



The Voice of Leasing and Automotive Rental in Europe

[2008]
SEMINAR

Lessors in Central, Eastern and South-Eastern Europe

Sofia, Bulgaria | 22-23 April 2008
www.leaseurope.org

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The Alta GroupSM



Plus separately bookable Pre-Seminar One Day Training for Executives

Sagora... Managing growth in a leasing company

Lease & Risk Management

Monday 21 April 2008

Welcome to Leaseurope's 2008 Seminar for Lessors in Central, Eastern and South-Eastern Europe

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

These Seminars are universally recognized as one of the major gatherings of lessors and decision makers 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 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 issues that face 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

Come and join us in Sofia on 22-23 April 2008 and be part of the main European dialogue in your sector.

Registration is now 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

[2008] Lessors in Central, Eastern SEMINAR and South-Eastern Europe

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 2008 Programme is structured around two main themes:

[Market trends and developments]

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:

- The influence of new technology and other breakthroughs on car financing
- Adaptation of services and products in maturing markets
- Growth in the SEE Region
- Public-private partnerships
- Leasing in renewable energy
- And more ...

[Fraud - A Growing Challenge]

Business leaders, experts and officials will share their experience and approach when it comes to tackling the multiple facets of fraud.

For the first time this year!
Separately Bookable Pre-Seminar One Day Training for Executives:

Sagora...
Lease & Risk Management

Managing Growth in a Leasing Company

- Overview of key financial elements (value creation and decision making tools)
- Smartly using finance in leasing company (operating cycle in financial needs, growth rate determination, optimized business policies)
- Case Study: Growth in Leasing (interactive real case study, computer based simulation, debate and discussion)

Monday 21 April 2008 | 9.00 – 18.00 | Sheraton Sofia Hotel Balkan

More information at www.sagora.eu

Agenda

[Tuesday 22 April 2008]

morning //

- 08.30 Seminar Registration**
- 09.00 Introduction from the Session Chair**
John BENNETT
Chairman of Leaseurope
Managing Director, Bank of America, Global Vendor Finance (EMEA), UK
- 09.05 Welcome Remarks**
Brigitte JANCIK
Chairwoman, Leaseurope CESEE Working Group
Secretary General, Austrian Leasing Association, Austria
- 09.10 Bulgarian Leasing Market Developments and Prospects**
Teodor MARINOV
Chairman, Bulgarian Association for Leasing (BAL), Bulgaria
- 09.35 Doing Business in the SEE Region Cultures and Practices**
Nicolaj MAREV
Managing Director Intern, Operations, Merkantil Bank, Bulgaria
- 10.00 Handling a Maturing Market**
Martin KOFROŇ
Managing Director, ŠkoFIN s.r.o., Czech Republic
President, Czech Leasing and Finance Association (CLFA)

Q&A

10.45 Refreshments

- 11.15 Are we Running Towards a Common Market Place?**
John BENNETT
Managing Director, Bank of America, Global Vendor Finance (EMEA), UK
- 11.45 International Development Strategy for Leasing Companies**
Speaker to be confirmed

Q&A

12.30 Lunch

afternoon //

- 14.00 Introduction from the Session Chair**
Teodor MARINOV
Chairman, Bulgarian Association for Leasing (BAL), Bulgaria
- 14.05 Emerging Markets on the European Fleet Arena**
Jugoslav STOJANOV
Analyst, Automotive, Datamonitor, UK
- 14.40 Car Financing – Impact of Technological Breakthroughs and other Major Changes on Product Development**
Speaker to be confirmed

Q&A

15.30 Refreshments

- 16.00 Leasing as a Qualified Cost in the Usage of European Funds**
Andrzej KRZEMINSKI
President, Europejski Fundusz Leasingowy SA, Poland
Vice President, Polish Leasing Association
- 16.30 Public-Private Partnerships and Infrastructure Financing**
Marco CERRITELLI
Head of Legal Structured Finance, Banca Infrastrutture Innovazione e Sviluppo (BIIS), Italy
- 17.00 European Outlook on Renewable Energy**
Fabio MUNGAI
Marketing Manager, Locat Leasing, Italy

Q&A

18.00 Cocktail Reception

Sponsored by



Evening Free

Agenda

[Wednesday 23 April 2008]

09.00 Introduction from the Session Chair

Martin KOFROŇ
President, Czech Leasing and Finance Association (CLFA)
Managing Director, ŠkoFIN s.r.o., Czech Republic

09.05 Fight Against Automotive Fraud in Europe

Andrew HYNTER
Director Group Risk Management & Internal Audit, Avis Europe, UK
Chairman, Leaseurope Automotive Security Working Group

09.35 Europol and Motor Vehicle Crime in Europe

Per KILERIK
Second Officer, Europol, Netherlands

10.05 Latvia - A Special Playground for Fraud?

Māris SKUJINS
CFO, Alina Ltd., Latvia

Q&A

10.45 Refreshments

11.15 Fraud Prevention by Internal Training

Doris KALLA
Fraud Manager, Raiffeisen International, Austria

11.40 Fraud Prevention - Processes and Disciplines

John GRIMMET
Adviser Central & Eastern Europe, Invigors LLP, UK

Q&A

12.15 Closing Remarks

Tanguy van de WERVE
Director General, Leaseurope, Belgium

Practical Information

[Location]

Leaseurope 2008 Seminar is a one and a half day event that will take place in the world class Sheraton Sofia Hotel Balkan, conveniently located in the heart of Bulgaria's capital city Sofia.

Address:

Sheraton Sofia Hotel Balkan
5 Sveta Nedelya Square
Sofia 1000, Bulgaria
Phone: + 359 (2) 9816541

[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: 250 euros

This fee covers: all Seminar sessions, lunch on Tuesday, refreshment breaks on Tuesday and Wednesday, and Cocktail Reception on Tuesday evening

[Deadline for Registration]

15 April 2008

[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 prior to 15 April, 90% of the registration fee will be refunded. Cancellations received after 15 April 2008 will not be eligible for a refund, but substitutions can be made at any time at no extra costs by notifying the Seminar Secretariat of the change.

[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, 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]

Seminar booking does not include accommodation and delegates should make their own arrangements. To make this easier a range of rooms have been reserved for Seminar delegates at the Sheraton Sofia Hotel Balkan, where the Seminar will take place. Please make your accommodation reservation as soon as possible to avoid disappointment by using the Hotel Reservation Form included in this Brochure.

Note: Deadline for reservations at the preferential rate is 21 March 2008.

Accommodation costs are to be settled separately.

[Transfer from Sofia Airport to the hotel]

The Sheraton Sofia Hotel Balkan provides a shuttle service from the airport. However, the hotel does not accept advanced reservations for the Airport shuttle as the service is based on seat availability. Private pick up can be organized by a car at charge. For further details, please contact the Hotel Reservation Department at +359 (2) 937 8787.

[Language]

The Seminar will be held in English.

[Dress]

- Business attire for the main Convention sessions.
- Business attire or smart casual for the Welcome Cocktail Reception on Tuesday 22 April 2008.

[Visa requirements]

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

[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 2008 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

Registration form

[Contact Details] Please write in capital letters

Mr. Mrs. Ms.

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

[Registration Fee]

The registration fee is €250 per delegate.

The fee covers attendance at all sessions, documentation, refreshments, and lunch.

Full payment of the registration fee is due prior to the conference. Hotel accommodation is not included in the fee.

[Payment Method]

Registration fees are to be paid no later than **15 April 2008**.

Option 1: bank transfer

€250 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 2008** followed by the **delegate's name and company**.

Option 2: credit card

Please charge my card for €250

American Express Visa Master Card

Card N° _____ Expiration date _____

Card holder's name _____ Security N° _____

Signature _____ Date of signature _____

[Cancellation Policy]

Cancellations prior to 15 April 2008, 90% of the registration fees will be refunded. Cancellations received after 15 April 2008 will not be eligible for a refund, but substitutions can be made at any time at no extra costs.

[Accommodation]

The Seminar does not include accommodation. Participants can book their accommodation via the attached booking form at a preferential rate (subject to availability) at Sheraton Sofia Hotel Balkan, where the Seminar will take place. Bookings should be made directly with the hotel. **Please book early to avoid disappointment.**

Please return this form to Ingrid Vermeersch by 15 April 2008 by fax: +32 (0)2 778 05 78



SHERATON SOFIA
HOTEL BALKAN

Bulgaria

HOTEL RESERVATION FORM

Leasing Event(s)

April 21-23 2008

In order to book a room at **Sheraton Sofia Hotel Balkan**, please complete the details below and fax or e-mail the form to:

Sheraton Sofia Hotel Balkan

Phone: (359) (2) 937 8787

Fax: (359) (2) 980 30 30

E-mail: Sofia.Reservations@luxurycollection.com

Family name: _____ **First name:** _____

Company: _____

Tel: _____ **Fax:** _____ **E-mail:** _____

Arrival date: _____ **Departure date:** _____

City* _____ **Zip Code*** _____

Country* _____

Nationality* _____ **Date of Birth*** _____

Passport No.* _____ **Date of issue:*** _____ **Expiry date:*** _____

Cross the room type you require, indicate the total number of rooms and nights required

Classic Single room	EUR 170,-	Executive Single room	EUR 185,-
Classic Double room	EUR 185,-	Executive Double room	EUR 200,-

Smart Single room	EUR 230,-	Suite Single	EUR 280,-
Smart Double room	EUR 245,-	Suite Double	EUR 300,-

Total nights: _____ No. of rooms: _____

Rates are quoted per room, per night, inclusive of buffet breakfast and V.A.T. EUR 0.62 per person per night will be additionally charged as City tax.

Once Classic rooms are sold out the next available room category will be confirmed.

Please indicate the method of payment and guarantee reservation with credit card details:

Credit card name: _____ **Number:** _____

Expiry date: _____ **Signature:** _____

Cancellation policy: One night's room revenue will be charged for each room cancelled after **April 07, 08.**

The Hotel does not accept advanced reservations for the Airport shuttle as the service is based on a seat availability. Private pick up can be organized by a car at charge. For further details please contact the Reservation Department.

DEADLINE FOR RESERVATIONS IS MARCH 21, 2008