



Leaseurope

The Voice of Leasing and Automotive Rental in Europe

[ 2009 ]  
SEMINAR

# Lessors in Central, Eastern and South-Eastern Europe

Istanbul, Turkey | 2 - 3 April 2009

Plus separately bookable Pre-Seminar One Day Training for Executives

**Sagora...**  
Lease & Risk Management

**Strategic Finance for Top Managers  
in the Leasing Industry**

1 April 2009 • Sheraton Istanbul Maslak Hotel • Istanbul, Turkey

# Welcome to Leaseurope's 2009 Seminar for Lessors in Central, Eastern and South-Eastern Europe (CESEE)

This year's edition is hosted by the Turkish Leasing Association FIDER.

These Seminars are universally recognized as one of the major gatherings of lessors in the CESEE area with its highly informative presentations from key players and a special focus on practical solutions and experiences.

Leaseurope Seminars also bring together carefully selected providers of various products and services that help assist leasing and automotive rental professionals. These solution providers are happy to sponsor the Seminar and look forward to meeting delegates during refreshment breaks, the lunch and the cocktail reception.

The Seminar is designed specifically for CESEE countries executives and managers active in leasing and automotive rental. It is the premier event to address and discuss the challenges and opportunities facing our industry. It provides a unique opportunity for high-level networking with industry leaders, experts and colleagues from across the CESEE area and beyond.

## Registration

### [ Who should attend ]

- Chief Executives & Senior Management
- Mid-Level or Higher Management
- All of those whose business interests are in leasing and automotive rental in CESEE countries

### [ Reasons to attend ]

- Highly informative presentations from key players
- Real issues with a focus on practical solutions and experiences
- High level networking
- Very low registration fee

Come and join us in Istanbul on 2-3 April 2009 and be part of the main European dialogue in your sector.

### Registration is open!

Fill in your registration form and send it to the Seminar Secretariat by fax at +32 2 778 05 78.

## Itinerary at a glance

### [ 2009 ] Lessors in Central, Eastern and South-Eastern Europe SEMINAR

Leaseurope Seminars for Lessors in Central, Eastern and South-Eastern Europe are designed to offer a vital insight into the latest trends and developments relevant to leasing and automotive rental in the CESEE area and on how they will impact the business.

The 2009 Programme is structured around one main theme, i.e. “Doing business in CESEE countries and in Turkey”.

Industry leaders and experts will share their perspectives on the main trends in the leasing and automotive rental markets, and on the most influential drivers of the industry’s development, including:

- Main economic and legislative risks, including country and currency risks and how to address them
- Adaptation of services and products in maturing markets
- Growth in the CESEE region and in Turkey
- Trends in the new and used car markets
- Real estate financing
- Fraud management in companies
- and more ...

**Back by popular demand: a separable bookable pre-seminar one-day training for executives**

Participants to the Seminar can register to a first-class training day for executives.  
The topic this year is:



### **Strategic Finance for Top Managers in the Leasing Industry**

#### **Overview of key financial elements**

- The procedure of value creation estimation
- Powerful tools to aid decision making

#### **Smartly using finance in leasing company**

- Operating cycle and financial needs
- Desired growth rate
- Optimized business policies

#### **Case study: Manage business cycle in leasing**

- Interactive case study (based on a real case)
- Computer-based simulation, debate and discussions

Wednesday 1 April 2009 | 9.00 – 18.00 | Sheraton Istanbul Maslak Hotel

More information at <http://www.sagora.eu/files/news/ExecutiveTraining2009.pdf>

## Agenda

[ Thursday 2 April 2009 ]

### morning //

- 08.30 Seminar Registration
- 09.00 Introduction from the Session Chair
- 09.05 Welcome Remarks  
Bülent TASAR  
Chair, Turkish Leasing Association FIDER
- 09.10 Impact of the Global Financial and Economic Crisis on CESEE Leasing Markets  
Debora REVOLTELLA  
Head of New Europe Research, Unicredit Group
- 09.35 The Turkish Leasing Market: Latest Developments and Prospects  
Bülent TASAR  
Managing Director, Siemens Financial Services
- 09.55 Doing Business in Central and Eastern Europe  
A Practitioner's View  
Rüdiger von FÖLKERSAMB  
Member of the Board, Deutsche Leasing
- Q&A**
- 10.45 *Refreshments*
- 11.15 Country Risk Management
- How to assess country risk? Country Risk of Turkey*  
Joël PAILLOT, Head of Credit Underwriting Division, Coface Kreditversicherung AG
- Assessment of Companies*  
Belkis ALPERGUN, Managing Director, Coface Turkey
- 11.50 Islamic Leasing and Regional Nuances  
Aydın GÜNDOĞDU  
Executive Vice President, Türkiye Finans
- Q&A**
- 12.30 *Lunch*

### afternoon //

- 14.00 Introduction from the Session Chair
- 14.05 Challenges and Opportunities in the Turkish Automotive Long Term Rental Market  
Onder ERDEM  
Chairman, Turkish Short and Long Term Automotive Rental Association, TOKKDER
- 14.25 Trends in the New and Used Car Markets in Central Europe  
Michael GAREIS  
Managing Director, Central Europe, BCA Autoauktionen
- 14.45 Developments in the Russian Leasing Market and Prospects for 2009  
Alexander MIKHAYLOV  
Director, Business Development, Europlan
- Q&A**
- 15.30 *Refreshments*
- 16.00 Currency Risk – Devaluation of Local Currencies and Impact on Leasing in the CESEE Region  
Bernd SCHROECK  
Head of Risk International, Deutsche Leasing
- 16.25 Syndication in Current Financial and Economic Environment  
Dilek MACKENZIE  
Head of Syndication, Hitachi Capital (UK) Plc
- 16.50 Financing Infrastructures: Solutions from a Market Player's Perspective  
Ali Riza ERSOY  
Director, Siemens IT Services and Solutions, Siemens A.S. Turkey
- Q&A**
- 18.00 *Cocktail Reception*

## Agenda

[ Friday 3 April 2009 ]

morning //

- 09.15 Introduction from the Session Chair
- 09.20 Real Estate Financing in the CESEE Region  
Mariusz KURZAC  
President of the Board, ING Lease Polska
- 09.40 New Product Development  
How to Boost Growth through Innovation  
Semsı GURDENLI  
Head of Marketing, Yapi Kredi Leasing
- 10.00 Software Leasing  
Stephan VAN BEEK  
Director, Oracle Financing Division

### Q&A

- 10.30 *Refreshments*
- 11.00 Mature Versus Developing Markets  
Evolution and Microeconomic Snapshot  
Alain VERVAET  
CEO, ING Lease Holding
- 11.25 How to Protect the Leasing Activity  
A look at Fraud Management in Companies  
Jean-Claude BOLOUX  
General Manager, BRD – Sogelease,  
Group Société Générale

### Q&A

- 11.50 Closing Remarks  
Tanguy van de WERVE  
Director General, Leaseurope, Belgium

## Practical Information

### [ Location ]

Leaseurope 2009 Seminar is a one and a half day event that will take place in the world class Sheraton Istanbul Maslak Hotel.

#### **Address:**

Sheraton Istanbul Maslak Hotel  
Buyukdere Cadessi, 233  
Istanbul, Turkey  
+90 212 33 59 999

### [ Registration ]

Simply fill in the Leaseurope Seminar registration form (included in this brochure) and send it to the Seminar Secretariat by fax at +32 2 778 05 78.

### [ Registration Fee ]

#### **Per Delegate: 375 euros**

This fee covers: all Seminar sessions, delegate packs, on-line access to available presentations, lunch on Thursday, refreshment breaks on Thursday and Friday and Cocktail Reception on Thursday evening.

### [ Deadline for Registration ]

Friday 20 March 2009

### [ Payment Method ]

Registration fees are to be paid by bank transfer or credit card in euros. Details for payment are available on the registration form included in this Brochure.

### [ Cancellation Policy ]

For cancellations received prior to Friday 20 March 2009, 80% of the registration fee will be refunded. Cancellations received after 19 April 2009 will not be eligible for a refund, but substitutions can be made at any time at no extra costs subject to prior written notification.

### [ Joining Instructions ]

On receipt of your registration form, we will send you a confirmation letter and some practical information. Please allow two weeks for this process. If you have not received any communications after this time, please contact Ingrid Vermeersch by email at [meetings@leaseurope.org](mailto:meetings@leaseurope.org), by fax on +32 2 778 05 78, or by phone on +32 2 778 05 67, immediately.

Please note that registration is final upon payment of the registration fee.

## Practical Information

### [ Accommodation ]

The Seminar fee does not include accommodation. Participants can book their accommodation at preferential rates (subject to availability) at Sheraton Istanbul Maslak Hotel, where the Seminar will take place. Bookings should be made online via the specific Seminar website that has been created by the hotel and which is available at <http://www.starwoodmeeting.com/Book/leaseurope>. Please book early to avoid disappointment.

Note: Deadline for reservations at the preferential rate is 30 March 2009.  
Accommodation costs are to be settled separately.

### [ Language ]

The Seminar will be held in English.

### [ Dress ]

- Business attire for the main Seminar sessions.
- Business attire or smart casual for the Cocktail Reception on Thursday 2 April 2009.

### [ Visa Requirements ]

Prior to your departure, please check with your travel agency or the Turkish Embassy/ Consulate in your country whether any official document is required for entry to Turkey.

### [ Data Protection ]

The information which you are requested to provide is necessary to enable us to process your registration and is intended for Leaseurope services. You may access this information and request that it be rectified if necessary. We would also like to use this data to keep you informed of other events organised by Leaseurope. If you do not want us to do so, please write to us at Leaseurope, 267 Avenue de Tervuren, 1150 Brussels, Belgium. Payment information will only be used to process the payment of the registration fee.

### [ Enquiries ]

For further information on your registration, please contact:

**Ingrid Vermeersch**  
Leaseurope  
+32 (0) 2 778 05 67  
meetings@leaseurope.org

For further information on Leaseurope 2009 Seminar for Lessors in Central, Eastern and South-Eastern Europe, please contact:

**Anne Valette**  
Leaseurope  
+32 (0) 2 778 05 67  
a.valette@leaseurope.org

To register to the Seminar, please fax this form duly completed by Friday 20 March 2009 to +32 (0)2 778 05 78

## Registration Form

**[Contact Details]** Please write in capital letters

Mr.  Mrs.

Lastname \_\_\_\_\_ Firstname \_\_\_\_\_  
 Company \_\_\_\_\_ Position \_\_\_\_\_  
 Address \_\_\_\_\_ Postal Code \_\_\_\_\_  
 City \_\_\_\_\_ Country \_\_\_\_\_  
 Tel. Work \_\_\_\_\_ Fax \_\_\_\_\_  
 E-mail \_\_\_\_\_

### [Registration Fee]

The registration fee is €375 per delegate.

The fee covers attendance at all sessions, delegate pack, on-line access to available presentations, refreshments, lunch and cocktail reception. Full payment of the registration fee is due prior to the Seminar. Hotel accommodation is not included in the fee.

### [Payment Method]

Registration fees are to be paid no later than **Friday 20 March 2009**.

#### Option 1: bank transfer

€375 to be paid to Leaseurope's account, ING Bank Belgium - IBAN: BE62 3100 0032 7361 - BIC (Swift Code): BBRUBEBB  
 Please indicate clearly on the transfer slip the reference **CESEE 2009** followed by the **delegate's name and company**.

#### Option 2: credit card

Please charge my card for €375  American Express  Visa  Master Card

Card N° \_\_\_\_\_ Expiration date \_\_\_\_\_  
 Card holder's name \_\_\_\_\_ Security N° \_\_\_\_\_

Signature \_\_\_\_\_ Date of signature \_\_\_\_\_

### [Cancellation Policy]

For written cancellations received prior to Friday 20 March 2009, 80% of the registration fees will be refunded. Cancellations received after 19 March 2009 will not be eligible for a refund, but substitutions can be made at any time at no extra costs subject to prior written notification.

### [Accommodation]

The Seminar does not include accommodation. Participants can book their accommodation at a preferential rate (subject to availability) at Sheraton Istanbul Maslak Hotel, where the Seminar will take place. Bookings should be made online via the specific Seminar website that has been created by the hotel and which is available at <http://www.starwoodmeeting.com/Book/leaseurope>.  
**Please book early to avoid disappointment.**