



Business Information
In A Global Context

International GAMBLING LAW Summit 2010

Up to
11 CPD

Successfully profit from the opportunities afforded by the new legislation

22-23 September 2010 | Millennium Hotel, Knightsbridge, London, UK

Conference Chairs

David Johnston
Company Secretary and General
Counsel, PADDYPOWER

Clive Hawkwood
CEO, THE REMOTE GAMBLING
ASSOCIATION

Tony Coles
Partner, JEFFREY GREEN RUSSELL

Nick Nocton
Partner, JEFFREY GREEN RUSSELL

Hear from the Top 6 Operators:

Partygaming

Paddypower

The Tote

William Hill

Betclic

Betfair



The very latest legal and regulatory developments in gambling across Europe, enabling you to build your operation through next year and beyond. Our exciting faculty will share their insights on:

- How to maximise opportunities within the new French regulatory framework
- Positioning your company to take advantage of the growth in B2B partnerships
- The impact on the rest of Europe due to the major new Danish gambling laws
- The very latest on the European Commission infringement proceedings
- What the industry is doing to improve the level of cooperation between sport and betting operators and how this can benefit your operation

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The recent shakeup of gambling laws and the new regulations coming into effect across Europe will increase gambling opportunities for the customer, and more importantly, will bring new players to the table. While many are concerned that the regulatory changes do not go far enough, it is clear that exciting new opportunities are being created for the providers of gambling services. What you need to determine is how you plan to take advantage of the new landscape to upgrade your operations, expand your offerings and significantly increase your profits.

With betting operators such as Partygaming recently entering the B2B market and European Member State monopolies opening up their markets, there has never been a more important time to come together with your peers and counterparts, to design your future and to identify and optimise all opportunities arising from new legislation.

C5 has secured the participation of a market-leading faculty for the **Gambling Law 2010** conference in London, bringing together operators, industry leaders and their advisers to:

- Scrutinise France's new gaming legislation
- Delve into Italy's progressive liberalisation process started in July 2006 and just completed this year
- Discover how the landmark ruling in Bwin Liga has been applied and debated in subsequent ECJ gambling hearings
- Unearth the main requirements needed to obtain a license under the new gaming regime
- Debate the best methods of tackling cheating to prevent the risk to the integrity to sport.

Don't miss our special tie in session: **The Forest Through the Trees: Making Sense of All Legislative and Regulatory Developments in the EU**
Wes Himes, Managing Partner, POLICY ACTION

This is the ONE conference your colleagues – and competitors – need to attend, during this shakeup of gambling laws and regulations across Europe. Join us at the **International Gambling Law Summit 2010** for an unparalleled learning and networking opportunity.

Don't delay, register now by calling **+44 (0) 20 7878 6880** or by faxing your registration form to **+44 (0) 20 7878 6882**

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FACULTY AT A GLANCE

David Johnston
Company Secretary and General Counsel
PADDYPOWER

Thomas Murphy
Company Secretary and General Counsel
WILLIAM HILL

Nick Tofiluk
Director of Regulation
THE GAMBLING COMMISSION

Andrew Lindley
Legal and Commercial Director, THE TOTE

Rick Parry
Former Chief Executive, LIVERPOOL FC

Nick Hawkins
Director of Legal Services, DANOPTRA

Andrew Fritchie
General Counsel, PARTYGAMING

James Scicluna
General Counsel, BETCLIC

Morten Ronde
Head Legal Advisor
DANISH GAMING BOARD

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Head of Compliance and Licensing BRITISH
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Partner, ULYS

Paul Hagan
Partner, HARRIS HAGAN

Khalid Ali
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Peter Wilson
Partner, MEMERY CRYSTAL

Marilee Owens
General Counsel, BETBRAIN

Jason Chess
Partner, WIGGIN LLP

Joseph Borg
Director Legal Affairs & Enforcement
LOTTERIES AND GAMING AUTHORITY-MALTA

Santiago Asensi
Partner, ASENSI ABOGADOS

Wes Himes
Managing Partner, POLICY ACTION

Wulf Hambach
Partner, HAMBACH AND HAMBACH

Laurie Korpi
Head of Regulatory Analysis
GAMBLING COMPLIANCE

Quirino Mancini
Partner, SCM

Clive Hawkswood
CEO, REMOTE GAMBLING ASSOCIATION

Henrik Hoffman
Lawyer, LETT

Mat Wake
Detective Constable, Gaming Unit
METROPOLITAN POLICE

JEFFREY

GREEN

RUSSELL

Jeffrey Green Russell is a full service commercial law firm with an international scope, based in London's West End.

It has an internationally recognised gambling law and regulatory practice benefitting from extensive sector experience and offers dedicated specialist advice to UK and international clients from across the gambling industry.

DAY ONE – Wednesday, 22 September 2010

08:15 **Registration and Coffee**

09:00 **Opening remarks from the Co-Chairs**

Clive Hawkswood
CEO, REMOTE GAMBLING ASSOCIATION

Tony Coles
Partner, JEFFREY GREEN RUSSELL

09:15 **From Over Protectionism to Over Licensing:
A Review of Regulatory and Policy Developments
across Europe**

Thomas Murphy
General Counsel and Company Secretary
WILLIAM HILL

Peter Wilson
Partner, MEMERY CRYSTAL

Andrew McCabe
International Legal Counsel, BETFAIR

Morten Ronde
Head Legal Advisor, DANISH GAMING BOARD

- To what extent are certain European Member States breaking up their monopolies?
- Who benefits from a State by State licensing system? To what extent does it lead to market growth and encourage innovation and new entrants? Is the consumer better or worse off?
- What is the flip side of new State licensing schemes? Will we see tougher enforcement against non licensed operators, with more arrests and greater use of the European Arrest Warrant?
- How could State by State licensing actually lead to greater cooperation between Member States on gambling regulation?
- How likely is it that France will emerge as the new leader in European online gambling?
- What's happening in the UK? Is it turning its back on the European Union Treaty Right of Freedom to provide services cross border? Having failed to attract online gambling businesses to the UK on a voluntary basis, will it succeed with mandatory licensing for anyone targeting UK residents? In any event, is it enforceable?
- How will this affect the operator and how will we benefit financially from market liberalisation?

10:30 **Morning Refreshments**

11:00 **France, Italy, Germany and Denmark:
A Comprehensive Examination of New Rules
and Regulations**

Wulf Hambach
Partner, HAMBACH AND HAMBACH

Thibault Verbiest
Partner, ULYS

Quirino Mancini
Partner, SCM

Henrik Hoffman
Lawyer, LETT

- Is the black betting market in Germany under control?
- To what extent is the total internet gambling ban which is regulated in the Interstate Treaty enforceable abroad?
- Status quo Internet Gambling in Germany 2010: discussing the outcome of the official hearing by State of Rhinland Plinate concerning current evaluation of Germany's Gambling Monopoly and what are the opportunities for the operator
- 2011 outlook: is Denmark a regulation model for the northern federal state of Germany (Schleswig-Holstein)?
- The Italian regulatory regime: what does the progressive liberalisation of the market mean for the rest of Europe?
- Delving into reference models which are becoming popular across Europe as confirmed by recent developments in France and Denmark
- Examining the main new features of the Italian regime
 - a required national license
 - allowing online gaming
 - blacklist restrictions for unlicensed online .com operators
- Brand new game and system certification requirements in Italy
- A deep dive into the new licensing process under the scope of far more European friendly rules
- Videolotteries: how they are set to reshape the local offline gaming market offering a minicasino solution in dedicated premises?
- Fears and risks of market cannibalisation when the Video Lottery Terminals (VLTs) are launched later this year thereby posing a very serious threat to the future of the existing Amusement With Prizes (AWP) machines network
- Possible developments in terms of bilateral agreements between the Italian gaming authority and other European regulators
- The French regulatory regime: the new gaming legislation in a nutshell
- Should the French model be considered as a benchmark by other Member States when it comes to regulating online gambling?
- Examining the main features of the French regime
 - requiring a national license to operate
 - allowing online gaming
- What is the scope of application for the new gaming legislation?
- What are the Cahier des Charges' (Specification Requirements List) main requirements in order to obtain a license under the new gaming regime?
- Possible developments in terms of bilateral agreements between the ARJEL and other NRAs
- New Danish Gambling Laws in Denmark in 2010 (overview of the main rules)
 - *Gambling Act* (Who can obtain a license? Which parts of the market are still monopolised by Danske Spil? Which games can be offered?)
 - *Gambling Tax Act* (tax rates etc.)
 - *Poker Tournament Act* (Who can obtain a license? What are the possibilities for offering poker tournaments under this act? A view into the future of this act in light of *Gambling Act* and recent Supreme court case law on Poker)
- What applies until the *Gambling Act* and the *Gambling Tax Act* enters into force on 1 January 2011?

- What are the terms and requirements for gambling license under the new *Danish Gambling Act*?
- Using the *Danish Gambling Act* as inspiration for liberalised gambling legislation in other jurisdictions

12:30 Lunch

13:45 **European Court Of Justice: The Post *Bwin Liga* Landscape**

Laurie Korpi
Head of Regulatory Analysis
GAMBLING COMPLIANCE

- *Bwin Liga/Santa Casa* one year on: since the current state of gambling at a European level is in effect regulated by the ECJ (along with the principle of subsidiarity), discover how the landmark ruling in *Bwin Liga* has been applied and debated in subsequent ECJ gambling hearings
- Reactions: find out what the reactions to *Bwin Liga* have been from member states to operators
- Status update: hear the latest on cases currently before the ECJ, including cases from The Netherlands, Sweden, Austria and Germany
- Implications: how could these cases affect Member State reforms projects during 2010 and beyond?
- Wider European Context: pick up the latest on the European Commission infringement proceedings

14:30 **The Forest Through the Trees: Making Sense of All Legislative and Regulatory Developments in the EU**

Wes Himes
Managing Partner, POLICY ACTION

This session looks at how all the aforementioned issues come together and what the future might look like:

- Brussels: an up-to-the-minute rundown of the Council working group, infringements, Parliament view on gambling and Green Paper on gambling
- Member States: Italy, France, Denmark yes, but who's next and what will it look like?
- A focus on the Courts: ECJ cases, relief or frustration?

15:00 Afternoon Refreshments

15:30 **A Review of How the Gambling Commission Prosecutes Cheating**

Nick Tofiluk
Director of Regulation
THE GAMBLING COMMISSION

- Achieving much more than any of us alone: the partnership approach: the Commission, Police, Sports Governing Bodies and the Industry
- Implementing the recommendations from the Commission integrity expert panel to tackle the risk of integrity to sport

16:00 Co-Chairs' Closing Remarks and Conference Adjourns

DAY TWO – Thursday, 23 September 2010

08:15 Registration and Coffee

09:00 **Opening Remarks from the Co-Chairs**

David Johnston
Company Secretary and General Counsel
PADDYPOWER

Nick Nocton
Partner, JEFFREY GREEN RUSSELL

09:15 **Acquisition, Mergers and Preparing Your Organisation for the Growth in B2B**

Andrew Fritchie
General Counsel, PARTYGAMING

Pontus Lindwall (tbc)
CEO, BETSSON

Santiago Asensi
Partner, ASENSI ABOGADOS

- Full details of recent deals that have taken place last year and best practices for successful acquisitions
- To what extent are the regulatory constraints and/or competition law issues for the biggest mergers?
- Get the inside track on how to prepare your business for acquisition in the market
 - what particular concerns do online gambling businesses face?
- B2B: the buzzword of 2010
 - why has Partygaming recently entered the B2B market?
 - the advantages and benefits of partnering in white label deals
 - how will different firms approach it?
 - examples of who has done it
 - using B2B as a way of covering yourself against adverse licensing terms

10:30 Morning Refreshments

11:00 **Recent UK Developments and the European Perspective**

Tony Coles
Partner, JEFFREY GREEN RUSSELL

Nick Nocton
Partner, JEFFREY GREEN RUSSELL

- UK remote gambling licensing: what are the results of the DCMS consultation?
- What is the impact for white list jurisdictions?
- The likely license requirements and the commercial issues of UK licensing
- Gaining a deeper understanding of the European perspective on US developments

11:45 **Sport Betting and Gaming: Integrity and Fraud**

Andrew Lindley
Legal and Commercial Director, THE TOTE

Oliver Codrington
Head of Compliance and Licensing
BRITISH HORSERACING AUTHORITY

Tie in Session



Rick Parry

Former Chief Executive, LIVERPOOL FC

Khalid Ali

Secretary General
EUROPEAN SPORTS SECURITY ASSOCIATION

- How has the way betting operators can advertise changed in the last twelve months?
 - how will this affect the relationships between sporting and gambling businesses
- Learn how the conflict between European Law and the different national laws of the EU member states impacts you
- Is the current level of cooperation between sport and betting operators sufficient?
- How ESSA was formed to help combat match fixing by working with operators and sport federations to aid the industry combat criminality
- The role and responsibility all the actors in the sports chain have when dealing with the integrity of sport
- How serious a problem is match fixing?
 - what particular problems are posed by online gaming?

12:45 Lunch

14:00 At the Coal Face of Tackling Gambling Crime

Detective Constable Mat Wake
METROPOLITAN POLICE

Detective Constable Mat Wake of the Metropolitan Police's Gaming Unit will provide an insight into the investigation and prosecution of cheating, fraud and other criminal activity in the world of London's casinos explaining the challenges and successes faced by his team in pursuing some highly inventive and organised gangs.

14:30 Tips On Interacting With the UK Government for the Benefit of Your Organisation

Nick Hawkins

Director of Legal Services, DANOPTRA

- The next agenda for the government and what this means for operators
- Making your case to Parliament 'in times of war' for the gambling industry
- Lobbying: what do you want to achieve?
 - keeping the objective firmly in mind at all times
- Using the assets you have as constituents
- Persuading regulators to the industry's point of view

15:00 Advertising: An In-depth Analysis of Recent Developments in Gambling Law

James Scicluna

General Counsel, BETCLIC

Jason Chess

Partner, WIGGIN LLP

John Hagan

Partner, HARRIS HAGAN

- Up-to-the-minute legal and political angles of the ongoing national gambling market regulation in Europe and its impact on advertising
 - can we hope to get harmonised standards for gambling advertising?

- Focus on France: has the French legislation raised the bar when it comes to transparency and social responsibility in advertising?
- Take a deep dive into the challenges of online advertising and particularly online affiliate advertising in regulated markets
- Opening up TV product placement to gambling companies
 - getting to grips with the regulatory aspects of the European AVMS Directive
- Get maximum value from your licensing TV brands costs
 - analysing the model of spending money on TV advertising to create your own brand loyalty
 - getting value for money and reaping the benefits

16:00 Afternoon Refreshments

16:30 US Internet Gambling

Marilee Owens

General Counsel, BETBRAIN

Despite government regulation prohibiting US Internet gambling, the US remains one of the most valuable single markets for online gaming and the market has only continued to grow since its prohibition in 2006. In 2010 there are likely to be many legal changes that are coming from individual states themselves rather than a reform of federal laws.

- State lotteries launching online gaming
 - possible source of extra taxes for States with reduced revenue from the credit crunch
 - state legislation already in California, New York and Florida
- Online tribal gaming
 - US tribes are eager to unveil online gaming after the success of Canadian Tribes
- International initiatives
 - revisiting the WTO Appellate Body 2007 decision on the GATS agreement and the US ban on online gambling
 - foreign lobbying efforts to help legalise online gambling

17:00 Co-Chairs' Closing Remarks and Conference Ends

The International Gambling Law Summit 2010 is a must for:

- In House Lawyers and Head of Legal
- Head of Legal and Regulatory Affairs
- Company Secretaries
- Business Development Directors
- IP Directors / IP Rights Managers
- Licensing Managers
- E-Business Development Managers
- Lawyers specialising in Sports and Media Rights

The relevant industries would include:

- Bookmakers and Betting Operators/Pools/Bingo companies (including spread betting firms)
- Law Firms
- Casinos
- Broadcasters
- Online Gaming Operations
- Sports Leagues, Associations and other rights holders



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ADMINISTRATIVE DETAILS

Date: 22 – 23 September 2010

Time: 9:00 a.m. – 5:00 p.m. (Registration Opens at 8:15 a.m.)

Venue: Millennium Hotel

Address: 17 Sloane Street, Knightsbridge, London, SW1X 9NU, UK

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