



Moving Forward!



24 e 25 de fevereiro, 2025

Agenda_{v7}

ORGANIZED BY
CGS EVENTS

This agenda is dynamic. Topics and times may vary. Please visit our website to review the latest available version.

Agenda | February 24

08h00 – 08h45

Credential distribution, networking, and welcome coffee

09h00 – 09h15

SESSION 1 | WELCOME

Welcome and introduction by Luciana and Witoldo Hendrich, Super Hosts of CGS Rio 2025, with very special guests.

09h20 - 10h05

SESSION 2 | THE FUTURE OF CASINOS IN BRAZIL: INTEGRATED MODELS OF TOURISM, ECONOMY, AND SUSTAINABILITY

GENERAL OBJECTIVE

Analyze the feasibility and impact of opening casinos in Brazil, exploring successful international models that integrate tourism development, economic growth, and sustainability. This topic aims to lay the groundwork for an informed debate that considers the benefits and challenges of this initiative.

SUBTOPICS

1. The Current State of Casino Legalization in Brazil

- Overview of the current legal framework surrounding casinos.
- Government position, key stakeholders, and potential timelines for comprehensive regulation.
- Legal and social challenges associated with implementation.

2. Casinos as Drivers of Tourism Development

- International experiences: success stories from Las Vegas, Macau, and emerging destinations like Singapore and Japan.
- Strategies to position Brazil as a luxury tourism destination through the casino industry.

3. Operational Models for Casinos in Brazil

- Integrated resorts or standalone casinos? A comparison of operational models.
- Licensing schemes and requirements for operators.

4. Economic Impact and Job Creation

- Analysis of how casinos could drive local and national economic growth.
- Opportunities for direct and indirect employment in construction, operations, and related services.
- Revenue prospects for state and municipal governments.

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KEY DIFFERENTIATORS

- **Sustainable Focus:** Rather than focusing solely on economic development, sustainability will be included as a central pillar.
- **Exclusive Study:** Create unique content with updated data and detailed analysis of the potential impact.
- **Global Perspective:** Incorporate successful international experiences adapted to the Brazilian context.

EXPECTED OUTCOME

Attendees will understand the possibilities of integrating casinos as part of Brazil's economic development, exploring sustainable and socially responsible models. This will help establish a solid foundation for strategic decisions and future investments, positioning CGS Rio 2025 as an influential forum in the evolution of this industry in the country.

10h10 - 10h55

SESSION 3 | UPDATE AND CROSSROADS IN SPORTS BETTING REGULATION: IMPLICATIONS OF GEOLOCATION AND TERRITORIALITY

GENERAL OBJECTIVE

Provide a comprehensive overview of the current regulatory landscape and explore solutions that enable greater legal and operational certainty for sports betting operators.

SUBTOPICS

1. Territoriality and Geolocation

- Technical and legal challenges of accurately geolocating players.
- How to avoid territorial disputes between state and federal lotteries.

2. Legal Certainty and Compliance

- Technological solutions to ensure compliance with Brazilian laws.
- Successful international practices in betting regulation.

KEY DIFFERENTIATORS

- **Comprehensive Legal Approach:** In-depth discussion on the legal and regulatory aspects of the sector.
- **Technological Solutions:** Presentation of advanced geolocation and compliance technologies.

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11h00 - 11h25

EXPECTED OUTCOME

Participants will gain a comprehensive understanding of the legal and operational implications of the sports betting market in Brazil, with a focus on legal certainty and innovative solutions.

Coffee Break & Networking

11h30 - 12h00

SESSION 4 | TECHNOLOGY AND INNOVATIONS IN GAMING FOR THE 21ST CENTURY

GENERAL OBJECTIVE

Demonstrate how the adoption of advanced technologies and alignment with international standards are crucial for maintaining the credibility and growth of the sports betting market.

SUBTOPICS

1. International Digital Gaming Standards

- Best practices adopted by Loterj.
- Technological advancements in security and compliance.

2. Geolocation and Territorial Control

- Technologies to ensure the precise location of players.
- Prevention of unauthorized access.

KEY DIFFERENTIATORS

- **Technological Innovation:** Presentation of advanced control and security solutions.
- **International Compliance:** Alignment with global standards to ensure the credibility of the sector.

EXPECTED OUTCOME

Participants will understand how control and geolocation technologies can enhance the security and compliance of betting operations, ensuring the sustainable growth of the market.

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12h05 - 12h40

SESSION 5 | KEYNOTE | THE BEST IN SPORTS: HOW TO COMPETE WITH THE BIGGEST BETTING HOUSES | LED BY AMRAM VITA, FIRST SPORTSBOOK

12h45 - 13h30

SESSION 6 | INTEGRITY POLICIES AND OPERATIONAL RESPONSIBILITY

GENERAL OBJECTIVE

Explore best practices in integrity procedures, such as KYC and facial recognition, to ensure safe and responsible operations.

SUBTOPICS

1. KYC Procedures and Facial Recognition

- How these technologies ensure player security.
- Market practices adopted by major operators.

2. Technological Innovations

- Solutions to mitigate operational risks.
- Emerging technologies in the betting sector.

KEY DIFFERENTIATORS

- **Advanced Security:** Focus on cutting-edge solutions for operational integrity.
- **Social Responsibility:** Commitment to responsible practices to protect players.

EXPECTED OUTCOME

Participants will leave equipped with practical knowledge on how to implement effective integrity policies, ensuring responsibility and security in betting operations.

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13h40 - 15h10

Executive Lunch

15h20 - 15h55

SESSION 7 | KEYNOTE | REGULATED GAMES: COMPETING FOR THE BETTOR'S POCKET SHARE | LED BY IURI CASTRO

16h00 - 17h35

SESSION 8 | CHAT & WINE | BRAZIL AFTER REGULATION SPONSORED BY PAY4FUN

DESCRIPCIÓN

In this exclusive "Chat & Wine" panel, leaders from the iGaming industry and regulatory experts will gather in an interactive and relaxed format to discuss the future of the Brazilian market following the implementation (or lack thereof) of regulation. The session will explore what has changed in the sector since the early regulatory discussions, which elements remain unchanged, and, most importantly, which adjustments are still necessary to create a sustainable, competitive, and safe regulated environment. All of this will be complemented by a wine tasting session designed to foster high-level networking among attendees.

The discussion will be enriched by perspectives from both operators and regulatory authorities, as well as technology companies, who will share their experiences and projections for the future of the Brazilian market.

GENERAL OBJECTIVE

- **Analyze the Impact of Regulation on iGaming in Brazil**

Understand the progress made, the challenges faced, and the areas that still require adjustments to create an efficient and responsible market.

- **Identify Opportunities for Improvement in the Regulatory Framework**

Discuss concrete proposals to enhance regulatory policies and strengthen collaboration between operators, state lotteries, and authorities.

- **Foster Open Dialogue and the Creation of Strategic Alliances**

Provide a platform for key industry players to share ideas and strengthen collaborative networks, taking advantage of the relaxed format of the event.

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KEY DIFFERENTIATORS

- **Interactive and Exclusive Format:** A relaxed environment, accompanied by a wine tasting, promoting open and sincere dialogue between panelists and attendees.
- **Diverse Perspectives:** Participation of key players in Brazil's iGaming ecosystem, including operators, lotteries, regulators, and technology experts.
- **Contextualized Analysis:** The panel will adapt to the current state of regulation at the time of the event, ensuring that the discussions are relevant and up-to-date.
- **High-Level Networking:** The combination of debate, idea exchange, and wine tasting creates the perfect environment for networking among industry leaders.

EXPECTED OUTCOME

By the end of the panel, attendees are expected to:

- Have a clear understanding of the recent changes in Brazil's iGaming market.
- Identify regulatory aspects that still need adjustments and possible solutions to achieve a more efficient regulated environment.
- Have expanded their network of strategic contacts, establishing valuable connections for future business and collaborations.
- Take away new ideas on how to operate responsibly and sustainably in a constantly evolving market.

18h00 - 20h00

CLOSING COCKTAIL

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08h30 – 09h10

Networking and Welcome Coffee

09h15 – 10h05

SESSION 9 | THE FUTURE OF STATE AND MUNICIPAL LOTTERIES

GENERAL OBJECTIVE

Analyze the future of state lotteries in Brazil, focusing on growth opportunities and regulation.

SUBTOPICS

1. Current Scenario of State Lotteries

- Regulation and operational challenges.

2. Growth Opportunities

- New markets and innovative products.

KEY DIFFERENTIATORS

- **Regional Focus:** Detailed analysis of the regional specificities of lotteries.

EXPECTED OUTCOME

Participants will gain an understanding of the growth prospects of state lotteries and investment opportunities in the sector.

10h10 - 10h35

SESSION 10 | KEYNOTE | ADJUSTMENTS AND TAX DEVIATIONS IN THE NEW FIXED-QUOTA BETTING REGULATION: AN ESSENTIAL OVERVIEW | LED BY LUIZ FELIPE MAIA

10h40 - 11h05

Coffee Break & Networking

11h10 - 11h45

SESSION 11 | KEYNOTE | THE SCIENCE OF SPORTS BETTING: HOW PSYCHOLOGY AND SCIENCE-BASED DATA DRIVE SPORTS BETTING | LED BY TOM LIGHT

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11h45 - 13h00

SESSION 12 | RESPONSIBLE GAMBLING PRACTICES AND ANTI-MONEY LAUNDERING PREVENTION.

GENERAL OBJECTIVE

Address effective responsible gambling practices and anti-money laundering prevention, ensuring the integrity of the sector.

SUBTOPICS

1. Responsible Gambling Practices

- Policies to protect vulnerable players.

2. Anti-Money Laundering Prevention

- Technologies and compliance solutions.

KEY DIFFERENTIATORS

- **Commitment to Integrity:** Focus on responsible and secure practices.

EXPECTED OUTCOME

Participants will have access to practical tools and effective solutions for implementing responsible gambling policies and anti-money laundering prevention.

13h05 - 13h40

SESSION 13 | CUSTOMER ACQUISITION, INFLUENCERS, AND AFFILIATES: THE KEYS TO IGAMING SUCCESS

GENERAL OBJECTIVE

Explore innovative and effective strategies for customer acquisition in the iGaming industry, leveraging the potential of strategic partnerships, affiliate marketing, and the impact of influencers. The goal is to provide attendees with a clear understanding of how these tools can maximize reach, conversion, and customer retention in a highly competitive market.

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SUBTOPICS

1. Trends in Customer Acquisition in iGaming

- Traditional methods vs. new digital approaches.
- Customized strategies based on market and customer segment.
- Customer retention as a key part of success.

2. The Role of Influencers in iGaming

- How to select the right influencer based on the audience.
- Strategies to measure the ROI of influencer campaigns.
- Success stories: How influencers have driven the growth of iGaming brands.

3. Affiliate Marketing: Evolution and Best Practices

- Key affiliate models used in the industry.
- How to build an effective and transparent affiliate program.
- The importance of technology in tracking and paying affiliates.

4. Regulatory Compliance and Responsibility in Customer Acquisition

- Local and international regulations impacting acquisition strategies.
- Responsible practices in promoting iGaming to protect vulnerable users.

KEY DIFFERENTIATORS

- **High-Level Panelists:** Renowned experts in affiliate marketing, influencers, and customer acquisition from the most influential companies in the iGaming sector.
- **Focus on Practical and Real Cases:** Real-life experiences and success stories of campaigns that achieved significant results will be shared.
- **360° Perspective:** The panel will provide a comprehensive view encompassing both digital strategy and regulatory compliance, ensuring that recommendations are applicable and responsible.
- **Audience Interactivity:** A dedicated Q&A session will allow attendees to engage directly with panelists and delve deeper into their concerns.

14h30 - 15h30

Executive Lunch and Event Closure



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