



曾繁榮（中國北京）

彩通（北京）諮詢有限公司創始人

Zeng Fanrong

Founder of Caitong (Beijing) Consulting Co., Ltd

演講主題 Theme :

新時期彩票遊戲創新的市場驅動力

Market Driver of Lottery Games Innovation in New Age

彩通（北京）諮詢有限公司創始人，首屆中國彩票行業智庫暨彩票專業智庫專家委員。2001 年開始從事彩票相關工作，任 500 彩票網首任運營經理，首創互聯網彩票合買概念，是互聯網彩票合買的首創者和推動者。此後，先後任職於福彩、體彩官方資訊平臺。具有多年彩票從業經歷，對彩票行業有深入研究，長期專注於彩票政策理論、彩票遊戲、宣傳行銷、彩票產業及互聯網彩票等領域研究。

Fanrong ZENG, founder of Caitong (Beijing) Consulting Co., Ltd. and expert committee member of The First Industrial and Specialized Think Tank of China's Lottery, has been working in lottery related work since 2001 to present. Mr. ZENG worked as the first operation manager of 500.com and initiated the concept of cooperation to buy lottery online, becoming the creator and promoter of the concept. Later, Mr. ZENG successively worked at official information release platform of China Welfare Lottery and China Sports Lottery.

Having been working in lottery industry for years, Mr. ZENG has in-depth study of lottery, such as lottery policy theory, games, lottery advertising and marketing, lottery industry, internet lottery etc.