



EL CONGRESS PROGRAMME 2025

12th EL CONGRESS
BERN, SWITZERLAND

Building
*a better
world*



Organized by



THE EUROPEAN
LOTTERIES
FOR THE BENEFIT OF SOCIETY

Hosted by



LOTÉRIE
ROMANDE

SWISSLOS

EL Level 1 partners



BRIGHTSTAR



SCIENTIFIC GAMES

EL Level 2 partner



ARISTOCRAT
INTERACTIVE

EVENT PROGRAMME

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Arrival of the participants (transfers will not be organised)

12:00 – 15:00	Various meetings
15:00 – 20:00	Registration desks open 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	Welcome to Switzerland 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	Registration desks open Kursaal Bern Fifth floor level
09:00 – 10:15	OPENING CEREMONY OF THE EL CONGRESS 2025 Introduction & overview of programme Mélanie FREYMOND , Moderator Opening words Romana GIRANDON , EL President Jean-Luc MONER-BANET , CEO, Loterie Romande Roger FASNACHT , CEO, Swisslos WELCOME ADDRESS Nicolas HENCHOZ , 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 – 10:20

Introductory remarks
Piet VAN BAEVEGHEM, EL Secretary General

10:20 – 11:00

KEYNOTE

What role for the EU in a dangerous world? What kind of Europe?

Count Herman VAN ROMPUY, President Emeritus of the European Council and former Prime Minister of Belgium

11:00 – 11.30

Coffee break and networking

11:30 – 12:30

Panel discussion: Navigating Lotteries in an Evolving Regulatory Landscape

Jannie HAEK, CEO, The National Lottery, Belgium

Hansjörg HÖLTKEMEIER, CEO, Deutsche Klassenlotterie Berlin (Germany), and EL Honorary President

Jan KARAS, Chairman & CEO, OPAP (Greece)

Olli SAREKOSKI, CEO, Veikkaus (Finland) & 2nd EL Vice President

Beata STELMACH, President of the Management Board, Totalizator Sportowy Sp. z o.o. (Poland)

Moderated by **Philippe VLAEMMINCK**, EL Legal Advisor, Vlaemminck.law (Belgium)

12:30 – 13:15

EL Level I Partner – Brightstar Lottery Panel Dialogue

Past, Present and Future of Lottery: Elevating Lotteries and Inspiring Players

Moderated by **Renato ASCOLI**, CEO, Global Lottery, Brightstar

Rebecca PAUL, President & CEO, Tennessee Education Lottery Corporation

Jean Luc MONER-BANET, CEO, Loterie Romande

13:15 – 13:20

Wrap up & conclusions

13:20 – 14:15

Lunch & Networking

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Theme II : Fostering Responsible Innovation

14:15 – 15:00

KEYNOTE

Laurence ROCHAT, Bronze medalist and Brand Ambassador, Audemars Piguet

15:00 – 15:45

EL Level I Partner – Scientific Games Panel Discussion

Responsible Innovation: Securing the Lottery's Future Through Ethical Growth

Moderated by **Christopher ALLEN**, Senior VP, Strategy, International
Francesca ALLISON, Business Development Manager

Amy BERGETTE, Senior VP, Digital Solutions

Andrew JACKSON, VP, Corporate Responsibility

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

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 Brightstar Lottery

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Tuesday, 16. September

- Theme III : Positive Societal Impact

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

11:05 – 11:30

Coffee break and networking

11:30 – 12:00

EL Level II Partner – **Aristocrat Interactive**
Rebecca AVRAHAMI, Director of Customer Growth, and **Aida BACHNER**, EMEA and LATAM Business and Customer Development Director

12:00 – 13:00

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

13:00

Wrap up

13:00 – 14:15

Lunch and networking

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

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- Theme IV : Sport Integrity

14:15 – 14:45	KEYNOTE Stanislas FROSSARD, Head of the Sport Division, Council of Europe
14:45 – 15:40	<i>Panel debate on sports betting & sport integrity</i> Luca ESPOSITO, ULIS Secretary General Nicole HINDER, Director of Child Rights Advocacy, UNICEF Switzerland & Liechtenstein Tom MACE, SVP of Regulatory and Integrity Services, Sportradar Sara MASSINI, Secretary General, ENGSO Moderated by Jean-Luc MONER-BANET, CEO, Loterie Romande
15:40 – 15:45	Wrap up
15:45 – 16:30	PGR1 Hall of Fame ceremony
16:30 – 17:00	EL Responsible Gaming certification ceremony
16:00 – 18:00	<i>ULIS General Assembly</i> <i>Apero @ Trade Show</i> <i>Hosted by Loterie Romande & Swisslos</i>
19:00 – 20:00	
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

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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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