



# 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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## 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

### KEYNOTE

**Laurence ROCHAT**, Bronze medalist and Brand Ambassador,  
Audemars Piguet

15:00 – 15:45

EL Partner presentation – **Scientific Games**

15:45 – 16:15

### Coffee break and networking

16:15 – 16:45

*Interviews on responsible innovation with **Mélanie FREYMOND***

**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

*Facilitating Innovation in the Lottery Community*

Moderated by **Alvise ANGELINI**, EL Senior Policy Officer

17:15 – 17:20

Wrap up and closing words

17:20 – 18:15

### Trade Show Reception

19:00 – 00:00

EL Level I Partners' Exclusive Dinner  
Hosted by **Scientific Games** and **IGT**

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 – **Aristocrat Interactive**

**Rebecca AVRAHAMI**, Director of Customer Growth, and **Aida BACHNER**, EMEA and LATAM Business and Customer Development Director

12:00 – 12:55

**EL ADVERTISING AWARDS 2025**

Opening words, **Ray BATES**, Jury Chairman & EL Honorary President

Presentation of awards:

- 1. Best Corporate Commercial*
- 2. Best New Media Production*
- 3. Best Product Campaign*
- 4. Best Responsible Gaming Campaign*

*"Best of the Best" – Voting by Congress participants*

12:55 – 13:00

Wrap up

13:00 – 14:15

Lunch and networking

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

## • Theme IV : Sport Integrity

14:15 – 14:45

### KEYNOTE

**Stanislas FROSSARD**, Head of the Sport Division, Council of Europe

14:45 – 15:40

*Panel debate on sports betting & sport integrity*

**Stefan BERGH**, President, ENGSO

**Luca ESPOSITO**, ULIS Secretary General

**Nicole HINDER**, Director of Child Rights Advocacy, UNICEF Switzerland & Liechtenstein

Moderated by **Jean-Luc MONER-BANET**, CEO Loterie Romande

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

*ULIS General Assembly*

19:00 – 20:00

*Apero @ Trade Show*

*Hosted by Loterie Romande & Swisslos*

20:00 – 00:00

Closing celebration, Kursaal Arena

*Announcement of "Best of the Best", EL Advertising Awards 2025*

Hosted by Loterie Romande & Swisslos



# EVENT PROGRAMME

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## 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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