



Paris, 2nd October 2013

6th Racing & Betting Business Forum in Paris – Friday 4th October 2013

Are you up to date with all distribution channels?

The leadership of horse racing and horse betting meet in Paris for their 6th Racing & Betting Business Forum.

On 4th October, the latest mobile application, innovation on the retail market and the benefits of social networks will be analysed and detailed.

The European Pari Mutuel Association, the International Horse Racing Authorities and the PMU, co-organisers of the event will welcome more than 160 participants from around the world.

Since 2008, a partnership between Racing and Betting community has grown through topics discussed inside the Forum and the increased networking of the event.

Topics are focussing on new technologies the promotion of racing and the improvement of betting. **Keynote speakers from Deloitte, Publicis, Facebook and Twitter are invited to discuss the technologies and trends impacting the racing and betting sector**

Ask questions to our experts and comment on the event: #RBForum13
Follow us on Twitter @EPMAForum

Presentations and video will soon be posted on the dedicated web site: www.epma-forum.net

EPMA: <http://www.parimutuel-europe.org/>
IFHA: <http://www.ifhaonline.org/home.asp>
PMU: www.pmu.fr

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