

PRESS RELEASE

THE CODERE FOUNDATION AT THE INTERNATIONAL “ADDICTION CARE IN A HUMAN RIGHTS FRAMEWORK” CONGRESS IN MEXICO

- This meeting of major international importance brought together more than 2,000 representatives from 20 countries to share experiences, analyses and possible solutions regarding drug use and other addictions.
- CODERE took part in the expert keynote addresses and round table discussions by highlighting the Company's Responsible Gaming and the promotion thereof through the CODERE Foundation, emphasizing safeguarding minors in on-line/off-line gaming in Mexico.

Mexico, 27 December 2012. The CODERE Foundation, a not-for-profit organization created for the purpose of designing and organizing activities focusing on the study,



analysis, evaluation, regulatory furthering and evolution of the gaming industry, took part in the second International “Addiction Care in A Human Rights Framework” Congress, organized by “Centros de Integración Juvenil, A.C. in Mexico on December 5-7, 2012 in Quintana Roo, Cancun (Mexico) in which over 2,000 representatives from 20 countries, including the U.S., Canada and Argentina, took part.

Throughout this three-day Congress, experts, scholars, researchers, civil servants, politicians, organizations, teaching professionals and other interest groups discussed different proposals for solving the problem of addictions and analyzing possible alternatives and solutions.

Addiction control under debate

This international meeting was opened with the signing of the **National Agreement for the Promotion of Human Rights in Addiction Care** with the presentation by Carmen Fernández Cáceres, the General Director of Centros de Integración Juvenil, A.C. (CIJ).

Expert lectures were also included on the agenda, such as that of **José Ignacio Cases Méndez**, the Vice-President of the CODERE Foundation, whose presentation “**CODERE and Responsible Gaming**”





put forth the importance of promoting good public policies on gaming and minimizing the social activities of gambling in cooperation with legislators and consumers through Responsible Gaming campaigns.

Also highlighted were different campaigns carried out by the CODERE Group business divisions and countries in this field.

Other leading figures such as Antonio Luigi Mazzitelli, Regional Representative for Mexico, Central America and the Caribbean from the United Nations Office On Drugs and Crime (UNODC) and Armando Prida Huerta, the President of the Foundation for Free Expression ended this series of keynote addresses.

Gambling, one of the topics of the day

The Company also took part in the parallel lecture series by way of **Carlos Zamudio, the Director of Institutional Relations for CODERE Mexico** having taken part in the panel discussion on ***Other Additions, “Compulsive Gambling: A Non-Toxic Addition of Our Times”***. In his presentation, Mr. Zamudio stressed the control-related problems of some gamblers in Mexico in recent times. The growing social impact of this problem in Mexico should be put to study in the upcoming *National Addiction Survey*.

He also underlined two major gaming-related issues: On one hand, preventing minors from gaining access to gambling – they currently doing so by way of illegal machines ; and on the other, carrying out thorough internet gambling control which will assure that online gamblers are adults abiding by Mexican laws and regulations.

Also present representing CODERE were **Beatrice Rangel, the President of CODERE Mexico** and **Germán Gusano, the Director of the CODERE Foundation**.

Other experts from different areas also took part in the talks, such as Beatriz León Parra, the Head of the Preventive Technologies and Models Department of “Centros de Integración Juvenil A.C. (CIJ) and Luis Alejandro Nagy Ubina, the Manager of the Internet Security Alliance (ISA) youth help line

The gaming topic was also dealt with in the round table discussion: ***“Multimedia in Mass Prevention as an Added Tool in Treating Compulsive Gambling”*** along with other experts in this field.

Some of the many interesting topics debated throughout this three-day Congress dealt with from the interdisciplinary standpoint and with the participation of panels of experts, included: Addiction Care Strategies in Latin America; Psychiatric Comorbidity; Research in Addictions; Smoking and Drinking: Prevention in Childhood and Youth; Treating Drug Use in Vulnerable Populations; Family Therapy; Society's Active Involvement in Prevention; Harm-Reduction Strategies and the Role of the NGOs in International Organizations.

About “Centros de Integración Juvenil, A. C.”

This is a not-for-profit civil association founded in Mexico in 1969 and incorporated into the Health sector for the purpose of providing drug use-related care for young people, which, at that time, was a huge public



health problem. CIJ possesses more than 40 years of experience, its activities focusing on the prevention, treatment, social reintegration and scientific research of drug use in Mexico. This institution has expanded its organization, programs and services, now having 113 care-providing units located throughout the country and having provided prevention and treatment services for nearly 29 million people.

CODERE FOUNDATION

Fundación CODERE is a not-for-profit organisation created to promote and sponsor the study, analysis, evaluation, regulatory framework and evolution of the gaming industry.