



APLA/WLA REGIONAL SEMINAR 2019

15 - 18 April | Hyatt Regency Danang Resort and Spa

Last updated: 18 Mar 2019

Lotteries in the Digital World – Disintermediation, Disruption or Transformation

Digital revolution has transformed how countries, businesses and individuals live, work and play. Consumers' habits are shaped by the click of buttons - with instant gratification - the new buzz word for the economy. Today, technology challenges the status quo of traditional means of business, what used to work, no longer does. Even age-old business models such as lotteries are faced with disruption in this tech-enabled world.

The advent of new digital channels has created opportunities as well as challenges for lotteries to be distributed and sold. Traditional paper-based lotteries are facing the imminent possibility of being phased-out, as customers turn digital for game of chance. With the growing penetration of the Internet, mobile phones, online and mobile apps, lottery operators are facing challenges on many fronts as customers become digital natives.

How does digitalisation reshape the lottery industry? What does this spell for the future of lottery operators? At this year's APLA/WLA Seminar 2019 (Lotteries in the Digital World - Disintermediation, Disruption or Transformation), you can expect an exciting line-up of sector-specific topics which will touch on targeted concerns centred around digitalisation, and how this could lead to a transformational journey in the lottery business, turning challenges into opportunities. Seminar participants can also expect to hear from industry experts on ways they could leverage Big Data and analytics to gain insights on customer trends and experience. There's also an exclusive chance to hear from and get inspired by renowned industry leader Tim Kobe (Founder of Eight Inc, known as the visionary behind Apple's iconic stores), who will be this year's keynote speaker.

Don't miss this chance to be part of this journey to effect changes and make history! Registration opens now, book early to avoid disappointment!

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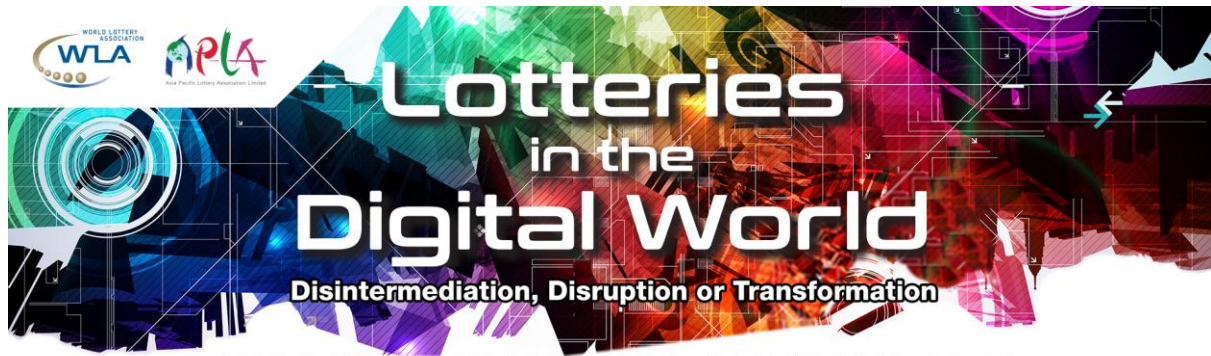


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Business Programme

Day 1: 15 April 2019 (Monday)

Time	Description	Venue
9.00am – 6.00pm	Registration	Lobby, Hyatt Regency Danang Resort & Spa
8.00am – 2.00pm	Danang City Tour	Depart from Hyatt Regency Danang Resort & Spa
7.00am – 2.00pm	Golf Session	Montgomerie Link Course
6.00pm – 9.00pm	Welcome Dinner	Garden, Hyatt Regency Danang Resort & Spa

Day 2: 16 April 2019 (Tuesday)

Time	Description/Topic	Speaker
9.00am – 9.10am (10 min)	Welcome Address 1	Seah Chin Siong, APLA Chairman
9.10am – 9.20am (10 min)	Welcome Address 2	Luca Esposito Poleo, Executive Director, WLA
9.20am – 9.30am (10 min)	Welcome Address 3	Representative from Vietnam MOF
9.30am – 10.30am (50 + 10 min)	Humanizing The Digital Space for Gaming	Tim Kobe, Founder and CEO of Eight Inc
10.30am – 10.50am	Coffee / Tea (20 min)	
10.50am – 11.35am (40 + 5 min)	Virtual Sports Global Growth Trends and Its fit with Lottery Offerings (Scheduled Draws and Instant-Win Games)	Yariv Lissauer, Founder and CEO of Leap Gaming
11.35am – 12.20pm (40 + 5 min)	TBC	Patrick de Moustier, Managing Director, Accenture Digital ASEAN
12.20pm – 12.45pm (20 + 5 min)	Italian Ban on Gaming Advertising	Piet Van Baeveghem (Secretary General, Legal & Regulatory Affairs Management at Belgium Lottery), WLA Invited Speaker

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Time	Description/Topic	Speaker
12.45pm – 2.00pm	Lunch (75 min) - Green House, Hyatt Regency Danang Resort & Spa	
2.00pm – 2.50pm (45 + 5 min)	Panel Session 1: Delivering Instant & Personalised Services to the Millennials in the Digital World	Panellists: a) Kamlash Vijay, Sugul & Damani b) Colin Lau, HKJC c) Andrew Shepherd, The Lott
2.50pm – 3.40pm (45 + 5 min)	Adapting to the changing customer	Reuben Wakeley, Chief Innovation Officer, OCBC FinTech and Innovation Group
3.40pm – 4.00pm	Coffee / Tea (20 min)	
4.00pm – 4.40pm (35 + 5 min)	Digital Technology for an Integrated Approach for a Smart Campus	Neo Teck Guan, Director, ICT Strategy and Alliances, South Pacific Strategy Marketing Department, Huawei
4.40pm – 5.20pm (35 + 5 min)	Digital Transformation - As Simple As It Gets	Sebastian Heng, Head Agile Practice, Rapid Labs, NCS Digital
5.45pm – 9.30pm	Free & Easy Optional Event: Hoi An Impression Theme Park (separate fee) Assemble at Hotel Lobby by 5.45pm. Dinner at theme park (at own cost)	

Day 3: 17 April 2019 (Wednesday)

Time	Description/Topic	Speaker
9.00am – 9.40am (35 + 5 min)	Impact of General Data Protection Regulation on Lottery Operation in Asia	Piet Van Baeveghem (Secretary General, Legal & Regulatory Affairs Management at Belgium Lottery)
9.40am – 10.30am (45 + 5 min)	An Overview of The Latest Consumer Trends in Asia-Pacific	Khoa Doan, Director of Consumer Insights, Nielsen Vietnam
10.30am – 11.00am	Coffee / Tea (30 min)	
11.00am – 11.50am (45 + 5 min)	Panel Session 2: Digitalisation and the impact of regulation on lottery and sport betting	Panellists: a) Tay Boon Khai, Singapore Pools (Pte) Ltd b) Chen Hai Ping, Deputy Director of Gaming Research Centre of China, Beijing Normal University

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Time	Description/Topic	Speaker
11.50am – 1.00pm (70 min)	Sponsor Session Next-generation holistic gaming solutions and services	a) Pollard b) Intralot c) IGT d) Berjaya Gia Thinh e) Carmanah Signs
1.00pm – 2.30pm	Lunch (90 min) - Green House, Hyatt Regency Danang Resort & Spa	
2.30pm – 3.20pm (45 + 5 min)	Digitalisation and the Manufacturing of Luck	Prof Teo Chung Piaw, National University of Singapore, Analytics & Operations
3.20pm – 3.30pm (10 min)	Promotion of APLA Conference 2019	The Lott
4.15pm – 7.00pm	Assemble at Hotel Lobby by 4.15pm, depart for Hoi An Ancient Town Free & Easy	
7.00pm – 9.30pm	Closing Dinner - Fullmoon Town Restaurant & Bar	

Day 4 Networking Day: 18 April 2019 (Thursday)

Time	Description/Topic
7.30am – 3.00pm	Assemble at lobby by 7.30am Visit Ba Na Hills Lunch provided at Arapang restaurant Back to hotel

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Highlights of Social Programme

- Opening Dinner – Beach House Garden, Hyatt Regency Danang Resort and Spa
- Closing Dinner – Fullmoon Town Restaurant & Bar at Hoi An
- Networking Day – Ba Na Hills
- Optional Event: City Tour/Golf/Hoi An Impression Theme Park (separate fee applies)

Seminar Venue & Accommodation

The seminar hotel, Hyatt Regency Danang Resort & Spa, is offering preferential room rates for our seminar delegates during the seminar period.

Room Category	Price (US Dollars)
King Room Twin Room	~US \$190 (includes taxes/surcharges) - Includes buffet breakfast



Seminar Registration Fees

The registration fees for APLA/WLA Seminar is as follow:

Registration Category	US Dollars
APLA / WLA Member	US \$800
APLA / WLA Associate Member	US \$900
Non-Members	US \$1000
Accompanying Person	US \$300

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Airport Transfer

International delegates will arrive at Da Nang International Airport. The distance from airport to the seminar venue (Hyatt Regency Danang Resort & Spa) is about 10.6km and the journey by taxi will take about 20 minutes.

Transfer options as follow:

- Taxi or Grab cost: VND200,000 (≈USD9 nett) per way
- Airport transfer provided by hotel is chargeable as follows:

Vehicle	Airport transfer (one way) – US Dollars	Capacity
7-seater	VND 1,386,000 nett (\$60 nett)	Max. 4 pax
16-seater	VND 1,732,500 nett (\$75 nett)	Max. 12 pax

To opt for airport transfer provided by the hotel, you may email the hotel at concierge.danang@hyatt.com.

- Airport transfer provided by VITOURS is chargeable as follows:

Vehicle	Airport transfer (one way) – US Dollars	Capacity
4-seater	VND 462,000 nett (\$20 nett)	Max. 4 pax
7-seater	VND 499,000 nett (\$21.6 nett)	Max. 7 pax

To opt for airport transfer provided by VITOURS, you may contact them through WhatsApp (+84 905 279 348) or email sm.tourdesk@vitours.com.vn.

Visa Information

To enter Vietnam, a Visa is required for selected nationalities. You may visit the Vietnam Embassy website for your respective country.

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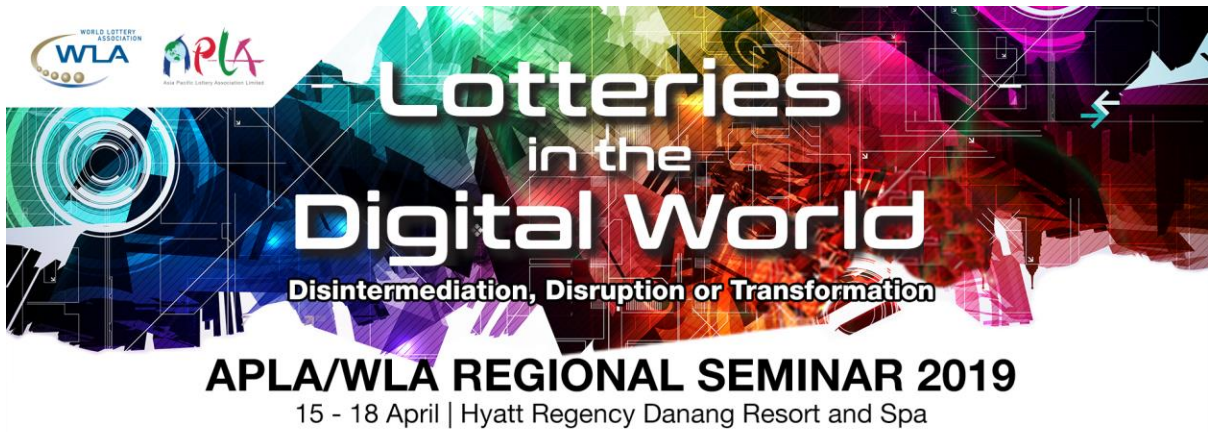


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Note: Photographs & videos will be taken during the event for marketing and publicity purposes.