



9th Eastern European Gaming Summit

The networking and discussion nexus in Eastern Europe!

Venue: Inter Expo Center, Sofia, Bulgaria

22-23 NOVEMBER 2016

eegamingsummit.com

TUESDAY, 22 NOVEMBER, 2016
Hall Vitosha

9:00 – 10:00

Registration & Morning Refreshments

10:00 – 10:15

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*

10:15 – 10:30 **KEYNOTE PRESENTATION**

STATE OF THE INDUSTRY TODAY

Overview of the recent developments, emerging markets and trends which will shape the future of the industry.

SPEAKER:

ANDREW TOTTENHAM, *Managing Director, Tottenham&Co*

10:30 – 11:30 **Morning Session I**

**REGULATORY
UPDATE ON EUROPE:**



Belgium: The approved new gaming legislation to add the Value-Added Tax – VAT to online gambling services.

The Netherlands: Setting the steps for the future licensing regime.

Switzerland: Overview of the Swiss controversial draft gaming act.

UK: How will Brexit impact the gaming industry?

Malta: What changes are expected to be made in the new gaming legislation?

Greece & Cyprus: Overview of the new tax regime in Greece. Update on the expansion of the online gaming market in Cyprus.

SPEAKERS:

Belgium: **PIETER PAEPE**, *Attorney-at-law/ Partner, Astrea*

The Netherlands: **JUSTIN FRANSEN**, *Partner, Kalff Katz & Franssen Attorneys-at-Law*

Switzerland: **DR. SIMON PLANZER**, *Attorney-at-Law, P Lanzer Law*

Malta: **DR. JOSEPH BORG**, *Senior Advisor, WH Partners*

Greece & Cyprus: **KONSTANTINOS MARAGKAKIS**, *Associate Director, Instinctif Partners*

MODERATOR:

STEVE DONOUGHUE,
GamblingConsultant.co.uk

11:30 – 11:45

Refreshment Break to Meet & Greet

11:30 – 11:45

PRESS CONFERENCE (for media and interested in)

11:45 – 12:45 Morning Session II

REGULATORY UPDATE ON EASTERN EUROPE:

Overview of the developments in the emerging markets

Czech Republic: The adopted Gambling Act and new opportunities in a market that is rapidly evolving?

Poland: Overview of the recently adopted draft amendment to the Polish Gambling Act and market prospects.

Romania: A year later. Update on the current legislative situation and issued licenses.

Hungary: Update on the recently adopted brand new remote gambling regulation.

Bulgaria: Overview of the regulatory outlook and licensing. What were the key events during the passed year?

SPEAKERS:

Czech Republic: IVAN SAGAL,
Country Managing Partner, Bird & Bird

Poland: MICHAL KOPEC,
Senior Business Manager, Better Collective

Romania: COSMINA SIMION,
Co-Head of Gaming, NNDKP

Hungary: GABOR HELEMBAI,
Senior Associate, Bird & Bird

Bulgaria: ANGEL IRIBOZOV,
Chairman, BTAMOGI

MODERATOR:

Dr. DR. EKATERINA ALEXANDROVA HARTMANN,
Director of Legal and Regulatory Affairs, EGBA

12:45 – 13:30 Morning Session III

Q&A:

UPDATE ON THE EU ANTI-MONEY LAUNDERING FRAMEWORK

AML enforcement challenges and compliance key facts

SPEAKERS:

BERTIL VAGNHAMMAR,
Policy Officer, European Commission, DG Justice and Consumers

MODERATOR:

DR. SIMON PLANZER,
Partner, Planzer Law

13:30 – 14:30

LUNCH

14:30 – 15:15 Afternoon Session I

IMGL Masterclass

OFFSHORE JURISDICTIONS vs. REGULATED MARKETS

Review of taxation issues in markets with different regulatory frameworks

- Which offshore jurisdiction is the most attractive for licensing?
- What is the most suitable tax rate for an onshore regulated market?
- Exotic regulations (Curacao, Jersey, Guernsey, Vanuatu) – how do they stand legally and what does the future hold for them?
- What will be the impact of BEPS on the offshore jurisdictions?



SPEAKERS:

DR. TREVOR DE GIORGIO, *Head of International Legal Compliance, Greentube Malta*

Dr. JOERG HOFMANN, *Senior Partner, Melchers Law Firm*

TAL ITZHAK RON, *Advocate and Notary, Tal Ron, Drihem & Co. Law Firm*

MODERATOR:

MORTEN RONDE, *Director of Education and Association Development, IMGL*

15:15 – 16:15 Afternoon Session II

COMPLIANCE IN EMERGING EUROPEAN MARKETS

This session will explore the fundamentals of the standards and the key factors of the process to evidence compliance required from a specific European jurisdiction.

SPEAKERS:

GERT TELKAMPER, *Client Services Manager, GLI Europe BV*

Romania: TEODORA LUCA, *Senior Associate Lawyer, Mihai Luca Law Office*

Lithuania: ANDRIUS GABNYS, *Managing Partner, Gabnys Law Firm*

Poland: PIOTR DYNOWSKI, *Partner, Bird & Bird*
Czech Republic: JAN REHOLA, *Lawyer, Bet-OnSkill Consulting*

Portugal: ANDRE MIRANDA, *Partner, AM Associados in association with David Rabbi Law Office*

MODERATOR:

DUSAN MIHAJLOVIC, *Scott Mihajlovic Associates Ltd*

16:15 – 16:30

Refreshment Break

16:30 – 17:15 Afternoon Session III

THE CASINO FLOOR OF TOMORROW

Where the land-based casino gaming is heading?

- Experience more than just gaming. Is that the new big challenge for land-based operators?
- Slot floor optimization vs. Player experience?
- Innovative technologies that will shape the future?
- Insights and trends for gaming floor design? How will the design of the casino change in the near future?

SPEAKERS:

CARLO PAGAN, CEO, Casino Campione D'Italia

ANDREI FRIMESCU, Marketing&PR, Game World Romania

STEFAN ENCHEV, Business Development, Casino Technology

ILKIM HINCER, Counsel, OSLER Canada

STEVE DONOUGHUE, CEO, GamblingConsultant.co.uk

MODERATOR:

ARJAN KORSTJENS, Lecturer, Totally Gaming Academy

17:15 – 18:00 Afternoon Session IV

CHANNELIZATION OF GAMING EXPERIENCE

- How important is omni-channel?
- The technical challenge of being omni-channel?
- Should we have different game design for different channels?
- Finding the magic formula of being omni-channel?
- Omni-channel solution as a tool for retention and improvement of the user experience?
- How to maintain quality and player loyalty in an omni-channel world?

SPEAKERS:

DAVID JOHNSON, Group Commercial director, NYX

GÉRARD EL ALLAF, International Business Development Director, GAMING 1

VASILIJE SHKORO, Head of Product Development, BtoBet

ROSSI MCKEE, Vice President, Casino Technology

MODERATOR:

ANDREW TOTTENHAM, Managing Director, Tottenham&Co

19:30 – 22:00 EEGS NETWORKING PARTY

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22:00 – 00:30 THE ROYALE CASINO AFTERPARTY



WEDNESDAY, 23 NOVEMBER, 2016
Hall Vitosha

8:45 – 9:30

Registration & Morning Refreshments

8:45 – 9:30

GLOBAL GAMING WOMEN



Global Gaming **Women**

Networking Breakfast

For third consecutive year EEGS is delighted to host the initiative Global Gaming Women. In this session female leaders from the industry will discuss women's career challenges and success stories. All women are welcome!

TOPIC: Women's Empowerment

HALL: Rodopi

SPEAKERS:

BAHAR ALAEDDINI, *Partner, Harris Hagan*

DR. EKATERINA ALEXANDROVA

HARTMANN, *Director of Legal and Regulatory Affairs, EGBA*

NADÈGE TEYSSEDE, *Sales Manager EMEA, Zitro*

MODERATOR:

ROSSI MCKEE, *Vice President, Casino Technology*

9:30 – 10:15

Morning Session I

EXPERTS' PANEL

MARKET UPDATE FROM THE REGION

Associations & experts from the South Eastern Europe area will outline the state of the industry in the region. What are the recent market developments and trends? What are the opportunities that arise and the key strategies for a successful market entry? What are the challenges that each market is currently facing and the possibilities that the future can bring?

SPEAKERS:

Bulgaria: VASIL STUMBOV, *Managing Partner, iGaming Bulgaria*

Romania: DAN ILIOVICI, *Executive Manager, ROMBET*

Greece & Cyprus: NIKOS ROUMNAKIS, *President of EOGL*

Serbia & Macedonia: NIKOLA LAZAROV, *Partner, Law Office Nikola Lazarov LLM*

Croatia: HRVOJE VINCETIC, *Managing Director, Casino Adriatic*

MODERATOR:

ZOLTAN TUNDIK, *Head of Business, EEGaming.org*

THE NEWCOMERS

Overview of current issues and trends regarding the two new buzzwords in the gaming industry?

Daily Fantasy Sports

- Should DFS, as a game of skill, be regulated as Skill Gaming or something else?
- What could be the best regulation for DFS sports in Europe?
- Is there a potential for DFS in Eastern Europe?
- How European market can be different and more difficult than the USA one?
- Difference between daily fantasy and traditional fantasy sports?
- What makes a DFS platform a really good one?

eSports

- Is regulation a must-need for eSports? What could be the most suitable one for Europe and how it can affect eSports?
- Does eSports betting hide big opportunities for gambling operators to attract younger generations? How could they embrace the eSports phenomenon?
- State of the eSports in Eastern European market?
- Should skin gambling be considered problematic? What could be done in terms of prevention when sites are attracting under-aged gamblers?

SPEAKERS:

JEFFREY HAAS, *Chief International Officer, DraftKings*

BENJAMIN CARLOTTI, *Managing Director, Oulala's*

ROBERT W. STOCKER, *Chair, Gaming Practice Group of Dickinson Wright PLLC*

JESSICA MAIER, *Attorney-at-law, MELCHERS LAW*

MODERATOR:

JOSEPH F. BORG, *Senior Advisor, WH Partners*

SPEAKERS:

JAKA REPANSEK, *Partner, RePublis*

MORTEN RONDE, *Director of Education and Association Development, IMGL*

PETER IVANOV, *Head of eSports, UltraPlay*

LUKA CIGANEK, *CEO, GamingBattleGround*

MODERATOR: BAHAR ALAEDDINI,

Partner, Harris Hagan

11:30 – 12:00

Light Lunch & Refreshments
BEGE EXPO Opening Ceremony at the stage, Hall 3

12:00 – 12:30 **Afternoon Session I**

LOTTERIES: THE DIGITAL SHIFT

- Overview of the current state of lotteries in the region.
- Why online lottery is the fastest growing online gaming vertical with the biggest potential for growth?
- The hidden challenges of the online lottery success?
- Discovering new products and services that appeal to younger generations?

SPEAKERS:

HELEN WALTON, *Founder, Gamevy*
JOHANN SIGURDSSON, *Director of Business Development, NOVOMATIC Lottery Solutions*

MODERATOR:

VASIL STUMBOV, *Managing Partner, iGaming Bulgaria*

12:30 – 13:15 **Afternoon Session II**

THE GAME CHANGERS

What are the new technologies on the horizon that are changing the game?

- Immersive gaming experience and its impact on the industry's development?
- Virtual Reality vs. Augmented Reality? Analysis of their similarities and differences.
- Defining the potential of Virtual Reality gaming. What are the prospect for its application in the online gambling?
- Augmented Reality and its implications in the future development of online gaming.

SPEAKERS:

ALEXANDER TOMIC, *Co-founder, Alea Gaming*
RUSSELL MIFSUD, *Senior Manager – Gaming, KPMG*
ARJAN KORSTJENS, *Lecturer, Totally Gaming Academy*

MODERATOR:

KONRAD GILL, *Head of Interactive Division, Casino Technology*

13:15 – 13:55 Afternoon Session III

STATE OF ALTERNATIVE PAYMENTS

- State of the alternative payments sector in Eastern Europe?
- How can operators educate their players about the alternative payment methods?
- Cross-border payments and the challenges of a gaming provider with a global audience.
- How can a payment provider become a strategic marketing partner rather than just a payment channel?
- Dealing with arbitration and courts when combating chargebacks and fraud?
- Alternative methods for negotiating with end users.
- Various regulations of Bitcoin and possible legal models for settlement?

SPEAKERS:

TATYANA MYKHALCHENKO, *Senior Area Sales Manager at Accentpay, Ecommpay Group*

ALESSANDRO BRUNO-BOSSIO, *VP Sales & Operations, Paysafe Digital Wallets*

ADV. SHARON SHALEM, *Head of Litigation and Dispute Resolution, Tal Ron, Drihem & Co. Law Firm*

MIGLENA DIMITROVA, *Partner, MDMI Legal*

MODERATOR:

MIROSLAV BOJILOV, *General Manager, Paysafe*

13:55 – 14:00

Closing remarks & Prize Draw

Two nights in a double room at



CONTINUING EVENTS

EEGS MASTERCLASS

Topic: CASINO PROMOTIONS

Date: MONDAY, 21st NOVEMBER, 2016

Venue: Best Western Premier Airport Hotel

Hours: 13:00 – 18:00

BALKAN ENTERTAINMENT AND GAMING EXPO (BEGE Expo)

Date: 23 – 24 NOVEMBER 2016

Venue: INTER EXPO CENTER, SOFIA, BULGARIA

Hours: 23rd November 11:00 – 18:00 / 24th November 10:00 – 18:00

ROUNDTABLE FOR CASINO OPERATORS WITH BULGARIAN STATE COMMISSION ON GAMBLING

(On the floor of BEGE Expo)

Date: THURSDAY, 24th NOVEMBER, 2016

Hour: 15:00 – 16:30

Venue: Meeting zone, Hall 3

BEGE AWARDS

Date: THURSDAY, 24th NOVEMBER, 2016

Hour: 12:00 – 12:30

Venue: Inter Expo Center, Hall 3, at the stage.