



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



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	Registration desks open Kursaal Bern Fifth floor level
16:00 – 18:00	EL Executive Committee meeting
18:00 – 18:30	Official opening of the Trade Show Kursaal Bern Forum
18:30 – 22:00	Welcome to Switzerland Kursaal Bern Forum Hosted by The European Lotteries (EL)

Organized by



Hosted by



EL Level 1 partners



EL Level 2 partner



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

Kursaal Bern | Arena

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

Making digital innovation meaningful: When technology and culture lead to sustainable benefits

Nicolas HENCHOZ, Founding Director, EPFL+ECAL Lab – Design Research Centre of the Swiss Federal Institute of Technology, Lausanne (Switzerland)

Organized by



THE EUROPEAN
LOTTERIES
FOR THE BENEFIT OF SOCIETY

Hosted by



SWISSLOS

EL Level 1 partners



EL Level 2 partner



- **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 <i>What role for the EU in a dangerous world? What kind of Europe?</i> Count Herman VAN ROMPUY , President Emeritus of the European Council and former Prime Minister of Belgium
11:00 – 11.30	Coffee break and networking Forum
11:30 – 12:30	<i>Panel discussion: Navigating Lotteries in an Evolving Regulatory Landscape</i> 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 (BE)
12:30 – 13:15	EL Level I Partner – Brightstar Lottery Panel Dialogue <i>Past, Present & Future of Lottery: Elevating Lotteries and Inspiring Players</i> Rebecca PAUL , President & CEO, Tennessee Education Lottery Corporation Jean Luc MONER-BANET , CEO, Loterie Romande Andreas KÖTTER , CEO, Westdeutsche Lotterie Moderated by Renato ASCOLI , CEO, Global Lottery, Brightstar
13:15 – 13:20	Wrap up & conclusions
13:20 – 14:15	Lunch & Networking Forum

Theme II : Fostering Responsible Innovation

14:15 – 15:00

KEYNOTE

Your Mentor is You

Laurence ROCHAT, Bronze medalist and Brand Ambassador,
Audemars Piguet

15:00 – 15:45

EL Level I Partner – **Scientific Games**

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

Francesca ALLISON, Business Development Manager, SG

Amy BERGETTE, Senior Vice President, Digital Solutions, SG

Andrew JACKSON, Vice President, Corporate Responsibility, SG

Moderated by **Christopher ALLEN**, Senior VP, Strategy, International, SG

15:45 – 16:15

Coffee break and networking | Forum

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

*Panel debate: Innovative Games with Traditional Lottery Features: The
Case of E-Instants*

Joni HOVI, SVP, Fennica Gaming Ltd

Alessandro PACIUCCI, SVP Brightstar Lottery – Italy Lottery
Operations

Doug POLLARD, Co-Chief CEO, Pollard Banknote Ltd

Moderated by **Piet VAN BAEVEGHEM**, EL Secretary General

17:15 – 17:20

Wrap up and closing words

17:20 – 18:15

Trade Show Reception | Forum

19:00 – 00:00

EL Level I Partners' Exclusive Dinner

Hosted by Scientific Games and Brightstar Lottery

Organized by



THE EUROPEAN
LOTTERIES
FOR THE BENEFIT OF SOCIETY

Hosted by



SWISSLOS

EL Level 1 partners



EL Level 2 partner



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, 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

11:00 – 11:30

Coffee break and networking | Forum

11:30 – 12:00

EL Level II Partner – **Aristocrat Interactive**

Beyond the Game: How Responsible iLottery Innovation Drives Social Good

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 – CEREMONY

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 | Forum

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	<i>Panel debate on sports betting & sport integrity</i> Luca ESPOSITO , Secretary General, ULIS Stanislas FROSSARD , Head of the Sport Division, Council of Europe 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	PGRI Hall of Fame ceremony
16:30 – 17:00	EL Responsible Gaming certification ceremony
16:00 – 18:00	<i>ULIS General Assembly (4th floor – Aare 1+2)</i>
18:30 – 19:45	<i>Apero @ Trade Show Forum</i> <i>Hosted by Loterie Romande & Swisslos</i>
19:45 – 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 Kursaal Bern outside Szenario I&II
10:00 – 12:30	EL 2025 General Assembly & elections Kursaal Bern Szenario I&II
12:30 – 14:00	Departure and farewell lunch Forum

Organized by



Hosted by



EL Level 1 partners



EL Level 2 partner

