



## **PRESS RELEASE**

**14 June 2011**

### **FOR IMMEDIATE RELEASE**

### **ECA SUMMER MEETING, CAMPIONE, ITALY**

Brussels, 14 June 2011 --- On 7-9 June the members of the European Casino Association (ECA) met in Campione in Italy for their annual Summer Meeting and General Assembly.

This Summer Meeting was hosted by Casino de Campione d'Italia, in Campione, Italy. It was a remarkable event from the beginning right up to the end. The organisation of the event was impeccable. More than 35 people enjoyed this great event on the beautiful Lake of Lugano. All participants praised the hospitality of the team from Casino de Campione d'Italia and the professional way everything was organized.

#### General Assembly

The General Assembly was attended by more than 25 persons representing the ECA members from 21 countries.

The main items on the agenda at the General Assembly were the recent regulatory and policy developments at EU level with regard to gambling services, the great progress of ECA's activities in the 5 ECA Working Groups, the election of a new ECA Board member and the presentation of the key note speaker, Mr. André Wilsenach, Executive Executive Director of the Alderney Gambling Control Commission.

#### EU Regulatory and Policy Developments

The highlight of the first half of 2011 is, of course, the European Commission's Green Paper on online gambling in the internal market, published on 24 March 2011. With this document, it is the first time the Commission will take a political stance on gambling. During the General Assembly, the members of ECA discussed the draft ECA responses to the Green Paper. The European Parliament's report on online gambling was also presented. The Parliament will be taking the opportunity to respond to the Green Paper and add on political pressure on the Commission. Other European initiatives and policies were

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discussed, including the developments on anti-money laundering, consumer protection, state aid investigations and the evolution of the European Court of Justice cases.

#### ECA Working groups

Each ECA working group presented its activities and projects. Key activities include the organization of educational programmes, ECA branded events, gathering technological information in view of political submissions, the Casino industry responsible gaming and CSR standards, associate membership, ECA marketing awards, ECA Roadshow in view of organizing a roadshow to the different ECA members to explain within the organizations of the members the ECA, the ECA activities, principles, working groups and organization.

#### Election of a new ECA board member

The three candidates were: Per Jaldung from Sweden, Antonis Stergiotis from Greece and Carlo Pagan from Italy.

The ECA members elected Carlo Pagan from Italy on the board of the European Casino Association.

#### ECA events

The European Dealer Championship 2012 will take place in Finland and hosted by Grand Casino Helsinki. The date for the event in Helsinki will be decided.

In 2012 the next ECA Summer Meeting will be hosted by HIT Casino Group in Slovenia. The date and location will be announced later.

#### ECA General Assembly Guest speaker

Mr. André Wilsenach, Executive Executive Director of the Alderney Gambling Control Commission, gave a remarkable and extremely interesting presentation on the regulation of online gambling. He explained the different licensing schemes which should ensure that gambling is conducted honestly and legally in all jurisdictions. Interesting detail is the fact that Mr. Wilsenach was a regulator for the land based casino industry in South Africa before coming to the online industry.

## First ECA Marketing awards

This year's Summer Meeting was particularly spectacular with the launch of the first ECA Marketing Awards in the Casino de Campione d'Italia. The ECA members had been invited to submit their best promotional campaigns of 2010. The award was organized with a prestigious partner: the worldwide leading advertising agency McCann Erickson. An independent jury, consisting of Mr Giuseppe Cogliolo from McCann Erickson Advertising Italy, Sylvie Leroy, Publisher, Gambling Publishing Group and Professor Mark Griffith, , professor of gambling studies at the School of Social Sciences, Nottingham Trent University, evaluated the projects and judged them not only for their efficiency and redemption, but also under the light of ECA general responsible gaming guidelines. The aim of this contest was to exchange best practices amongst the ECA members about their promotional campaigns. The prize was presented during the Gala Dinner for the ECA Summer Meeting on the 8<sup>th</sup> of June, with the presence of Mrs Maria Paola Mangili Piccaluga, Mayor of Campione. The ECA is proud to announce and warmly congratulate the winner of the ECA Marketing Awards 2011: Holland Casino, with its package deal as a try-out experience, giving newcomers a chance to get to know Holland Casino in a responsible manner.

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## About the ECA

The European Casino Association (ECA) represents the interests of some 800 casinos and over 60,000 employees across Europe. Founded in the early 90's as the European Casino Forum, the ECA has progressively grown over the years and today includes 22 members from the majority of the EU's Member States, Switzerland and Serbia.

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