



Leaseurope

The Voice of Leasing and Automotive Rental in Europe

[2010]
SEMINAR

Lessors in Central, Eastern and South-Eastern Europe

Budapest, Hungary | 22-23 April 2010

Sponsors



Welcome to Leaseurope's 2010 Seminar for Lessors in Central, Eastern and South-Eastern Europe (CESEE)

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

The Leaseurope Seminar for Lessors in Central, Eastern and South-Eastern Europe is 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.

It also brings 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 year after year and look forward to meeting delegates during the Welcome Cocktail Reception, the lunch and refreshment breaks.

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 Budapest on 22-23 April 2010 and be part of the main European dialogue in your sector.

Registration is open!

To attend, simply fill in your registration form (included in this brochure) and send it to the Seminar Secretariat by fax at +32 2 778 05 78.

Itinerary at a glance

[2010] Lessors in Central, Eastern SEMINAR and South-Eastern Europe

The 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 2010 Seminar will kick-start with a Welcome Cocktail Reception on 22 April to be followed by a full day programme of carefully selected topics on 23 April. This year more than ever, the Seminar will be the opportunity to reflect on today and prepare for tomorrow. Be part of the debate!

This year, industry leaders and experts will share their perspectives on such issues as:

- State of the leasing and automotive rental markets
- Growth and challenges in the CESEE region
- Adaptation of services and products coming out of the crisis
- Main economic and legislative risks and how to address them
- Fraud management
- Trends in the new and used car markets
- Financing public authorities
- and more ...

Back by popular demand: a separately bookable Pre-seminar One Day Training for Executives

Participants to the Seminar can register to a first-class training day designed specifically for executives.

The topic this year is:

Overcoming the obstacles of change

- Based on a real life case study, learn how to evaluate the main gaps in your organization in the area of risk management.
- Enrich your vision of ERM as a tool to improve corporate performance, develop business and increase sales force efficiency.
- Learn how to optimize your ERM, generate quick wins, overcome resistance to change, and anchor changes within the organization.
- Confront and challenge points of view of different stakeholders and different companies.

Thursday 22 April 2010 | 9.00 – 18.00 | InterContinental Budapest

More information at www.sagora.eu

Sagora...
Lease & Risk Management

Agenda

[Thursday 22 April 2010]

18.00 Welcome Cocktail Reception for all participants
Pre-Function Area in front of Ballroom II

[23 April 2010]

Full Day Programme in Ballroom II

morning //

08.30 Seminar Registration
Pre-Function Area in front of Ballroom II

09.00 Welcome Remarks from the Seminar Chair
Jean-Claude BOLOUX
Leaseurope Board Member & General Manager,
BRD – Sogelease, Group Société Générale

09.10 An Overview of the European Leasing
and Automotive Rental Markets
Jurgita BUCYTE
Adviser, Statistics and Economic Affairs, Leaseurope

09.30 Central and Eastern Europe and the Financial Crisis:
the Impact on the Banking Sector and the Leasing
Market
Rainer MUENZ
Head of Research, Erste Group

10.00 Doing Business in Hungary and in Central & Eastern
Europe: Legal & Regulatory Challenges, Latest
Developments and Prospects
Peter WRIGHT
Tax partner, Financial Services Industry,
Deloitte Central Europe

Q&A

10.30 *Refreshments*
Pre-Function Area in front of Ballroom II

11.00 Launch Risk Based Pricing in your Organisation
John KLOKIDIS
Managing Director, ASPIS Leasing SA

11.25 Long Term Trends of the Leasing Market
Bogdan BELCIU
Principal, A.T. Kearney

11.50 Repossession of Assets – A Closer Look at New
Challenges and Approaches
Christoph ZAUNER
CRO, UniCredit Leasing Austria

Q&A

12.30 *Lunch*
Corso Restaurant

[23 April 2010]

Full Day Programme in Ballroom II

afternoon //

14.00 Developments in the Commercial Vehicle Market
in Poland and other Central European Countries

Artur NOWICKI

Managing Director, Fraikin Poland

14.25 The Ukrainian Leasing and Rental Car Market

Roman IVANENKO

CEO, "Euro Leasing" (Ukraine) & Chairman of UUL

14.50 Operational Leasing in Emerging Market –

New Opportunities in CEE

Tim ALBERTSEN

Chief Operating Officer, ALD International

Q&A

15.30 *Refreshments*

Pre-Function Area in front of Ballroom II

16.00 Financing the Public Sector - A Case Study

Kalman TEKSE

Managing Director, Arval Hungary

16.25 Accounting and Controlling - Advantages of a Multiple
Country Platform and Possible Further Strategic Moves

Wolfgang MEIXNER

Head of CEE Management, BAWAG Leasing

Roland MASLO

Dep. Head of Finance, BAWAG Leasing

Q&A

Practical Information

[Location & Date]

The Leaseurope 2010 Seminar will kick-start with a Welcome Cocktail Reception on 22 April to be followed by a full day programme on 23 April. It will take place in the world class InterContinental Budapest, Hungary.

Address:

InterContinental Budapest
Apaczai Csere J.u. 12-14
1052 Budapest, Hungary
+36 1 327 63333

<http://www.ichotelsgroup.com/intercontinental/en/gb/locations/overview/budhb>

[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:

- **275 euros**>
 - For Leaseurope Member Associations
 - For leasing companies located in countries of which the national leasing association is a member of Leaseurope
 - For Leaseurope's Associate Members
- **350 euros**>
 - Others

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

[Deadline for Registration]

Monday 12 April 2010

[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 Monday 12 April 2010, 80% of the registration fee will be refunded. Cancellations received after 11 April 2010 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. For any queries, please contact Ingrid Vermeersch by email at meetings@leaseurope.org, by fax at +32 2 778 05 78, or by phone at +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 InterContinental Budapest, where the Seminar will take place. Bookings should be made by using the special Hotel Room Reservation Form included in this brochure and return it to the InterContinental Budapest by fax at +36 1 327 64 66 or by e-mail at kati_zahorecz@interconti.com.

If you need assistance, please contact the InterContinental Budapest at the front desk at +36-1-3276333 mentioning the group's name "Leaseurope".

Accommodation costs are to be settled separately.

[Language]

The Seminar will be held in English.

[Dress]

- Business attire or smart casual for the Welcome Cocktail Reception on Thursday 22 April.
- Business attire for the main Seminar sessions on Friday 23 April.

[Visa Requirements]

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

[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 2010 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

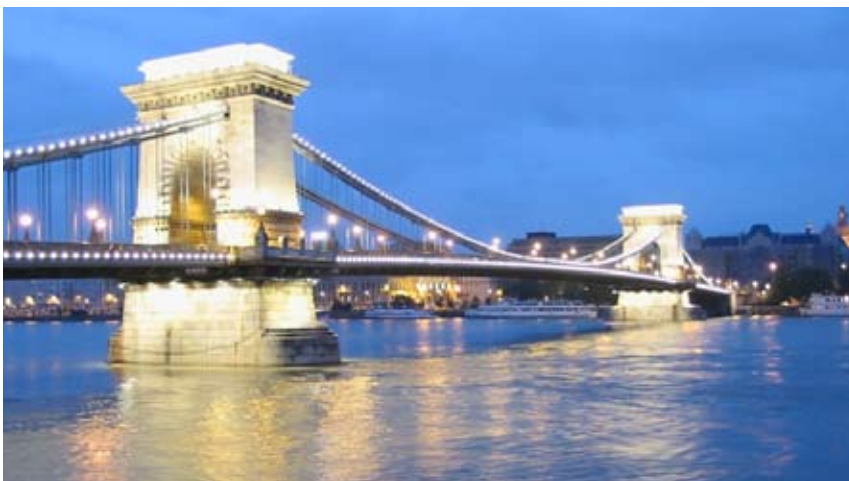
Extending your Stay over the week-end

This year's Seminar has been organised on Thursday and Friday to allow participants to benefit from Budapest over the week-end!

A city infused with memory and history, Budapest has become one of the most popular European destinations with its yellow trams rattling down the grand boulevards, faded neo-baroque interiors, facades marked with signs of revolution, streets of cobblestone, grand turn of the century apartment blocks, the Museum of Fine Arts, the National Gallery, or memorable Danube cruise sailing.

Steps away from the Danube the InterContinental Budapest is situated in the heart of the city, next to the Fishermen's Bastion, the Central Market Hall and the Gellért Baths. It offers breathtaking views of the Royal Castle, and Chain Bridge.

More information on Budapest, its sights and numerous activities is available on the city's official website at <http://www.budapestinfo.hu/en/>



Leaseurope in a Nutshell

Leaseurope is the voice of leasing and automotive rental in Europe

As a Federation, Leaseurope brings together 46 associations throughout Europe representing either the leasing, long term and/or short term automotive rental industries. The scope of products covered by Leaseurope's members ranges from hire purchase and finance leases to operating leases of all asset types (automotive, equipment and real estate) and also includes the rental of cars, vans and trucks. It is estimated that Leaseurope represents approximately 96% of the European leasing market in 2008.

In 2008, new leasing volumes worth in excess of €330 billion were granted by the firms represented through Leaseurope's members. Together, these firms financed on average around 24% of all European investment (excluding investment in property). Moreover, they are responsible for the leasing and rental of some 17 million vehicles throughout Europe.

The Member Associations represented by Leaseurope are located in the following countries: Austria, Belgium, Bulgaria, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Luxembourg, Malta, Morocco, the Netherlands, Norway, Poland, Portugal, Romania, Russia, Serbia & Montenegro, Slovakia, Slovenia, Spain, Sweden, Switzerland, Tunisia, Ukraine and the United Kingdom.

More information on Leaseurope can be found at www.leaseurope.org

[Did you know?]

Leaseurope has created a Networking Group on LinkedIn.

This Group aims at bringing the leasing professionals active in Europe closer together. It is used by the Group members as a forum to share views on issues of common interest. Some 300 leasing professionals across Europe have already joined the Group.

Feel free to join the Leaseurope Group on LinkedIn as well and be part of the debate.
Register at www.linkedin.com

To register to the Seminar, please fax this form duly completed by Monday 12 April to +32 (0)2 778 05 78

Seminar 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] Per Delegate:

- 275 euros>
 - For Leaseurope Member Associations
 - For leasing companies located in countries of which the national leasing association is a member of Leaseurope
 - For Leaseurope's Associate Members
- 350 euros>
 - Others

The fee covers attendance at all sessions, delegate pack, on-line access to available presentations, Welcome Cocktail Reception on Thursday evening; lunch and refreshment breaks on Friday. 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 **Monday 12 April 2010**.

Option 1: bank transfer

Registration fee (€275 or €350, as appropriate) 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 2010** followed by the **delegate's name and company**.

Option 2: credit card

Please charge my card for €275 or €350, as appropriate

Card N° _____ Expiry date _____
Card holder's name _____ Security N° _____
Signature _____ Date of signature _____

American Express Visa Master Card

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HOTEL ROOM RESERVATION FORM
Leaseurope Seminar: 22-23 April 2010

To be returned to the Hotel InterContinental Budapest
Fax: (36 - 1) 327 6466 or E-mail: kati_zahorecz@interconti.com

ATTENDEE:

Name:

Address:

Phone/Fax:.....

DATE OF ARRIVAL:

DATE OF DEPARTURE:

ACCOMMODATION REQUIRED:

| | | |
|--------------------|---|------------------|
| | | Rate/Night: |
| Single room | c | EUR 120.- |
| Double room | c | EUR 140.- |

Above rates are per room per night and **include** VAT (currently 18%) and 3% city tax.

Rates include American buffet breakfast served in the Corso Restaurant and the use of the re-opened Spa InterContinental, including sauna, steambath, swimming pool, 4 luxurious spa suites and fitness center.

CREDIT CARD GUARANTEE OF PAYMENT

- **Early departure fee:** In the event a guest checks out prior to the reserved checkout date the hotel will charge the room rate plus tax for the entire booked period. To avoid the fee the hotel must be advised before **06 April 2010** of any change in the scheduled length of stay.
- **Late cancellations or No Shows** on the day of arrival will be charged at 100% of the agreed room rate for the total length of stay.
Credit cards used as a guarantee for payment will only be charged in case of late cancellation or No Show.

I, the undersigned (name)..... authorise the use of my credit card as a guarantee for payment of the above reservation.

Cards: () American Express () Visa () Diners Club () Euro/Master Card

Card number:..... Expiry date:.....

DATE: **SIGNATURE:**

CONFIRMATION OF THE HOTEL INTERCONTINENTAL BUDAPEST:

DATE: **SIGNATURE:**