

FOR IMMEDIATE RELEASE

Masterclass on Leasing featured in the programme of the 2017 SME Assembly
Leasing - An increasingly important source of finance for European SMEs

Brussels, 22 November 2017 - Leaseurope, the voice of leasing and automotive rental in Europe, is taking part in the EU Commission SME Assembly with a masterclass showing how leasing can be a key source of finance for SMEs and how it fits within the different finance sources available to SMEs supporting their productive investment, innovation and helping them grow.

Within the EU, policymakers and other stakeholders continue to stress the importance of supporting SMEs as catalysts for growth and providers of jobs. Participating in this year's SME Assembly allows us to contribute to the debate and to improve the understanding of leasing as a valuable form of investment finance.

SMEs are responsible for 67% of total employment in the EU-28 and account for approximately 58 cents in every euro of value added. Therefore, it is vital to ensure that SMEs, the driver of the European economy, can finance investment in productive assets.

Morten Guldhaug, Leaseurope's Chair and Executive Vice President, DNB comments: "SMEs undoubtedly play a vital role in providing jobs (2 out of every 3 in Europe) and in stimulating economic growth, making them a key focus for policymakers. Our masterclass demonstrates that leasing is a solid partner for SMEs that can accompany them in their day-to-day activities with user-friendly services and advices."

He added: "Ideally placed as a reliable and well-suited form of finance for smaller firms, leasing can play a crucial role in ensuring European SME investment and, in turn the European economy, go from strength to strength."

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NOTES FOR THE EDITORS:

About the Masterclass

The goal of the masterclass developed by Leaseurope is to give better insight into the use of leasing and to explain how it fits within the different finance sources available to SMEs supporting their productive investment, innovation and helping them grow.

Main topics dealt with during the masterclass:

- what is the rationale for using a finance mix by SMEs, especially scale-up firms
- what is leasing, what is it used for and what is the profile of SMEs making use of leasing
- why is leasing an appropriate source of finance for SMEs

- what is the role of leasing throughout the various development stages of SMEs over time (the need for finance varies across the life span of an SME and as such, so does the form of finance chosen)
- what leasing means in practice for the individual company and entrepreneur
- what are the differences between bank loans and leasing; and what are the relevant criteria for a loan application or leasing approval
- what are the most popular means of accessing a lease
- etc.

The Masterclass will be introduced/lead by Peter-Jan Bentein, Secretary General of the Dutch Leasing Association NVL, and entrepreneur/investor and takes place on Thursday 23 November at 15:30-17:00 (Tallin, Estonia). Participants will also hear the view of a “leasing customer” provided by Andreas Laane, CEO at Alexela Group.

About the SME Assembly

The SME Assembly takes place on 22-24 October at the Tallinn Creative Hub, a multifunctional event centre in Tallinn, Estonia. It is organised by the European Commission, in co-operation with the Estonian Presidency of the Council of the European Union. It is the highlight of the European SME Week, which also includes the European Enterprise Promotion Awards Winners’ Ceremony and other European SME Week events.

The Assembly provides an important forum for enterprises, business support, government, academia and the media to discuss how to make SME policy work on the ground in order for Europe’s SMEs to thrive. It is exceptionally well-received each year, with the 2016 event securing 95% of positive feedback. It has become the not-to-be-missed event for policy-makers, business leaders and the SME community alike thanks to innovative content and selected high-level speakers and moderators which participate by invitation only. Over 600 delegates are booked to attend the event this year.

About Leaseurope

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 94% of the European leasing market. Find out more at www.leaseurope.org.

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