



# EL CONGRESS PROGRAMME 2025

12<sup>th</sup> EL CONGRESS  
BERN, SWITZERLAND

Building  
*a better  
world*



Organized by



THE EUROPEAN  
LOTTERIES  
FOR THE BENEFIT OF SOCIETY

Hosted by



SWISSLOS

EL Level 1 partners



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# EVENT PROGRAMME

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## Sunday, 14. September

*Arrival of the participants (transfers will not be organised)*

12:00 – 15:00	Various meetings
15:00 – 20:00	<b>Registration desks open</b> Kursaal Bern   Fifth floor level
16:00 – 18:00	EL Executive Committee
18:00 – 18:30	Official opening of the Trade Show
18:30 – 22:00	<b>Welcome to Switzerland</b> Kursaal Bern   Foyer Hosted by The European Lotteries (EL)

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## Monday, 15. September

07:00 – 08:00	Morning activity in Bern (optional)
08:30 – 17:00	<b>Registration desks open</b> Kursaal Bern   Fifth floor level
09:00 – 10:15	<b>OPENING CEREMONY OF THE EL CONGRESS 2025</b>  Introduction & overview of programme <b>Mélanie FREYMOND</b> , Moderator  Opening words <b>Romana GIRANDON</b> , EL President <b>Jean-Luc MONER-BANET</b> , CEO, Loterie Romande <b>Roger FASNACHT</b> , CEO, Swisslos  <b>WELCOME ADDRESS</b>  <b>Nicolas HENCHOZ</b> , Founding Director, EPFL+ECAL Lab – Design Research Centre of the Swiss Federal Institute of Technology, Lausanne (Switzerland)



- **Theme I : Forward Thinking: Safeguarding the European lottery model**

10:15 – 10:25	Introductory remarks <b>Piet VAN BAEVEGHEM</b> , EL Secretary General
10:25 – 11:00	<b>KEYNOTE</b>  <b>Count Herman VAN ROMPUY</b> , Former President Emeritus of the European Council and former Prime Minister of Belgium
11:00 – 11.30	<b>Coffee break and networking</b>
11:30 – 12:30	<i>Panel discussion: Navigating Lotteries in an Evolving Regulatory Landscape</i>  <b>Jannie HAEK</b> , CEO, The National Lottery, Belgium <b>Hansjörg HÖLTKEMEIER</b> , CEO, Deutsche Klassenlotterie Berlin (Germany), and EL Honorary President <b>Olli SAREKOSKI</b> , CEO, Veikkaus (Finland) & 2nd EL Vice President <b>Beata STELMACH</b> , President of the Management Board, Totalizator Sportowy Sp. z o.o. (Poland)  Moderated by <b>Philippe VLAEMMINCK</b> , EL Legal Advisor, Vlaemminck.law (Belgium)
12:30 – 13:15	EL Partner presentation – IGT
13:15 – 13:20	Wrap up & conclusions
13:20 – 14:15	<b>Lunch &amp; Networking</b>

## Theme II : Fostering Responsible Innovation

14:15 – 15:00	<b>KEYNOTE</b>  Laurence ROCHAT, Bronze medalist and Brand Ambassador, Audemars Piguet
15:00 – 15:45	EL Partner presentation – <b>Scientific Games</b>
15:45 – 16:15	<b>Coffee break and networking</b>
16:15 – 16:45	<i>Interviews on responsible innovation with <b>Mélanie FREYMOND</b></i>  Rosangela ROBBIANI, Product Managing Director, Sisal Group & Supervisory Chair, EL Innovation & Technology Working Group  Erwin VAN LAMBAART, Chairman of the Board Austrian Lotteries, General Director Casinos Austria & EL Innovation Award 2024 winner
16:45 – 17:15	<i>Facilitating Innovation in the Lottery Community</i>  Moderated by <b>Alvise ANGELINI</b> , EL Senior Policy Officer
17:15 – 17:20	Wrap up and closing words
17:20 – 18:15	<b>Trade Show Reception</b>
19:00 – 00:00	EL Level I Partners' Exclusive Dinner Hosted by <b>Scientific Games and IGT</b>

Tuesday, 16. September

- Theme III : Positive Societal Impact

07:00 – 08:00	Morning activity in Bern (optional)
08:30 – 10:00	<b>Registration desks open</b> Kursaal Bern   Fifth floor level
09:00 – 09:05	Welcome to Day 2 <b>Mélanie FREYMOND</b> , Moderator
09:05 – 09:50	<b>KEYNOTE</b>  <b>Simonetta SOMMARUGA</b> , Former President of the Swiss Confederation, President of the Board of the Equal-Salary Foundation
09:50 – 10:40	<i>Panel discussion on Positive Societal Impact</i>  <b>Jesús HUERTA ALMENDRO</b> , President, SELAE, Spain <b>Ionut-Valeriu ANDREI</b> , General Manager, Loteria Română , Romania <b>Jean-Luc MONER-BANET</b> , CEO, Loterie Romande, Switzerland <b>Stéphane PALLEZ</b> , Chairwoman & CEO, FDJ United, France <b>Rita PRATES</b> , Vice-President, of Santa Casa da Misericórdia de Lisboa, Portugal  Moderated by <b>Mélissa JACQUÉRIOZ</b> , EL Senior Sustainability & Membership Officer
10:40 – 11:00	<i>A fireside chat: EL Meets WLA on ambition, purpose and value for members</i>  <b>Romana GIRANDON</b> , EL President in conversation with <b>Andreas KÖTTER</b> , WLA President  Moderated by <b>Iva ZORKO</b> , EL Senior Policy Officer

11:05 – 11:30	Coffee break and networking
11:30 – 12:00	EL Partner presentation – <b>Aristocrat Interactive</b> <b>Rebecca AVRAHAMI</b> , Director of Customer Growth, and <b>Aida BACHNER</b> , EMEA and LATAM Business and Customer Development Director
12:00 – 12:55	<b>EL ADVERTISING AWARDS 2025</b>  Opening words, <b>Ray BATES</b> , Jury Chairman & EL Honorary President <i>Presentation of awards &amp; voting period opens for the "Best of the Best" (voted by Congress participants)</i>
12:55 – 13:00	Wrap up
13:00 – 14:15	Lunch and networking

Please note that the afternoon session will take place in Szenario I + II

## • Theme IV : Sport Integrity

14:15 – 14:45	<b>KEYNOTE (tbc)</b>
14:45 – 15:40	<i>Panel debate on sports betting &amp; sport integrity</i> <b>Stefan BERGH</b> , President, ENGSO <b>Luca ESPOSITO</b> , ULIS Secretary General <b>Nicole HINDER</b> , Director of Child Rights Advocacy, UNICEF Switzerland & Liechtenstein <b>Nadine KEßLER</b> , Managing Director for Women's Football, UEFA (tbc) <b>Carsten KOERL</b> , CEO, Sportradar (tbc) <b>Tonje SAGSTUEN</b> , CEO, Norsk Tipping, Norway (tbc) <b>Peter STROBEL</b> , CEO, Saarland Sporttoto GmbH, Germany (tbc)  Moderated by <b>Jean-Luc MONER-BANET</b> , CEO Loterie Romande

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15:40 – 15:45	Wrap up
15:45 – 16:15	PGRI Hall of Fame ceremony
16:15 – 16:45	EL Responsible Gaming certification ceremony
16:00 – 18:00	<i>ULIS General Assembly</i>
19:00 – 20:00	<i>Apero @ Trade Show</i> <i>Hosted by Loterie Romande &amp; Swisslos</i>
20:00 – 00:00	Closing celebration, Kursaal Arena <i>Announcement of "Best of the Best", EL Advertising Awards 2025</i> Hosted by Loterie Romande & Swisslos

## Wednesday, 17. September

08:00 – 10:00	Various Meetings
09:30 – 10:00	Registration & Documents Szenario I&II
10:00 – 12:30	EL 2025 General Assembly & elections
12:30 – 14:00	Departure and farewell lunch

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