



# 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



EL Level 2 partner



## 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><br>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><br>Kursaal Bern   Foyer<br>Hosted by The European Lotteries (EL) |

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## Monday, 15. September

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



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

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|---------------|---|
| 10:15 – 10:25 | Introductory remarks<br><b>Piet VAN BAEVEGHEM</b> , EL Secretary General  |
| 10:25 – 11:00 | <b>KEYNOTE</b><br><br><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><br><br><b>Jannie HAEK</b> , CEO, The National Lottery, Belgium<br><b>Hansjörg HÖLTKEMEIER</b> , CEO, Deutsche Klassenlotterie Berlin (Germany), and EL Honorary President<br><b>Jan KARAS</b> , Chairman & CEO, OPAP (Greece)<br><b>Olli SAREKOSKI</b> , CEO, Veikkaus (Finland) & 2nd EL Vice President<br><b>Beata STELMACH</b> , President of the Management Board, Totalizator Sportowy Sp. z o.o. (Poland)<br><br>Moderated by <b>Philippe VLAEMMINCK</b> , EL Legal Advisor, Vlaemminck.law (Belgium) |
| 12:30 – 13:15 | EL Partner panel discussion – <b>BRIGHTSTAR</b>   |
| 13:15 – 13:20 | Wrap up & conclusions   |
| 13:20 – 14:15 | <b>Lunch &amp; Networking</b>   |

## Theme II : Fostering Responsible Innovation

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| 14:15 – 15:00 | <b>KEYNOTE</b><br><br>Laurence ROCHAT, Bronze medalist and Brand Ambassador,<br>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><br><br>Rosangela ROBBIANI, Product Managing Director, Sisal Group &<br>Supervisory Chair, EL Innovation & Technology Working Group<br><br>Erwin VAN LAMBAART, Chairman of the Board Austrian Lotteries,<br>General Director Casinos Austria & EL Innovation Award 2024 winner |
| 16:45 – 17:15 | <i>Facilitating Innovation in the Lottery Community</i>  |
| 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<br>Hosted by Scientific Games and IGT  |

Tuesday, 16. September

- **Theme III : Positive Societal Impact**

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| 07:00 – 08:00 | Morning activity in Bern (optional)  |
| 08:30 – 10:00 | <b>Registration desks open</b><br>Kursaal Bern   Fifth floor level   |
| 09:00 – 09:05 | Welcome to Day 2<br><b>Mélanie FREYMOND</b> , Moderator  |
| 09:05 – 09:50 | <b>KEYNOTE</b><br><br><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><br><br><b>Jesús HUERTA ALMENDRO</b> , President, SELAE, Spain<br><b>Ionut-Valeriu ANDREI</b> , General Manager, Loteria Română , Romania<br><b>Jean-Luc MONER-BANET</b> , CEO, Loterie Romande, Switzerland<br><b>Stéphane PALLEZ</b> , Chairwoman & CEO, FDJ United, France<br><b>Rita PRATES</b> , Vice-President, of Santa Casa da Misericórdia de Lisboa, Portugal<br><br>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><br><br><b>Romana GIRANDON</b> , EL President in conversation with <b>Andreas KÖTTER</b> , WLA President<br><br>Moderated by <b>Iva ZORKO</b> , EL Senior Policy Officer  |

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| 11:05 – 11:30 | Coffee break and networking   |
| 11:30 – 12:00 | EL Partner presentation – <b>Aristocrat Interactive</b><br><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><br><br>Opening words, <b>Ray BATES</b> , Jury Chairman & EL Honorary President<br><br>Presentation of awards:<br><i>1. Best Corporate Commercial</i><br><i>2. Best New Media Production</i><br><i>3. Best Product Campaign</i><br><i>4. Best Responsible Gaming Campaign</i><br><br><i>"Best of the Best" – Voting 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**

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|---------------|---|
| 14:15 – 14:45 | <b>KEYNOTE</b><br><br>Stanislas FROSSARD, Head of the Sport Division, Council of Europe   |
| 14:45 – 15:40 | <i>Panel debate on sports betting &amp; sport integrity</i><br><br>Luca ESPOSITO, ULIS Secretary General<br>Sara MASSINI, Secretary General, ENGSO<br>Tom MACE, SVP of Regulatory and Integrity Services, Sportradar<br><br>Moderated by Jean-Luc MONER-BANET, CEO Loterie Romande<br><br>Wrap up |
| 15:40 – 15:45 | <b>PGRI Hall of Fame ceremony</b>   |
| 15:45 – 16:30 | <b>EL Responsible Gaming certification ceremony</b>   |
| 16:30 – 17:00 | <i>ULIS General Assembly</i>  |
| 16:00 – 18:00 | <i><b>Apero @ Trade Show</b></i><br><i>Hosted by Loterie Romande &amp; Swisslos</i>   |
| 19:00 – 20:00 | Closing celebration, Kursaal Arena<br><i>Announcement of "Best of the Best", EL Advertising Awards 2025</i><br>Hosted by Loterie Romande & Swisslos   |
| 20:00 – 00:00 |   |



# EVENT PROGRAMME

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## Wednesday, 17. September

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

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