

GOOOOOOOOAL!
FIX YOUR FOCUS
ON FORTALEZA



PROGRAMME

Sunday, June 22, 2014

ACCOMMODATION & MEETING

BLUETREE HOTEL

Rua Dr. Atualpa Barbosa de Lima, 500
BR - 60115-015 Meireles, Fortaleza - CE
Tel.: +55 85 4008-4008 - www.bluetree.com.br

ACCOMMODATION ONLY

QUALITY HOTEL

Avenida Beira Mar 2340
BR - 60165-121 Meireles, Fortaleza - CE
Tel.: +55 85 3466-7100 - www.qualityinn.com

17:00 Working documents presented to participants at EL/WLA/CIBELAE welcome desk in the lobby of the Bluetree Hotel ONLY.

Welcome event hosted by **CAIXA Loterias**

18:00 Departure by bus from Blue Tree Hotel / Quality Hotel

and arrival at restaurant



(Av. Zeze Diogo, 3125 - Praia do Futuro)
<http://crocobeach.com.br/>

19:00 USA  -  PORTUGAL Watch the match live on a big screen - Cocktail

20:45 Dinner

23:30 Return to the hotels by bus

Monday, June 23, 2014 (Meeting room: Topázio I+II)

09:00 - 09:15

Welcome addresses

- **Fabio CLETO**, Vice-President Government Funds, CAIXA Loterias, Brazil
- **Friedrich STICKLER**, EL President & WLA Member of the Executive Committee
- **Luis GAMA**, CIBELAE President
- **Torbjørn ALMLID**, Chair of EL Sport Committee, President & CEO, Norsk Tipping, Norway

09:15 - 09:30

Introduction to the seminar & programme overview by **Christian KALB**, Moderator

LEADERSHIP LESSONS

09:30 - 10:30

KEYNOTE SPEAKER

"The World Cup, Brazilian Football and Sports Betting", by **Pedro TRENGROUSE**, UN Consultant on Sports, FGV Professor of Sports Law and Member of the National Sport Council Legal Committee at the Brazilian Ministry of Sports



10:30 – 11:00 Coffee and phone break in the Foyer

MARKET UPDATES (INCLUDING TRENDS/NEW PRODUCTS/DEVELOPMENTS)

- 11:00 – 12:30 Regional Market Updates
- Africa by **Younès EL MECHRAFI**, General Director, La Marocaine des Jeux et des Sports, Morocco
 - North America by **James REILLY**, Sr. Brand Manager-Sports, Atlantic Lottery, Canada
 - South America by **Dr. Iuri RIBEIRO CASTRO**, National Lottery Business Manager, CAIXA Lotteries, Brazil
 - Europe by **Andreas MATTES**, Product Manager, Staatliche Toto-Lotto GmbH, Germany
 - *Bookmaker Update*, by **Walter DE BEAUVESIER WATSON**, Chair of EL Sport Working Group, Manager Lottery and Sports betting Department, De Lotto, The Netherlands

LIVE BETTING

- 12:30 – 13:00 Live Betting by **La Française des Jeux** on the matches
- AUSTRALIA – SPAIN** **THE NETHERLANDS - CHILE**

13:00 – 15:00 Lunch in restaurant "Mandacaru" and matches on television

INNOVATION IN SPORTS BETTING

- 15:00 – 16:00
- ❖ *Reinventing La Quiniela*, by **Manuel GÓMEZ AMIGÓ**, International & Institutional Relations Director, SELAE, Spain
 - ❖ *La Quiniela*, by **Luis GAMA**, National Director, Loterías y Quinielas, Uruguay

DEBATE OF THE DAY

- 16:00 – 17:00 **"Lotteries in competitive markets are more innovative and make more profit than Lotteries in monopoly markets"**

IN FAVOUR

- **Jens NIELSEN**, Sports Betting Manager, Danske Spil, Denmark
- **Nikolaos KONSTAKIS**, Group Head of Trading, Betting Department INTRALOT Group

AGAINST

- **André CHAKER**, Sr. Advisor to the CEO, Veikkaus Oy, Finland
- **Torbjørn ALMLID**, Chair of EL Sport Committee, President & CEO, Norsk Tipping, Norway

17:00 matches on television in restaurant "Mandacaru"



Followed by dinner



Tuesday, June 24, 2014 (Meeting room: Topázio I+II)

ADDRESSING THE INTEGRITY OF SPORTS COMPETITIONS

09:00 – 10:00

KEYNOTE SPEAKER

"FIFA's fight to protect the Integrity of the Game", by **Ralf MUTSCHKE**, FIFA Director Security, Switzerland

10:00 – 11:00

❖ *Preventing public order risks: operational actions from a National Lottery*, by **Thierry PUJOL**, Director of Risk Management & Security – Member of the Managing Board, La Française des Jeux, France

❖ *The IRIS Project, building national networks against match-fixing in Europe: Summary and findings / Sorbonne – ICSS programme : Match-fixing and sports betting, economists' recommendations for the betting industry* by **Christian KALB**, Director, CK Consulting, France

11:00 – 11:30 Coffee and phone break in the Foyer

11:30 – 12:30

❖ *Fraud and Sanctions*, by **Pierre CORNU**, Senior Legal Counsel, CIES, Switzerland

❖ *Fighting Fraud nationally*, by **Torbjørn ALMLID**, Chair of EL Sport Committee, President & CEO, Norsk Tipping, Norway

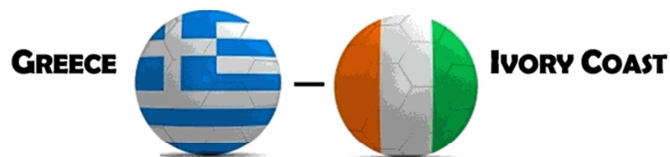
Dialogue with the audience and the panellists

12:30 – 13:30 Lunch in restaurant "Mandacaru"

SPECIAL FOOTBALL EVENING

13:45 Departure from **BLUE TREE HOTEL** only to the **Estádio Castelão**
A light snack will be served in the bus during transfer.

16:00 Football match



19:15 Departure from the stadium

20:00 Dinner at **GEPPOS**
restaurant

24:00 approx. return to the hotel





Wednesday, June 25, 2014 (Meeting room: Topázio I+II)

OUTSOURCING OR IN HOUSE PRODUCTION?

09:30 – 10:00 **CASE STUDY**

DEBATE OF THE DAY

10:00 – 11:00 **“Outsourcing data feeds gives top value for players and improve Lotteries’ bottom line”**

IN FAVOUR

- **Uno SOLBERG**, Product Manager Liveoddsen, Norsk Tipping, Norway
- **Kevin ANDERSON**, VP Business Development, SCIENTIFIC GAMES INTERNATIONAL

AGAINST

- **Lennart NILSSON**, Manager Gaming Development and Production, Svenska Spel, Sweden
- **Brian BENNETT**, Senior Sports Analyst, Western Canada Lottery Corporation, Canada

11:00 – 11:30 Coffee and phone Break in the Foyer

- 11:30 – 12:30 ❖ Toto Product Relaunch in Austria – Key facts by **Thomas BICHLER**, Product Manager Toto, Austrian Lotteries, Austria
- ❖ *Online in Slovenia*, by **Borut BOHINC**, Head of Sports Betting Department, Športna Loterija, Slovenia
- 12:30 Wrap-up and certificates

12:30 – 13:30 Lunch in restaurant “Mandacaru”

End of the seminar, departure of the participants

All participants will receive a link to all presentations after the seminar.

Dress code for the whole seminar: casual sport

Before checking out, all participants are kindly requested to pay their personal extras such as minibar, phone, fax etc.

Transportation to the airport will be organised only
For the arrivals: on June 21 and June 22 For the departures: on June 25 and June 26

Lausanne, June 17, 2014