

G2E Asia 2019 Conference

Defining What's Shaping the Future of the Global Gaming-Entertainment Industry

Tuesday, May 21, 2019		
Asian Markets Perspectives: Opportunities and Threats		
Time	Topics	Speakers
09:30 – 10:15	Keynote Address China's Greater Bay Area: Opportunities and Challenges for Macau and for our Key Industry	Daisy Ho Chairman and Executive Director, SJM Holdings Limited Chairman of the Board of Directors, Sociedade de Jogos de Macau, S.A.
10:30 – 11:00	Opening Ceremony	
12:30 – 13:30	Networking Luncheon	
13:30 – 14:15	Regional Roundup of Asia Markets and Financial Outlook	Grant Govertsen Managing Director, Union Gaming
14:15 – 15:00	Emerging Markets Roundtable	Moderator: <ul style="list-style-type: none"> • Grant Govertsen, Managing Director, Union Gaming Panelists <ul style="list-style-type: none"> • Eric Landheer, Executive Director of Summit Ascent • Sheldon Trainor, Executive Director of Macau Legend Development • Tim McNally, Chairman of NagaCorp
15:00 – 15:30	Tea Break	
15:30 – 16:15	Spotlight on Japan: Japan Gaming Outlook One year after the central government passed the IR Implementation Bill, stakeholders are now maneuvering themselves in preparation for the Japanese IR and gaming industry. This session will feature various perspectives on the current landscape and cover topics such as the viability of regional locations, gambling addiction countermeasures, and future business opportunities. The panel will delve into questions of interest: What is the latest on the updated government orders and the formation of the Casino Control Board? Does a regional IR make sense in Japan? Will the current gambling addiction countermeasures be sufficient? What are current gaming industry suppliers doing to	Moderator: <ul style="list-style-type: none"> • Joji Kokuryo, Managing Director, Bay City Ventures, Ltd. Panelists <ul style="list-style-type: none"> • Akira Kurita, IR Specialist Hakuodo • Mitsuaki Kiriya, Vice President SOLAIRE RESORT & CASINO, Bloomberry Resorts Japan, Inc. • Koji Ishikawa, Office Managing Partner, Greenberg Traurig Tokyo Law Offices • Yugo Kinoshita, CSO/CFO, Aruze Gaming Group

	be ready? What can we expect to see on the casino floors?	
16:15 – 17:00	<p>Spotlight on Japan: Economic Impacts to Other Asian Markets</p> <p>As Japan progresses towards the launch of its integrated resort industry, the impact to other gaming and tourism markets throughout Asia remains to be seen. This session will focus on several gaming jurisdictions throughout Asia including Korea, the Philippines and Macau. The panel will review potential impacts to the markets with regards to gaming revenues, as well as in-bound tourism. It will showcase the expected risks these jurisdictions face, as well as opportunities, with the launch of integrated resorts within Japan.</p>	<p>Moderator:</p> <ul style="list-style-type: none"> • Chris Wieners, Managing Partner, Hogo International <p>Panelists:</p> <ul style="list-style-type: none"> • Ayako Nakayama, Representative Director, Japan IR Association • David Bonnet, Managing Partner at Delta State Holdings Ltd. • Masahiro Terada, Integrated Resort Team Leader/Senior Manager, PWC Japan • Niall Sean Murray, Founder and Chairman, Murray International Group

Wednesday, May 22, 2019

From Gaming to Beyond Gaming

Time	Topics	Speakers
09:30 – 10:15	In Focus: Behaviors of Chinese Tourists and Future Trend	G. Bin Zhao , Senior Economist, PwC China
10:15 – 11:00	In Focus: Meeting Chinese Tourists' Expectations	<p>Moderator: Anthony Lawrence Macau Inc., Managing Director</p> <p>Panelists:</p> <ul style="list-style-type: none"> • Janet McNab, Managing Director, Sheraton Macao Hotel, Cotai Central and The St Regis • Ruth Boston, Senior Vice President, Marketing and Brand Management at Sands Resorts Macao
11:00 – 11:30	Tea Break	
11:30 – 12:15	<p>Making the Integrated Resort Smart</p> <p>Today, technology such as AI, ML, AR and VR, facial recognition, IoT, neuromarketing, voice search, and wearables are radically altering the customer experience landscape. Utilizing the five types of analytics and the five types of AI—sound, time series, text, image, and video—a smart casino can automate its processes, reduce labor needs, as well as personalize its patron marketing. A smart and IoT-connected casino can optimize its operations;</p>	Andrew President , President, Intelligencia Limited

	connected devices can help with inventory optimization, supply chain management, labor management, and programmatic advertising. Pearson shows casino operators how to develop a unified analytics platform that will produce award-winning customer experiences and healthy ROIs.	
12:15 – 13:00	Elevating Total Customer Experience	
13:00 – 14:00	Networking Luncheon	
14:00 – 14:15	Afternoon Keynote	
14:15 - 15:00	<p>Government Strategy and Direction for Macau Tourism Development</p> <p>With the Macao SAR Government’s direction in developing Macao towards the “World Centre of Tourism and Leisure”, the Macao Government Tourism Office will forge ahead to enhance Macao as a “Creative City of Gastronomy”, encourage the development of “Smart Tourism”, continue to optimize the tourism environment, promote the diversification of tourism products, actively participate in the works of the “Belt and Road” Initiative and the Guangdong-Hong Kong-Macao Greater Bay Area, implement the action plans of the “Macao Tourism Development Master Plan”, in order to promote the sustainable development of Macao's tourism industry.</p>	<p>Maria Helena de Senna Fernandes, Director, Macao Government Tourism Office</p>
15:00 – 15:30	<p>Macau’s License Renewal The future of Macau’s casino licenses – disruption, risk and opportunity.</p> <p>It has been 20 years on since the Macau Handover, and the re-tendering offers a decisive moment and rare window of opportunity in Macau’s casino-tourism trajectory, and to position Macau and The Cotai Strip uniquely within the Greater Bay Area. The issue will be on how to continue with Macau moving forward towards diversification, a leading leisure and entertainment city that is clearly centered around measurable KPIs. Reflecting on Macau’s past 20 years, Professor McCartney will share what is important to consolidate the interests and future development of Macau.</p>	<p>Professor Glenn James McCartney, Associate Professor in International Integrated Resort Management, University of Macau</p>
15:30 – 16:00	Tea Break	
16:00 – 16:45	<p>IR Content Design & Lifestyle Marketing Trends</p> <p>This panel will focus on the growing attraction of non-gaming lifestyle amenities and their contribution to the</p>	<p>Moderator:</p> <ul style="list-style-type: none"> Michael Zhu, SVP of International Operations Planning & Analysis, The Innovation Group

	<p>success of today's Integrated Resorts, while exploring insights into the latest IR design concepts, plans, and trends. Key questions to be asked and discussed include: how could overall construction enhance an IR's customer attraction with interaction between gaming and non-gaming facilities? And how can non-gaming amenities integrate the local cultural, natural, and social elements to create a unique experience for visitors? Lastly, the panel will look at best practices for establishing the most appropriate set of IR components based upon fundamental demographics and economics in new gaming markets and jurisdictions.</p>	<p>Panelists:</p> <ul style="list-style-type: none"> • Joshua Chan, VP of International Development, Caesars Entertainment Asia • Paul Heretakis, Managing Director, Westar Architects International • Ping Ku, Vice President , Friedmutter Group
16:45 – 17:30	<p>IR Content Design & Next-Generation Game Design This panel will explore myriad themes in Next-Generation Game content and design from tech trends and the convergence of gaming innovation & development to issues surrounding game adoption, gamification and monetization. Questions of interest will include, what will future gaming look like? Player behavior, what works and what doesn't? And how can one balance new generations' traits and loyalty?</p>	<p>Moderator:</p> <ul style="list-style-type: none"> • Shaun McCamley, Partner Head Asia Operations, Global Market Advisors LLC <p>Panelists:</p> <ul style="list-style-type: none"> • Clinton Long, Asia Sales Director, SG Gaming • David Bollesen, VP, Games Studios AsiaPac, Intelligencia Limited • Tim Liang, Head of Business Development, Jumbo Technology • Lloyd Robson, Director , Aristocrat (Macau) Pty Ltd.

Thursday, May 23, 2019

Leveraging Gaming Innovation and Technology

Time	Topics	Speakers
09:30 – 10:00	<p>Keynote Address Shaping the Future of Sports Betting Can Asia create its own "Paspas moment" or momentum by regulating sports betting across the region? This movement to regulation is occurring in the US, Latin America and Africa and has created a healthy market across Europe. It's well known that sports betting in Asia is far larger than anywhere else in the world. It's a popular activity, but currently unregulated in most Asian countries. But as the countries that have regulated sports betting have not been successful, what is the best approach?</p>	<p>John English, Partner, Managing Director of Sports Betting & Technology, Global Market Advisors</p>

10:00 – 10:30	<p>Opening Overview of Sports Betting in Asia A data presentation providing an overview of the status of sports betting around Asia covering key territories. The sessions today will elaborate on what the industry offers today</p>	<p>Keith McDonnell, MD, KMI I-Gaming</p>
10:30 – 11:15	<p>Sports Betting in Asia: Now and in the present Future Outlook This session will ask for more radical input to suggest what the potential for change is. A discussion on what other countries have implemented that could be adapted as an example for Asia, with a view to promoting the regulation of sports betting in the region.</p>	<p>Moderator:</p> <ul style="list-style-type: none"> • Harmen Brenninkmeijer, Managing Partner, Global Chain <p>Panelists:</p> <ul style="list-style-type: none"> • Prof. Augustine, Vietnam • David Lee, Partner/Head of corporate department, Lin & Partners Attorneys-at-Law • Keith McDonnell, KMI Igaming
11:15 – 11:30	Tea Break	
11:30– 12:30	<p>Best practice: How the industry should promote and establish Sports Betting in Asia Strong views on what it could be offering and how the industry can help to make it happen. What does the future hold and what can be put in place to fulfil demand? What needs to happen to wake up the Asian regulators and be more aware of what's happening around them today?</p>	<p>Moderator:</p> <ul style="list-style-type: none"> • Harmen Brenninkmeijer, Managing Partner, Global Chain <p>Panelists:</p> <ul style="list-style-type: none"> • Michael Maerz, Managing Director Asia, Sportsradar • Jesper Jensen, Igaming Asia • Jason Teh, RWB • John English, Partner, Managing Director of Sports Betting & Technology, Global Market Advisors
12:30 – 13:30	Networking Luncheon	
14:00 – 14:45	<p>Afternoon Keynote Topic: Leveraging Cloud Technologies to Drive Innovation, Scale and Reach In this session, Zane will talk about digital innovation and why it is important, how cloud technology is a key driver of innovation and how you can bring about the benefits of increased agility, faster time to market, and global reach without sacrificing security, availability and regulation. Imagine for an entertainment and hospitality business, how it cloud can remove legacy technical debt, modernize IT infrastructure, and can give you a platform to launch new functions and features for gaming and other applications more quickly, as well being able to quickly replicate your technology stack to different geographical locations. Beyond technology, an innovation centered culture within an organization is equally important and should work in</p>	<p>Zane Moi, Deputy General Manager, Head of Partner Ecosystems, Hong Kong, Macau & Taiwan, Amazon Web Services</p>

	parallel, we will take a look at how Amazon builds its own innovation culture.	
14:45 - 15:30	<p>Security & Cyber Security This session will focus on the diversity of systems' security developments and deployments, highlighting the most recent challenges of the gaming-entertainment industry.</p>	<ul style="list-style-type: none"> • Wendy Lim , Director, Cyber Security Consulting , KPMG in Singapore • Douglas Wolfson Director of Market Planning, LexisNexis Risk Solutions
15:30 - 16:00	Tea Break	
16:00 – 16:45	<p>Innovation and Disruptive Technologies: Artificial Intelligence</p>	Wilson Ho , Vice President, Greater China, SAS, Hong Kong
16:45 – 17:30	<p>Innovation and Disruptive Technologies: Its Application and Case Studies From enhancing the customer's experience in casinos to predicting profits and from strengthening security to managing user profiles, disruptive technologies, like artificial intelligence and computer vision, play a big part in innovation and unlocking myriad business opportunities. It is crucial for companies to understand what innovation is, recognize the opportunities and challenges disruptive technologies bring, and implement changes with artificial intelligence.</p>	Kane Wu , President/Co-Founder and Data Scientist, Hong Kong Data Science Society /ThinkCol Limited

IAGA Best Practices Institute

Thursday, May 23

IAGA Best Practices Institute

Time	Topics	Speakers
9:30 – 9:35	Welcome Remarks	
9:35 – 10:00	<p>Keynote: Responsible Gaming – What’s the status quo and what do you need to know?</p> <p>Responsible gaming is, increasingly, a trending topic and an international conversation. Operators are looking to learn from research, regulation and practice emanating from a variety of jurisdictions when mapping the way forward for their businesses. More than ever, the industry is engaging with how best to address key matters of social responsibility, while continuing to maintain player enjoyment and further business sustainability. This presentation will provide an overview of responsible gaming throughout Australasia. It will note that while we may all operate in somewhat unique environments, a number of overarching themes (and issues) remain pertinent and in discussion the world over. What’s happening where? How are other operators and jurisdictions addressing these key issues? What can we learn from each other? And where may it lead us in future?</p>	<p>Nadine Grinblatt, CEO, Australasian Gaming Council</p>
10:00 - 11:00	<p>Creating and Implementing Effective Responsible Gaming Measures</p> <p>Maintaining responsible gaming programs is an important part of most regulated gaming operations, and savvy companies dedicate a significant amount of time and money to providing these resources to their players. But, what does it take to develop, implement and evaluate effective responsible gaming plans? Featuring representatives from several regional casinos, our panelists will first consider the various responsible gaming requirements in use throughout Asia Pac, and then will discuss the individual measures they currently offer and share the programs they’ve developed to address unique problems they face. Finally, our panelists will discuss the responsible gaming programs being proposed for Japan, using their individual</p>	<p>Moderator: Jennifer Shatley, Responsible Gaming Advisor, Caesars Entertainment/Logan Avenue Consulting</p> <p>Panelists:</p> <ul style="list-style-type: none"> • Joseph Bufalino, Director of Responsible Gaming, Marina Bay Sands • Nadine Grinblatt, CEO, Australasian Gaming Council, • Shelley White, CEO, Ontario Responsible Gaming Council,

	experiences and insights to evaluate the effectiveness of and challenges posed by measures like entry levies, visit limits and more.	
11:00 – 11:30	Tea Break	
11:30– 12:30	<p>2020 and Beyond: The Future of Macau’s Gaming Concessions</p> <p>With Macau’s six gaming concessions rapidly approaching their expiration dates, and the government maintaining its emphasis on ensuring the industry focus on growing non-gaming amenities that help Macau become a world-renowned center for tourism and leisure, much speculation abounds as to the fate of the current licenses. Featuring advisors involved in all aspects of Macau gaming, this panel will discuss the challenges the current operators face as they pursue the refreshment of their concessions in a very demanding regional market. They will also evaluate whether it is time for the industry to start reflecting on possible changes the Macau gaming industry legal framework could suffer as a result, and look at what needs to be done regionally to improve the industry’s footprint in the territory and worldwide.</p>	<p>Moderator: Rui Pinto Proença, Partner, MdME Lawyers</p> <p>Panelists: :</p> <ul style="list-style-type: none"> • Alidad Tash, Managing Director, 2NT8 Limited • Jason Ni, Executive Director, Research, Planning and Strategy, Wynn Palace • Pedro Cortes, Lawyer, Rato Ling Lei & Cortes • Prof. Desmond Lam, Professor in Integrated Resort and Tourism Management, University of Macau
12:30 – 13:30	Networking Luncheon	
14:00 – 15:00	<p>Cyber Security and Data Privacy: Using New Tools to Prevent Data Breaches and Cyber Attacks</p> <p>With large-scale data breaches becoming more and more common in today’s high-tech environment, gaming operators, manufacturers and regulators consistently must confront a wide range of cybersecurity and data protection issues that are compounded by the extensive amount of personal data they each have access to. Featuring representatives from each industry segment, our panelists will share best practices for staying abreast of the technology tools available to detect and stop cybercrime. They will also consider gaming’s heightened vulnerability to cyber-attacks and data breach threats because of the regulatory requirements of personal data disclosures and discuss changes that should be made to provide more security around the handling of personal data.</p>	<p>Moderator: Nick Robinson, EY Forensic & Integrity Services, 合夥人</p> <p>Panelists:</p> <ul style="list-style-type: none"> • Kok Tin Gan, Partner – Cyber Security & Privacy, PwC Hong Kong • Nick Parfitt, Head of Market Planning, Acuris Risk Intelligence, • Tracey Elkerton, Global Head of Regulatory & Product Compliance, Aristocrat,
15:00 – 15:30	Tea Break	
15:30 – 17:00	Financial Crime, Risk Prevention and Detection Trends: A Roundtable	<p>Moderator: Manhim Yu, Partner, Ernst &</p>

	<p>Discussion</p> <p>Regulated gaming jurisdictions are constantly evaluating how to protect their operations from the threats posed by money laundering, counter-terrorist financing and other financial crimes, and implement best practices that limit their exposure and impact. Led by an impressive group of financial crime and risk experts, this roundtable discussion will provide a thought-provoking look into preventative measure trends that have emerged over the past year and look at how data analytics and technologies like AI can assist in monitoring, investigating and auditing financial crimes. The roundtable will also consider how regulators can more proactively work with the industry to enforce the various standards and requirements set forth by the financial crime regulating bodies and evaluate their effectiveness in preventing financial crime.</p>	<p>Young Hong Kong</p> <p>Participants:</p> <ul style="list-style-type: none"> • Joe Oprosko, President & COO, Veridocs, • Ben Floyd, SVP AML Compliance of Caesars Entertainment • Douglas Lui, Vice President & Chief Internal Auditor, Sands China
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