



EASTERN EUROPEAN

**GAMING  
SUMMIT**

**20-22  
november**



**GROW AND EXPAND INFORMED!**

7 Kukush Str., 1345 Sofia, Bulgaria, Phone: +359 2 812 9 333 / 482  
info@eegamingsummit.com

## CONFERENCE AGENDA 2017

Official language of the conference is English.  
The conference program is subject to change.

REGISTRATION OPTIONS you will find at <http://www.eegamingsummit.com/content/registration>

### DAY 1, 20 NOVEMBER, 2017

**09:00** Registration

**10:00 – 17:00** EEGS MASTERCLASS



**Venue:** BEST  
WESTERN PREMIER  
Sofia Airport Hotel  
11 Brussels Blvd.,  
1592 Sofia, Bulgaria  
[www.hotelpremiersofia.com](http://www.hotelpremiersofia.com)

NOTE: Training language is English

### **Player Profiles and Behavior of Millennials**

Course Leader: Minze Zwerver

For more information please, visit the website: <http://www.eegamingsummit.com/content/eegs-masterclass>

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## **DAY 1, 20 NOVEMBER, 2017**

**12:00** Conference registration

**12:50** Welcome address

### **TRACK : NEW EXPECTATIONS IN THE ONLINE GAMING MARKET**

#### **LEADER OF THE TRACK: TBA**

**13:00 – 13:30** How VR technologies will change the casino industry? Virtual Reality in gaming – trends and expectations

In 2017 the VR technology is one of the biggest and fastest growing areas of iGaming and soon the gaming as people know it today will be completely different. It's just a matter of time before players can really immerse themselves in their most favorite games and the VR becomes gaming's next big trend.

#### **SPEAKERS:**

ELITSA GILL, Founder, ViARsys

TBA

**13:40 – 14:10** Notable technological changes in the gambling industry - introduction of artificial intelligence

- Combining augmented reality (AR), virtual reality (VR) and artificial intelligence (AI) breath new life into the gaming experience;
- AI – more exiting and more personalized?
- Advantages that Operators can expect by applying artificial intelligence (AI).

#### **SPEAKERS:**

KOSTANDINA ZAFIROVSKA, CEO, Btobet

ANDREAS HARTMANN, Co-Founder & COO, VAIX

**14:20 – 14:50** Why Blockchain is a perfect match for betting?

#### **SPEAKERS:**

Mario Ovcharov, Chief Marketing Officer

Elena Biserkova, B2B Manager for China

Viktor Wanli, Founder and CEO, Kinguin

**14:50 – 15:30** REFRESHMENT BREAK

### **TRACK : SPORT CHALLENGES**



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**LEADER OF THE TRACK: Dr. Joseph F Borg, Senior Advisor, WHPartners**

### **15:30 – 16:00 Daily fantasy Sports**

DFS being an American concept means most DFS games are currently based on US domestic sports, such as American football, basketball, baseball, ice hockey and so on. It is therefore necessary for any European iGaming operators hoping to integrate a DFS product with their platform to make a strategic decision regarding which sports to integrate. In Europe, DFS is still in the very early phases of its development, so we believe that specializing in football during the next 18 to 24 months will prove to be the real beneficial strategy for any iGaming operator looking to adopt a DFS product.

- Sports betting firms and DFS: the first movers are often the winners;
- DFS: why specializing in football is the key to success in Europe;
- Legality of Daily fantasy sports (DFS) in the US and Europe;

#### **SPEAKERS:**

MICHELE MAGRO, Senior Legal Advisor at Malta Gaming Authority

VALERY BOLLIER, CEO & Co-founder, OulalaGames

TBA

### **16:10 – 16:40 The rise of eSports betting and its future development**

- Sleeping giants - hugely popular game titles that have not entered the esports scene with their full potential
- Challenges of offering live odds in esports
- Betting on esports - how to offer it so it is profitable
- Golden Trio (League of Legends, Dota 2, Counter Strike) - why are they so far upfront when it comes to esports betting

#### **SPEAKERS:**

PETER IVANOV, Head of eSports trading at UltraPlay

IAN SMITH, Integrity Commissioner, ESIC

### **16:50 – 17:20 Betting on Post Soviet Union**

Russia, Belarus, Ukraine, Kazakhstan and Georgia.

#### **SPEAKERS:**

LASHA MACHAVARIANI, Independent Gambling Consultant, CIS & Georgia

### **17:30 – 18:30 WELCOME DRINK**



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## **DAY 2, 21 NOVEMBER, 2017**

**08:30** registration

**09:10 – 09:20** Welcoming remarks  
ANGEL IRIBOZOV, Chairman, Bulgarian Gaming Association

**09:20 – 09:50** Keynote speech TBA

**SPEAKER:**

### **TRACK : REGULATORY VIEWS**

**LEADER OF THE TRACK: Richard Leather, Legal and research director**

**09:50 – 10:50 Panel discussion: taking a glance at the upcoming developments and trends in Eastern European jurisdictions**

In Slovakia and the Czech Republic more restrictive laws have come into force, exposing unlicensed operators to fines and blocking measures. Similarly, the Polish blacklist became in force on July 1, where services must stop being provided to the number of blacklisted companies.

**SPEAKERS:**

**Poland** PIOTR DYNOWSKI LL. M., Partner/Attorney at law, Head of IP, Bird & Bird  
**Czech Republic** JAKUB KOLOMICENKO, Head of legal department, Endorphia (TBA)  
**Slovakia** ROBERT SKALINA, Senior Advisor, WHPartners

**Romania.** DAN ILIOVICI, President, National gambling office

**Ukraine.** IRINA SERGIENKO, CEO, Ukrainian Gaming Industry Association

**Bulgaria.** Bulgarian Gambling Commission

**Greece.** ALEXIA C. COUCCOULLIS, Attorney at Law In Greece (Athens Bar Association) and  
Cyprus (Nicosia Bar Association)

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**Montenegro** National gambling office

**Serbia:** ALEKSANDAR KOVACEVIC, Attorney at Law, Kolesan Law Office

**Slovenia.**

**10:50 – 11:20 REFRESHMENT BREAK/PRESS CONFERENCE**

**11:20 – 12:10 Panel discussion: in focus on the increased enforcement actions throughout the year in Europe. Anti-Money laundering act: impacts on gaming operators**

Following ruling of Court of Justice of the EU, which was held in June 2017, EU Member state authorities are precluded from imposing administrative sanctions on operators where national gambling regulation does not comply with EU law. Netherlands are listed to be one of the first countries to implement the rules. Germany is now facing further unclearances with Schleswig-Holstein intent on blocking amendments agreed earlier. Hungary infringed EU law by practically preventing foreign operators from receiving a local licence. UK Gambling Commission is now asking licensees to submit data on the business activities of their sister companies, with increased requirements for B2B and B2C operators.



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**SPEAKERS:**

**The Netherlands:** Gives AML exemption to most land-based gambling

**Germany:** Parliament adopt wide – ranging AML amendments

**Hungary:** 4th AMDL implementation-draft Law submitted to parliament

**UK:** treasury calls most gambling low AML risk

**Italy:** new AML measures and introduction strict KYC (know your customer) controls

**Romanian representative**

**Czech republic**

**GABOR HELEMBAI**, Senior Associate, Bird & Bird

**GIOVANNI CARBONI**, Founder at EGLA European Gambling Lawyers and Advisors

**TBA:**

(the Sport Integrity Global Alliance)

**DAVID LOMMATZSCH**, Managing Director, German Online Casino Association

**VEIKO KRÜNBERG**, Managing Director of Online Operations, Olympic Entertainment Group AS

**12:20 – 13:20 IMGL MASTERCLASS. Affiliates and legal liability**

**MODERATOR: Jessica Maier, Melchers Law**

**SPEAKERS:**

**MICHELE MAGRO**, Senior Legal Advisor at Malta Gaming Authority

**COSMINA SIMION**, Partner at Nestor Nestor Diculescu Kingston Petersen in Romania

**BAHAR ALAEDDINI**, Partner, Harris Hagan

**ASSAF DOR**, cellxpert (CEO and founder)

Operator – TBA



**13:20-14:20 LUNCH**

**13:20-14:20 GLOBAL GAMING WOMEN LUNCH**

Global Gaming **Women**

Everyone is welcome (men and women), but advance sign-up is required.

“New this year, Global Gaming Women (“GGW”) will be hosting a Lean In Circle lunch on 21 November 2017 on the second day of the Eastern European Gaming Summit in Sofia, Bulgaria. This follows the success of the Lean In Circle breakfasts at G2E in Las Vegas during the past three years. Men and

women can benefit by hearing directly from some fantastic women leaders on how their Lean In Circle has improved their confidence at work and home. The lunch will be an interactive question and answer session with dialog between attendees and leaders. Lunch will be provided. Everyone is welcome (men and women), but advance sign-up is required.

**SPEAKERS:**

COSMINA SIMION, Partner at Nestor Nestor Diculescu Kingston Petersen in Romania  
ROSSI MCKEE, Vice President, Casino Technology

**TRACK : TECHNOLOGY VIEWS**

**LEADER OF THE TRACK: Nadya Hambach, Gambling Lawyer, Velchev&Co**

**14:20 – 15:10 Panel discussion: GDPR and online gaming**

General Data Protection Regulation comes to power in May 2018 in all EU countries. It imposes a number of obligations to companies handling personal data, and introduces very high penalties in cases of data breaches - penalties high enough to put all but the largest companies out of business. On-line gambling companies by the very nature of its business handle personal data of its players. Non observance will mean augmented liability for gaming operators both as processors and controllers and hefty fines as from May 2018.

- How is the on-line gambling business going to be affected?
- Some of the big consultancies are mentioning extraordinary cost involved.
- Are they right in their estimates, or are they just behaving in their standard money grabbing way?
- Is there an easy way out, or will the on-line gaming industry be a collateral damage of the new regulations?
- Is the gaming industry ready for these new changes and are they aware what the changes really entail?

**SPEAKERS:**

DUSAN MIHAJLOVIC, Scott Mihajlovic Associates Ltd.  
DR. IAN GAUCI, Partner, gtc advocates  
VOJTĚCH CHLOUPEK, Partner, Czech Bird & Bird

**TRACK: LOTTERIES & KEY INNOVATIONS**

**LEADER OF THE TRACK: Bahar Alaeddini, Partner, Harris Hagan**

**15:10 – 15:40 Rapidly changing Lottery landscape**

- new technologies and mobility entering the retail environment
- improvement of experiences
- strategic opportunities on digital channels

**SPEAKERS:**

ED MOUTON, Lottoworx  
JESSICA MAIER, Attorney-at-law, Melchers Law



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**TBA** Johann Gisli Sigurdsson, Director of Business Development, Novomatic Lottery Solutions

**TRACK : MARKETING VIEWS  
LEADER OF THE TRACK: Arjan Korstjens, Explayner**

**15:50 – 16:20 Casino floor & Millenials**

By 2020, millennials will form 50% of the global workforce. It's clear that they will be a powerful generation that will require products tailored to their needs. Therefore it is crucial to start listening to them. This vivid smartphone/laptop/console generation expects skill games, games that are structurally social games and advanced graphic designs, but it seems that iGaming operators (especially sports betting and casino operators) ignore the market reality and stick to their outdated business models.

**SPEAKERS:**

Valery Bollier, CEO & Co-founder, OulalaGames  
**Andriy Sharanevych, CEO, RocksPRO (TBA)**

**16:20 – 16:40 REFRESHMENT BREAK**

**16:40 – 17:10 Most effective ways to differentiate your product and brand from competitors (other operators)**

**17:20 – 17:50 Recent Trends in Online Marketing**

We shall deal with lead theft, new trends for affiliates, insertion orders, and other hot topics which are exclusive to gaming and financial entertainment.

**SPEAKERS:**

Assaf Stieglitz, Odds 1x2.com  
Maayan M. Dana, Tal Ron, Drihem and Co., Law Firm  
Boaz Gam, Lead Protector System, Pyneteasy  
Tal Itzhak Ron, Tal Ron, Drihem and Co., Law Firm

**17:50 Close of Day**

**19:30 – 22:00 EEGS NETWORKING PARTY**

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will take place at:



Address: 11 Brussels bul. | Sofia | Bulgaria

**22:00 – 00:30 AFTERPARTY**

**Place: TBA**

## **DAY 2, 22 NOVEMBER, 2017**

09:00 Registration

09:30 Opening remarks

### **TRACK : TOURISM & GAMING**

**09:45 - 10:20 DISCUSSION PANEL TOURISM & GAMING VIEW (TBA)**

Gaming tourism is part of the new project for updating the Bulgarian National Strategy for Sustainable Development and Tourism 2014-2030

#### **SPEAKERS:**

HENNING KRIPPENDORF, President of Skal International Sofia  
TBA

**10:30 – 11:00 Doing business in Eastern Europe**

**11:00 – 11:30 REFRESHMENT BREAK**

### **TRACK: RESPONSIBLE GAMING**

**TRACK LEADER: Malcolm Bruce, Director, Gambling Integrity (TBA)**

**11:30 – 12:15 Responsible Gaming initiatives in Eastern Europe**





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- CSR in Gaming, a responsible and sustainable approach. Romanian Case Study.

**SPEAKERS:**

VALENTINA DOBRE, Board Member of Romslot, Slot Organizers' Association  
MIGLENA DIMITROVA, Managing Partner, MDMI Legal

**12:20 – 13:00 The latest update in Responsible Gaming internationally**

**SPEAKERS:**



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15:00 Gaming StartUp Challenge

**SPEAKER: NICK GARNER, CEO&Founder, Oshi (TBC)**