

Text: M<sup>a</sup> del Carmen África Galindo  
Photos: Casinos de Latinoamérica



**CHILE TO ALLOW CASINOS ON CRUISE SHIPS**

The Chilean congress has approved a bill that will allow operators to run games of chance in Casinos on board foreign cruise ships. The government hopes that the bill, which will now go before the senate, will be passed by November. The initiative aims to speed up the expansion of the market for both Chilean and foreign cruises, in decline since 2008, mainly because of the ban on onboard gaming rooms and the high costs associated with lighthouses and marker buoys. The purpose of the initiative is to amend the Casinos Act to allow Casinos to open on cruise ships and exempt them from special taxes.



Casino cruise ships SuperStar Virgo and SuperStar Gemini lying at anchor

**CODERE RECEIVES UNO AWARD**

Beatrice Rangel, president of Codere Mexico, has accepted the Lifetime Achievement Award for Corporate Social Responsibility given by Women Together, a consultative body of the United Nations Economic and Social Council (ECOSOC), on behalf Codere. The prestigious award was presented at UN headquarters in New York. "I humbly accept this prize as a tribute to the women leaders of US civil organisations who represent 60% of civil society and who through their toils bring 25% of all cooperation inflows to



Beatrice Rangel, president of Codere Mexico

Latin America, for the effective alleviation of poverty. This is the best example of the kindness of heart of my country of adoption", said Rangel. The prize promotes the establishment of ethical, philosophical, moral, scientific and cultural values with the aim of opening new horizons for humanity, while at the same time recognising the activities of a person or institution that has inherently made a significant contribution to world culture.



UNO headquarters in New York (centre)

**NEW TCSJH PRODUCTS AT THE CONRAD CASINO IN PUNTA DEL ESTE**

British firm TCSJH has installed the Saturn Wheel at Casino Conrad Punta del Este in Uruguay. The wheel is equipped with three reading devices in the cylinders, enabling the winning number to be detected instantly with 100% accuracy. TCSJH has been one of the Casino's leading suppliers since it opened in 1997.



Francisco Javier Leyva

**FRANCISCO LEYVA LEAVES THE SCJ**

As this edition went to press we learned that Francisco Javier Leyva is leaving his post as Chile's Superintendent of Casinos. Leyva has held the position since 1 February 2005 and under his mandate the SCJ supervised the tendering and award of 17 new Casino licences.

**NEW APPOINTMENTS AT KONAMI**

Konami Gaming has announced the appointment of Eduardo Aching to the position of director of international sales. Aching will oversee sales worldwide, including Latin America, the Caribbean and Europe and will also be responsible for developing international markets for the company's games and systems and for maintaining relations with key distributors and customers and handling new business opportunities.



Aching, who has been with the company since 2008, is one of the main architects of Konami's expansion in various Latin American markets, where they have been achieving excellent results since he arrived. In addition, Ross O'Hanley has been appointed vice president for domestic games sales, Ray Suárez vice president for sales operations and Jovica Perovic director of international sales for the European market.

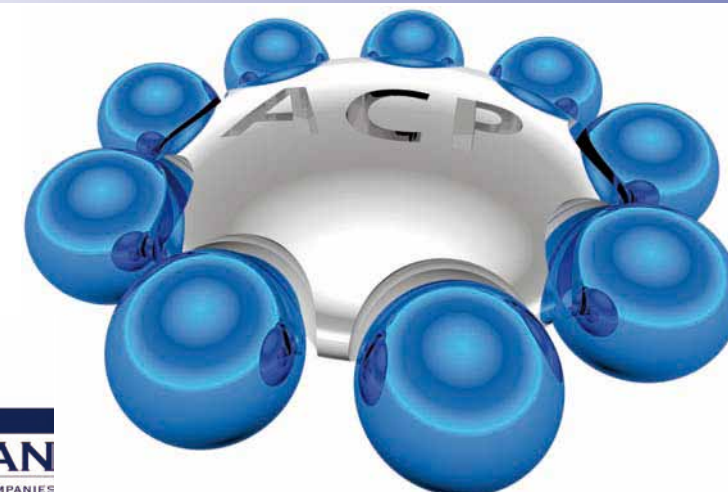


Eduardo Aching

**PERU APPROVES OCTAVIAN'S MyACP SYSTEM**

In mid-August Peru's Ministry of Foreign Trade and Tourism (MINCETUR) formally approved and registered Octavian's MyACP System. A few days later the company signed an exclusive distribution agreement for Peru with AF&J Electronics. Operators can now use the MyACP system as an online control and auditing tool at their venues, complying with the new laws for the Peruvian market which will come into force in 2012.

Fabián Grous, president of Octavian Argentina, said: "This new agreement with AF&J is in line with our company's strong commitment to maintain close links with our customers by offering the best service and support, working together with them on managing and controlling their operations."



**HISPANIA EQUIPS CASINO JARAGUA**

Spanish firm Hispania has been selected by the Renaissance Jaragua Hotel & Casino, in the Dominican Republic, to supply gaming equipment for its refurbished premises. Hispania has delivered 4 "0-00" roulette wheels, 10 tables for American roulette, 10 for blackjack, 4 for poker, 3 for midi punto banco, 11 for 10-player Texas hold'em and 1 for craps, as well as accessories for the various games. Hispania's products have a very high reputation in this Caribbean country, where for many years it has been the leading company in equipment for gaming establishments.

Hispania's layouts are market leaders



Rufino Serrano, president of Hispania Casino Equipment





An NYCE centre in Mexico City

**SUCCESSFUL NYCE WORKSHOP ON MEXICAN GAMING REGULATIONS**

On 19 July NYCE held an information workshop entitled "Mexican Gaming and Lottery Regulations and their Implementation" at its headquarters in Mexico City. Among those present at the event were executives from Shock Machine, Zitro and Cadillac Jack, who expressed keen interest in familiarising themselves with all the legislative and technical changes taking place in Mexico so as to apply them



Salvador Sánchez, deputy director of IT operations at NYCE, speaks at the workshop



Participants included directors from Zitro and Shock Machine

correctly in their electronic gaming systems and devices, with the aim of fully complying with the technical specifications stipulated in the regulations. Also present were representatives from the Mexican gaming fair, ELA.

The workshop's principal instructor was Salvador Sánchez, deputy director of IT operations at NYCE, who spoke on a range of subjects including the standardisation process in Mexico, national and international standardisation authorities, certification bodies and the accreditation process, Mexican regulations on electronic lottery terminals for number games and drawings, electronic fund management, online monitoring systems, single-player terminals, electronic board games, progressive games and the phases of the certification process.

*"I think the important thing is that Shock Machine, Zitro, Cadillac Jack and other companies are doing what is necessary to comply with the regulations and are very interested in keeping fully informed of all updates",* said Salvador Sánchez.

Salvador Sánchez with Karla Ordoñez, corporate lawyer at Operaciones del Norte, a subsidiary of Zitro



Celia Sánchez, tax advisor at Sánchez y Sánchez Consulting addresses students



Members of the Shock Machin team: Rafael Sueto, director for marketing; Mariana Bastos, administrative manager and Marina Romero, general accountant, enjoy a recess during the workshop

NYCE operates as the sole gaming and lottery certification body, so manufacturers can certify their equipment and users can be confident that the games and lotteries conform to specifications, particularly that payout systems have been verified by a transparent and impartial body.



Andrea Avedillo, legal supervisor, and Pablo Fuentes, director of operations, Cadillac Jack



Salvador Sánchez at the entrance to the room where the information workshop was held



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**CASINO SANTA FE CELEBRATES THIRD ANNIVERSARY**

Casino Santa Fe, the premier leisure and entertainment centre in Santa Fe, Argentina, held a grand party in mid-August to mark its third anniversary. Hundreds of special guests attended the event, including well-known personalities from society, political and cultural circles in the region.

In addition, the Casino organised a packed programme of activities with a spectacular promotion for visitors, a fascinating poker tournament and three incredible musical shows.

The event began with the screening of an institutional video narrating the story of the Casino's first three years. Mayor of Santa Fe, Mario Barletta, highlighted the importance of the Casino for Santa Fe, in terms of its major economic contribution, job creation and the wide range of leisure options it offers to local residents. Marcelo Creado, general manager at the Casino, summed up the first three years: *"This is an important day for Casino staff, because it means something very special to all of us. Birthdays are a time for taking stock of the past and looking forward to the future, and in both cases we are very satisfied. The Casino will continue to invest in order to increase productivity and attract larger numbers of gamers. Close to three million people have passed through the Casino's rooms since we opened. And our visitors are not only from this city; there is an increasing volume of gamers from from other parts of Argentina. For example, at our latest poker tournament 60% of the participants were from other provinces, a figure that makes us very proud."*



Great excitement before the anniversary party



(l-r) Marcelo Creado, general manager of Casino Santa Fe; Mario Barletta, mayor of Santa Fe and Justo Velardos, general manager of Casino Melincué

After a laser, light and sound show which made a big impression on all those present, the evening was enlivened by a series of musical acts, particularly the Oscar Serrano Big Band orchestra, delighting guests with songs from the sixties and seventies, and the well-known group La Mosca, who performed some of their best-known numbers.

Santa Fe Casino, owned by the Boldt Group, offers a very wide range of gaming options comprising 710 state of the art slot machines, 34 roulette, blackjack, Texas holdem and mini punto banco tables, a traditional bingo hall and electronic bingo.

It also offers a full range of catering, with several restaurants and bars as well as the Los Maderos Conference Centre, specially equipped for every kind of social and business event.

Since it first opened, Casino Santa Fe has constantly offered visitors new attractions. The latest is the launch of the "Mystery Plus", a new exclusive surprise lottery for Casino Plus members, a loyalty that gives members bonus points when they play on the slots, which can then be exchanged for big prizes.



Casino Santa Fe executives Rodolfo Alico, commercial manager, and Marcelo Creado, general manager



Eduardo Colombres, operations manager of Trilenium Casino, and Francisco Cavallero, lawyer



Boldt's senior management team



Atmosphere at the event



Justo Velardos, general manager of Casino Melincué (left), with Marcelo Creado, general manager, Casino Santa Fe



Party guests were entertained by the Oscar Serrano Big Band orchestra



**ORTIZ GAMING - EIBE GAMES LAUNCHES NEW GAMES FOR THE MEXICAN MARKET**

Ortiz Gaming and EIBE Games have confirmed their dominant position in the Mexican industry by their very successful presentation of new video bingo machines for this market.

Prominent among these is the "Rico El Topo" model, which has been enthusiastically received in Mexican Casinos.

"This new game takes entertainment in all gaming venues to a new level by featuring an adventurous character whose amusing and daring antics provide fun for everyone. The incredible mystery bonus is taking players by surprise. The attractive graphics and sound are making it the game of choice for those looking for maximum entertainment value", explained Helio Bueno, the company's chief executive. "The number of machines we shall have installed by the end of this year will surpass our most optimistic forecasts. The response we are getting from both operators and players is incredible. This encourages us to carry on working along the same lines. We shall present a number of major new products for the Mexican market at the next ELA fair, and they will definitely cause a sensation", he added.



The EIBE Games-Ortiz Gaming stand at ELA 2011



Helio Bueno, chief executive of EIBE

**DEBATING THE FUTURE OF GAMING IN MEXICO**

As this edition goes to press, Casinos de Latinoamérica is still looking at the possibility of organising a seminar in Mexico City at the end of November to conduct an in-depth analysis of the present and future of the country's gaming market.

The meeting would be attended by leading representatives of government agencies, associations, certification laboratories, lawyers specialising in gaming, operators, manufacturers and distributors.

Several companies and organisations have already expressed firm interest in attending this event, with a view to making it a forum at which to map out the general course which the industry should follow to channel its growth and development.



**MISS GAMING MEXICO CANCELLED**

After announcing with great pomp and ceremony that the Miss Gaming Mexico pageant would be held in Mexico at the end of August, the organisers have called it off just a few days before it was due to begin. This should not come as a surprise to anyone, bearing in mind that the event's official website did not contain details of a single contestant for the title. Some of the requirements imposed by the organisers on prospective candidates, such as being unmarried, not having children and practising a sporting or artistic activity, are also striking. What were they really trying to achieve with this event? Why this discrimination?



The Miss Gaming Mexico portal, with no contestant profiles.

**ORENES-FRANCO AND TTH GAMING STRIKE DEAL TO DEVELOP CASINOS IN MEXICO**



Pedro Galindo, editor of Casinos de Latinoamérica, with Jesús Franco, president of Spanish multinational R. Franco, at the company's stand at ELA 2011

The Orenes-Franco Group and TTH have signed a cooperation agreement for the Latin American market, singling out Mexico as their strategic priority area. The Orenes-Franco Group is one of the leading Spanish gaming organisations, with 9000 terminals in operation, 7 Casinos, 16 bingo halls, 80 gaming rooms and 30 catering establishments (restaurants, hotels, etc.). TTH specialises in Casino management in Latin America and has experience in Mexico, Colombia, Argentina, Peru, the Dominican Republic, Guatemala, Nicaragua, Venezuela and Suriname.



Roger Tomas, TTH Gaming

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### ATRONIC OPENS OFFICE IN BUENOS AIRES

Over 150 special guests attended the official opening of German company Atronic's new offices in Buenos Aires on August 16. During the ceremony Atronic's executives showed operators their new products for the Latin American market, particularly the new Oxygen cabinet, the new Diversity multigame suite and the Hot & Wild multigame, multilevel progressive concept. In addition, Atronic's systems division presented its new developments, including Crystal Web and Crystal.Net. In the course of the event Atronic also launched its new policy on replacement parts for cabinets, which strengthens its after-sales service for Latin America and especially for Argentina, where Atronic slots have been working at full capacity for years in all major Casinos. The main effect of this new service will be a major reduction in the time taken to deliver game kits and replacement parts to operators.

*"This improvement means that our customers will receive their parts in a few days, rather than weeks, reducing machine downtime and enhancing general productivity. This investment in local service is a new way of demonstrating Atronic's commitment to its Latin American customers. Our obligation is to offer operators the best solutions to meet their needs and we are doing our utmost to ensure that we achieve that goal",* explained Jessica Luna, Atronic's commercial director for Latin America.



Atronic's senior officers for Latin America: Marcel Heutmekers, chief executive, and Jessica Luna, commercial director

### TRILENIUM CASINO LICENCE RENEWED

The Provincial Institute of Lotteries and Casinos (IPLyC) for the province of Buenos Aires, Argentina, has extended the concession over Casino Trilenium, operated by Boldt and Sociedad Comercial del Plata, who will now continue to run the complex until 1 December 2013.



Alejandro Caviglione, general manager of Trilenium Casino

The Casino, one of the most important in Latin America, has 77 gaming tables operated by the IPLyC and 1455 slots which will continue to be operated until 2013 by the Boldt Group.



### NEO FORMOSA CASINO OPENS

Casino Neo Formosa, owned by Neogame, was inaugurated late July in the presence of government and local authority representatives, businesspeople, suppliers and VIP customers. The Casino, with over 1200 square metres of facilities, is located in the Howard Johnson hotel and is equipped with 480 slots and 24 roulette, poker, blackjack and craps tables.

Principal suppliers to the Casino include WMS and Bally, who each have delivered a number of their latest games specially designed for the Latin-American market.



### CLUB CASINO'S SANTA ROSA CONCESSION EXTENDED

Miguel Tavella, president of the ISS, has announced that the Santa Rosa Casino concession granted to Casino Club is to be extended until 2029.

From 1 January 1, the \$200,000 minimum monthly fee will be increased by 5% per year and Casino Club undertakes not to reduce current staffing levels.

In addition, permission has been granted to build a four-star hotel and a conference centre, to involve an investment of over 70 million Argentinean pesos.



### EY! ENCUENTRO YOGONET IN ARGENTINA

A new set of lectures in the Yogonet Ey! Encuentro series will be held in Buenos Aires on November 9 and 10.

On this occasion Konami will be main sponsor of the event.

The Ey! Encuentro event, held in parallel with the Argentinean fair, is even beginning to eclipse the fair itself, thanks to the high standard of the participants and the importance of the topics to be

discussed. Subjects this time include: "Trends and New Technologies in Slot Machines over the Next Decade", "Argentina: Present and Future Prospects in the Gaming Sector", "How Casinos Design their Range of Games", "Security in Live Gaming Tables", "The Future of Online Gaming in Latin America" and "Marketing Casinos: Educating Players in New Technologies". Sebastián Salat (WMS), Derik Mooberry (Bally), Eduardo Aching (Konami), Mariano Molina (Trilenium Casino), Darío Montero (Casino Club) and Miguel Mikasinovic (Crown Gaming) are some of the speakers who will take part in the event.

Yogonet will also hold an Ey! Encuentro session in Mexico in May, coinciding with ELA 2012.



Atronic's executive team for Latin America: (l-r) Marcel Heutmekers, Jessica Luna, Luis Asmat, Ana María Padrós and Tomás Mieleles



(l-r) Antonio Rao, from Newtronic; the model Zaira Nara and Alejandra Muñoz, Atronic's sales director for Argentina and Uruguay



(l-r) Rodrigo Álvarez, Agustín Cavanna, from the LRF Group, and Zaira Nara