Break
11:30 – 13:00	Gaming Advertising & Marketing in Brazil: Restrictions and Opportunities for Growth



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	<ul style="list-style-type: none"> • Examining existing gaming advertising and how this may change • Affiliate marketing: the key to a fast-growing, competitive industry • TV, print, radio & online: What will the restrictions be? • Partnerships between sports teams and sportsbooks: stimulating growth for both sides • Sponsorships & advertising – opportunities and restrictions • Cross-industry dialogue to ensure sports integrity • Educating players on how to gamble safely <p>Moderator: <i>Paulo Saad, Vice President, Grupo Bandeirantes</i></p> <p>Panellists: <i>Cristhian David Villa Gomez, Online Manager, Corredor Empresarial S.A.</i> <i>Lorenzo Caci, Director Business Development and Strategic Partnerships, SportRadar</i> <i>Alessandro Valente, CEO, SuperAfiliados</i> <i>Bruno Maia, CEO, Agência 14 and VP Marketing, CR Vasco da Gama</i></p>
13:00 – 14:30	Networking Lunch
14:30 – 15:30	<p>Casino Congress: Examining the Opportunities and Barriers to Entry for Casinos in Brazil</p> <ul style="list-style-type: none"> • What do major casino operators think of the opportunities in Brazil? • Practical challenges of investing in Brazil • Examining the most appealing opportunities for international investors • What will gaming regulation need to ensure this is a high-value opportunity? <p>Moderator: <i>Robert Brassai, Principal Consultant & Owner, Sense4Gaming</i></p> <p>Panellists: <i>Alex Pariente, SVP Casino Operations, Hard Rock International</i> <i>Pedro Cortés, Senior Partner, Rato Ling Lei & Cortés</i> <i>John Maddox, VP Government Relations, Caesars Entertainment</i> <i>Bruno Omori, President, Associação Brasileira da Indústria de Hotéis do Estado de São Paulo (ABIH-SP – Brazilian Association of the Hotel Industry, São Paulo)</i></p>
15:30 – 16:00	Networking Break



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<p>16:00 – 17:00</p>	<p>Responsible Gambling in Land-Based and Online Operations: Educating Your Customers on Safe Play</p> <ul style="list-style-type: none"> • Upcoming regulatory requirements for Responsible Gambling • Following European examples – technological and operational best practice • Differences between RG safeguards in online and land-based gaming • Creating a healthy, sustainable market of casual & VIP players • RG solutions for casino and sports betting <p><i>Moderator: Georges Didier, Latin America Government Relations and Business Development Representative, Gaming Laboratories International (GLI)</i></p> <p><i>Speakers:</i> <i>Joseph Levy, CEO, PMU Brasil</i> <i>Cynthia Fragoso, Member, AIEJA</i> <i>Alex Pariente, SVP Casino Operations, Hard Rock International</i></p>
<p>17:00 – 18:00</p>	<p>Sportsbook Workshop: Practicalities of Setting up a Sports Betting Platform in Brazil</p> <ul style="list-style-type: none"> • Practical information on doing business in Brazil for international operators • Advice for entry into the space for non-operator Brazilian businesses • Brazilian player profile: What you need to understand • Appealing to the local market: What do fans expect? • What to look for in a solution provider • Local and international partnerships for building a strong foundation <p><i>Moderator: James Kilsby, Vice President – Americas, Gambling Compliance</i></p> <p><i>Speakers:</i> <i>Sérgio Alvarenga, Chairman of the Board, Intralot Brasil</i> <i>Witoldo Hendrich Júnior, Chief Legal Officer, Online IPS & Founder, Hendrich Advogados</i> <i>Peter Nolte, Director, Patagonia Entertainment</i></p>
<p>19:30</p>	<p>Official Networking Cocktail – Sponsored by Online IPS</p> <p style="text-align: right;"><i>Terraço Itália, 344 Avenida Ipiranga, 41st Floor</i> <i>Transport available from Hotel Tivoli Mofarrej at 19:00</i></p>



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Day Two – Tuesday 25 June 2019

09:00 – 09:15	<p>Welcome Address and Opening Keynote: Levelling the Playing Field for a Strong Gaming Market in Brazil</p> <p>Why 2019 is the most important moment yet in the history of Brazilian gaming, and how the industry can bring significant improvements to Brazilian society</p> <p><i>Vinicius Lummertz, State Secretary of Tourism for São Paulo and former Minister of Tourism, Government of São Paulo</i></p> <p><i>Braulio Melo, Assessor Parlamentar e Delegado Policia Federal, Chamber of Deputies</i></p>
09:15 – 10:15	<p>Online Operators’ Panel: Creating an Attractive Proposition for International Investment</p> <ul style="list-style-type: none"> • Your opportunity to impact Brazilian gaming regulation – what do the regulators need to know? • Tax models and their potential impact on operators • Number and cost of gaming licences – how to attract international investment while ensuring a competitive market • Practical concerns; where should you base your servers? Do you need a Brazilian HQ? What restrictions will be placed on international operators? <p><i>Moderator: Magnho José, President, Instituto Brasileiro Jogo Legal</i></p> <p><i>Speakers:</i> <i>Pierre Tournier, Head of Government Relations, Remote Gambling Association</i> <i>Rui Magalhães, CEO, Estoril Sol Digital</i> <i>André Gelfi, CEO, Suaposta</i></p>
10:15 – 11:00	<p>Networking Break</p>
11:00 –13:00	<p>Legislator’s Debate: Taking the next steps to a regulated market in Brazil</p> <ul style="list-style-type: none"> • Fixed-odds sports betting: timescale and framework of legislation • Integrated Resort casinos – Brazil’s ‘New Oil’? • Licensing & tax structures • National and international operators – who will have priority?



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	<ul style="list-style-type: none"> • Practical concerns: Player protection, sports integrity and AML • Sponsorships and advertising for operators • Online operators in focus: practicalities of running a site in Brazil <p><i>Moderator & Panellist: Vinicius Lummertz, State Secretary of Tourism for São Paulo and former Minister of Tourism, Government of São Paulo</i></p> <p><i>Panellists:</i> <i>Alexandre Manoel, Secretary of Evaluation, Planning, Energy and Lottery – SECAP, Ministry of the Economy</i> <i>Evandro Roman, Federal Deputy, Chamber of Deputies</i> <i>BACELAR, Federal Deputy & President, Parliamentary Front for Gaming Legalization</i> <i>Roberto Rocha, Senator, Senado Federal</i></p>
13:00 – 14:30	Networking Lunch
14:30 – 15:30	<p>Building Transparency: How to Construct a Regulatory Body Which Allows for Cross-Industry Dialogue</p> <ul style="list-style-type: none"> • Getting your voice heard: How should the regulator work with operators to ensure a positive relationship? • Do operators need an independent association to effectively communicate their needs? • Role of the regulator in ensuring sports integrity • Combatting money laundering and tax evasion • Case studies from other newly regulated jurisdictions <p><i>Moderator: Óscar Madureira, Lawyer, Rato Ling Lei & Cortés</i></p> <p><i>Speakers:</i> <i>Alberto Alfieri, COO, Bet Entertainment Technologies</i> <i>Georges Didier, Latin America Government Relations and Business Development Representative, Gaming Laboratories International (GLI)</i> <i>Sissel Weitzhandler, Group Compliance Manager, Play'n Go</i> <i>Russell Mifsud, Gaming industry specialist - Associate Director, KPMG</i></p>
15:30 – 16:30	<p>Closing Panel: Using Gaming to Tackle Inequality in Brazil</p> <p>Gaming represents a huge opportunity not just for industry stakeholders, but for the Brazilian people at large. By using tax revenue effectively, government can have an enormous positive impact on the lives of the population. Education, Health and Infrastructure – find out the key ways that gaming can have a positive impact on Brazilian society.</p>

23-25 June 2019
Hotel Tivoli Mofarrej,
São Paulo, Brazil



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Moderator: Daniel Homem de Carvalho, Lawyer and Secretary, Comissão Especial de Direito dos Jogos Esportivos, Lotéricos e Entretenimento – OAB
Speakers:
Filipe Rodrigues, Director General, Instituto de Governança e Integridade no Esporte
Kelly Mattos, President, Loteria do Estado do Rio de Janeiro – LOTERJ
Waldir Marques Jr., Sub-secretary of Prizes and Draws, SECAP, Ministry of the Economy
Gilson Braga, National Superintendent of Lotteries, Caixa Econômica Federal

Want to speak with someone about getting involved?

Sponsoring / Exhibiting

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Delegate Tickets

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