

# APLA 2015 Annual Regional Conference

19(Mon.)- 23(Fri.) Oct, 2015 | Grand Hyatt Seoul, Republic of Korea

www.apla2015.com

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## LETTER OF INVITATION

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| Position             |  |
| First Name           |  |
| Family Name          |  |
| Organization         |  |
| Date of Birth        |  |
| Passport number      |  |
| Passport Expiry Date |  |
| Country              |  |

We take great pleasure in inviting you as a participant to APLA 2015 Annual Regional Conference (APLA 2015) which will be held from Monday 19 to Friday 23 October, 2015 at Grand Hyatt Seoul, Republic of Korea. APLA 2015 aims to find the solution for the lottery market development based on the agenda "Sail with Korea Wave" and the following 3 main topics "Content, Inspiration and New Media".

This year for APLA 2015 Annual Regional Conference, we are planning an unparalleled conference for sharing useful knowledge and experience with lottery experts around the world. Also, to gain valuable insight from other industries, we will invite numerous prominent speakers from representative companies such as Samsung and LinkedIn to prepare inspirational speeches.

As more and more lotteries around the world are looking for a solution to attract the demographic of so-called "millennials", we wish to share success stories with lotteries in the Asia-Pacific region where it holds more than half of the millennial generations worldwide.

APLA 2015 Annual Regional Conference, hosted by Korea Lottery Commission (KLC) of Ministry of Strategy and Finance and APLA (Asia-Pacific Lottery Association), organized by Nanumlotto Inc. will provide a unique conference for the world's Regional Lotteries Association Executives and Member States, international System Providers, non-Member States Representatives from Asia, and domestic Related Organizations and beyond to develop innovative approaches to advancing action on marketing of lottery industry.

Your esteemed presence at APLA 2015 Annual Regional Conference would be a great honor to us and we firmly believe that it would contribute to the success of APLA 2015.

Yours sincerely,

Yang, Won Don,  
CEO, Nanum Lotto Inc.  
APLA 2015 Organizer

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