

[China Lottery Industry Update] 03-22-18

National Sports Lottery Working Conference 2018

On 22 March 2018, the National Sports Lottery Working Conference 2018 was held in Beijing, China, with innovative and healthy development of the industry the key topic. Mr. Zhao Yong, Deputy Chief of General Administration of Sport of China and Mr. Zhang Chi, Head of Sports Lottery Administration Center attended the conference. Mr. Zhao delivered a speech that emphasized how the sports lottery is closely linked to domestic prosperity, national renaissance and the development of society, but most of all, it brings happiness to the people.

His speech highlighted the following three points:

- To reform the lottery experience – the industry must enhance its customer experience strategy and entertainment value, which will ultimately lead to the expansion of the market.
- To reform the lottery's sales channels – target white-collar professionals, enhance penetration of its sales network and use innovative payment methods.
- To reform the lottery's selling model – promote unassisted selling and direct selling in different scenarios, leverage tourism and sports events, and promote smart selling by leveraging artificial intelligence and digital technologies.

Another goal is to improve the image of the National Sports Lottery by raising awareness of its charitable contributions, its transparency and its compliance with relevant laws.

Zhao also emphasized that the sports lottery must boost its efforts in sales channel innovation and strive to expand its sales, to ensure it makes greater contributions to public welfare and the sports industry.

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