



FIRST LOOK AGENDA

Pre-event - Sunday 23 June 2019

16:00 – 20:00	Registration Open & Badge Collection
19:00 – 21:00	Opening Drinks Reception

Tivoli Mofarrej Hotel (Pool Area)

Day One - Monday 24 June 2019

09:00 – 09:15	<p>Welcome Address and Opening Keynote: Levelling the Playing Field for a Strong Gaming Market in Brazil</p> <p>Why 2019 is the most important moment yet in the history of Brazilian gaming, and how the industry can bring significant improvements to Brazilian society</p>
09:15 – 11:00	<p>Lotteries in Focus: What Will Be the Role of Federal and State Lotteries in a Newly Regulated Market?</p> <ul style="list-style-type: none"> • Sale of LOTEX concession – possible outcomes and its effect on Brazilian gaming • Evolving role of CAIXA and its impact on the industry • State, National and Private Lotteries and their role in a regulated market • Maintaining social & cultural lottery funding: How to continue Caixa’s social impact in the post-privatisation market
11:00 – 11:30	Networking Break
11:30 – 13:00	<p>Gaming Advertising & Marketing in Brazil: Restrictions and Opportunities for Growth</p> <ul style="list-style-type: none"> • Examining existing gaming advertising and how this may change • Affiliate marketing: the key to a fast-growing, competitive industry • TV, print, radio & online: What will the restrictions be?



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	<ul style="list-style-type: none"> Partnerships between sports teams and sportsbooks: stimulating growth for both sides Sponsorships & advertising – opportunities and restrictions Cross-industry dialogue to ensure sports integrity Educating players on how to gamble safely
13:00 – 14:30	Networking Lunch
14:30 – 15:30	<p>Casino Congress: Examining the Opportunities and Barriers to Entry for Casinos in Brazil</p> <ul style="list-style-type: none"> What do major casino operators think of the opportunities in Brazil? Practical challenges of investing in Brazil Examining the most appealing opportunities for international investors What will gaming regulation need to ensure this is a high-value opportunity?
15:30 – 16:00	Networking Break
16:00 – 17:00	<p>Responsible Gambling in Land-Based and Online Operations: Educating Your Customers on Safe Play</p> <ul style="list-style-type: none"> Upcoming regulatory requirements for Responsible Gambling Following European examples – technological and operational best practice Differences between RG safeguards in online and land-based gaming Creating a healthy, sustainable market of casual & VIP players RG solutions for casino and sports betting
17:00 – 18:00	<p>Sportsbook Workshop: Practicalities of Setting up a Sports Betting Platform in Brazil</p> <ul style="list-style-type: none"> Practical information on doing business in Brazil for international operators Advice for entry into the space for non-operator Brazilian businesses



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	<ul style="list-style-type: none"> • Brazilian player profile: What you need to understand • Appealing to the local market: What do fans expect? • What to look for in a solution provider • Local and international partnerships for building a strong foundation
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Day Two – Tuesday 25 June 2019

09:00 – 09:15	<p>Opening Keynote: Roadmap to gaming regulation in Brazil – timeline, nature and government intentions</p>
09:15 – 10:30	<p>Online Operators’ Panel: Creating an Attractive Proposition for International Investment</p> <ul style="list-style-type: none"> • Your opportunity to impact Brazilian gaming regulation – what do the regulators need to know? • Tax models and their potential impact on operators • Number and cost of gaming licences – how to attract international investment while ensuring a competitive market • Practical concerns; where should you base your servers? Do you need a Brazilian HQ? What restrictions will be placed on international operators?
10:30 – 11:00	<p>Networking Break</p>
11:00 – 13:00	<p>Legislator’s Debate: Taking the next steps to a regulated market in Brazil</p> <ul style="list-style-type: none"> • Fixed-odds sports betting: timescale and framework of legislation • Integrated Resort casinos – Brazil’s ‘New Oil’? • Licensing & tax structures • National and international operators – who will have priority? • Practical concerns: Player protection, sports integrity and AML • Sponsorships and advertising for operators • Online operators in focus: practicalities of running a site in Brazil
13:00 – 14:30	<p>Networking Lunch</p>



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14:30 – 15:30	<p>Building Transparency: How to Construct a Regulatory Body Which Allows for Cross-Industry Dialogue</p> <ul style="list-style-type: none"> • Getting your voice heard: How should the regulator work with operators to ensure a positive relationship? • Do operators need an independent association to effectively communicate their needs? • Role of the regulator in ensuring sports integrity • Combatting money laundering and tax evasion • Case studies from other newly regulated jurisdictions
15:30 – 16:00	<p style="text-align: center;">Networking Break</p>
16:00 – 17:00	<p>Closing Panel: Using Gaming to Tackle Inequality in Brazil</p> <p>Gaming represents a huge opportunity not just for industry stakeholders, but for the Brazilian people at large. By using tax revenue effectively, government can have an enormous positive impact on the lives of the population. Education, Health and Infrastructure – find out the key ways that gaming can have a positive impact on Brazilian society.</p>

Want to speak with someone about getting involved?

Sponsoring / Exhibiting

Sam Fullalove

Call: +44 (0) 20 7384 8234

Email: sam.fullalove@clariongaming.com

Delegate Tickets

Gabriel Ebohon

Call: +44-20-7384-8212

Email: Gabriel.Ebohon@clariongaming.com