



Juegos Miami 2017 - Learning Agenda

Day One, Wednesday 31st May 2017

Chairperson:

Karen Sierra-Hughes, Director of Government Relations and Business Development - LatAm, **GLI**

9:30 What a difference a year makes? A regulatory update and forecast

- Regulatory Updates from 2016 – 2017: new legislation, disappointments and recognising inhibitors of progress
- Provincial Updates from Argentina, Colombia's new lease of life and Paraguay's progress
- The fight between regulation and the black market – who came out on top in 2016?
- The future of online, virtual, social gaming and sports betting... What regulatory updates are still needed to create a more attractive market for operators?

Liliana Viveros, Head of New Business, **Coljuegos**

Javier Balbuena, President, **National Commission of Games of Chance (CONAJZAR)**

Miguel Davico, Sub Director of Audit, **Buenos Aires Institute of Games of Chance**

Josefina Canale, President, **Mendozan Provincial Institute of Games of Chance and Casinos**

Luis Gama, President, **CIBELAE and National Lottery of Uruguay**

10:30 International benchmarks, tropicalisation, and uniformity versus a coat of many colours?

- Regional versus international models: countries to watch?
- Value Added? A source of inspiration, benchmarking and tropicalisation...
- Pros and cons of a standardised regulation: evening out interregional competition and facilitating international investment versus cultural insensitivity and undermining local government objectives
- Reaching a consensus? AML, data controls, risk methodologies and certification standards
- The international perspective: how creating a common regulatory reporting standard would help accommodate a wide range of operational models in multiple jurisdictions

Moderator: Cristina Romero, Partner, **Loyra Abogados**

Miguel Quesada, Business Development Manager, **Mr Green**

Javier Balbuena, President, **National Commission of Games of Chance (CONAJZAR)**

Ethan Tower, Protocol Director, **Gaming Standards Association**

Marzia Turrini, Senior Vice President – Southern Europe and Latin America, **BMM**

11:30 Networking break

12:00 Regulation as cure-all: combating illegal gaming, organised crime and creating a sustainable market

- The legacy of illegal gaming in Latin America: committing to the creation of a regulatory framework to combat and eliminate the black market
- The importance of keeping pace with technological advances
- Increased licence periods, and interprovincial and interregional consensus for operator stability and guaranteed ROI
- Evaluating regional taxation models: Colombia and double taxation on operators to relieve players' winnings versus Argentina's rising taxation levels – keeping the operators and the players sweet

Moderator: Santiago Asensi, Managing Partner, **Asensi Abogados**

Fred Gushin, Managing Director, **Spectrum Gaming**

Evert Montero, President, **Fecoljuegos**

Luis Gama, President, **CIBELAE and National Lottery of Uruguay**

1:00 Lunch

2:00 Opportunities lost? What's next for Brazilian gaming?

- Did Brazil lose two major chances to push through regulation on games of chance with the Rio Olympics and the World Cup?
- How can the international exposure, attention and investment synonymous with such huge events be utilised as lobbyists?
- Understanding the delays and looking to the future: what will be the benefits of legalising games of chance and sports betting in Brazil?

Luiz Felipe Maia, Founding Partner, **Franco, Yoshiyasu, Maia, Simões & D'Alessio Advogados (FYMSA)**

3:00 Trumped: the Effect of US foreign policy on the Latin American Gaming Market

- How far will US sanctions and trade policies impact on the average disposable income in Latin America?
- What will the implications of changing economic dynamics be on gaming trends and mean spend?
- Reactivity or proactivity? How will the gaming industry fight back, and will stringent foreign policies act as an impulse for more flexible regional regulation?

Moderator: Fred Gushin, Managing Director, **Spectrum Gaming**

Cynthia Frago Fesh, President, **Responsible Entertainment Trust**; Member, **Association of Licensed Entertainment and Gaming Industry Operators and Providers of Mexico (AIEJA)**

Monica Cuartas, Director of Audit and IT, **Big Bola Casinos**

4:00 Keynote Presentation: the Creation of a Multi-jurisdictional game

- The potential of a united market: population statistics and predicted revenue
- What would a multijurisdictional game look like? Prizes, payment matrices, and the cost of playing
- Operating the game and its technology

Tiburcio Perdomo, Commercial Director, **National Lottery of the Dominican Republic**



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Angelo Dalli, President, Lotto Hero

4:40 End of Juegos Miami Day One

5:00 Drinks Reception - Alhambra Ballroom

Kindly sponsored by: Merkur Gaming

Day Two, Thursday 1st June 2017

Stream One: Responsible Gambling and Gaming's Public Image Merrick Room	Stream Two: Protecting your Clients, your Cash flow and your Sport Stoneman Douglas Room
<p>9:30 The Responsible Gaming Venn Diagram</p> <ul style="list-style-type: none">• Whose responsibility is responsible gaming policy, the regulators or the operators?• Sharing the burden: where is the intersection?• Is responsible gaming automatically taken care of in a well-regulated market? To what extent is proactivity required? <p>Moderator: Rodrigo Cigliutti, President of the Training Commission and Statistics Department, A.L.E.A</p> <p>Guillermo Olagüe Sánchez, Sub director of Gaming Regulation, Ministry of Finance and Public Function</p> <p>Elizabeth Maya Cano, President, National Consortium of Licensees of Games of Chance (CORNAZAR)</p> <p>10:10 Case Study: Player Protection</p> <ul style="list-style-type: none">• Recognising the behaviours that indicate gambling addiction• Understanding safe limits to play and the boundaries of intervention• Incorporating alerts, deposit limits and pauses into your games <p>Marlene Warner, Executive Director, Massachusetts Compulsive Gambling Council</p>	<p>9:30 Payment Company Case Study: Innovation of Payment Systems – Safety, Local Payments and Efficiency</p> <ul style="list-style-type: none">• Increased regulatory flexibility and the influx of new payment providers – what more is needed?• The challenges and rewards associated with supporting additional local payment methods – controls, information processing and risk methodologies required <p>Brian Azar, Commercial Manager, Astropay</p> <p>10:00 The Effect of the Financial Sector on Games of Chance</p> <ul style="list-style-type: none">• The relationship between the gaming and financial sectors• What effect do international banking policies on gaming have on local banks?• The role of the financial sector in the fight against illegal gaming <p>Evert Montero Cardenas, President, Fecoljuegos</p> <p>Eric Ríos, Executive Secretary, Gaming Control Board of Panama</p>



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<p>10:50 The normalisation of the gaming industry</p> <ul style="list-style-type: none"> • How does the skeleton of the gaming industry's framework compare to the tourism industry? • Spotlight on Prohibition: analysing the impact of the movement on alcohol consumption against that of the normalisation of drinking culture • Predicting the social and regulatory impact of normalising gaming <p>Jaime Irizarry Delgado, Head of Games of Chance, Puerto Rico Tourism Company</p>	<p>10:40 Is it me you're looking for? Know-Your-Customer and Due Diligence</p> <ul style="list-style-type: none"> • Transitioning from a tradition of anonymity to KYC and Due Diligence in games of chance • Overcoming the Bank Secrecy Act to collect sufficient data for background checks and to protect cash flow • Where can staff from casino floor level and up train and gain qualifications in KYC and Due Diligence practices? • What do international investors look for as evidence of safe, compliant processes?
<p>11:20 Networking Break</p>	<p>Moderator: Fred Gushin, Managing Director, Spectrum Gaming</p>
<p>11:40 Gaming Gives Back! Colombian Case Study</p> <ul style="list-style-type: none"> • The exclusive use of gaming taxes for social welfare – how does it work? • Highlighting the value of creating a positive association between gaming and social causes • Can the rest of the region follow suit? What would have to change and what are reasonable expectations of revenue donations? 	<p>Elizabeth Maya Cano, President, National Consortium of Licensees of Games of Chance (CORNAZAR)</p> <p>Jhon Mario Giraldo, President, Río Claro Juegos Localizados</p> <p>Adam Rosenberg, Managing Director – Global Head of Gaming and Leisure, Fortress Investment</p>
<p>Héctor Chaparro, President, the Colombian Lottery Federation (FEDELCO) and the Lottery of Boyacá</p>	<p>11:20 Networking Break</p>
<p>12:20 The Charitable Side of Gaming</p> <ul style="list-style-type: none"> • A brief overview of the Brazilian LOTEX and sports betting: regulatory framework, charitable intentions and next steps • How will revenue from Brazil's newly regulated games benefit the economy and social causes? • Innovative strategies for recovering this function across LatAm • What can lotteries do for the social and economic development of a country? 	<p>11:40 Genius Sports Case Study: Why Sports Integrity Matters...</p> <ul style="list-style-type: none"> • Sports integrity and regulation: creating a sustainable and profitable market • How can key stakeholders work together to prevent betting-related corruption? • What regulatory support is necessary to protect these efforts?
<p>Moderator: Karen Sierra-Hughes, Director of Government Relations and Business Development - LatAm, GLI</p> <p>Mansueto Facundo Almeida Jr., Secretary, Secretariat for Economic Development, Ministry of Finance (SEAE)</p> <p>Deusdina Pereira, Vice President Government</p>	<p>Tom Russell, General Counsel, Genius Sports</p> <p>David Foster, Public Affairs Manager, Paddy Power Betfair</p> <p>Liliana Viveros, Head of New Business, Coljuegos</p> <p>Luiz Felipe Maia, Founding Partner, FYMSA</p> <p>12:20 Controlling and Safeguarding Payment Systems</p> <ul style="list-style-type: none"> • The ripple effect: understanding how protecting your client protects your company, contributes to a sustainable market, and encourages increased regulatory flexibility

<p>Funds and Lotteries, Caixa Economica Federal Rogelio Fonseca, President, National Lottery of El Salvador</p> <p>1:15 Lunch and Break for Exhibition</p>	<ul style="list-style-type: none"> • PayPal, Neteller and BoaCompra: what sets them apart? • Implementing controls for land-based and online payment systems: what solutions are available? <p>Representative from Pago</p> <p>12:45 Lunch and Break for Exhibition</p>
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Day Three, Friday 2nd June 2017

<p>Stream One: Reaching the Intersection – the Crossover Between Gaming and Other Industry</p> <p>Merrick Room</p> <p>9:30 Codere Q&A: Making Omnichannel, Multijurisdictional operations work Moderator: Cristina Romero, Partner, Loyra Abogados Felipe Ludeña, CIO, Codere</p> <p>10:10 A Lesson in Innovation, Growth and Development</p> <ul style="list-style-type: none"> • How is it possible to pre-empt the needs of your clients? • What goes on behind the scenes of the quick turn-around of new products? • Take-away strategies: what can land-based and online operators apply to their market intelligence, innovation and product selection processes? <p>Moderator: Miguel Quesada, Business Development Manager, Mr Green Alejandro Casanova, Head of Business Development and Digital Transformation, Recreativos Franco</p>	<p>Stream Two: A Whole New World – Moving Forward in 2017 and Beyond</p> <p>Stoneman Douglas Room</p> <p>9:30 Millennials, new gaming channels and the value of integrated services</p> <ul style="list-style-type: none"> • Harnessing the power of the mobile app in an ever-connected client base • Revolution! Creating online lottery products for a new generation of gamers • The rise of social and online gaming, and sports betting: when will the regulation come into place to support them? • Whose models and practices can be used as benchmarks for safeguarding new gaming channels? • Compliments, Convergence and Integration Services: the benefits of offering your services through one platform <p>Moderator: Eduardo Morales, Senior Gambling and Betting Business Consultant, Ficom Leisure – Gaming Advisory and Investments Gustavo Ysmail, Director, Promotora Latinoamericana de Entretenimiento Monica Cuartas, Director of Audit and IT, Big Bola Casinos</p> <p>10:10 Limbo: protecting the interests of a land-based demographic whilst appealing to millennials online</p> <ul style="list-style-type: none"> • What does the traditional gaming demographic enjoy so much about slots and bingos? • Where and how do the interests of millennials differ?
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	<ul style="list-style-type: none"> Identifying methods of catering to both groups with jeopardising your profit margin Understanding which opportunities hold the most potential for the future without losing money on land-based or online games <p>Richard Schwartz, President, Rush Street Interactive</p>
<p>10:50 The Rise of Sports Betting in LatAm</p> <ul style="list-style-type: none"> Transferrable skills: establishing a land-based sports book and moving into the online space Understanding the roles of the stakeholders in a regulated sports betting market What is needed to ensure integrity, safety and increased ROI for operators? <p>Mateo Lenoble, Head of Sales – LatAm, Sport Radar</p> <p>11:20 Networking Break</p> <p>11:40 Retail Marketing Crossover: Consumer Profiling, Partnerships and Personalised Messaging</p> <ul style="list-style-type: none"> What can retail marketing teach the gaming world about consumer profiling, analytics and client acquisition/retention? Which channels are available for promoting your product, and what kind of partnerships will help your marketing strategy? Utilising marketing data to personalise messaging: retaining loyalty, acquiring a client base and improving client experience <p>Reinaldo Venegas, Digital Marketing Manager, PokerStars</p>	<p>10:50 Draftkings Keynote: Everything you wanted to know about DFS...</p> <ul style="list-style-type: none"> What is Daily Fantasy Sports and how does it work? Regulation: why is this appropriate, and how are other global jurisdictions approaching it? What is the growth potential of Daily Fantasy Sports and what impact does it have on sports consumption? <p>Moderator: Patricia Lalanda, Partner, Loyra Abogados Jeffrey Haas, Chief International Officer, Draftkings</p> <p>11:20 Networking Break</p> <p>11:40 New Horizons to Pursue: Market Maturity and the Adoption of Innovative Technology</p> <ul style="list-style-type: none"> How far does current regulation allow both local and international operators and suppliers to provide new gaming channels and offer new products in the Latin American market? Maintaining competitiveness in the market: working within the regulatory framework to continue to satisfy demand and improve customer experience <p>Moderator: Ian Hughes, Vice President, Global Services, GLI Gerardo Alcega, CEO, Dotworkers Brian Wyman, Principal Consultant, Innovation Analytics</p>
<p>12:20 Content, content, content... virtual sports and skill-based gaming for an increasingly demanding demographic</p> <ul style="list-style-type: none"> What are the main ways in which the younger generation of gamers want to be 	<p>12:20 The New Wave: transitioning from land-based to online gaming in an ever-evolving market</p> <ul style="list-style-type: none"> Understanding the mixed gaming demographic of Latin America and the needs of each subset

<p>tested?</p> <ul style="list-style-type: none"> • Creating content that meets the audience’s expectations: how to incorporate demands into your game content • Anticipating future trends <p>Fabio Molinari, Country Manager – Italy, Vermantia</p> <p>1:15 Lunch and Break for Exhibition</p>	<ul style="list-style-type: none"> • Identifying how the technical standards, security practices and certification requirements differ for online gaming • Listing verticals – how is such a multifaceted gaming channel best regulated? <p>Moderator: Santiago Asensi, Managing Partner, Asensi Abogados Guillermo Olagüe Sánchez, Sub director of Gaming Regulation, Ministry of Finance and Public Function Gustavo Ysmail, Director, Promotora Latinoamericana de Entretenimiento León Darío Montoya, Legal Counsel, CORNAZAR</p> <p>12:50 Lunch and Break for Exhibition</p>
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Roundtable One

The Grey Market: a Challenge and a Repellent for Local and International Operators

Roundtable Two:

Assessing Market Feasibility: insight, Brand Recognition and Licencing Challenges – how can a local partner help?

Roundtable Three:

Overcoming Prejudice and harnessing your demographic intelligence to attract the International Community and Stand Out over your regional competitors

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