

GERMANY | MUNICH | 27TH APRIL 2006

THE CASE FOR GAMBLING DE-REGULATION IN EUROPE

WHAT ARE THE PROSPECTS FOR OPEN MARKETS IN EUROPE?

THE SPEAKERS

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Introduction

Europe presents a patchwork of regulation and case law. So what are the prospects for a liberalised gaming market in Europe?

Legal experts will discuss a number of court challenges and rulings around the world. The conference theme will focus on a number of topics but it will concentrate on expected de-regulation of the German market, its potential for growth and any legal pitfalls.

We have the pleasure to announce that Prof Dr Kurt Schelter, former Minister of Justice and European Affairs for Federal State of Brandenburg will share his views on the subject. Also invited is Dr. Thomas Goessl from the Bavarian Federal State Ministry of Internal Affairs. As you may know the month of June will see the commencement of World Cup games and it is a very topical subject for international online operators who may be poised to take advantage of the lucrative market for sports betting.

Topics discussed

The recommendations of The Swiss Institute of Comparative Law on EU gaming regulations is an important topic. Hot on the heels of gambling's exclusion from the scope of the services directive, the Spring 2006 publication of the Study of Gambling Services Draft Report is eagerly awaited. There will be an interesting discussion on the EU services directive and how it may impinge on gambling services.

The British scene is very exciting next year since the new Gambling Act may smoothen the path for offshore operators to return yet potential obstacles to re-entry remain. Many are asking whether an acceptable UK tax regime be established in 2006/7. What will be the effective rule on advertising in UK for non-licensed operators?

Other topics will cover taxation such as VAT within EU on cross-border transactions, upgrades on a number of competing offshore licensing centres and the latest on money laundering rules and last but not least the growth of mobile gambling particularly on popular games such as poker and slots and bingo.

We shall invite experts in the field of fighting fraud to discuss the latest threats and how they are being addressed. A closer look is taken on the latest developments in the continuing battle to combat remote gambling fraud in its many varieties.

Bingo – 2006 is expected to be the breakthrough year for Bingo. What are the pitfalls that may slow its progress? Bingo operators will be invited to give their views.

Agenda

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| 08.00 | Registration and Coffee |
| 09.00 | Opening Remarks <i>George Mangion, Managing Director GMM & Associates.</i> |
| 09.10 | Fraud hits us and so we must guard against it. Money Laundering hits and hurts whom? If it's not me, should I care? Anyway, could it happen online? Why are we perceived to be vulnerable? Do the latest developments (UK changes, 3rd EU directive) make a difference? This session answers these questions. <i>Robert Dias, CAMS, Ithaca Solutions</i> |
| 09.35 | The recommendations of the Swiss Institute of Comparative Law on EU Gaming regulations across the enlarged community. Addressing the latest views and legal opinion by the Commission on recent cross-border gambling case law. Are we on a threshold of a new coherent EU wide policy? <i>Martin Sychold Staff Legal Advisor at the Swiss Institute of Comparative Law & Project Manager of the Study of Gambling Services in the EU Internal Market.</i> |
| 10.10 | Breaking down Service Barriers across Europe—trying the best path to deliver profitable, personalised services. We try to view from a players perspective what seem to be the most popular games and platforms. What are the current trends? Future forecast how can one maximise growth by effectively using branded games? <i>Lee Richardson, CEO, Chartwell Games Corporation</i> |





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| 10.35 | <p>With the expansion of gambling services come serious considerations of the social costs to the young and vulnerable. The growth of interactive gambling depends on the industry's ability to ensure effective efforts to safeguard problem gambling.</p> <p>Jon Kelly, CEO of the Responsible Gambling Council, Canada</p> | <p>igaming particularly by unlocking the lucrative market of mobile gaming? Will it stay competitive?</p> <p>Peter Karsten CEO / Founder of 3G Scene</p> |
| 11.15 | Coffee Break | 15.05 Coffee Break |
| 11.30 | <p>The impact of the German Federal Constitutional Court ruling on possible de-regulation of the German Market. This session includes an overview of the key issues impacting on the liberalisation of the German Market and the potential effect on Regulatory bodies and licensed monopolies. Is there a growing movement of complaints on the restrictions introduced by state-controlled agencies? How can state monopolies co-exist with the private sector?</p> <p>Prof Dr Kurt Schelter former Minister of Justice and European Affairs for Federal State of Brandenburg Dr Gernot Lehr, Partner, Redeker Sellner Dahs Widmaier, Germany, Belgium, London Dr Wulf Hambach Partner of Hambach and Hambach and General Member of the International Masters of Gaming Law Dr Thomas Goessl from the Bavarian Federal State Ministry of Internal Affairs (invited)</p> | <p>15.30 Update on the British scene following the enactment of the Gambling Act. What is the legal opinion on advertising rules in UK and how will the implementation of the regulations impact on new licences? Has there been any clarification on important matters such as tax, VAT and guidance on equipment location?</p> <p>Hilary Stewart Jones, Partner of Berwin Leighton Paisner, UK Panel: Paul Renney Partner of Addelshaw Goddard Law Firm UK. Claire Adams Partner of Mishcon de Reya UK. Hilary Stewart Jones, Partner of Berwin Leighton Paisner, UK</p> |
| 12.30 | <p>European Services Directive and exclusion of gambling services. Has the goal posts been changed and is the trend moving into the anti-Gambelli route? Is the window of opportunity for cross-border gambling closing fast?</p> <p>Thibault Verbiest, Founding Partner, ULYS, France & Belgium Evelyn Heffermehl, Associate, ULYS, France & Belgium Dr Wulf Hambach Partner of Hambach and Hambach and General Member of the International Masters of Gaming Law</p> | <p>16.20 Identifying and encouraging innovation in the Bingo sector. Bingo is fast becoming the rising star after the ascent of Poker. How do you attract and retain Bingo Players?</p> <p>Dr Rudolph King, Director, King Hotels, Munich</p> |
| 13.15 | Lunch | 16.45 Will the recent attempt towards Pan European tax harmonisation take root in 2006? Can European member states harmonise tax on VAT policies to achieve a pan – European gaming tax regime. How will this impinge on the industry and will the barriers towards harmonisation be dismantled in 2006? |
| 14.15 | <p>Increasing liberalisation make life difficult for state controlled operators. What are the advantages and disadvantages of privatising the gambling sector?</p> <p>Lars Porko, CEO-Founder of PAF, Finland</p> | <p>John Cassidy, Partner PKF (UK) Marcus Jungling PKF Pannell Kerr Forster GmbH Irit Herzenstein, Partner PKF (UK)</p> |
| 14.40 | <p>How can technology help in providing secure payment facilities? What type of payment methods is mostly acceptable in 2006? Where will technology go next and how will it affect</p> | <p>17.00 Closing Remarks</p> <p>George Mangion, Managing Director GMM & Associates.</p> |

Who should attend

Finance Directors
 CEO's
 Business Development Managers
 Marketing Directors
 Operations Managers
 Gambling & Licensing Lawyers

From

Remote and land-based gambling operation
 Supplier companies
 Games developers
 Mobile operators
 Software providers
 Technology solution providers
 Professional services providers



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MUNICH

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Fee

Conference Fee – The fee for the one day conference is € 650 per delegate and is inclusive of lunch, refreshments, conference material and all administration charges.

Special Discounts: Early Bird Discount – booking before 31st March 2006 will qualify for a reduced rate of € 550. Otherwise group bookings after this date will qualify for 20% discount at a rate of €520 per delegate.

Recommended Accommodation



King's Hotel Center
Marsstrasse 15, Munich,
Bavaria D-80335, Germany

Kings First Class Hotel
Dachauer Str. 13
Munich

www.kingshotels.com

Some information on Munich

Munich offers a wide range of seasonal events throughout the year. The bustling city is best known for its Oktoberfest and the magical architecture of Ludwig 11 castles. The world famous and unique World Cup event will start on 9 th June . Munich has always valued the arts: from old masters to expressionism - the various museums and galleries are a treasure for all art lovers.



Frauenkirche, the landmark church of Munich.

Venue

Hotel Bayerischer Hof
Promenadeplatz 2-6
80333 Munich
Germany
www.bayerischerhof.de



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Cancellation Policy: Cancellation must be received in writing one month prior to the conference and will be subject to a 20% administration charge unless a substitute delegate is nominated.

Accommodation: Accommodation is not included in the conference fee but special rates apply at : **KINGS HOTEL CENTRE** above.

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