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present the

**7th & 8th June 2011
InterContinental Warsaw, Poland**

29th Annual World Leasing Convention

Plus separately bookable pre-convention workshop

A movement to operating leases - maximizing profits, minimizing risks

6th June 2011 • InterContinental Warsaw, Poland

Led by: **Sudhir Amemba**, Chairman and Chief Executive Officer, **Amemba & Associates**

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Confirmed speakers include:

- **David Humphreys**, Practice Fellow, **IASB (International Accounting Standards Board)**
- **Crit DeMent**, Chairman and Chief Executive Officer, **LEAF Financial**, Chairman-Elect, **ELFA**
- **Andrzej Sugajski**, Director General, **Polish Leasing Association**
- **Isabel Fernandez**, Chief Commercial Officer EMEA, **GE Capital**
- **Sudhir Amemba**, Chairman and Chief Executive Officer, **Amemba & Associates**
- **Andrzej Krzemiński**, Chief Executive Officer, **Europejski Fundusz Leasingowy**, Chair, **Polish Leasing Association**, Board Member, **Leaseurope**
- **Patrick Gouin**, Head of Technology Finance, **SG Equipment Finance**
- **Frans Janssen**, Senior Vice President - Head CEE Region, **De Lage Landen**
- **Christian Foltyn**, Chief Executive Officer Poland, **Siemens Finance**
- **Bret Thomas**, Global General Manager, **Xerox Global Leasing Group**
- **Michael J. Keeler**, Chief Executive Officer, **Ecologic Leasing Services**
- **Arnaldo Rodriguez**, President CSI International, **CSI Leasing**
- **Thorsten Weinelt**, Global Head of Research & Chief Strategist, **UniCredit Research**
- **Charles F. Yeterian**, Vice President Leasing & Finance, **Novus Aviation**
- **Teizoon Kijat**, Chief Executive, **ORIX Leasing Pakistan**
- **Sunil Kanoria**, Vice Chairman, **SREI Infrastructure Finance**
- **David Rendell**, Head of Green Financing EMEA, **GE Capital**
- **Francisco Javier Gomez Velez**, Vice President – Assets, **Leasing Bancolumbia**
- **Lech Zeyer**, Managing Director, **SG Equipment Finance Polska**

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7th & 8th June 2011
InterContinental Warsaw, Poland

29th Annual

World Leasing Convention

Euromoney Seminars' World Leasing Convention is firmly established as the leading global event for leasing professionals. Now in its 29th year, this event attracts **senior lessors** and **lessees**, **legal** and **financial specialists**, **solutions providers** and **industry experts**. Over the past 28 years, thousands of delegates have benefited from the discussions and networking opportunities of this convention.

In 2011, the World Leasing Convention heads to Warsaw, featuring a comprehensive review of industry developments and key topics to include: **the latest from the IASB**; the potential of the **Eastern markets**; and the size of **the 'green' opportunity** – in addition to sector and regional briefings.

Make sure you stay at the forefront of the market by joining us in Poland this June.



Last year's delegates said:

"Excellent, excellent, excellent! One of the most successful events in terms of content & speakers I have seen lately"

Bülent Taşar, Chairman, **Turkish Leasing Association**,
Managing Director, **Siemens Leasing, Turkey**

"If I go to the convention every year, I come back a better lessor and a better CEO – that's a fact"

Ahmed Deif, General Manager, **A.T. Lease**

"The composition of high caliber leasing professionals from all sides of the industry is unmatched"

Jürgen Wiedemann, Leasing Director, **Xerox**

"After 20+ years as CEO of a leasing company, I believe there is no better forum for sharing new ideas and networking"

Raphael Parambi, former CEO, **Muscat Finance**

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Separately bookable pre-convention workshop:

A movement to operating leases - maximizing profits, minimizing risks

6th June 2011 • InterContinental Warsaw, Poland

Finance leases continue to suffer from margin compression; also, many countries do not allow lessors to claim tax benefits on these loan-like leases. As lessors increasingly look towards survival and success, either through product differentiation or product innovation, a move to operating leases is a logical conclusion for many.

The workshop will delve into the forthcoming IFRS changes and present the attendees with ideas to embrace a new paradigm. It will be led by **Sudhir Amembal**, Chairman of **Amembal & Associates** who has served the international leasing industry since 1978. He is considered to be the foremost leasing authority in the world, having trained leasing professionals in over 55 countries, co-authored and published 16 leasing publications, including the industry best-seller 'Winning with Leasing!'.

09.00

Workshop registration and coffee

A. OVERVIEW

1. Global significance of product
2. A clear definition
3. The natural evolution from finance leases

B. INTRODUCTION TO THE PRODUCT

1. Varied definitions
2. Skills needed to engage in product
3. Conditions in market necessary for entry
4. Types of lessees suited for product
5. Lessors that fit the mold

C. WHY OPERATING LEASES?

1. Unique advantages to customers
2. Unique advantages to lessors
3. Additional profit opportunities
4. Match products to user needs

D. STRUCTURING OFF BALANCE SHEET FINANCING

1. Understanding that all operating leases are not off balance sheet
2. Assuring the lease is indeed off balance sheet to the lessee
3. Techniques to have operating lease for lessee and finance lease for lessor
4. The future – how to survive it?

E. PRICING OPERATING LEASES

1. Residual nuances
2. Higher IRR?
3. Techniques to compete with other lessors

F. TAX BENEFITS FROM OPERATING LEASES

1. How to value the depreciation benefit
2. Pricing the benefit into the lease

G. UNDERSTANDING/MANAGING RISKS

1. Earnings risk
2. Analytical risk
3. Funding risk
4. Pricing risk
5. Legal risk

H. RESIDUAL RISK

1. Factors influencing asset risk
2. How to arrive at residual value
3. Techniques to mitigate/eliminate
4. Remarketing approaches
5. Documentation nuances
6. Residual insurance

I. VENDOR SUPPORT

1. First net loss residual guaranty
2. Blind discount
3. Repurchase agreement
4. Buyback agreement
5. Remarketing agreement

J. RELATED PRODUCTS

1. Leveraged leases
2. Synthetic leases
3. TRAC leases
4. First amendment leases

K. STRATEGIC CONSIDERATIONS

1. Choice of strategic business partner
2. Choice of entity
3. Asset classes to be chosen
4. Portfolio approach
5. Residual assessment committee
6. Customer market survey

16.30

Close of Workshop

Who should attend?

A movement to operating leases is for those either currently offering the product or not. The former group will gain a thorough understanding on how to maximize profits, the latter group will be provided with a road map to offer the product.

29th Annual World Leasing Co

Day One: Tuesday 7th June 2011

08.15

Registration & Coffee

09.00

Chairman's opening remarks

Sudhir Amembal, Chairman and Chief Executive Officer, **Amembal & Associates**

09.10

Opening address by Polish Leasing Association

Andrzej Sugajski, Director General, **Polish Leasing Association**

09.20

Economic overview: The effects on the leasing industry of the sovereign debt crisis and the patterns of economic recovery across the globe

- What the leading economic indicators say
- How much better have captive and bank-backed leasing companies fared through the downturn?
- The outlook heading into 2012

Thorsten Weinelt, Global Head of Research & Chief Strategist, **UniCredit Research**

09.50

North America: Assessing the recovery

- Falling off the cliff: The impact – market performance over the last year and projections for the year ahead
- An overview of lessons learned
- Trends in the US market – current challenges and opportunities
- How are new regulations affecting the US leasing industry?

Crit DeMent, Chairman and Chief Executive Officer, **LEAF Financial**, Chairman-Elect, **ELFA**

10.20

IASB presentation: The final plans

- Implementation timelines and the IASB/FASB's final plans for lease accounting
- Changes to accounting for operating leases
- What specific impacts are intended and expected on lessors and lessees?

David Humphreys, Practice Fellow, **IASB (International Accounting Standards Board)**

10.50

Coffee and networking

11.35

Pursuing opportunities in faster growing and emerging markets

- Approaches to and steps towards investing
- Evaluating countries and potential partners
- CSI case study
 - Where, why and how?
 - Benefits and lessons learned
 - The 'hot' markets today

Sudhir Amembal, Chairman and Chief Executive Officer, **Amembal & Associates**

Arnaldo Rodriguez, President CSI International, **CSI Leasing**

12.05

Lessee's priorities: How to win the customer and trump the competition

- Identifying Service Delivery Points
- Arriving at a full menu of services
- Contracts and pricing
- The importance of relationships

Michael J. Keeler, Chief Executive Officer, **Ecologic Leasing Services**

12.35

Question and answer session

12.50

Lunch

14.15

Lessors' panel: Innovation in the field – products, securitization and technology

- What is the best way to serve the customer - vertical integration with banks or horizontal integration as asset-based finance players?
- How can lessors secure their assets? Can manufacturers assist with the integration of technologies such as GPS?
- The current role of securitizations
- The public sector – an exploited revenue pool for the leasing industry?
- What is the role of technology and automated systems and decision-making in the industry over the medium term?
- Internal compliance costs for the new accounting regulations - how expensive will they prove to be?

Sunil Kanoria, Vice Chairman, **SREI Infrastructure Finance**

Francisco Javier Gomez Velez, Vice President – Assets, **Leasing Bancolombia**

Frans Jannsen, Senior Vice President - Head CEE Region, **De Lage Landen**

Moderator: Sudhir Amembal, Chairman and Chief Executive Officer, **Amembal & Associates**

15.15

Aviation sector briefing: How will the influx of new lessors impact the industry?

- Reviewing the state of the aircraft leasing industry including current trends and challenges
- What has been the impact on orders of the recovering economy?
- Who are the significant players? The airlines and the financiers

Charles F. Yeterian, Vice President Leasing & Finance, **Novus Aviation**

15.45

Coffee and networking



16.15

Europe: Reviewing the recovery landscape and the challenges for the year ahead

- A local market overview and prospects for 2011
- How severely will the new lease accounting rules affect the industry in Europe?
- Keeping sustainable growth in CEE countries – lessons learned from the crisis and local government finance strategies

Isabel Fernandez, Chief Commercial Officer EMEA, **GE Capital**

17.00

The future of the manufacturer-lessor relationship

- What effect will the new accounting regime have on demand for leasing solutions?
- What can the leasing market do for manufacturers?
- How far are manufacturers willing to go to assist lessors?
- Manufacturers' perspective - how do the different vendor leasing strategies compare?

Christian Foltyn, Chief Executive Officer Poland, **Siemens Finance**

17.45

Successful lessor responses to the difficulties of the downturn

- As the economy has turned a corner, what are lessors doing differently?
- How did the economic downturn alter lessors' portfolio mix strategies?
- What improvements have been made to credit discipline?

Bret Thomas, Global General Manager, **Xerox Global Leasing Group**

18.15

Chairman's closing remarks followed by drinks reception

Sudhir Amembal, Chairman and Chief Executive Officer, **Amembal & Associates**

Day Two: Wednesday 8th June 2011

09.00

Morning coffee

09.30

Chairman's opening remarks

Sudhir Amembal, Chairman and Chief Executive Officer, **Amembal & Associates**



09.40

Panel: The future for the Polish leasing market

- An overview of the trends in the local market
- What is the outlook for securitization in the coming years?
- How can the role of leasing services for SMEs be promoted?

Andrzej Krzemiński, Chief Executive Officer, **Europejski Fundusz Leasingowy**, Chair, **Polish Leasing Association**, Board Member, **Leaseurope**

Christian Foltyn, Chief Executive Officer Poland, **Siemens Finance**
Lech Zeyer, Managing Director, **SG Equipment Finance Polska**

10.25

Green sector briefing: Where are the real opportunities in the cleantech economy?

- What opportunities will we see for leasing in the green segment as the local incentives reduce whilst European carbon emission targets do not? How safe are the feed-in tariffs?
- Amongst renewable energy technologies, which are the most promising for leasing companies?
- Choosing the right assets in a rapidly changing technological space

David Rendell, Head of Green Financing EMEA, **GE Capital**

10.50

Coffee and networking

11.20

Medical sector briefing: A demographic safe bet?

- The medical equipment industry – developments in the last year
- Is the area seeing a surge in interest thanks to being a countercyclical sector, and will this trend continue?
- To what extent is sector growth going to continue to be driven by demographic factors, and which countries pose the most potential on account of their population pyramids?

Patrick Gouin, Head of Technology Finance, **SG Equipment Finance**

12.00

Liquidity: Where to find it and how to manage it

- Has liquidity improved?
- How have lenders changed their standards for assessment?
- Strategies for managing credit portfolios
- What mistakes have been made in the industry?
- How are lenders doing credit risk analysis?

12.30

MENA: The current state of leasing in the region

- A local market overview and prospects for 2011
- Challenges, opportunities and growth possibilities
- Ways for lessors to invest in the region and lessons learned from ORIX's experience
- How large is the opportunity in the region represented by microfinance leasing? What support is being provided by multilateral institutions?

Teizoon Kijat, Chief Executive, **ORIX Leasing Pakistan**

13.00

Chairman's closing remarks followed by lunch

Sudhir Amembal, Chairman and Chief Executive Officer, **Amembal & Associates**

Registration Fees

	Early Bird Discount*	Standard Price
First Delegate	€1799	€1999
Second Delegate	€1799	€1999
Third Delegate	€899	€999
Workshop Only	€799	€899

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