EUROMONEY SEMINARS present the

30 YEARS Anniversary

30th Anniversary World Leasing Convention

Comprehensive review of business development opportunities in the global leasing market

29th - 30th May 2012, The Renaissance St. Petersburg Baltic Hotel, Russia

www.euromoneyseminars.com/wlc12

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30-ая Юбилейная Всемирная Лизинговая Конвенция

Всесторонний анализ возможностей коммерческого развития на глобальном рынке лизинга

Вторник, 29 мая, и среда, 30 мая 2012 года • Отель «Ренессанс Санкт-Петербург Балтик», Россия

In association with:

UNITED LEASING ASSOCIATION

Included in an esteemed speaker line-up are:

- **Michal Rutkowski**, Country Director, Russian Federation, **World Bank**
- **Kirill Tsarev**, President, **United Leasing Association of Russia**
- **Jukka Salonen**, CEO, **Nordea Finance**
- **Adam Warner**, President, **Key Equipment Finance**, Vice Chair, **ELFA**
- **Minerva Kotei**, Global Product Leader, **International Finance Corporation (IFC)**
- **Luis M. Schmied**, VP Business Development – Vendor Finance Latin America, **CIT**
- **Aida Vatrenjak**, Technical Manager, **International Accounting Standards Board (IASB)**
- **Vincent Rupied**, Strategic Marketing Director – CSR Manager, **Arval**, Chair of Automotive Steering Group, **Leaseurope**
- **Ian Richmond**, Manager, **HSBC**
- **Dieter Scheidl**, Managing Director, **Raiffeisen-Leasing International GmbH**
- **Raphael Parambi**, CEO, **National Company for Projects & Management**
- **Charles Garity**, Director of Asset Management, **CSI Latina Financial**
- **Andreas Swadlo**, Chief Executive Officer, Central & Eastern Europe, **Siemens Financial Services**
- **Siming Li**, Chief Executive Officer, **UniTrust Finance & Leasing Corporation**
- **R. Venkatesan**, Managing Director, **OPC Asset Solutions Pvt. Ltd**
- **Gurum Kudryavtsev**, CEO, **Rosbank Leasing**

Plus separately bookable Pre-Convention Workshop 28th May 2012

Moving to operating leases: Maximising profits and minimising risks

Led by: Sudhir P. Amembal, Chairman, **Amembal & Associates**

Simultaneous translation English – Russian

Официальные языки конференции – русский и английский (с синхронным переводом)

30th Anniversary World Leasing Convention

Tuesday 29th and Wednesday 30th May 2012
The Renaissance St. Petersburg Baltic Hotel, Russia

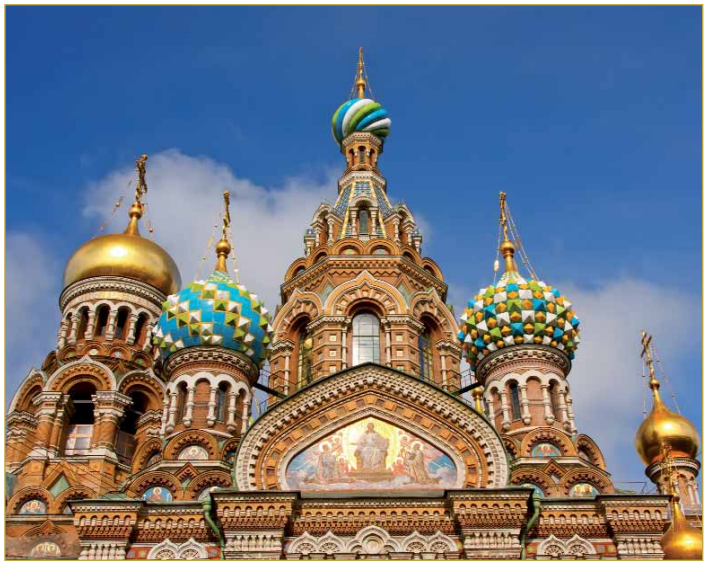
Euromoney Seminars' **World Leasing Convention** celebrates its 30th anniversary in 2012 and continues to lead the way as the unrivalled annual gathering for leading lessors and lessees from around the world.

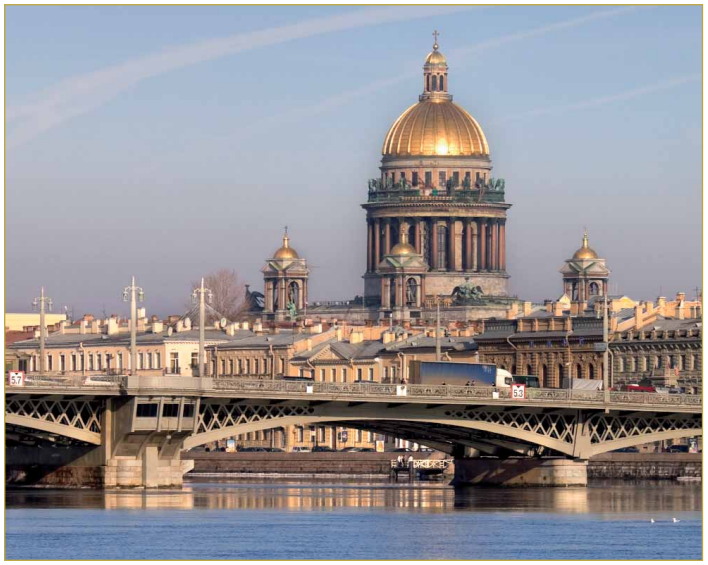
This year's event, taking place in St. Petersburg, Russia, features a packed programme analysing the key trends and developments in the market, including practical insights from key industry figures and comprehensive updates on new products.

2011 showed some very strong signs of recovery for the leasing sector but challenges still remain. Top of the agenda for this year's event will be debate and discussion on key areas including:

- **Global economic recovery in 2012**: Hear keynote speakers share their analyses on the prospects for a return to **business investment and GDP growth focusing** on which countries will lead the way
- **Lease financing in the new credit environment:** Where will leasing fit into the **risk portfolio of financiers as Basel III** comes on stream?
- Join the debate: Share insights and experiences with **leading lessors** on **how they are adapting their business**, developing new products and improving the value proposition of their leasing business
- **Key growth sectors**: In-depth analysis highlighting **SMEs, renewable energy** and **fleet** as sectors to capitalize on in the coming years
- **Emerging vs. mature markets:** Special focus on where lessors can find growth and business development opportunities with detailed assessments of the rewards vs. risks of **Russia, India, China and Latin America**
- Very latest information on the **proposed lessor and lessee accounting changes** and analysis of the implications these will have

Over the past 30 years the many delegates attending this conference have not only gained a complete view on trends and prospects for the leasing industry but also unrivalled networking and business development opportunities. We look forward to welcoming you to St. Petersburg in May 2012.





Separately Bookable Pre-Convention Workshop

Moving to operating leases: Maximising profits and minimising risks

Monday 28th May 2012, The Renaissance St. Petersburg Baltic Hotel, Russia
9am – 5pm

This interactive one-day workshop will focus on how to capitalize on the commercial opportunities of operating leases in today's competitive environment. Attendees will gain practical and detailed information on product structuring to meet customer demands, pricing and tax issues and how to manage risk. The workshop will be led by **Sudhir Amembal**, Chairman of **Amembal & Associates**. The firm is the world's foremost authority in lease training, publications and consultancy and has trained over 70,000 leasing professionals in over 75 countries, authored/published 16 industry best-sellers including 'A Complete Guide to Operating Leases', and assisted in drafting leasing legislation in over 20 countries. Mr. Amembal is also the publisher/editor of World Leasing News, the most well read online leasing periodical.

A. OVERVIEW
- Global significance of product
- A clear definition
- The natural evolution from finance leases

B. INTRODUCTION TO THE PRODUCT
- Varied definitions
- Skills needed to engage in product
- Conditions in market necessary for entry
- Types of lessees suited for product
- Lessors that fit the mould

C. WHY OPERATING LEASES
- Unique advantages to customers
- Unique advantages to lessors
- Additional profit opportunities
- Match products to user needs

D. STRUCTURING OFF BALANCE SHEET FINANCING
- Understanding that all operating leases are not off balance sheet
- Assuring the lease is indeed off balance sheet to the lessee
- Techniques to have operating lease for lessee and finance lease for lessor
- The future – how to survive it

E. PRICING OPERATING LEASES
- Residual nuances
- Higher IRR?
- Techniques to compete with other lessors

F. TAX BENEFITS FROM OPERATING LEASES
- How to value the depreciation benefit
- Pricing the benefit into the lease

G. UNDERSTANDING/ MANAGING RISKS
- Earnings risk
- Analytical risk
- Funding risk
- Pricing risk
- Legal risk

H. RESIDUAL RISK
- Factors influencing asset risk
- How to arrive at residual value
- Techniques to mitigate/eliminate
- Remarketing approaches
- Documentation nuances
- Residual insurance

I. VENDOR SUPPORT
- First net loss residual guaranty
- Blind discount
- Repurchase agreement
- Buyback agreement
- Remarketing agreement

J. RELATED PRODUCTS
- Leveraged leases
- Synthetic leases
- TRAC leases
- First amendment leases

K. STRATEGIC CONSIDERATIONS
- Choice of strategic business partner
- Choice of entity
- Asset classes to be chosen
- Portfolio approach
- Residual assessment committee
- Customer market survey

WHO SHOULD ATTEND?
The workshop is ideal for lessors who are new to Operating Leases who will leave with a complete road map to product development and offering. Attendees who are already offering the product will gain a thorough understanding of how to maximise profits.

Day One: Tuesday 29th May 2012

08.00 **Registration and coffee**

08.45 **Chairperson's opening remarks**

Sudhir P. Amembal, Chairman, **Amembal & Associates**

09.00 **Macroeconomic outlook and prospects against the backdrop of ongoing global economic uncertainty**

- Where are the broad economic indicators headed?
- What is the likely outcome of the Eurozone turmoil and how will it affect the USA and the rest of the world?
- Does decoupling have a different meaning today?
- What are the prospects for capital expenditure and new investment in plant and machinery?

Michal Rutkowski, Country Director, Russian Federation, **World Bank**

09.20 **United Lease Association Address: What is the outlook for leasing in Russia in the coming year?**

- What are the key characteristics of the Russian leasing market?
- What is the forecast for the leasing market in 2012 and 2013? Can growth levels be sustained as competition increases?
- What are the key challenges facing the industry? How can these be overcome?

Kirill Tsarev, President, **United Leasing Association of Russia**

09.40 **Questions and discussion**

09.50 **What implications will Basel III have on lease funding in the coming years?**

- What is the interplay between the new accounting rules and Basel III?
- What impact will higher capital requirements have on the overall cost of bank funding and bank appetite for leasing?
- How are independent and captive lessors likely to be affected? Does Basel III present an opportunity to gain market share from bank-owned lessors?
- Will capital adequacy requirements level the playing field for competition between bank lessors and independents?

Dieter Scheidl, Managing Director, **Raiffeisen-Leasing International GmbH**

10.10 **Increasing SME access to finance**

- Global significance of SME sector – a statistical overview
- Typical SME needs
- Why leasing to this sector can be a 'win win win'

Raphael Parambi, CEO, **National Company for Projects & Management**

10.40 **Coffee and networking**

11.10 **IASB Update: What the future holds for lessor and lessee accounting?**

- What is the timetable for the release of the final lease accounting standard?
- What are the key outcomes from the re-exposure draft consultation?
- What is the effective date and what are the transition rules?

Aida Vatrenjak, Technical Manager, **International Accounting Standards Board (IASB)**

11.30 **Panel: What impact will the proposed accounting changes have for the leasing industry?**

- Who will be impacted and how?
- What implications will the proposed changes have for tax rules in key leasing markets?
- What level of disclosure will be required?
- What operational and systems changes will lessors and lessees need to make to ensure compliance?
- What are the key challenges ahead and how should they be tackled?

Vincent Rupied, Strategic Marketing Director – CSR Manager, **Arval**, Chair of Automotive Steering Group, **Leaseurope**

Ian Richmond, Manager, **HSBC**

12.05 **Questions and discussion**

12.15 **Lunch**

13.45 **Outlook for leasing in the years ahead: A European and US viewpoint**

- Will 2012/2013 see a return to growth?
- How has the leasing industry adapted in the context of portfolio management, risk assessment and customer retention?
- What are the challenges, opportunities and trends facing the industry?

Jukka Salonen, CEO, **Nordea Finance**

Adam Warner, President, **Key Equipment Finance,** Vice Chair, **ELFA**

14.25 **Questions and discussion**

14.40 **Analysing funding sources for captive lessors**

- Why many manufacturers can borrow more easily and more cheaply than many lessors and will that ability continue
- Do captive lessors represent a more secure base for a funder?
- Will funds be attracted to captive portfolios?
- Should the Government supported funds, such as EBRD, etc., provide support to SMEs through captives as well as banks?

Alan Leesmith, Director, **IAA-Advisory** and Secretary, **The Forum of Manufacturer's Sales Finance Companies**

15.00 **Funding leasing in 2012 – where will finance come from?**

- What appetite do traditional lenders have for leasing given the current economic uncertainty? To what extent is long-term finance currently available?
- Is cross border funding an option in the light of currency turmoil in the euro and dollar?
- What are the latest trends in lease securitisations and in which sectors? Is this market likely to recover?
- Exploring the development of fixed income lease finance instruments

15.20 **Questions and discussion**

15.40 **Coffee and networking**

16.10 **Getting the most from Asset Life Cycle Management**

- What exactly is Asset Life Cycle Management?
- Supporting the customer throughout the cycle
- Optimising the use of leased assets through early terms, mid-term renewals, or upgrades and swaps, among others
- What assets are suitable for this product?

Charles Garity, Director of Asset Management, **CSI Latina Financial**

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16.30 **Leasing in Italy - working around regulatory barriers**

16.50 **Case study: Adapting the business model in leasing to add value and drive business growth**

- How are lessors innovating in meeting customer requirements through innovative product offerings?
- What are the key strategies to differentiate from competitors and increase earnings and market share?
- What opportunities can be gained from acquisitions and expansion of services?

Andreas Swadlo, Chief Executive Officer, Central & Eastern Europe, **Siemens Financial Services**

17.15 **Questions and discussion**

17.30 **Closing remarks**

Day Two: Wednesday 30th May 2012

08.30 **Morning coffee**

09.00 **Chairperson's opening remarks**

Sudhir P. Amembal, Chairman, Amembal & Associates

09.10 **Panel: What steps need to be taken to maximise the potential for leasing in the Russian market?**

- How can the Russian leasing market develop to keep up with demand? Assessing the development of new structures and enhancements
- What key sectors and industries will see most leasing growth in the coming year?
- How can legal and tax issues be tackled to progress the development of leasing in Russia?
- What opportunities exist for international leasing companies to access the Russian market?

Gurum Kudryavtsev, CEO, **Rosbank Leasing**

10.00 **The two fastest growing lease economies – China & India**

- What is the current status of the leasing industry in these key economies?
- Identifying the key impediments to growth – what needs to change?
- Where are the current and future opportunities for foreign investors?
- Looking ahead to the prospects for leasing in these key markets

Siming Li, Chief Executive Officer, **UniTrust Finance & Leasing Corporation**

R. Venkatesan, Managing Director, **OPC Asset Solutions Pvt. Ltd**

10.50 **Coffee and networking**

11.20 **Trends in fleet leasing**

- A global glimpse at the industry
- Is the business of outsourcing cyclical or counter cyclical?
- Who is more prone to lease and why?
- What are the key milestones on the path to market maturity?
- What are the challenges faced by the industry?

Vincent Rupied, Strategic Marketing Director – CSR Manager, **Arval**, Chair of Automotive Steering Group, **Leaseurope**

11.45 **Sustainable energy leasing – where are the opportunities?**

- What opportunities are emerging for sustainable energy leasing? What are the key drivers for growth in this sector?
- Understanding the IFC's role and plans in supporting renewable energy leasing
- Learning from the case study experiences of a recent success story

Minerva Kotei, Global Product Leader, **International Finance Corporation (IFC)**

12.10 **Key developments in leasing in Latin America**

- Latin America - leasing market overview and update
- Where are the growth opportunities – in which sectors and industries?
- What are the significant developments in the leasing industry in the region?

Luis M. Schmied, VP Business Development – Vendor Finance Latin America, **CIT**

12.35 **Questions and discussion**

12.50 **Lunch and close of conference**

Supporting Global Leasing Associations:

Media partner:

Strategic partner:

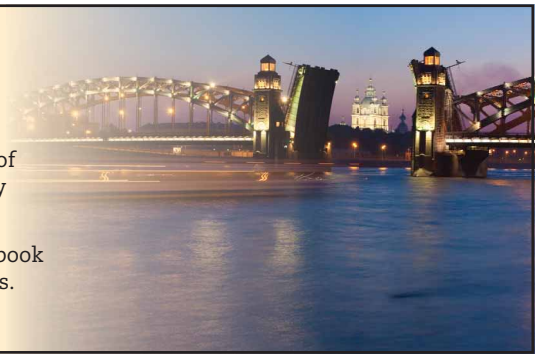
Separately bookable River Neva Boat Cruise

From 6.15pm, 28th May 2012

Join the ULA (Russia's United Leasing Association) for an evening of entertainment on the River Neva. Guests will be served dinner whilst taking in the breathtaking scenery of St Petersburg from the river. Entertainment will be provided along with the opportunity for guests to network with over 100 members of the ULA.

Only 30 places are available to delegates of Euromoney's World Leasing Convention so book early to avoid disappointment. Places will be allocated on a first come, first served basis.

See back page for booking information.



For further information on sponsorship or exhibition opportunities please contact Jack Clarke Tel: +44 (0)20 7779 8569 Email: jclarke@euromoneyplc.com

30-ая Юбилейная Всемирная Лизинговая Конвенция

Вторник, 29 мая, и среда, 30 мая 2012 года • Отель «Ренессанс Санкт-Петербург Балтик», Россия

Всемирная лизинговая конвенция, организованная Euromoney Seminars, празднует в 2012 году свое 30-летие и продолжает оставаться лидером как ежегодное собрание ведущих лизинговых компаний и лизингополучателей со всего мира.

Характерной особенностью мероприятия этого года, которое состоится в Санкт-Петербурге, является насыщенная программа, анализирующая основные тенденции и развитие рынка и включающая практическую аналитическую информацию от основных игроков отрасли и всесторонние уточненные данные в отношении новых продуктов.

2011 год продемонстрировал несколько весьма определенных признаков оживления в секторе лизинга, однако трудности по-прежнему существуют. Основная повестка дня мероприятия этого года будет посвящена дебатам и дискуссиям по ключевым вопросам, включая:

- Глобальное оживление экономики в 2012 году: познакомьтесь с анализом перспектив возвращения бизнес-инвестиций и роста ВВП, котором уделяется особое внимание тому, какие страны станут лидерами
- Лизинговое финансирование в новых условиях кредитования: где окажется лизинг в портфеле риск финансистов после вступления в силу Базельского соглашения III?
- Примите участие в дискуссии: обменяйтесь аналитической информацией и опытом с ведущими лизинговыми компаниями в контексте адаптации бизнеса, разработки новых продуктов и улучшения конкурентного предложения лизингового бизнеса
- Основные секторы роста: подробный анализ с особым акцентом на СМБ, возобновляемой энергии и парке автомобилей, которые являются секторами для капитализации в предстоящие годы
- Развивающиеся рынки в сравнении с развитыми рынками: особое внимание будет уделяться тому, где лизинговые компании смогут найти возможности для роста и коммерческого развития с подробной оценкой вознаграждения против рисков в России, Индии, Китае и Латинской Америке
- Самая последняя информация о предлагаемых лизинговыми компаниями и лизингополучателями изменениях в бухучете и анализе последствий, которые они будут нести

За последние 30 лет многочисленные делегаты, ставшие участниками данной конференции, получили не только всестороннее представление о тенденциях и перспективах лизинговой индустрии, но и приобрели беспрецедентные возможности сотрудничества и коммерческого развития. Мы будем рады приветствовать Вас в Санкт-Петербурге в мае 2012 года.

День Первый

08:15 **Регистрация и кофе**

08:45 **Вступительная речь председателя**

Судхир П. Амембал, председатель, **Amembal & Associates**

09:00 **Макроэкономическая перспектива и перспективы на фоне продолжающейся глобальной экономической неопределенности?**

09:20 **Обращение United Lease Association: каковы перспективы лизинга в России в наступающем году?**

09:40 **Вопросы и обсуждение**

09:50 **Каковы будут последствия Базельского соглашения III для финансирования лизинга в предстоящие годы?**

10:10 **Расширение доступа СМБ к финансированию**

10:30 **Вопросы и обсуждение**

10:40 **Перерыв на кофе и время для установления деловых контактов**

11:10 **Последние данные IASB: что готовит будущее для лизинговых компаний и лизингополучателей?**

11:30 **Экспертная группа: какое влияние окажут предлагаемые изменения финансовой отчетности на лизинговую индустрию?**

12:05 **Вопросы и обсуждение**

12:15 **Обед**

13:45 **Перспективы лизинга в предстоящие годы: европейская и американская точки зрения**

14:25 **Вопросы и обсуждение**

14:40 **Анализ источников финансирования для кэптивных лизинговых компаний**

15:00 Финансирование лизинга в 2012 году – откуда будет поступать финансирование?

15:20 Вопросы и обсуждение

15:30 Перерыв на кофе и время для установления деловых контактов

16:10 Извлечение максимальной пользы из управления циклом срока службы актива

16:30 Лизинг: австралийская концепция

16:50 Конкретный пример: адаптация бизнес-модели в сфере лизинга с целью повышения стоимости и стимулирования коммерческого роста

17:15 Вопросы и обсуждение

17:30 Подведение итогов

День второй

08:30 Регистрация и кофе

09:00 Вступительная речь председателя

09:10 Экспертная группа: какие шаги необходимо предпринять для максимизации потенциала лизинга на российском рынке?

10:00 Две самые быстрорастущие экономики в области лизинга – Китай и Индия

10:50 Перерыв на кофе и время для установления деловых контактов

11:20 Тенденции в области лизинга автомобилей

11:45 Лизинг устойчивых источников энергии – где кроются возможности?

12:10 Основные события в области лизинга в Латинской Америке

12:35 Вопросы и обсуждение

12:50 Обед и окончание конференции

Семинар, предшествующий Конвенции, участие по предварительной записи

Переход к оперативному лизингу: максимизация прибыли и минимизация рисков

28 мая 2012 года, Отель «Ренессанс Санкт-Петербург Балтик», Россия

Данный интерактивный однодневный семинар будет посвящен капитализации на основе коммерческих возможностей оперативного лизинга в современной конкурентной среде. Участники получат подробную практическую информацию о формировании структуры продукта в соответствии с запросами клиента, формированием цены и налоговыми вопросами, а также управлением рисками. Семинар будет проводить Судхир Амембал, председатель Amembal & Associates. Компания является основным авторитетом в сфере обучения, публикаций и консультаций в области лизинга и подготовила свыше 70 000 специалистов в области лизинга в более чем 75 странах, является автором/издателем 16 бестселлеров в области лизинга, включая «Полное руководство по оперативному лизингу». Она также содействовала подготовке лизингового законодательства в более чем 20 странах. Г-н Амембал также является издателем/редактором World Leasing News, самого читаемого периодического издания в области лизинга.

A. ОБЗОР

B. ЗНАКОМСТВО С ПРОДУКТОМ

C. ПРЕИМУЩЕСТВА ОПЕРАТИВНОГО ЛИЗИНГА

D. ФОРМИРОВАНИЕ СТРУКТУРЫ ВНЕБАЛАНСОВОГО ФИНАНСИРОВАНИЯ

E. ФОРМИРОВАНИЕ ЦЕН ОПЕРАТИВНОГО ЛИЗИНГА

F. НАЛОГОВЫЕ ЛЬГОТЫ, СВЯЗАННЫЕ С ОПЕРАТИВНЫМ ЛИЗИНГОМ

G. ПОНИМАНИЕ РИСКОВ/УПРАВЛЕНИЕ РИСКАМИ

H. ДИВЕРСИФИЦИРУЕМЫЙ РИСК

I. ПРЕДОСТАВЛЕНИЕ СЕРВИСНЫХ УСЛУГ ПОСТАВЩИКАМИ

J. СОПУТСТВУЮЩИЕ ПРОДУКТЫ

K. СТРАТЕГИЧЕСКИЕ ФАКТОРЫ

КОМУ СЛЕДУЕТ ПРИНЯТЬ УЧАСТИЕ

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Administrative information

Venue:
Renaissance St. Petersburg Baltic Hotel
Pochtamtskaya Str. 4
St. Petersburg, 190000 Russian Federation
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Fax: +7 812 3804001

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