


Leasing Life European Conference & Awards 2012
Protecting Achievement in a Capricious Market
 Barcelona, Spain
29 November 2012



Analysis • Insight • Intelligence

0830-0910	Welcome coffee & registration in the exhibition area	
0910-0915	Welcome	
0915-1100	SESSION ONE – The Hidden Giant: how to reveal Europe’s invisible lenders	
0915-0935	<p>Championing a quiet sector: how to put asset finance at the forefront of the European credit customer’s mind</p> <p>Asset finance has long suffered from a lack of marketing, a lack of mainstream press and a sense of invisibility compared to other areas of the financial services. How can lender, vendors and trade associations being asset finance out of the dark and cement it firmly in the minds if all businesses looking to invest in equipment?</p>	<p>Jukka Salonen CEO Nordea Finance</p> 
0935-0955	<p>SME’s CAPEX funding requirements: Opportunities and Challenges for European Lessors</p> <ul style="list-style-type: none"> • The importance of small and medium enterprises to the European economy is widely acknowledged • SME’s account for 99% of all European companies and two thirds of all jobs in the private sector • The post recessionary environment poses new challenges for them. The rising costs of credit and conservative underwriting practise have made access to finance more difficult • European lessors can leverage the current situation to attract more SME’s to use leasing to finance their CAPEX 	<p>Elmar Lukas Managing Director GE Capital</p> 
0955-1015	<p>The best of both worlds: necessary changes to the leasing value proposition to satisfy both customers and shareholders</p>	<p>Chris Cooper CEO Challenge Consulting</p> 
1015-1035	On stage interview and debate	
1035-1105	Coffee break in the exhibition area	

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1105-1225 SESSION TWO – Future Gazing: charting a ten year course for asset finance

1105-1125 You can't make an omelette without breaking eggs

- Is there anything truly new in leasing?
- Game over for the leasing industry?
- Funders: a foretold death?
- Vendor finance: what are the options?
- Innovation – let's break some eggs

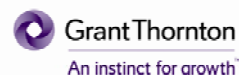
Patrick Guoin
Global Head of Strategy and Business
Optimisation
SG Equipment Finance



1125-1145 Is there light at the end of the tunnel?

- There's no point looking forward without looking back: reviewing trends since the onset of recession.
- Where will the crossroads come for the asset finance industry?
- Analysing the pros and cons of the options facing the market in the years to come.

Christian Roelofs
Director – Leasing & Consumer
Finance
Phil Gerrard
Director – Leasing & Consumer
Finance
Grant Thornton



1145-1205 Future proofing processes amidst uncertainty and maelstrom of changes overlooking the asset finance industry

- How can asset finance providers identify areas of process improvements to effectively drive real business outcomes?
- What data analytics tools coupled with integrated technology can they draw to increase effectiveness?

Diwakar Singhal
SVP and Business Leader
Genpact



1205-1225 Starting from scratch: What will tomorrow's lessors need from their technology?

- It's all about Ontology: Software should be a reflection of reality!
- Tailored software: How do you differentiate from your competitors?
- Permission management: How to collaborate with your customers and vendors.
- Late-Change-No-Penalty: Change is a fact of life. Late change should be embraced, not avoided!
- One click deployment: How automation of development process can give you competitive advantages.



Nelson Lin
President
Robocoder



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1225-1245	Interactive discussion	
1245-1400	Lunch in the exhibition area	
1400-	SESSION THREE – Perfect Symbiosis: moving beyond the borders of sales-aid finance	
1400-1420	<p>Life Cycle Asset Management: Rethinking our business model</p> <ul style="list-style-type: none"> • How macro and leasing industry trends are forcing leasing companies and manufacturers to rethink their business models. • Take, make and dispose: an outmoded way of thinking about ownership • How second hand markets become first hand markets. • Shifting focus from leasing new assets towards providing sustainable financial solutions, enabling refurbishment and re-manufacturing. 	<p>Frits Engelaer Sustainable Business Developer De Lage Landen</p> 
1420-1440	<p>Vendor finance – the partner's point of view</p> <ul style="list-style-type: none"> • De Lage Landen vendor partner Technogym discusses the changing needs of a manufacturer working with an independent finance provider 	<p>Kenrick Briffa Director of Services Technogym Italy</p>
1440-1500	<p>Demonstrating the value of a captive</p> <ul style="list-style-type: none"> • Cisco Capital explains how it has supported its parent through a challenging economic environment, illustrating the case for a manufacturer to operate a full captive. • Further session content and summary to be agreed with Cisco Capital 	<p>Cisco Capital Speaker TBC</p> 
1500-1520	<p>Captive finance – the partner's point of view</p> <ul style="list-style-type: none"> • One of Cisco's reseller partners – or a representative of the OEM (Cisco capital to confirm) – discusses the changing needs of a reseller or manufacturer working with a captive finance provider 	TO BE CONFIRMED
1520-1540	On stage panel discussion	
1540-1610	Coffee break in the exhibition area	

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1555-	SESSION FOUR –	
1610-1630	How the Spanish leasing industry has dealt with economic contraction in the current legal framework, and what it can teach lessors with exposure in difficult markets	Fernando Navarro Coderque Partner Cuatrecasas CUATRECASAS, GONÇALVES PEREIRA
	<ul style="list-style-type: none">• Real need to get financing under leasing schemes. Best alternative for certain assets under the current legal and tax framework.• Late payment and non-payment, how to deal with this in performing, non-performing and insolvency scenarios.• Repossession: a hot topic. But a real victory? How to achieve it.• Getting the deal done. The legal and credit risk analysis: mitigating risks but living with them.	
1630-1650		
1650-1700	On stage interview	
1700	Close of Leasing Life European Conference 2012	
1900	Cocktail reception	
1945	Awards dinner	
	Exclusive Leasing Life Awards Sponsor	
		

*Subject to final confirmation