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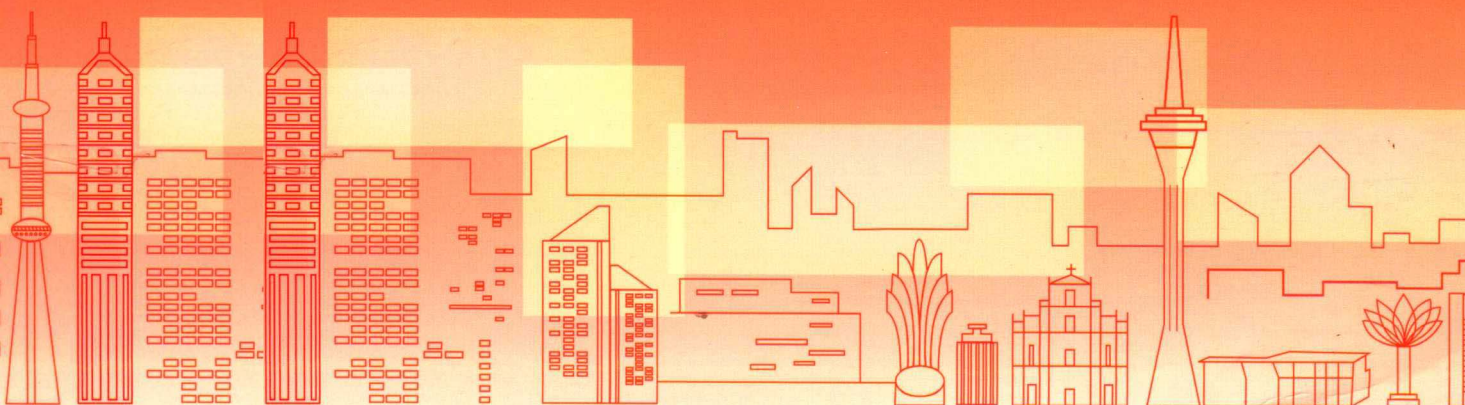
論文摘要

Abstracts

2007 博彩產業與公益事業
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國際學術研討會論文摘要
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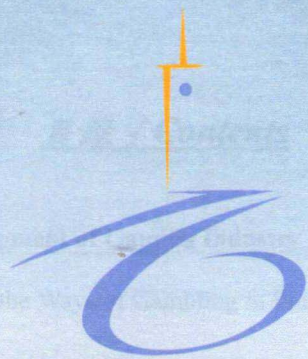


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世界博彩產業發展趨勢
**Globe Trend and New
Development of Gaming Industry**

The New Technology Changes the Ways of Gambling in Finland

Jaana Lähteenmaa¹

Abstract: Certain technological innovations shape the current field of gambling in Finland.

The possibility to gamble in the internet, internet-poker especially, tempts many new gamblers. It has been noticed in gambling-research that easy access to any certain form of gambling easily increases one's playing. In Finland practically all the people have the possibility to use internet, and over 60% of the Finnish population use internet at least weekly. This has meant e.a. growing numbers of internet-poker players. It is predictable that this development will also bring risks.

Gamblers, and especially gambling-addicts often loan money in order to continue gambling. The new kind of cash advances (typically 100-300 euros), applied by the mobile phone, play a growing role in financing the gambling in Finland. There are big risks of getting into serious economic problems and even crisis, if one takes several of those loans, one after another. The annual percentage rate of these cash advances is very high, from 200% to even 600%.

The topic of my paper is to investigate especially these phenomena, and links between them. I also try to draw a broader picture of the current Finnish gambling field. I lean on the empirical data I use in my ongoing research. The data consists of:

- 1) the survey with a representative sample, gathered by the Ministry of Social Affairs and Health during the spring 2007,
- 2) the survey made in my own research-project: it is gathered by the internet (N = 720) and includes both structured and un-structured questions and answers. The gathering took place in the spring and summer 2007.
- 3) 18 face-to-face interviews, which are analysed with qualitative methods. Also these interviews have been made between 15.4. and 31.7.07.

The analysis of the empirical material is in the early phase. In my interpretations I will discuss also other relevant research in the field.

¹ Jaana Lähteenmaa, D.Soc.Sc., Researcher, University of Helsinki, Department of Economics and Management, Finland

博彩全球化浪潮与中国内地赌金的流失
The Tide of Gaming Globalization and Chinese Capital Loss through Gaming

庄金锋¹ 曾毓淮²
Zhuang Jinfeng Zeng Yuhuai

摘要：本文主要阐述博彩全球化新浪潮的概况及其特点，指出：目前中国周边正形成一个从日本、泰国、缅甸、马来西亚到菲律宾、新加坡、印尼，并一直延伸至澳大利亚及欧美的庞大境外赌博网。因而，中国内地已处在“世界赌博爆炸”的包围之中，致使近几年来中国内地每年“流失到境外的赌博资金超过 6000 亿元人民币，相当于 2003 年中国全国福利彩票、体育彩票发行总额的 15 倍”¹。其中官员挪用公款豪赌现象尤其引人注目。几年中，已有数十名内地官员或国企领导因境外豪赌而落马。这些赌金主要是通过境外赌博、网络赌博及地下六合彩等各种渠道流失到境外的俄罗斯、美国及澳门地区等。为了防止或减少赌金严重流失，捍卫国家经济利益，建议政府有关部门从经济、社会、法律、行政、国际等方面加强对策研究。

注1：江河：《中国每年流失赌金六仟亿》，《环球时报》2007年4月25日，第6版

Abstract: This article mainly describes the overview and characteristics of the massive tide of gaming globalization. At present, China is surrounded by a huge foreign gambling network which is formed by Japan, Thailand, Burma, Malaysia, the Philippines, Singapore, Indonesia, and has extended to other continents, including Australia, Europe and America. Mainland China is in the middle of the ‘world gambling explosion’ right now, leading to an annual loss of over 600 billion RMB to foreign countries through gambling activities. That equals to 15 times of the total issue amount of both Chinese National Welfare Lottery and Sport Lottery in 2003. Besides, cases of government officials embezzled public funds for gambling have generated the most attention. In recent years, quite a number of officials and state-owned enterprise leaders have been arrested for overseas unrestrained gambling. This gambling fund lost is transferred to places like Russia, America and Macau through different channels, such as, overseas gambling, online gambling and illegal Mark Six lottery. In order to prevent and reduce the severe loss of fund and to protect our nation’s economy, it is suggested that our government or departments concerned should strengthen countermeasure research in relation to economic, social, law, administration and international affairs.

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亞太地區博彩產業的機遇與挑戰

**Challenges and Opportunities
Facing the Gaming Industry in the
Asian Pacific Region**

亚太地区博彩业所面临的挑战与机遇 Challenges and Opportunities Facing the Gaming Industry in the Asia-Pacific Region

Mark Michalko¹

摘要：目前学者、企业领袖和普通大众之间的一个普遍共识就是：在可预见的将来，亚太地区代表着世界上最大的经济机遇。然而，这种极大的热情，必须以对本地区所面临的巨大挑战的一种冷静认知加以调和。这些机遇的量级与广度意味着，其所面对的相应挑战在范围和复杂性方面也是空前的。

随着这一地区整个经济的继续增长和社会的持续变革，为许多项目寻求融资的各国政府，也开始把目光转向博彩业。但我们不能对这一地区所面对的机遇的巨大性估价过高。仅中国和印度目前就代表着超过世界 1/3 的人口。尽管政府和供应商会发现这一地区会给他们带来丰厚的报酬，但他们所面临的挑战同样令人畏惧。

由于其所能带来的巨额财富，各国政府都视博彩业为提高税收的一种极具吸引力和“无痛”的方法。但是，负责任的政府都必须始终确保在最大程度地提高融资和任何相应的负面的社会后果之间实现平衡。对世界各国政府而言，历史已经证明，维系这一脆弱的平衡非常具有挑战性；而且，随着当今科技的空前进步，其所面临的挑战也日益严峻。就政府而言，由于来自合法经营者（比如属于外国司法管辖范围内的政府）、以及顾客对不择手段的互联网经营进行访问的便宜性，确保对社会负责的博彩业的这一任务，也开始变得越来越困难。

同时，技术供应商和经营者也面临一系列挑战，其中包括知识产权保护这一极为重要的问题。在亚太地区某些新兴的发展中的市场，这一问题尤其如此。总之，尽管在可预见的未来亚太地区的博彩业市场无疑会成为世界上最好的博彩业市场，但它也并不是没有面临着各种重大挑战。

Abstract: The consensus among scholars, business leaders, and the public-at-large is that Asia-Pacific represents the world's greatest economic opportunities for the foreseeable future.

Yet this tremendous zeal must be tempered with the sober recognition of the region's enormous challenges. The sheer magnitude of the opportunities means that the corresponding challenges are also unprecedented in scope and complexity.

As economies throughout the region continue to grow, and as societies transform, governments seeking funding for many projects are turning to gaming.

The enormity of the opportunities in the region cannot be overstated. China and India alone represent more than 1/3 of the world's population. While governments and suppliers will find the region rewarding, challenges are equally daunting.

Because of the enormous monies generated, governments see gaming as an attractive and “painless” method of raising revenues. Yet, responsible governments must always ensure a balance between raising maximum funds and any corresponding negative social consequences. Maintaining this delicate balance has historically proven challenging for governments around the world, and with today's unprecedented technological advancements, the challenges are ever greater. For governments, the task of ensuring socially-responsible gaming is made more difficult due to competition from legitimate operators (such as governments of foreign jurisdictions) as well as punters' easy access to unscrupulous internet operations.

At the same time, technology suppliers and operators face a range of challenges, including the paramount issue of protection of intellectual property. This is particularly true in some of the newly-developing markets in Asia-Pacific.

While the gaming market in Asia-Pacific will undoubtedly be the world's best for the foreseeable future, it is not without significant challenges.

¹ Mark Michalko, President INTRALOT Asia-Pacific, INTRALOT, Greece

澳門崛起後的亞洲博彩市場發展
Asian Market Gaming Development Following Macao

Rudy Pamintuan¹ Cory Aronovitz, Esq.²

摘要：為配合研討會的主題“博彩業的新科技與趨勢”，本文擬集中討論以下幾點：

1. 博彩業的全球趨勢與新發展
2. 亞太區博彩業面臨的挑戰與機會
3. 其他配合大會主題的標題包括：
 - a. 市場分析錯誤
 - b. 文化對博彩業的影響
 - c. 中型營運者的投資機會

亞洲有各式各樣的商業博彩活動。無論是在亞洲二十多個國家的娛樂場、賽馬和賽狗、彩票、角子機或電子撲克機，都有發展空間。至今澳門市場最受注目，獲得數間最大的博彩公司青睞並投資過十億元。但亞洲還有數個較小型及只有澳門十分之一投資規模的市場。投資者只要了解文化差異、政府需要以及企業成長就可以帶來成功；建立品牌和持續發展在過程中極為重要；認識相關法律可為中型博彩公司打造機會。亞洲有一些擁有潛力但未受注意的地區，例如，蒙古、濟州島、果亞、斐濟及天寧島。對大型博彩公司來說，這些地區的市場太細小；但對中型博彩公司來說，卻是獨一無二的機會。本文擬討論這些地區的投資機會以及打造品牌概念的方法。

Abstract: This paper will address the conference theme of: “New technologies and the trends of the gaming industry” by focusing on a number of issue areas including:

1. Global trends and new development of gaming industry;
2. Challenges and opportunities facing the gaming industry in the Asian Pacific region; and
3. Other topics under the conference theme including:
 - a. Errors in market analysis;
 - b. Impact of culture on gaming; and
 - c. Investment opportunities for mid-cap operators.

Throughout Asia some form of commercial gaming can be found. Whether it is casino gaming in over twenty Asian countries; horse and dog racing; lotteries; or slots or video poker machines, it is a market that has room for growth. By far Macao has generated the most attention and the largest gaming companies investing billions of dollars. But several smaller market opportunities with investment at one tenth of Macao exist. Understanding cultural differences, governmental needs and corporate growth can result in tremendous success. Branding and consistent development is significant to the process. Knowing the laws and the concerns will result in packaging an opportunity for mid-size gaming companies. For example, Mongolia, JeJu Island, Goa, Fiji and Tinian are tremendous opportunities that have not attracted interest. Too small for the large gaming companies yet too far from the jurisdictions mid-sized gaming companies are familiar with, creates a unique opportunity.

This paper will identify the opportunities and how to package a branded concept.

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澳门博彩业与中国经济安全
Macao Lottery and China Economic Security

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摘要：在澳门博彩业日益兴盛的背景下，中国经济安全问题逐渐凸显了出来。本文通过对博彩业在新时空背景下新老问题的分析，认为博彩业已成为中国内地民众最热衷的休闲娱乐方式之一，但是，越来越多不法的内地资金把澳门作为了东亚洗钱的中心，并通过澳门这个中转站流失到了国外，这对中国经济安全相当不利。因此，本文认为，通过各种舆论纠正国人“博彩即赌博”的错误观念，努力开发并推广符合中国国情的新博彩方式，同时，逐渐开放中国内地资本进入澳门博彩业，都是维护中国国家整体经济安全的可行之举。

Abstract: It shows to be serious in the China Economic Security issues while the Macao lottery increases with years. Through the analysis of the new trend at the lottery on the globalization as well as the stale problem, this article argues that more and more Mainland China's funds were swarming into Macao's lottery so as to shape Macao a money laundering center in the east Asia, which makes against the China Economic Security and the Macao image. The article considers that there were two ways to solve the problem, i.e. 1) to rectify the traditional idea of "lottery is equal to gambling" in order to generalize the lottery in Mainland China. After all, lottery is becoming the most interesting entertainment. 2) to permit the funds from Mainland China into Macao lottery in order to protect the Greater China Economic Security.

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