



EUROPEAN  
SAFER GAMBLING  
WEEK 2025

17-23  
NOVEMBER  
#ESGW25



## Golden Palace commits to safer play during the European Safer Gambling Week 2025 🎰

From 17 to 23 November 2025, the Golden Palace Group, a founding member of the Belgian Association of Gaming Operators (BAGO), will take part in the European Safer Gambling Week — a continent-wide initiative promoting responsible play and preventing risky behaviour. The message is clear: gambling should remain fun, never harmful.

### A European initiative for safer gambling 🔒

Held annually across more than twenty countries, the **European Safer Gambling Week** highlights **best practices in player protection and responsible gaming**. Licensed operators, regulators, policymakers, and health professionals join forces to strengthen **player safety** and **public trust** in regulated gambling.

In Belgium, the main event will take place on **17 November** with Safer Gambling Dialogue 2025, a **roundtable** hosted by **BAGO** at Sparks (Brussels). Moderated by economist **Peter De Keyzer**, the discussion will bring together licensed **operators**, **policymakers**,

**regulators, and healthcare experts** to explore a crucial question: how can we collaborate more effectively to protect players ?

The debate reflects the industry's commitment to making open dialogue a lasting part of prevention efforts.



« The European Safer Gambling Week is a great opportunity to remind everyone that player protection is a shared responsibility. By encouraging dialogue among all stakeholders, we can build a safer and more transparent gaming environment that benefits everyone. »

**Daniela Menegalli**, CEO of the Golden Palace Group

## Responsible gaming : a daily commitment

At **Golden Palace**, responsible gaming is more than a slogan — **it's a core value**. Employees are trained **to recognise early signs of risky behaviour** and to guide players towards professional support. The company offers **practical tools** such as deposit and betting limits and self-exclusion options. Golden Palace also invests in **technological innovation**, including **AI-driven** software designed to detect behavioural changes.

**The goal** is to provide a safe, balanced, and well-regulated gaming environment — both in Belgium and France.

For **Golden Palace**, lasting player protection depends on collaboration. By working closely with authorities, experts, and industry peers, the company aims to **promote a responsible gaming model that prevents harm and combats illegal gambling**.



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