



Brazil's meeting for online gaming and sports betting

03 e 04 | December | 2018

Estádio Municipal Paulo Machado de Carvalho (Pacaembu Stadium)  
Praça Charles Miller - Pacaembu, São Paulo – SP - Brazil

## Final Agenda

Last updated: November 29, 2018

### First Day - December 03, 2018 - Monday

TIME	AGENDA
09:00 to 09:30	Reception, Registration, Welcome Coffee and Visits to the Exhibition Area
09:30 to 09:45	<b>Welcome Message from the Organisers</b> <i>Sergio Jardim, Managing Director General, Clarion Events Brasil</i>
09:45 to 11:00	<b>Panel I - Online Gambling and Sports Betting: are these the ways for Brazil to enter this market of opportunities?</b> <ul style="list-style-type: none"> <li>• What possible shortcuts besides the Regulatory Framework of the Games?</li> <li>• Regulation by stages? Examples of countries that have followed this option.</li> <li>• What is the legacy we have so far from the "all or nothing" argument?</li> <li>• How other game-playing modes have benefitted from the "in-the-game" experience of Online Gambling</li> </ul> <i>Pedro Trengrouse, Professor, FGV/RJ</i> <i>Braulio Melo, Brazilian Federal Police Officer and Parliamentary Consultant, Chamber of Deputies</i> <i>Percy Wilman, Special Counsel Latam, Genius Sports</i>
11:00 to 11:30	Networking Coffee Break and Visit to the Exhibition Area
11:30 to 12:45	<b>Panel II – How were the pro Gaming political forces line up after the Brazilian elections</b> <ul style="list-style-type: none"> <li>• What are the effects of the degree of turnover in the House and Senate? When it comes to gaming legislation, what is the balance between executive and legislative powers?</li> <li>• Brazil does not enjoy the benefits of legalization and suffers the consequences of illegal gambling: what strategies are there to reduce resistance and turn this game around?</li> <li>• Gaming is serious business: prevention of money laundering and responsible gambling</li> </ul> <i>Roberto Brasil Fernandes, Gaming Consulting and Director, ABLE</i> <i>Evandro Roman, Federal Deputy, Chamber of Deputies</i> <i>Rui Magalhães, Senior Director for Business, Technology and Operations, Estoril Sol Digital</i>
12:45 to 14:00	Networking Lunch and Visit to the Exhibition Area
14:00 to 15:15	<b>Panel III – Since you cannot do a “copy + paste,” what to do and not do, based on the experiences in other countries</b> <ul style="list-style-type: none"> <li>• The example of countries like Spain, USA and latam markets like Colombia, Peru and Mexico</li> <li>• What is the potential in the Brazilian market for affiliates</li> </ul> <i>Eduardo Morales, Senior Consultant, Ficon Leisure</i> <i>Alessandro Valente, CEO, Super Afiliados</i>



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15:15 to 15:45	<i>Networking Coffee Break and Visit to the Exhibition Area</i>
15:45 to 16:45	<b>Panel IV – A world of advantages: what is online gambling and sports betting doing for the economies of regulated markets?</b> <ul style="list-style-type: none"> <li>The examples of Portugal x Spain</li> <li>The example of Italy x Malta</li> </ul> <i>Rui Magalhães, Senior Director for Business, Technology and Operations, Estoril Sol Digital</i> <i>Fabio Tibéria, International Gaming Consultant</i>
16:45 to 18:00	<b>Panel V – What already works in Brazil that can indicate the way forward?</b> <ul style="list-style-type: none"> <li>Poker "com.br": why even in the grey market bets in this model are already half way home?</li> <li>What can the Brazilian Turf teach about sports betting and other online game?</li> </ul> <i>Priscila Carvalho, Lawyer, Texas Hold'em Brazilian Confederation– CBTH</i> <i>Joseph Levy, CEO, PMU Brasil</i>
18:00 to 20:00	<i>Online Gaming Summit Brazil Official Cocktail Reception</i>
20:00 to 21:00	<i>Private Guided Tours of the Football Museum</i>

### Second Day - December 04, 2018 - Tuesday

TIME	AGENDA
09:00 to 09:30	Reception, Registration, Welcome Coffee and Visit to the Exhibition Area
09:30 to 10:00	<b>Lecture – The experience of Caixa Econômica Federal</b> <ul style="list-style-type: none"> <li>Caixa Econômica Federal: How much of the experience with lotteries can serve as a legacy for online gambling and sports betting?</li> <li>How was the process of certification of online lotteries?</li> </ul> <i>Gilson Braga, National Superintendent of Lotteries, Caixa Econômica Federal</i>
10:00 to 10:45	<b>Panel VI – What regulatory challenges can encourage a regulated market?</b> <ul style="list-style-type: none"> <li>How should the maintenance of existing products be continued?</li> <li>What should be the minimum structure to ensure local operation?</li> <li>What legal mechanisms will be adopted to protect the regulated market and investors?</li> <li>How should enforcement against illegal gambling work? Is criminalizing illegal activity a plan?</li> <li>The balance between market development and responsible gaming</li> <li>Role and interaction of the testing lab with the regulatory agency</li> </ul> <i>Braulio Melo, Brazilian Federal Police Officer and Parliamentary Consultant, Chamber of Deputies</i> <i>Marzia Turrini, Senior VP Business Development, BMM Test Labs</i>
10:45 to 11:30	<b>Panel VII – What tax and financial challenges are there to encouraging a regulated market?</b> <ul style="list-style-type: none"> <li>What is the ideal tax scenario? How would taxation work with the operation based in</li> </ul>



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	<p>another country?</p> <ul style="list-style-type: none"> <li>• Tax the Operation or the Activity? Taxes on revenues or profits?</li> <li>• Taxing the Player: taxing the bet or the prize?</li> <li>• How to ensure competitiveness with other markets?</li> <li>• The importance of means of payment</li> <li>• What are the advantages of Brazil having one of the most sophisticated banking and collection systems?</li> </ul> <p><b>José Luis Brazuna</b>, Professor of Brazilian Tax Institute, Member of Taxation Special Commission of Brazil Bar Association (OAB)</p> <p><b>Dennis DeLaRosa</b>, President, Online IPS</p>
11:30 to 12:00	Networking Coffee Break and Visit to the Exhibition Area
12:00 to 13:15	<p><b>Panel VIII – What other legislation and legal frameworks can influence the creation and regulation of the online gambling and sports betting market?</b></p> <ul style="list-style-type: none"> <li>• This new market in the light of the private internet framework</li> <li>• This new market and the Data Protection Act</li> <li>• This new market and the Advertising Rules</li> <li>• This new market and the “Pelé Law”. The draft of the Brazilian General Sports Law</li> </ul> <p><b>Renato Opice Blum</b>, President of Brazilian Association of Data Protection and Coordinator of Insper's Data Protection Programme</p> <p><b>Pedro Trengrouse</b>, Professor, FGV/RJ</p>
13:15 to 14:30	Networking Lunch and Visit to the Exhibition Area
14:30 to 16:00	<p><b>Panel IX – The endless possibilities of the sports betting and online gaming market</b></p> <ul style="list-style-type: none"> <li>• Beyond Loteca: Bets online only or also in the lottery? How would it work? Is this the breath of fresh air that the lotteries retailers need?</li> <li>• The enormous potential of advertising investment.</li> <li>• Beyond football: the possible impact on the promotion and professionalization of other modalities</li> <li>• The rule of testing labs and certification process to ensure transparency</li> <li>• The focus on the integrity of the results and importance for the credibility and sustainability of this new market</li> </ul> <p><b>Alexandre Manoel</b>, Secretary for Tax, Energy and Lotteries Monitoring (SEFEL), Ministry of Finance</p> <p><b>Karen Marcela Sierra-Hughes</b>, Director Latin American and Caribbean Government Relations and Business Development, GLI</p> <p><b>Mauro Costa</b>, Director of Relations, Professional Athletes Union of the State of São Paulo</p>
16:00 to 16:30	Networking Coffee Break and Visit to the Exhibition Area
16:30 to 17:45	<p><b>Panel X – Latest trends and "Playing and Thinking Outside the Box"</b></p> <ul style="list-style-type: none"> <li>• eSports and the sports betting market</li> <li>• Fantasy Games and the betting market</li> </ul>



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	<ul style="list-style-type: none"> <li>• Loot boxes in games: undercover gaming?</li> <li>• Social Gaming and E-commerce: what social games and online shopping say about the relationship of Brazilians with online and mobile platforms?</li> <li>• Blockchain and crypto-coins for the gaming market</li> </ul> <p><b><i>Daniel Cossi</i></b>, President, Brazilian Confederation of eSports / PAMESCO/WESCO  <b><i>Paulo Luis dos Santos</i></b>, Director, Atragaming  <b><i>Fabio Tibéria</i></b>, International Consultant in Gaming</p>
17:45 to 18:00	<p><b>Especial Clarion Gaming</b></p> <ul style="list-style-type: none"> <li>• ICE Sports Betting USA: What is the evaluation of the first year?</li> <li>• ICE London 2019: What are the highlights of the lineup for vertical online gambling and sports betting?</li> <li>• BgC and OGS 2019: what are the horizons for the coming editions of events?</li> </ul>
18:00	<b><i>Closing of Online Gaming Summit Brazil</i></b>