



24-25 March 2010 Hilton Malta

World Gambling Briefing is the most time and cost efficient way of learning how you can take advantage of regulation-led opportunities in key European and global iGaming markets

(formally European Gambling Briefing)

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- ✓ Get more face-to-face networking time with the most important regulators and decision makers, all in one place, saving you time and money.
- ✓ Return to your office with a comprehensive understanding of the legal challenges and opportunities your company has in West and East Europe, USA, Asia and Latin America.
- ✓ Ask questions relevant to your particular situation during interactive roundtables and open panel sessions so you leave armed with the knowledge that can help you enter strategically important markets quickly and successfully.
- ✓ Exchange dozens of business cards with key influencers and executive decision makers, so you know who to call in 2010 to get the inside line on breaking opportunities or help with a problem.

Hear from these industry-defining speakers at WGB:

Tonio Fenech, Minister of Finance, Economy and Investment, Malta

Hans-Jörn Arp, Member of Parliament for the Christian Democratic Party (CDU), German State of Schleswig-Holstein

Juan Carlos Alfonso Rubio, Coordination Director, Loterías y Apuestas del Estado, Spain

Karin Klein, Head of Regulatory Affairs, Bwin

Ana Paula Barros, Head of Law, Santa Casa da Misericórdia de Lisboa (SCML)

Lynsay Taffe, Policy and Public Affairs Advisor, Advertising Standards Authority

Reuben Portanier, Chief Executive Officer, Lotteries and Gaming Authority, Malta

+ over 40 more leading industry experts (see back of brochure for full list of speakers)

// The Lotteries and Gaming Authority (Malta) is delighted to be the main sponsor for the World Gambling Briefing. The LGA fully supports this event which promises to be an excellent platform for discussing industry developments. The WGB will bring a concentration of top executives to one of the top and most serious international jurisdictions, and as such LGA looks forward to this event organised by Clarion Gaming. //

Reuben Portanier, Chief Executive Officer, Lotteries and Gaming Authority, Malta

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Visit www.worldgamblingbriefing.com/brochure now for more info.

Welcome to World Gambling Briefing 2010!

Dear colleague,

What can the World Gambling Briefing do for you?

Well, WGB gives you an easier, faster and more direct way to understand the ever shifting complexities of European and world gambling laws by bringing the decision makers to you.

Rather than trawling through dozens of different news sources, or relying on speculation to keep you informed, learn from the regulators and legal experts that create the regulations.

Hearing directly from those that implement, enforce and interpret the rules that govern multi-million dollar licenses in key European and global markets will help you to:

- Save time traveling to meet those key decision makers and the travel budgets that go with it;
- Reduce the burden of filtering what is most important to know for your company's expansion plans;
- Increase and refresh the contacts in your rolodex, so you know who to call when faced with just about any challenge or opportunity.

And this year, WGB is held in one of the most vibrant and diverse iGaming centres in Europe, Malta, which promises to draw from its 5000+ iGaming-employed residents to make WGB the busiest and best networked WGB ever!

We look forward to welcoming you and your team to the longest running and most trusted source of regulatory information in the industry.

Best regards,

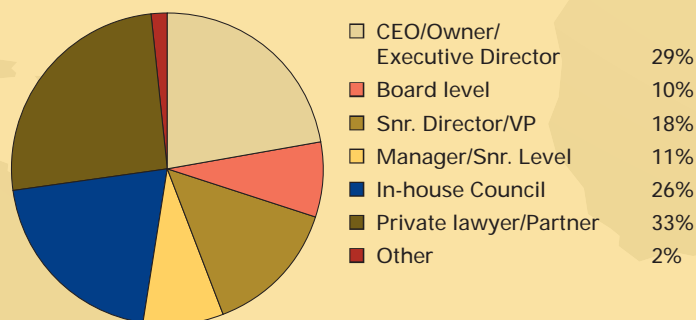
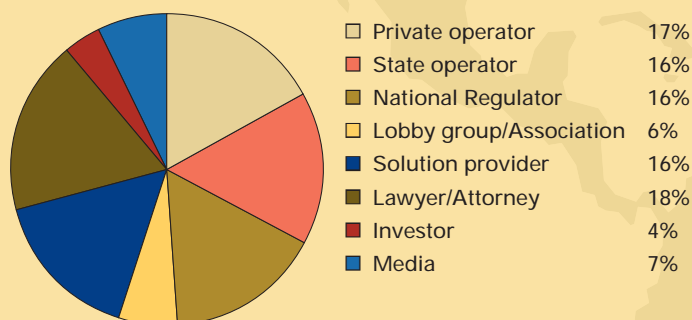


Mark Walker

Global Head of Conferences
Clarion Gaming

Ps – Don't forget to register early, because the sooner you register the cheaper it will be!

Who will you meet at WGB?



Why WGB and no longer EGB in 2010?

This is a global industry, with opportunities and growth happening from the Czech Republic to Uruguay, France to California – and many of the fullest and longest running sessions in 2009 were those that focused on emerging economies such as Eastern Europe, Asia and Latin America. This year, USA is a red hot interest too.

Therefore, EGB has evolved to meet the needs of a globally ambitious industry, to offer key insights into the regulatory opportunities and challenges of building a business outside of Western Europe.

However, at its core, the World Gambling Briefing retains its focus on the core European markets and all past EGB attendees are guaranteed to be satisfied with the new-look WGB.

Sponsorship Options:

New for 2010! Improved chance to **stand out as the key thought leader in your field** with sponsorship options throughout the conference sessions.

From keynote panel moderation to country-specific round tables...if your expertise is cutting edge and informative to our **CEO, Board and Director level attendees**, and you want to **stand apart from your competitors**, contact us now for a full run-down of sponsorship and exhibition opportunities that can be tailored to fit with your objectives and budgets.

Contact details:

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Brian McDonald, Sales Executive
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Day 1, Wednesday 24 March 2010

08:30-09:00 Registration and Morning Refreshments

09:00-09:05 Chair's Opening Remarks

Reuben Portanier, Chief Executive Officer, Lotteries and Gaming Authority, Malta

Keynote Keynote Address

09:05-09:15

Tonio Fenech, Minister of Finance, Economy and Investment, Malta

09:15-10:00 In Search of Political Will: What Prospects for a Pan-European Policy in Light of Increased Legal and Technological Advances?

- Challenges posed by divergent approaches of member states
- Does the solution lie within each country, at a national level?
- Hunting the treasure at the end of the rainbow: a harmonised Internal Market for gambling services
- Should governments do more?

Hans-Jörn Arp, Member of Parliament for the Christian Democratic Party (CDU), German State of Schleswig-Holstein

Juan Carlos Alfonso Rubio, Coordination Director, Loterías y Apuestas del Estado, Spain

Prof Dr Kurt Schelter, Minister Emeritus and Attorney at Law
Rolf Francis Sims, Legal Adviser, Ministry of Culture, Norway

Industry Panel New Changing Regulatory Landscape: Examining Legislative and Regulatory Movements in the EU and Member States
10:00-11:00

- Transformation to a regulated market – is 2010 the golden year?
- Can you expect the stance of the European Commission, Parliament and Council to change with a new Presidency and Head of Internal Market and Services?
- Will the French and Danish reforms bring about pressure to widen fair-market access in formally prohibitive states?
- Italy: Now opening to bingo, casino and other games
- Previous hardliners, Denmark, Belgium, Sweden and Germany, are amending their legislative framework – who's next?
- Reflections on ECJ's Santa Casa decision and its implications for the industry
- Restrictive proposed legislation and severe taxation levels in 'liberalising' countries: is it worth investing and operating in?
- UK government's change of heart on the subject of mutual recognition of licences
- A comparative analysis of the major regulatory models likely to emerge in a fragmented but liberalising market
 - Old Europe-model (Italy, France)
 - The market-oriented pragmatic model (Sweden)
 - The modern media model (UK)

Wes Himes, Secretary General, Remote Gambling Association

Ron Goudsmit, President, European Casinos Association

Sigrid Ligné, Secretary General, European Gaming and Betting Association (EGBA)

Tim Phillips, Director of European Public Affairs, Betfair

Friedrich Stickler, President, European Lotteries Association of State Gaming Organisations and Deputy CEO, Austrian Lotteries

11:00-11:20 Coffee Break

Panel Executive Panel: Preparing the Ground for Consolidation
11:20-12:00

What are the regulatory challenges and solutions for a shifting industry as super-affiliates become operators; land based operators move online; B2C operators diversify into B2B; old media offer gaming to customers and sub-branding proliferates?

- Is there a requirement for a monopolies and mergers industry board or is this something for the regulators to consider?
- Find out if the old, new and emerging operators take the same view on what opportunities can be exploited and share the same regulatory vision?
- Who is set to become the dominant player in 5 years time?
- Can niche players in this market survive and thrive long-term?

Gabi Campos, Managing Director, Dragonfish

Magnus Grinneback, Business Area Director, Betsson.com

Adrian Morris, Deputy Managing Director, Stanleybet

Panel Regulatory Panel: Challenges of Balancing the Interests of Different Stakeholders in a Multi-Faceted Structure
12:00-12:40

- How to overcome cultural, legal and regulatory barriers within the "more liberalised" European betting market
- Further opening up of the markets in EU member states and future of gambling in the EU – how it affects you
- Overcome the obstacles presented with regulating nascent and constantly evolving technologies
- Regulatory cooperation: Europe, USA, South America and China – will regulatory bodies be able to work together?

Moderator:

Dr. Olga Finkel, Managing Partner, WH Law



Panelists:

Peter Naessens, Staff Member, Gambling Commission, Belgium

Reuben Portanier, Chief Executive Officer, Lotteries & Gaming Authority, Malta

Morten Ronde, Legal Adviser, Danish Gaming Board

Eric van Vondelen, Secretary, Netherlands Gaming Control Board

Andre Wilsenach, CEO, Alderney Gambling Control Commission

12:40-13:20 An Update on Recent ECJ Rulings

Outcome and practical impact to your company of:

- The recent Santa Casa decision
- Carmen Media Group and Winner Wetten against the German state
- Advocate-general of the EC's pronouncement on claims brought by Ladbrokes and Betfair against the Dutch government
- Cases brought against the Swedish government, regarding the right of Swedish newspapers to accept advertisements from foreign based online bookmakers
- Greek courts referring a case regarding Stanleybet, borne out of the operator's attempt to open a betting shop in Greece

Dr Alan Littler, Faculty of Law, Tilburg Law & Economics Center (TILEC), Tilburg University

Ana Paula Barros, Head of Law, Santa Casa da Misericórdia de Lisboa (SCML)

Karin Klein, Director of Regulatory Affairs, Bwin, Austria

Mark Warrington, Legal Counsel, Betfair

Dimitris Panageas, Director of Legal Services, Greek Organisation of Football Prognostics / OPAP

13:20-14:30 Lunch

14.30-15.10 Panel Framer: Investing in Responsible Gaming: Now Requiring Urgent Attention at Board Level

- The principal gains to your company and the gaming ecosystem
- What are the requirements for successful implementation?
- Pro active industry standards and boundaries
- Future development of responsible gaming
- Consumer lead processes/empowerment

Hillevi Stuhrenberg, Manager for Responsible Gaming & CSR, Betsson

Followed by a discussion:

- Key accelerators for the market: legitimacy, transparency and security
- Importance of corporate responsibility in ensuring player protection for the industry's reputation and integrity
- Responsible gaming – a more dedicated and effective commitment required to comply with regulations

Dr Birgit Bosch, Managing Director, Interwetten Malta Ltd.

Ruth Tanami, Director for CSR & Responsible Gaming, 888

Eric Bouhanna, CEO, Adictel Worldwide

15:10-15:30 Banks and Financial Advisers: A Potential Change of Attitude

- How near is the end of online gaming blockage?
- Alternative solutions for payment collection and chargeback elimination

Mark Munson, Head of Payment Services, Ladbrokes

15:30-15:50 Coffee Break

15:50-16:20 Mergers and Acquisitions: Back on the Agenda with a Brighter Regulatory Landscape

- Willing sellers and serious potential buyers in a buoyant market
- Core trends for future activity
- Main issues to consider
- Current opportunities

Mervyn Metcalf, Managing Director, Global Leisure Partners

16:20-16:50 Getting to Grips with Advertising: Pitfalls and Opportunities

- Advertising in the US and other international developments
- Understanding procedures for legitimate campaigns
- The importance of social media marketing

Lynsay Taffe, Policy and Public Affairs Advisor, Advertising Standards Authority

Panel 16:50-17:30 Innovations in iGaming: What Unique Regulatory Challenges Will They Pose?

- What can solution providers do to smooth the regulation of new products
- How can regulatory authorities and in-house councils frame regulation to accommodate the pace of innovation in iGaming?
- Unwrapping the potential of mobile gaming; will those need separate legislation?
- Updating your platforms to be compliant ahead of the World Cup and ensure you can generate revenues through them

Roger Parkes, Head of Regulatory Compliance, Betfair
Giulio Coraggio, Senior Associate, Lovells Studio Legale

Eitan Klein, In House Counsel, Spiral Solutions

17:30 Chair's Closing Remarks/Questions and Answers

17:45 End of Day 1

21:00-Midnight Networking Party

Day 2, Thursday 25 March 2010

Panel 10:00-10:30 Pan-European iGaming Legislation: State Controlled vs EU wide Regulatory Initiatives

- Possible evolution becoming a reality based on conditional recognition policy
- Updates on EU countries already adopting this approach
- Projections into 2010-11

Santiago Asensi, Partner, Asensi Abogados
Justin Franssen, Attorney, Van Mens & Wisselink
Dr Wulf Hambach, Partner, Hambach & Hambach
Quirino Mancini, Partner, SCM Partners
Thibault Verbiest, Partner, ULYS

10:30-12:30 Country Roundtable Sessions

Belgium: Jan Decorte, Partner, Koan - Legal Strategies

Denmark: Host TBA

France: Thibault Verbiest, Partner, ULYS

Germany: Dr Wulf Hambach, Partner, Hambach & Hambach

Greece: Host TBA

The Netherlands: Justin Franssen, Attorney, Van Mens & Wisselink

Italy: Quirino Mancini, Partner, SCM Partners
Stefano Sbordoni, CEO, Studio Legale Sbordoni

Ireland: Joe Kelly, Partner, A&L Goodbody

Malta: Andrew Zammit, Managing Partner, Zammit & Associates

Poland: Piotr Dynowski, Senior Associate and Head of the IP, Media and Advertising Team, Bird & Bird Maciej Gawronski, Warsaw

Spain: Albert Agustinoy Guilayn, Partner, Cuatrecasas, Gonçalves Pereira

UK: Host TBA

12:30-14:00 Lunch

14:10-14:40 Fervent Excitement Within the Global Gaming Industry: Latin America Gaming Expansion

With rigorous regulation to foster continued growth and encourage private investment – Latin America is poised to become the world's third-largest gaming market

- New legislation expected in Mexico to regulate Class III games
- Brazil: coming into focus with the advancement of Bill 2254 in the federal legislature – likely to become law in March 2010
- Possibilities and challenges related to legalising online gambling: Argentina is likely to be before the end of the year

Santiago Asensi, Partner, Asensi Abogados
Tim Phillips, Director of European Public Affairs, Betfair, former E-gaming Consultant for Latin America, Expansión Gaming

14:40-15:20 Central and Eastern Europe Offering Interesting Prospects

How to take advantage of the ever increasing opportunities in Eastern Europe, including:

- Czech Republic, Slovakia, and Slovenia embrace the online gambling revolution by allowing operators other than the state lottery to hold licences
- The new Romanian gaming legislation, its effects upon the industry, compliance with the ECJ practice or EU principles
- Bulgaria and Croatia are scheduled to follow suit with new legislation later in 2009

Jaka Repansek, Founder, RePublis Consulting
Bogdan I. Mararu, Senior Partner, Mararu and Mararu SCA

15:20-15:40 Coffee Break

15:40-16:10 Asia: A Piece of the Action?

- Doing business the Asian way; the focus on cash betting, credit betting and the agency system
- The pan-Asian regulatory framework; pure prohibition, or opportunities?
- Catering to the locals; markets and methods to localise your business
- East to West; the rise of internet penetration and international payment options to benefit Western operators
- Advertising gambling into Asia; the legal possibilities
- A recovery in the bricks and mortar sector; Macau on the mend, Singapore set to open

Tom Lippiett, Associate, Berwin Leighton Paisner

16:10-16:40 Navigating the Path to a Regulated US iGaming Market

- As the USA iGaming market gears up for liberalisation, get an overview of how events are unfolding in this lucrative market
- Key strategic and legal advice to prepare your business for potential regulatory scenarios
- How to take full advantage of the emerging opportunities

Robert W. Stocker II, Dickinson Wright PLLC

16:40-17:00 Closing Keynote

Reuben Portanier, Chief Executive Officer, Lotteries and Gaming Authority, Malta

17:00 End of Conference

3 easy ways to book!

1. Quickest and easiest: online at www.worldgamblingbriefing.com/brochure
2. Phone Sam Barrett on +44 (0) 207 067 1852 or email sam.barrett@clariongaming.com
3. Get a booking form at www.worldgamblingbriefing.com and fax to +44 (0) 20 7370 8562

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Media	Operator	Regulator	Retailer	Consultant/Agency	Supplier/Distributor	Trade Association

*Correspondence Address: _____

*Postcode: _____ *Country: _____ *Tel: _____

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FEES: All transactions will be processed in Euros. Maltese VAT at 18% is payable on all bookings in accordance with Maltese tax law.

Rate type (all prices per delegate)	Super Early Bird Rate (available until 5 Feb 2010)	Early Bird Rate (6 Feb to 5 Mar 2010)	Standard Rate (from 6 Mar 2010)
Individual delegate rate (bookings of 1-2 people at one time)	€1249.00+VAT = €1473.82 []	€1395.00+VAT = €1646.10 []	€1,495.00+VAT = €1764.10 []
Multi delegate rate (bookings of 3+ people at one time)	€1049.00+VAT = €1237.82 []	€1295.00+VAT = €1528.10 []	€1,395.00+VAT = €1646.10 []
Government delegate rate (organiser verification required, not open to government-run operators)	€849.00+VAT = €1001.82 []	€899.00+VAT = €1060.82 []	€999.00+VAT = €1178.82 []

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General terms and conditions:

1. Upon making your booking with us to attend the World Gambling Briefing (WGB) you must agree to and adhere to our terms and conditions
2. Sending us a completed booking form or completing your details in our online shop constitutes a legally binding contract.
3. It may be necessary for reasons beyond the control of ATL (trading as Clarion Gaming) to change the contents and timings of the programme, the speakers, the date or the venue.
4. Payment is due upon booking your place
5. There is no admittance to WGB unless payment has been received in full.
6. In the unlikely event of the programme being cancelled, ATL will make a full refund but disclaim any further liability.
7. Reservations will only be accepted on receipt of this form being completed and will be on a strictly 'first come - first served' basis.
8. Accommodation is not included in the delegate fee.

Cancellations:

1. All cancellations must be received in writing and it is the responsibility of the cancelling party to ensure their cancellation has been received
2. Cancellations made up to and including 24 February 2010: A refund will be made minus a 20% administration fee that will be retained by the organiser. If no payment has been made then 20% of the original fee will be due immediately.
3. Cancellations made from 25 February 2010 onwards: No refunds will be made. Full conference delegates will receive the post-conference materials by email. If no payment has been made then 100% of the original fee will be due immediately.
4. Substitutions are welcome for paid registrants at no additional charge with advance notice.

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If you do not wish to receive information from Clarion about our events, please tick the box .

WGB's exceptional line-up of experts, confirmed to share insights with you!

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Albert Agustinoy Guilayn, Partner, Cuatrecasas, Gonçalves Pereira

Jaka Repansek, Founder, RePublis Consulting

Bogdan I. Mararu, Senior Partner, Mararu and Mararu SCA

Tom Lippiett, Associate, Berwin Leighton Paisner

Robert W. Stocker II, Dickinson Wright PLLC

"EGB has again been a great success, bringing me not only up to speed with general developments but allowing me to get the insider views through the various networking opportunities that this event offers."

Maurits Bruggink, Executive Director, International Federation of Horseracing Authorities

"For me the European Gambling Briefing 2009 was very valuable to get a quick overview of the latest (legal) developments in Europe and the possibility to discuss these during the roundtable sessions that were dedicated to specific countries of interest. Also there were plenty of networking opportunities."

Laura Santacreu, Association of Charity Lotteries in the EU

"This is the one legal conference focussed on European law that I attend. The combination of legal professionals, regulators and operators provide an excellent forum for debate of current and future issues. This year's conference lived up to its usual high standards."

Mark Devereux, Vice President, Corporate Affairs, Bingo.com Ltd

"I thought that the event was a useful tool in keeping up with developments across Europe. At a time when the UK market is being frustrated by the tax rates levied on egaming it is useful to get an update on other jurisdictions. As always the event provides an excellent opportunity to network with the personalities that the event attracts."

Paddy Whur, Partner, Walker Morris

Supporting Media and Associations

