

PROGRAM OF DAY 1

20.11.2017

12:00

Conference registration

12:50

Welcome address & Opening remarks

ANGEL IRIBOZOV, CHAIRMAN, BULGARIAN GAMING ASSOCIATION

TRACK: NEW EXPECTATIONS IN THE ONLINE GAMING MARKET

LEADER OF THE TRACK: EMIL GEORGIEV, LAWYER**13:00 - 13:30****How VR technologies will change the casino industry?
Virtual Reality in gaming - trends and expectations**

In 2017 the VR technology is one of the biggest and fastest growing areas of iGaming and soon the gaming as people know it today will be completely different. It's just a matter of time before players can really immerse themselves in their most favorite games and the VR becomes gaming's next big trend.

SPEAKERS:

ELITSA GILL, Founder, ViARsys

ROBERT TOTH, Key Account Manager, Media Stream AG

KRASIMIR PETROV

14:00 - 15:00

HALL RILA. Regulators only.

Round Table of Regulators. Initiated by Bulgarian State Commission on Gambling. Topic: Online Gaming - challenges and good practices.**13:40 - 14:20****Notable technological changes in the gambling industry - introduction of Artificial Intelligence**

- Why is Artificial Intelligence important for iGaming
- The impact of AI on Risk Management systems
- AI as a technical lever in the marketing tools for player retention and player acquisition
- The future of AI in gambling
- Predicting football games using AI technologies, is it possible ?

- Would users pay for betting tips based on AI predicting algorithm.
- Can an Ai algorithm improve the betting chances of a user in a betting shop

SPEAKERS:

KOSTANDINA ZAFIROVSKA, CEO, BtoBet

ANDREAS HARTMANN, Co-Founder & COO, VAIX

ALEKSANDAR ALEKSANDROV, Founder CEO & CTO, Football Chat

PROF. DR. GEORGE CHOBANOV, Sofia University "St. Kliment Ohridski"

14:30 - 15:00 Why Blockchain is a perfect match for betting?

- Blockchain and cryptocurrencies in betting. Advantages of Blockchain for betting.
- A practical use case of the Blockchain advantages and traits:
 - eGold – the ultimate eSports betting cryptocurrency.
 - How to build a strong community that can unleash the unlimited potential of a Blockchain based project.
- Predictions for future development implications of Blockchain into the iGaming world.
- Decentralizing gaming commerce

SPEAKERS:

MARIO OVCHAROV, Chief Commercial Officer, UltraPlay

ELENA BISERKOVA, Global Community Manager, UltraPlay

NASHAT WANLI, Chief Technology Officer, Kinguin

15:00 - 15:30 Refreshment Break

TRACK: SPORT CHALLENGES

LEADER OF THE TRACK: DR. JOSEPH F. BORG
SENIOR ADVISOR, WHPARTNERS

15:30 - 16:00 Daily Fantasy Sports

DFS being an American concept means most DFS games are currently based on US domestic sports, such as American football, basketball, baseball, ice hockey and so on. It is therefore necessary for any European iGaming operators hoping to integrate a DFS product with their platform to make a strategic decision regarding which sports to integrate. In Europe, DFS is still in the very early phases of its development, so we believe that specializing in football during the next 18 to 24 months will prove to be the real beneficial strategy for any iGaming operator looking to adopt a DFS product.

- Sports betting firms and DFS: the first movers are often the winners;
- DFS: why specializing in football is the key to success in Europe;
- Legality of Daily fantasy sports (DFS) in the US and Europe;

SPEAKERS:

MICHELE MAGRO, Senior Legal Advisor at Malta Gaming Authority

VALERY BOLLIER, CEO & Co-founder, OulalaGames

16:10 - 16:40**The rise of eSports betting and its future development**

- Sleeping giants - hugely popular game titles that have not entered the esports scene with their full potential
- Challenges of offering live odds in esports
- Betting on esports - how to offer it so it is profitable
- Golden Trio (League of Legends, Dota 2, Counter Strike) - why are they so far upfront when it comes to esports betting

SPEAKERS:

PETER IVANOV, Head of eSports trading, UltraPlay

IAN SMITH, Integrity Commissioner, ESIC

16:50 - 17:20**Overview of Gambling Industry in CIS and Former Soviet Union (Russia, Ukraine, Georgia, Kazakhstan, Armenia)****SPEAKERS:**

LASHA MACHAVARIANI, CEO & Founder, Setanta Sports Media/ Sports Betting Community (SBC) Ambassador

17:30 - 18:30**WELCOME DRINK at the foyer of Hall Vitosha**

PROGRAM OF DAY 2

21.11.2017

08:30 Conference registration

09:00 - 09:10 Welcome address
**OGNEMIR MITEV, CHAIRMAN,
BULGARIAN STATE COMMISSION ON GAMBLING**

TRACK: REGULATORY VIEWS

**LEADER OF THE TRACK: RICHARD LEATHER
CHIEF CONTENT OFFICER, GAMBLING COMPLIANCE**

09:10 - 10:10 Panel discussion: Evaluation of online gaming and licensing in Eastern Europe

In Central and Eastern Europe there are different regulatory models for online gambling with divergence across gambling products, taxation models and the extent of market opportunity for private operators, among other features. Regulatory regimes have evolved and been re-visited with fundamental changes in many jurisdictions over the past years. The panel will discuss and analyse different approaches to regulation, their advantages and disadvantages, and see what future changes lie ahead.

SPEAKERS:

Poland: PIOTR DYNOWSKI LL. M., Partner/Attorney at law, Head of IP, Bird & Bird

Czech Republic: VOJTĚCH CHLOUPEK, Partner, Czech Bird & Bird

Romania: DAN ILIOVICI, President, National gambling office

Hungary: GABOR HELEMBAI, Senior Associate, Bird & Bird

Slovakia: ROBERT SKALINA, Senior Advisor, WHPartners

Bulgaria: ANGEL IRIBOZOV, Chairman, Bulgarian Gaming Association

10:10 - 11:00 Panel discussion: Regulatory enforcement and challenges

Different types of regulatory enforcement, and other methods of channelling players to regulated market participants, will be discussed and analysed. Examples from different jurisdictions will be considered by the panel along with consideration of how regulatory enforcement practice can affect gambling policy.

SPEAKERS:**Switzerland: SIMON PLANZER**, Partner, Planzer Law**Greece and Cyprus: ALEXIA C. COUCCOULLIS**, Senior Partner, Law Offices Couccoullis & Associates**Romania: DAN ILIOVICI**, President, National gambling office**Poland: PIOTR DYNOWSKI LL. M.**, Partner/Attorney at law, Head of IP, Bird & Bird**Serbia: ALEKSANDAR KOVACEVIC**, Attorney at Law, Kolesan Law Office**Italy: GIOVANNI CARBONI**, Founder at EGLA European Gambling Lawyers and Advisors**11:00 - 11:15**

ANSAMBLE CHINARY will treat you with traditional folklore music with Bulgarian folklore motifs!

11:20 - 11:50

Refreshment Break/ Press Conference

11:50 - 12:50

IMGL Masterclass
Future of Affiliate Marketing



Affiliate marketing – a long-established form of marketing in all e-commerce industries – has become subject to scrutiny lately with respect to the gaming sector following the introduction of specific licensing requirements for affiliates in Romania and when increased regulatory intervention was taken against operators who did not have their affiliates under control by the British Gambling Commission and other regulators across Europe. Announcements of major gaming operators intending to reassess or cancel their current affiliate programmes added to this “wake-up call” and demonstrated an awareness of the risks involved with affiliate marketing and the increased importance of compliance.

But where is affiliate marketing heading next? Can operators do without affiliates? Will affiliates have to “up their game” in order for operators to continue to consider them as valued partners? What exactly will have to be done? Will regulation of the gaming affiliate sector be required to raise standards?

The IMGL Masterclass will discuss these and other questions on affiliate marketing and look at the challenges arising for the stake-holders involved from different angles.

MODERATOR: JESSICA MAIER, Attorney at law, MELCHERS LAW

SPEAKERS:

MICHELE MAGRO, Senior Legal Advisor, Malta Gaming Authority

COSMINA SIMION, Partner, Nestor Nestor Diculescu Kingston Petersen in Romania

BAHAR ALAEDDINI, Partner, Harris Hagan

ASSAF DOR, Cellxpert (CEO and founder)

12:50 - 13:50 Lunch

12:50 - 13:50 Global Gaming Women Lunch

Everyone is welcome (men and women), but advance sign-up is required. Global Gaming **Women**

“New this year, Global Gaming Women (“GGW”) will be hosting a Lean In Circle lunch on 21 November 2017 on the second day of the Eastern European Gaming Summit in Sofia, Bulgaria. This follows the success of the Lean In Circle breakfasts at G2E in Las Vegas during the past three years. Men and women can benefit by hearing directly from some fantastic women leaders on how their Lean In Circle has improved their confidence at work and home. The lunch will be an interactive question and answer session with dialog between attendees and leaders. Lunch will be provided.

SPEAKERS:

COSMINA SIMION, Partner at Nestor Nestor Diculescu Kingston Petersen in Romania

ROSSI MCKEE, Vice President, Casino Technology

JESSICA MAIER, Attorney at law, MELCHERS LAW

VALENTINA DOBRE, Board Member, Romslot (Slot Organizer's Association)

TRACK: TECHNOLOGY VIEWS

**LEADER OF THE TRACK: NADYA HAMBACH
GAMBLING LAWYER, VELCHEV&CO**

13:50 - 14:30 Panel discussion: GDPR and online gaming

General Data Protection Regulation comes to power in May 2018 in all EU countries. It imposes a number of obligations to companies handling personal data, and introduces very high penalties in cases of data breaches - penalties high enough to put all but the largest companies out of business. On-line gambling companies by the very nature of its business handle personal data of its players. Non observance will mean augmented liability for gaming operators both as processors and controllers and hefty fines as from May 2018.

- How is the on-line gambling business going to be affected?
- Some of the big consultancies are mentioning extraordinary cost involved.
- Are they right in their estimates, or are they just behaving in their standard money grabbing way?
- Is there an easy way out, or will the on-line gaming industry be a collateral damage of the new regulations?
- Is the gaming industry ready for these new changes and are they aware what the changes really entail?

SPEAKERS:

DUSAN MIHAJLOVIC, Scott Mihajlovic Associates Ltd.

DR. IAN GAUCI, Partner, GTG advocates

VOJTECH CHLOUPEK, Partner, Bird&Bird

TRACK: LOTTERIES & KEY INNOVATIONS
LEADER OF THE TRACK: BAHAR ALAEDDINI
PARTNER, HARRIS HAGAN

14:30 - 15:10 **Rapidly changing Lottery Landscape**

- New technologies and mobility entering the retail environment
- Improvement of experiences
- Strategic opportunities on digital channels

SPEAKERS:

ED MOUTON, COO, Lottoworx

JESSICA MAIER, Attorney-At-Lay, Melchers Law

TRACK: MARKETING VIEWS
LEADER OF THE TRACK: ARJAN KORSTJENS
EXPLAYNER

15:15 - 15:45 **Casino floor & Millennials**

By 2020, millennials will form 50% of the global workforce. It's clear that they will be a powerful generation that will require products tailored to their needs. Therefore it is crucial to start listening to them. This vivid smartphone/laptop/console generation expects skill games, games that are structurally social games and advanced graphic designs, but it seems that iGaming operators (especially sports betting and casino operators) ignore the market reality and stick to their outdated business models.

SPEAKERS:

VALERY BOLLIER, CEO & Co-founder, OulalaGames

MINZE ZWERVER, Casino Consultant/Trainer, Totally Gaming Academy

15:45 - 16:20 Refreshment Break and PRIZE DRAW

Prizes are kindly provided by:



16:20 - 16:50 Casino Management Systems - various attractive marketing instruments

- Solutions, Casino management systems proposes to optimize multiply marketing promotions;
- Benefits of Casino management system for land-based and online casinos;
- Innovations in dynamic gaming promotions.

SPEAKERS:

ROMAN CZUBAK, MBA, Head of Sales CEE, NOVOMATIC Gaming Industries GmbH

RADKA ALEKOVA, Business Development CMS, Casino Technology AD

16:50 - 17:20 Recent Trends in Online Marketing

Topic: We shall deal with lead theft, new trends for affiliates, insertion orders, and other hot topics which are exclusive to gaming and financial entertainment.

SPEAKERS:

MAAYAN M. DANA, Tal Ron, Drihem and Co., Law Firm

DR. SIMON PLANZER, PLANZER Law

MICHA GOLOD, CEO, Tradologic

TAL ITZHAK RON, Tal Ron, Drihem and Co., Law Firm

17:20 - 17:50 Casino Themed Promotions

Give away a car? A trip to Vegas? Come on, lets be a bit more creative. A promotion should be an investment with an expected return. Learn how to set the right promotion for the right target group and calculate how this promotion can be a success.

SPEAKER:

ARJAN KOSTJENS, Explayner

17:50 Close of Day 2**19:30 - 22:00** EEGS NETWORKING PARTY

Sponsored by:

Location: 11 Brussels bul. | Sofia | Bulgaria

**22:30 - 00:30** ROYALE AFTERPARTY

ROYALE PALMS
CASINO

Address: 14, Todor Alexandrov Blvd, 1303 Sofia, Bulgaria

PROGRAM OF DAY 3

22.11.2017

08:30 Conference registration

09:00 Opening Remarks
DAVID PERRY, Director, Leisure & Gaming, Deloitte LLP

TRACK: GAMING TOURISM IN EASTERN EUROPE

LEADER OF THE TRACK: HENNING KRIPPENDORF
PRESIDENT OF SKAL INTERNATIONAL SOFIA

09:45 - 10:30 Discussion Panel: Is Gaming helping Tourism or is it vice versa?

Speakers will review whether gambling helps tourism or it is vice versa. Do high rollers really need tourism product? How can be gambling a perfect outside season product? Can be Central Europa a perfect new gambling-tourism destination for Asian guest?

Cyprus has scheduled integrated casino to be active by 2020. It will be the biggest in the EU. With 1200 machines and 136 tables. It will have a capacity of 500 rooms, able to expand further and it is expected to increase tourism with more than 300.000 tourists per year. Thematic parks are also parts of the project.

SPEAKERS:

HENNING KRIPPENDORF, President of Skal International Sofia

DIMITRIJ PICIGA, Director, Diogenes

ALEXIA C. COUCCOULLIS, Senior Partner, Law Offices Couccoullis & Associates

DAVID PERRY, Director, Leisure & Gaming, Deloitte LLP

TRACK: RESPONSIBLE GAMING INITIATIVES

LEADER OF THE TRACK:

10:40 - 11:20

Responsible Gaming initiatives in Eastern Europe

This panel will review the recent updates and approaches on the responsible gaming issues in Romania and Bulgaria.

SPEAKERS:

VALENTINA DOBRE, Board Member of Romslot, Slot Organizers' Association

BOGDAN COMAN, Executive Director, ROMBET

MIGLENA DIMITROVA, Managing Partner, MDMI Legal

11:20

Closing Remarks

CONTINUING EVENTS

EEGS MASTERCLASS: 'PLAYER PROFILES & BEHAVIOR OF MILLENNIALS'

DATE: 20th November

VENUE: Best Western Premier Sofia Airport Hotel

HOURS: 09:00 - 17:00

BALKAN ENTERTAINMENT & GAMING EXPO (BEGE EXPO)

DATE: 22-23 November

VENUE: Inter Expo center, Sofia

HOURS: 11:00 - 18:00

GAMING STARTUP CHALLENGE - THE SEQUEL

DATE: 23 November

VENUE: Inter Expo center, Sofia - BEGE Expo, Hall 2, Meeting zone

HOURS: 13:30 - 15:00

ROUNDTABLE FOR CASINO OPERATORS WITH BULGARIAN STATE COMMISSION ON GAMBLING

DATE: 23 November

VENUE: Inter Expo center, Sofia - BEGE Expo, Hall 2, Meeting zone

HOURS: 15:00 - 16:30
