

Responsible Gaming Day: Integrity and Sport

European Parliament Tuesday, 17 February 2009

Speakers

Norbert Teufelberger Chairman of EGBA, co-Chief Executive Officer, bwin

Norbert Teufelberger was born in 1965 and graduated from Vienna University of Economics with a degree in social science and economics. His work experience in the international casino industry goes back to 1989, when he joined Casinos Austria AG, Vienna, as assistant to the head of the Foreign Business Division. In 1992 he was appointed head of the International Finance and Controlling Department. At the end of 1992, after working for two months as a consultant to the Novomatic Group, Gumpoldskirchen, he founded Century Casinos, Inc., Cripple Creek, Colorado, together with former colleagues, serving as the company's sole finance director and a member of the board until September 1999. The company was listed on NASDAQ in 1996. On 19 January 2000, he was appointed to the Management Board of bwin Interactive Entertainment AG with responsibility for finance and investor relations. In June 2001 he was appointed Co-CEO and also assumed responsibility for the operational business and all gaming activities.



Petter Nylander Chief Executive Officer, Unibet

BSc (Econ) from Stockholm University, Sweden. Mr. Nylander joined the Unibet Group in 2005. Prior to that date, Mr. Nylander was CEO and Managing Partner of OMD Sweden AB, which is part of the international Omnicom Group. From 1994 to 2003 he held various senior positions within Swedish-listed Modern Times Group MTG AB. These included CEO TV3 Sweden, CEO TV3 Scandinavia and VP Global Broadcasting. Member of the Board of Cherryföretagen during 2001-2003 and Ogame e-solutions during 2004-2005.



Leon Thomas Head of Regulatory Compliance, PartyGaming

Leon Thomas is the Head of Regulatory Compliance at PartyGaming Plc. In this role, he has overall responsibility for overseeing PartyGaming's regulatory compliance, responsible gaming, age verification and counter money laundering initiatives. He has experience of formulating compliance and player protection policies and liaising with regulators, counselling groups and academics on the subject of responsible gaming. He Chairs the Responsible Gaming and Compliance Committee of the EGBA, and Chairs Gibraltar Betting and Gaming Association Sub-Committee's on Compliance. He is a member of the Social Responsibility Forum at the RGA and other industry responsible gaming forums



Christofer Fjellner Member of the European Parliament, EPP-ED, Sweden

Christofer Fjellner is Member of the European Parliament. He is Member of the Committee of International Trade, Member of the Committee of Budget Control, Supplementary Member of the Committee of Environment and Public Health, Member of the Parliamentary Delegation to Belarus and Supplementary Member of the Parliamentary Delegation to Iran.

He is also Member of the executive board of Moderaterna (the Swedish conservatives) and Vice-President of Look Closer AB (a business intelligence company that he co-founded in 2000). From 2002 to 2004, Mr. Fjellner was President of Moderata Ungdomsförbundet (the Swedish Young Conservatives) and of Nordisk Ungkonservativ Union (the Nordic Young Conservatives). He was also Member of the regional parliament of Uppsala län, and of the city council of Enköping (1998-2002). Mr. Fjellner studied political science and public finance at the University of Uppsala and the University of Lund.



Toine Manders Member of the European Parliament, ALDE, Netherlands

Toine Manders is Member of the European Parliament since 1999. He is the ALDE coordinator of the Internal Market and Consumer Protection Committee. He is also Substitute Member of the Industry, Energy and Research Committee, Member of the Delegation for relations with the People's Republic of China and Substitute Member of the Delegation to the ACP-EU Joint Parliamentary Assembly.

He previously worked as a lawyer, specialised in personal injury and intellectual property and as industrial designer / entrepreneur.



Mr. Manders used to be member of the North Brabant Provincial Council, Member of the Municipal Council of Asten in The Netherlands and lecturer in visual arts. He published several publications in leading Dutch and international newspapers and magazines on European integration, law and economics.

Christopher Heaton-Harris Member of the European Parliament, EPP-ED, UK



Christopher Heaton-Harris was first elected to the European Parliament in 1999 representing the Conservative Party in the East Midlands. He is currently Conservative Spokesman on Culture, Media and Sport in Europe. He also works on the Internal Market Committee and Budgetary Control Committee. Christopher Heaton-Harris is probably best known within the Parliament for his work on the Budgetary Control Committee where he has consistently led the fight against fraud and misuse of taxpayers' money.

Within the Parliament he is also President of the "Sports Intergroup" and a former Chairman of "Friends of Football" sponsored by UEFA, which are both cross party groups of MEPs who are interested in sporting issues. Mr. Heaton-Harris works extensively with groups from across all sports, and is particularly keen on helping disability sports organisations such as Special Olympics and Paralympics.

He was a Parliamentary Candidate in Leicester South in 1997 and again in the by-election in 2004, and is currently Parliamentary Spokesman for the constituency of Daventry. He is working on many local issues in the East Midlands at the moment. Before becoming an MEP, Mr. Heaton-Harris worked in the family wholesale fruit and vegetable business in New Covent Garden, eventually become the Managing Director.

Lennart Ehlinger Group Compliance & Security Officer, Unibet



Having joined the company in its infancy in 1999, Lennart Ehlinger was involved in the various aspects of the business including the complete setting up of a specialized Fraud & Security Department focusing on financial fraud detection, onwards eventually concentrating on legal & regulatory compliance and the development of organisation-wide internal control systems. Lennart also immensely enjoys his side role as the political odds compiler for Unibet. He has been on several occasions invited to participate in mainly Swedish TV shows to give his views and opinions on the political landscape. With a keen interest in gambling himself, Lennart has followed with enthusiasm the growth of Unibet and the general e-gaming industry over the past decade. He started his career back in his native Sweden in casinos as a croupier; followed by a take-on as a horse racing journalist for established trotting magazines and regional newspapers. This background has enabled him to gain a broad experience of the gambling industry in several areas and jurisdictions

Howard J. Shaffer Ph.D. Associate Professor, Harvard Medical School; Director, Division on Addictions, the Cambridge Health Alliance, a Harvard Medical School Teaching Affiliate



Currently, Dr. Shaffer is an Associate Professor at Harvard Medical School; in addition, he is the Director of the Division on Addictions at the Cambridge Health Alliance, a teaching affiliate of Harvard Medical School. He has served as principal or co-principal investigator on a variety of government, state, non-profit/foundation, and corporate sponsored research projects. Currently, he focuses his efforts on the clinical, research, and educational activities associated with the Institute for Research on Pathological Gambling and Related Disorders, Internet Gambling, and his ongoing federally funded research on the psychiatric co-morbidity among multiple DUI offenders.

Dr. Shaffer is the outgoing editor of the Psychology of Addictive Behaviors, the past editor of The Journal of Gambling Studies, and the past associate editor of The Journal of Substance Abuse Treatment. Dr. Shaffer also is an active member of numerous editorial review boards.

Dr. Shaffer's major research interests include, the social perception of addiction and disease, the philosophy of science, impulse control regulation and compulsive behaviors, addiction treatment outcomes, psychiatric multimorbidity, homelessness and addiction, and the natural history of addictive behaviors. Dr. Shaffer has written extensively about the treatment of addictive behaviors and the nature of addiction, including more than 250 original research articles, chapters, and conceptual reviews. He also has published more than 120 newspaper articles, and 10 books or monographs. His research, writing, and teaching have shaped how the health care field conceptualizes and treats the full range of addictive behaviors.

Dr. Shaffer's has many diverse interests: his interest in photography, art and photojournalism spans decades. Dr. Shaffer now seeks to have a broader and more emotional impact on mental health issues in general and the addictions in particular by integrating his knowledge as a clinician, scientist, and scholar with his skills as a photographer and photojournalist. You can visit and view this project at www.expressionsofaddiction.com.

Carsten Koerl, Chief Executive Officer, Sportradar AG

Mr. Carsten Koerl has for more than 15 years been involved in leading positions for software projects related to the gambling industry. He is the founder of betandwin.com (now bwin.com Interactive Entertainment AG) and resigned there from the management board middle of 2001. After that he developed together with the other key players the brand name and services of Betradar.com. In February 2007 Carsten was leading in establishing the media brand Scoreradar.com. Furthermore he is founder of Sportradar AG.

Mr. Carsten Koerl holds a master degree in Electronic and Microprocessor Engineering of the University for Applied Sciences in Konstanz (Germany)



David Forrest Professor of Economics, Centre for the Study of Gambling, University of Salford

David Forrest trained as an economist at the University of Western Ontario and taught at a number of Canadian and UK universities prior to moving to his current base, the University of Salford. There he is Professor of Economics and a member of the Centre for the Study of Gambling. He is also active as Honorary Professor in the Macao Polytechnic Institute. For the last ten years, Professor Forrest has focussed his research in two fields, the economics of sport and the economics of gambling. In each of these, he is a regular publisher in major academic journals and a frequent commentator in the media. He has worked for a number of government agencies on gambling issues, particularly related to the Lottery, and is currently leading the analysis of the UK's National Children's Gambling Prevalence Survey. In one of several current research projects, he is investigating the happiness of gamblers.



Robert Dias Certified Anti Money Laundering Specialist – IIGC

Robert Dias has worked in IT for many years and now works in compliance.

He has worked in Internet gambling since 2001 and managed regulation of Internet gambling for a number of years.

He also set up IT regulation for Internet gambling for a Central American state.

He is a Certified Anti-Money Laundering Specialist, being a member of the Association of Certified Anti-Money Laundering Specialists (ACAMS) and the Institute of Money Laundering Prevention Officers (IMLPO).

He carries out AML consultancy and audits especially for remote gambling organisations.

He has spoken at numerous conferences on AML topics such as Customer Due Diligence (especially for non face to face situations).



Brian Pomeroy Chairman, UK Gambling Commission

Brian Pomeroy is an economist and chartered accountant who spent his career with Touche Ross Management Consultants (now Deloitte Consulting), becoming the Managing Director and then Senior Partner of the firm. Brian is a former Chair of the National Lottery Commission, and is currently Chairman of the Payments Council and the Financial Inclusion Task Force. He is a member of the Financial Reporting Review Panel and the Audit Commission; Director and Deputy Chairman of QBE Insurance Europe Ltd; a Trustee of the Money Advice Trust; a Board Member of The Social Market Foundation and Chair of The Photographers' Gallery.



Wolfgang Feldner Head of Strategy, Early Warning System, FIFA

Since July 2007, Wolfgang Feldner is working for the Early Warning System GmbH in Zurich. Previously, he used to be Head of Marketing and Sports Betting for the State Lottery in Munich (1998-2007). From 1988 to 1997, he was Publicity Manager for the State Lottery in Munich.



Michael Levi Ph.D., D.Sc. (Econ.), Professor of Criminology, Cardiff University

Dr. Michael Levi has degrees from Oxford, Cambridge, Southampton and Cardiff Universities and has been Professor of Criminology at Cardiff University since 1991. He has been conducting international research on the control of white-collar and organised crime, corruption and money laundering/ financing of terrorism since 1972, and has published widely on these subjects as well as editing major journals, including *Criminology and Criminal Justice*, the official journal of the British Society of Criminology. He was granted a D.Sc. (Econ.) from Cardiff University (2007) and elected to the Academy of Social Sciences (2006). In 2007, he was awarded a 3-year Professorial Fellowship by the UK Economic and Social Research Council to develop research on transnational economic and organised crime and on responses to it. Public roles over the past decade include membership of the UK Cabinet Office PIU steering group on proceeds of crime; European Commission sub-groups on money-laundering and on asset confiscation; Scientific Expert on Organised Crime to the Council of Europe; and Parliamentary Specialist Adviser to a House of Commons review of policing and anti-social behaviour in Wales.



Since 2005, his research has included (a) fraud sentencing for the UK Fraud Review; (b) economic crime in Europe for the Council of Europe, (c) money-laundering typologies for the ASEM countries and for the Council of Europe, (d) the nature, extent & cost of fraud in the UK for the Association of Chief Police Officers, (e) enhanced proceeds of crime recovery possibilities for the UK Prime Minister's Strategy Unit, (f) the Scale and Impact of Financial Crime, for the UK Financial Services Authority, and (g) the analysis of insurance and other fraud networks.

Khalid Ali

Secretary General, European Sports Security Association (ESSA)

Khalid Ali has been Secretary General of the European Sports Security Association (ESSA) since October 2008. Prior to working with ESSA, Khalid was an Account Director with Weber Shandwick where he spent almost seven years working with European Institutions and international organisations. He began his initiation into EU affairs via an internship as a researcher to a UK MEP. Khalid holds a Masters degree in European Law from the University of Aberdeen.



Michal Krejza

Head of Unit Sport, European Commission

Michal Krejza is Czech but grew up in the Netherlands. He was trained as a lawyer, with a Master's from Leiden and a PhD. about the enlargement process of the European Union from Prague. He held a variety of positions in the European Commission's Directorates-General for Enlargement and External Relations between 1992 and 2006. He became Head of the Commission's Sport Unit in 2006 in order to prepare and implement the White Paper on Sport.



Paul Scotney

Director of Integrity Services & Licensing, British Horseracing Authority

Paul Scotney is the Director of Integrity Services & Licensing for the British Horseracing Authority (BHA) and has held this post since 2003. Prior to his appointment he was a police officer in the Metropolitan Police for 27 years working his way up to the rank of Detective Chief Superintendent.

As the Director of Integrity Services & Licensing, Paul is responsible for a department of 40 staff whose primary function is to protect the integrity of British Horseracing by investigating and deterring malpractice or corruption within the sport. In recent years Paul has provided advice and guidance to a number of other sports on how to tackle betting related corruption as well as speaking extensively on the subject.



Nicolas Béraud

Chief Executive Officer, BetClick.com

Nicolas Beraud is founder and CEO of BetClick.com, one of the fastest growing online sports betting and gaming sites in Europe. Launched only in 2005, it has more than one million members in 12 countries, employs 200 people and is endorsed by well known football personalities such as Deco and Marcel Desailly.

A computer science graduate from Bordeaux higher university, he was an early adopter of the web running an email bookmakers among students at university as far back as 1991 and previously founded and ran Sport4Fun.com one of the most popular online sports web site in France.



David Henwood

Director, H2 Sport

David Henwood is the Co-Founder of the H2 Leisure Group, and the Director of its newly established subsidiary, H2 Sport. He was previously the Director at Sportsbusiness, where he led the independent study undertaken for the EGBA last autumn into the contribution made by the gambling industry to the funding of sport across key EU Member States. One of the UK's leading commercial sports analysts and a Council Member for the Gerson Lehrman Group, David has nearly 20 years' senior experience in the business of sport – especially market trends/sport popularity; federations and professional clubs' financing/business models; sponsorships and rights deals. His former roles in professional sport include Premiership Club Rugby; England Cricket; GB Basketball; GB and Ireland Golf; Premiership Football and most recently, in Formula 1. David is also heavily involved in Olympic sport in the UK, where he has worked as a Consultant to the Olympic Delivery Authority; the British Olympic Association; and Team GB governing bodies on route to London 2012. He has also worked in the Middle East, preparing the Beijing 2008 strategy for the Oman Olympic Committee. David and his team at H2 Sport currently provide expert, macro level commercial advice for investors and analysts across all aspects of the UK sport market.



Philippe Vlaemminck Managing Partner, Vlaemminck & Partners

Philippe Vlaemminck is the managing partner of Vlaemminck & Partners. He is a member of both the European & Trade Practice group and the International Business Practice group. He has considerable litigation experience in the EU and EFTA courts and was among the very first private lawyers who were allowed to appear in a WTO dispute settlement hearing at the Appellate Body.

He is deeply involved in EU regulatory issues (especially related to the EU internal Market, Information Society, Taxation & Customs law, Agriculture...) and trade related disputes between the EU and China (he successfully defended the European Footwear Industry in two anti dumping complaints against imports from China).

He represents individual corporations as well as European industry associations, and several EU governments in EU regulatory affairs before the EU Institutions including the European Commission and the European Parliament as well as in litigation before the European Court of First Instance and the European Court of Justice, and has also worked together with the US authorities, in particular USTR on trade matters.



Véron Mosengo-Omba Legal Counsel, UEFA Disciplinary Service

Mr. Mosengo-Omba is a qualified lawyer from the University of Fribourg (Fribourg Switzerland). From 1996 to 1998, he worked as a scientist collaborator at the International Centre for Sports Studies of Neuchâtel, Switzerland. In 1999 he became Head of the Disciplinary Department of FIFA (Zurich, Switzerland) where he drafted a FIFA Disciplinary Code and participated in several conferences in relation with disciplinary issue in football. Since 2005 he is working as a Legal Counsel at UEFA Disciplinary Service.



José Ángel Sánchez Chief Executive Officer, Real Madrid

José Ángel Sánchez is Director General of the Real Madrid Football Club, a position he holds since June 2006 after having worked as Marketing Managing Director of the Real Madrid for six years. Previously, Mr Sánchez worked for SEGA, a video games company, where he used to be Sales Director and Managing Director for the South of Europe (1995-2000). He started his career as National Sales Manager at COMMODORE (1987-1992).



Patricia Kelly Independent Moderator

With extensive international experience of print and broadcast news gathering, production and management, Patricia Kelly was CNN's bureau chief in Brussels and a senior international correspondent for 12 years, responsible for establishing the CNN network brand and presence in the Benelux, Scandinavia and Switzerland. One of the pioneers of 24-hour television reporting and as the network's primary correspondent for Europe, she led news teams to war zones in Slovenia, Croatia, Bosnia and Kosovo and peace talks in Serbia and Geneva. A British citizen with a background in newspapers and more recent experience in communications and media relations she is in demand as an event host, conference moderator and media trainer in television, radio and newspaper interview and appearance techniques. Kelly played a major role in CNN's award-winning coverage of the Gulf War, the collapse of the Berlin Wall and German reunification, the break-down of former Yugoslavia and the enlargement of the EU and Nato. She initiated CNN coverage of the World Economic Forum in Davos and initiated and developed CNN coverage of the international war crimes tribunal in The Hague.

Kelly planned and implemented all aspects of CNN's round-the-clock coverage of 1999's Nato air strikes as well as reporting live from Nato HQ on a daily basis throughout the conflict. She continues to report, produce and present; her broadcast clients include BBC radio and television, Sky TV, Channel 4, PBS, Aljazeera English, ITN and FR24 and she writes for a variety of newspapers and magazines. She has developed an increasingly popular media training course and developed and implemented a major crisis simulation and role play exercise for senior executives in the food safety industry. Kelly has also lectured in media relations and crisis management in command and control warfare at Nato training establishments in Norway, Germany, Belgium and Italy since 1990.



Simon Holliday Director, H2 Gambling Capital

Simon Holliday is a Director at H2 Gambling Capital, which he established during September 2008. H2 Gambling Capital is the UK based leading supplier of data regarding the global gambling (betting, gaming and lotteries) industry. H2's data and forecasts have become the industry standard. Mr. Holliday and his team collect and analyse the data for both online and land-based gambling markets, produce forecasts and write material both for the company's publications and on a bespoke basis for clients. During the past 8 years Mr. Holliday has supplied information or worked with over 400 organisations operating in, supplying to or analysing the gambling industry. Mr. Holliday is a regular speaker at major international industry conferences and regularly visits major gambling markets on fact finding trips. He has worked as a consultant in the due diligence and investor education process in many of the industry's major financial transactions during the past 7 years. Previously, Mr. Holliday was a Partner at GBGC which he co-founded in 1999. Prior to this time Mr. Holliday held consulting roles in the broader leisure industry. He is now working with David Henwood to develop the H2 model in other sectors including sport and computer games.

