



Brazil's meeting for on-line games and sports betting

03 e 04 | December | 2018

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

Draft Agenda

Last updated: October 24, 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	Welcome Message from the Organisers <i>Sergio Jardim, Managing Director General, Clarion Events Brasil</i>
09:45 to 11:00	Panel I - Online Gambling and Sports Betting: are these the ways for Brazil to enter this market of opportunities? <ul style="list-style-type: none"> • What possible shortcuts besides the Regulatory Framework of the Games? • Regulation by stages? Examples of countries that have followed this option. • What is the legacy we have so far from the "all or nothing" argument? • How other game-playing modes have benefitted from the "in-the-game" experience of Online Gambling
11:00 to 11:30	<i>Networking Coffee Break and Visit to the Exhibition Area</i>
11:30 to 12:45	Panel II – How were the pro Gaming political forces line up after the Brazilian elections <ul style="list-style-type: none"> • What is the position of the future president? • What are the effects of the degree of turnover in the House and Senate? • 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? • Gaming is serious business: prevention of money laundering and responsible gambling
12:45 to 14:00	<i>Networking Lunch and Visit to the Exhibition Area</i>
14:00 to 15:15	Panel III – Since you cannot do a “copy + paste,” what to do and not do, based on the experiences in other countries <ul style="list-style-type: none"> • Peru's difficulties in approving the Online Game • Colombia: regulatory challenges. • Malta: What can the Online Game Paradise teach for Brazil? • US and its patchwork of state regulations. Is this the way? • What is the potential in the Brazilian market for affiliates?
15:15 to 15:45	<i>Networking Coffee Break and Visit to the Exhibition Area</i>
15:45 to 16:45	Panel IV – A world of advantages: what is online gambling and sports betting doing for the economies of regulated markets? <ul style="list-style-type: none"> • The examples of Portugal and Italy • The example of Mexico • The example of Malta • The example of the United States



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16:45 to 18:00	Panel V – What already works in Brazil that can indicate the way forward? <ul style="list-style-type: none"> • Caixa Econômica Federal: How much of the experience with lotteries can serve as a legacy for online gambling and sports betting? How was the process of certification of online lotteries? • Poker "com.br": why even in the grey market bets in this model are already half way home? • Social Gaming and E-commerce: what social games and online shopping say about the relationship of Brazilians with online and mobile platforms? • "Inmetro" or "ABNT of the Games": what parallels can be used to exemplify the importance of testing labs?
18:00 to 18:30	<i>Private Guided Tour of the Football Museum - Group 1</i>
18:30 to 19:00	<i>Private Guided Tour of the Football Museum - Group 2</i>
19:00 to 19:30	<i>Private Guided Tour of the Football Museum - Group 3</i>
19:30 to 20:00	<i>Private Guided Tour of the Football Museum - Group 4</i>
18:00 to 22:00	<i>Online Gaming Summit Brazil Official Cocktail Reception</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 10:30	Panel VI – From the "grey" market to a regulated market: what regulatory challenges can encourage migration? <ul style="list-style-type: none"> • How should the maintenance of existing products be continued? • What should be the minimum structure to ensure local operation? • What legal mechanisms will be adopted to protect the regulated market and investors? • How should enforcement against illegal gambling work? Is criminalizing illegal activity a plan? • The balance between market development and responsible gaming
10:30 to 11:30	Panel VII – From the "grey" market to a regulated market: what tax and financial challenges are there to encouraging migration? <ul style="list-style-type: none"> • What is the ideal tax scenario? How would taxation work with the operation based in another country? • Tax the Operation or the Activity? Taxes on revenues or profits? • Taxing the Player: taxing the bet or the prize? • How to ensure competitiveness with other markets? • The importance of means of payment • What are the advantages of Brazil having one of the most sophisticated banking and collection systems?



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11:30 to 12:00	<i>Networking Coffee Break and Visit to the Exhibition Area</i>
12:00 to 13:15	Panel VIII – What other legislation and legal frameworks can influence the creation and regulation of the online gambling and sports betting market? <ul style="list-style-type: none"> • This new market in the light of the private internet framework • This new market and the Data Protection Act • This new market and the Advertising Rules • This new market and the regulation of Cryptocurrencies • This new market and the “Pelé Law”. The draft of the Brazilian General Sports Law
13:15 to 14:30	<i>Networking Lunch and Visit to the Exhibition Area</i>
14:30 to 16:00	Panel IX – The endless possibilities of the sports betting market <ul style="list-style-type: none"> • The enormous potential of advertising investment. • Beyond football: the possible impact on the promotion and professionalization of other modalities • The focus on the integrity of the results and importance for the credibility and sustainability of this new market • Beyond Loteca: Bets online only or also in the lottery? How would it work? Is this the breath of fresh air that the lotteries need? • What do state lotteries look like?
16:00 to 16:30	<i>Networking Coffee Break and Visit to the Exhibition Area</i>
16:30 to 16:45	Especial Clarion Gaming <ul style="list-style-type: none"> • ICE Sports Betting USA: What is the evaluation of the first year? • ICE London 2019: What are the highlights of the lineup for vertical online gambling and sports betting? • BgC and OGS 2019: what are the horizons for the coming editions of events?
16:45 to 18:00	Panel X – Latest trends and "Playing and Thinking Outside the Box" <ul style="list-style-type: none"> • eSports and the sports betting market • Fantasy Games and the betting market • Loot boxes in games: undercover gaming? • Blockchain for the gaming market • Artificial Intelligence and Machine Learning: state-of-the-art technology for forecasting
18:00	<i>Closing of Gaming Summit Brazil</i>