



Press Release  
1st Pan European Forum on  
**"GAMING & SOCIAL RESPONSIBILITY: Corporate Culture or  
State Coercion?"**  
**Thursday, February the 3<sup>rd</sup>, 2011**  
Royal Olympic Athens Hotel.  
[www.gaming-responsibility.com](http://www.gaming-responsibility.com)

For the first time in Europe, a dedicated conference focusing on the "**Gaming & Social Responsibility**" was organised in Athens, on February 3, 2011, gathering more than 120 participants from Greece, U.S.A., Canada, U.K. and continental Europe.

The inaugural Forum attempted to address important questions and key issues such as:

- How can the gaming industry best use technology to encourage responsible gambling?
- Responsible gambling: challenges and opportunities for European online operators
- A Prudential view of Gaming and Social Responsibility
- How can a CEO of a world-wide gaming company infuse and lead the market in social responsibility issues?
- The Global Responsible Gaming Scan
- The European Lotteries - Sustainable Contributions to Society in a Responsible Framework
- Gambling behavior, policy and practice: perspectives from other jurisdictions
- Land-based Gaming Operations & Social Responsibility
- Social Responsibility Challenges for the Creation of a Sustainable Gaming Environment in Greece
- How OPAP promotes the implementation of Responsible Gaming practices in all aspects of members' activities, and the activities of its agents

A common element of the presentations from all speakers was that "**Responsible Gaming is the priority for every company participating in the current industry.**"

In his keynote presentation, Dr. **George Christodoulakis**, Special Secretariat for Asset Privatization, Hellenic Ministry of Finance, analyzed the positions of the Government to the proposed New Gaming Legislation that is a currently publicly debated issue. Among other matters, he emphasized player protection through the introduction of a Code of Business Marketing Conduct and cross-check age limits.

Dr. **Bo J. Bernhard**, Associate Professor, Departments of Sociology and Hotel Management, and Director of Gambling Research, International Gaming Institute, pointed out that a "glocal" approach with attention to local culture must be the main focus for each government.

Ms. **Heather Wardle**, Research Director, National Centre for Social Research (NatCen), Britain's leading centre for independent social research, noted that there is a need for policy makers to consider local, social and environmental factors when considering gambling availability, while recognizing that gamblers are not a homogenous group. She also analyzed at-risk groups in Britain's gaming industry.

Ms. **Despina Yannouli**, Communication & Corporate Affairs Director, Regency Entertainment S.A., Regency Entertainment, which owns and manages the Regency Casino Thessaloniki and Hyatt Regency Hotel & Conference Resort Thessaloniki, and also manages the Regency Casino Mont Parnes, analyzed what "Responsible Gaming" means for Regency Casinos in both Mont Parnes and Thessaloniki, and what practices they follow to protect their customers.

Ms. **Sigrid Ligné**, Secretary-General, European Gaming and Betting Association (EGBA), paid attention to the necessity of self regulation of the Gaming Industry as well as to the mechanisms to control under 18 years old players.

Mr. **Friedrich Stickler**, President of the European Lotteries, pinpointed the principles of solidarity, integrity, subsidiarity and precaution that all members of the European Lotteries need to embrace.

Dr. **Yannis Spanoudakis**, CEO, Greek Organization of Football Prognostics (OPAP), referred to the activities that OPAP bolsters in different social responsibility programmes in the Greek dominion.

Mr. **Constantinos Antonopoulos**, CEO, INTRALOT Group, a leading provider of state-of-the-art integrated gaming systems to lottery organizations world-wide, underlined the benefits of society, players and operators to endorse Responsible Gaming.

Mr. **John Xidos**, President & CEO, Techlink Entertainment, a gaming technology developer and manufacturer based in Nova Scotia, Canada that is leading the next evolution of gaming, provided an overview of international best practices in using technology to advance player protection and responsibility in the Gaming Industry.

Mr. **Stephanos Theodorides**, Vice-Chairman & CEO, Regency Entertainment, said that the EU legal framework proves that gaming activity containment has been and will always be the safest route for all involved and impacted.



Press Release  
1st Pan European Forum on  
**“GAMING & SOCIAL RESPONSIBILITY: Corporate Culture or  
State Coercion?”**  
**Thursday, February the 3<sup>rd</sup>, 2011**  
Royal Olympic Athens Hotel.  
[www.gaming-responsibility.com](http://www.gaming-responsibility.com)

**Organizers**

- **Financial-Academy** started its activities in June of 2010 to provide training for professionals in the market from other reputable professionals involved either in the Greek market or in the foreign arena. The Goal is to create the appropriate field of training for quick implementation and transfer of knowledge into practice.
- **Archetype**, a communication strategy company, started its activities in spring of 2010 offering valuable services to its clients interesting in mergers, acquisitions and business matching between corporations (start-ups and mature ones) and Private Equities or Venture Capitals in Europe, U.S.A., Canada and Asia.

**Sponsors**

The conference took place with the support of the following sponsors:

- *Platinum Sponsor:* OPAP
- *Rhodium Sponsor:* INTRALOT
- *Golden Sponsors:* Techlink Entertainment & Regency Entertainment
- *Advisory and Training Sponsor:* Centre for Sustainability and Excellence (CSE)
- *Printed Media Sponsors:* "Re:CSR" & "Kefaleo" magazines
- *TV Sponsor:* Channel 9
- *On-line Sponsors:* Capital.gr, Derivatives.gr, Gambling Compliance & WTMnews.gr
- *Public Relations Sponsor:* Action Global Communications
- *Communication Sponsor:* EuroCharity
- *Business Analytics Sponsor:* Inventive

For more information on the Forum, please visit [www.gaming-responsibility.com](http://www.gaming-responsibility.com).