



THE EUROPEAN  
LOTTERIES  
FOR THE BENEFIT OF SOCIETY



# Sports Betting Seminar May 21–23, 2025 – Stockholm

## *Programme*





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# 2025 Sports Betting Seminar Programme

## Welcome

May 21, 2025

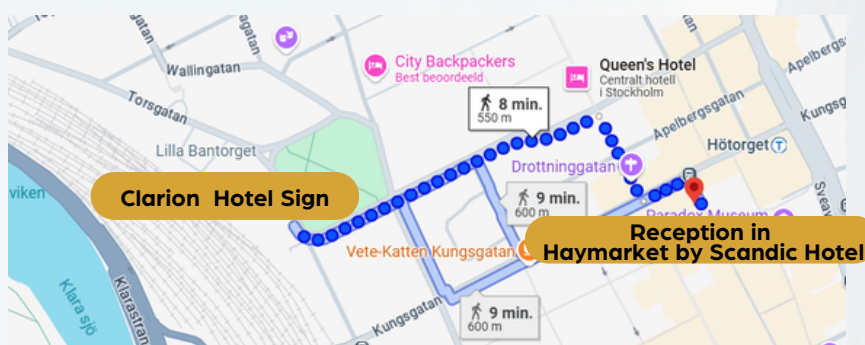
Arrival of the participants (transfers will not be organised)

19.00 – 21.00

**EL/WLA Welcome Desk & Reception**

**Haymarket by Scandic Hotel – Reception area – 1st floor**

Hötorget 13-15, 10126 Stockholm | [website](#)  
(8 minutes by foot from the seminar venue)



## Day 1 AM

May 22, 2025

[website](#)

Clarion Hotel Sign – meeting rooms C1/C3 – 2nd floor

09.00–09.10

**Opening Introduction & Welcome Addresses**

Alvise ANGELINI, EL Senior Policy Officer & Sport Secretary  
Luca ESPOSITO, WLA Executive Director

09.10–09.30

**A Regional Update**

Fredrik WASTENSON, CEO of Svenska Spel Sport & Casino, Sweden

09.30–10.30

**Navigating the worldwide sports betting landscape: Insights & updates**

Christian KALB, Managing Director, CK Consulting, France

10.30–11.00

**Coffee break**



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## Day 1 AM

May 22, 2025

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### Block 1 : Trends in betting offers (Products)

- |             |  |
|-------------|--|
| 11.00–11.20 | <b>Insight to Innovation: Crafting Big Ideas from Customer Needs</b><br>Cristiano CINOTTI, Head of Risk & Trading, SISAL, Italy  |
| 11.20–11.40 | <b>Trends in Sports Betting: A Full-Circle Approach</b><br>Jens NIELSEN, Business Development Director, Sportradar, Denmark  |
| 11.40–12.10 | <b>New types of media &amp; sports – what are they and how do we connect them to betting?</b><br>Thomas LANDHEER, Managing Director I-Gaming, Nederlandse Loterij, The Netherlands<br>Ronen WOLF, Team5PM, The Netherlands |
| 12.10–12.30 | <b>Betting Smarter: Unlocking the Power of Player Props &amp; Customization</b><br>Sam DEPOORTERE, SVP Product, OpenBet, Greece  |
| 12.30–12.45 | <b>Q&amp;A and closing remarks for the morning session</b>   |
| 12.45–14.00 | <b>Lunch break (restaurant area)</b>   |





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*Day 1 PM*

May 22, 2025

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## Block 2 : Revitalize sports betting with new technology

- 14.00–14.30      **From Risk to Revenue: Our Solution to Robotic Bets & Bonus Abuse**  
David SELIG, Head of Operational Excellence & Data, Tipp3, Austria
- 14.30–15.30      **Panel Debate: “How is AI changing sports betting?”**  
Olivier HAINE, General Manager, Scoore, Belgium  
Kris SAW, CTO, Kambi, Sweden  
George DRIHOUTIS, Trading Director, OPAP, Greece  
Joe PLUNKETT, Head of Sports Personalization, Sportradar/VAIX, UK  
Sam DEPOORTERE, SVP Product, OpenBet, Greece
- 15.30–16.00      **Emerging “Super” Markets: What’s happening in Brazil ?**  
Daniel ROMANOWSKI, CEO of Lottopar, Brazil
- 16.00–16.10      **Closing Remarks & Practical Information**  
Alvise ANGELINI, EL Senior Policy Officer & Sport Secretary  
Luca ESPOSITO, WLA Executive Director

END OF DAY 1





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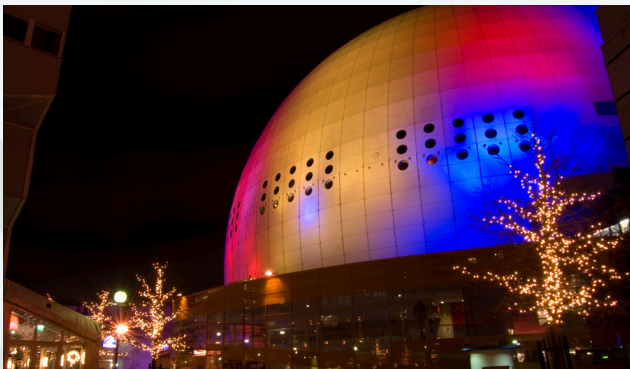


## 2025 Sports Betting Seminar Programme

### Day 1 Evening activity

May 22, 2025

Quarter final of the Ice Hockey World Cup  
in the impressive Avicii Arena, the world's 2nd largest globe!  
(limited seats – first in, first served)



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|-------------|---|
| 17.15       | <b>Departure from the Clarion Sign to the Avicii Arena</b><br>(shuttle transport organised) |
| 18.00–20.00 | <b>Dinner at the Avicii Arena</b><br>(food & beverage included)                             |
| 20.00–23.00 | <b>Quarter final match</b><br>(tickets included)  |
| 23.00       | <b>End of the match and back to the Clarion Hotel Sign</b><br>(shuttle transport organised) |



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# 2025 Sports Betting Seminar Programme

## Day 2

May 23, 2025

Clarion Hotel Sign – meeting rooms C1/C3 – 2nd floor

### Block 3 : Duty of care – legal markets (Responsibility)

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|-------------|---|
| 09.00–09.10 | <b>Opening Introduction</b><br>Alvise ANGELINI, EL Senior Policy Officer & Sport Secretary<br>Luca ESPOSITO, WLA Executive Director   |
| 09.10–09.40 | <b>Regulation: The key to unravelling the complex links between markets, illegal betting, and risks for society</b><br>Christian KALB, Managing Director, CK Consulting, France   |
| 09.40–10.10 | <b>Establishing a Scalable and Transparent Methodology for Estimating the Illegal Gambling Market : The WLA/UNIL project</b><br>Stefano CANEPPELE Phd, Professor of Criminology and Deputy Director at the School of Criminal Justice – University of Lausanne, Switzerland |
| 10.10–10.30 | <b>How to be competitive and protect sports integrity</b><br>Antoine BEGHIN, Director of Sponsorship & Sports Integrity at FDJ UNITED, France   |
| 10.30–11.00 | <b>Coffee break</b>   |
| 11.00–11.20 | <b>Preventive RG and match fixing education among athletes</b><br>Per Einar KARLSEN, RG Senior advisor, Norsk Tipping, Norway   |
| 11.20–11.40 | <b>Leveraging AI for Responsible Gaming Purposes</b><br>Savvas ILIOPOULOS, Responsible Gaming Expert, OPAP, Greece  |





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11.40–12.00

**Omnichannel in the sports betting market: a response to players' expectations in a changing digital environment.**

Sara JDILY, Digital Marketing Manager, La Marocaine Des Jeux et Des Sports, Morocco

12.00–12.50

**Integrity/Responsible gaming – Panel Discussion and Q&A:**

Gilles MAILLET, President, ULIS, France

Simon PEDERSEN, Chief adviser Illegal gambling, Match-fixing and Market statistics, Danish Gambling Authority, Denmark

Andreas ARVER, Integrity Officer, Svenska Spel, Sweden

Audrey BOURGEON, Legal Manager, French Basket ball Federation, France

Samuel WAHLBERG, Coordinator of National Platform, Swedish Gambling regulator, Sweden

12.50–13.00

**Wrap-up & Conclusions**

Alvise ANGELINI, EL Senior Policy Officer & Sport Secretary

Luca ESPOSITO, WLA Executive Director

**END OF DAY 2**

13.00–14.30

**Departure lunch**

**Participants will receive access to the presentations after the event**

**Dress code for the whole seminar : casual sport**