

# Lease Conference Istanbul 2019

Developments for Central and Eastern  
Europe, Middle East and Africa

## FINAL PROGRAM

A sunset scene over the Bosphorus in Istanbul, Turkey. The sun is low on the horizon, casting a golden glow across the sky and reflecting on the water. The silhouette of the Istanbul skyline, including several domes and minarets, is visible against the bright orange and yellow sky. A few birds are seen flying in the distance.

Have you already  
booked?

Only 3 weeks left..!

Istanbul (Turkey)

November 20 - 21, 2019

# The event to learn, participate, meet and connect with your colleagues at a regional level

Dear Ladies and Gentlemen,

On behalf of The Alta Group (LAR) and Invigors EMEA LLP I am very pleased to present to you updated information for the Lease Conference Istanbul 2019.

This Lease Conference is not a theoretical event with only lecturing the new trends and developments of the industry by sector specialists or senior executives, but it also is a practical event to discuss together how we can grow our business and make it a more profitable one. We all can learn from each other by exchanging "best practices" .

The Lease Conference is an excellent opportunity to meet your colleagues, service providers, manufacturers/suppliers and/or potential customers in a friendly environment, not only to get insights in trends and developments of the industry but also to spend time to network and exchange information.

## Program

The program will consist of 2 days.

At this conference we will discuss things like:

- Originations, not only in terms of providing benchmarking about sales, but also providing expertise about (equipment) vendor financing, and bringing contacts with key global vendors. In our conferences worldwide, we have counted with the attendance of vendors such as Caterpillar, Dell, HP, Cisco, CNH, Navistar, Paccar, John Deere, Toyota and many other;
- Credit Risk Management: We provide state of the art knowledge and also access to key resources in the field;
- Pricing Techniques: This is an area that is also touched with practical experience from many players;
- Funding: We not only explore the funding alternatives for leasing companies in Europe, Middle East and Africa and the recent trends and experiences, but also, some of the funding sources attend our meetings. This includes long-term lenders such as BIO, FMO, IFC and many other.
- Technology: Referred as the implementation of IT in areas such as Artificial Intelligence, Internet of Things and Predictive Analytics into the business management of equipment leasing and financing companies. Again, players that offer such solutions tend to be active participants in the conference;
- Productivity and innovation: We bring some discussions and benchmarking of such areas that are key to generate profitability;
- Strategic Benchmarking: We review strategies of equipment leasing and financing companies across the globe and we open an enriching discussion on the field.

Day 1:

- General sessions for all delegates and will consist of (but not limited to):
- Chairman Rafael Castillo Triana

<b>08.30-09.15</b>	<b>Registration</b>	
09.15-09.30	Opening	Hans Geijsen
09.30-09.45	Icebreaking	All
09.45-10.30	Shifting Balances in the Coming Decade	Cüneyt Apkinar
<b>10.30-11.00</b>	<b>Coffee break</b>	
11.00-11.45	Middle East and Africa	Ali Diallo
11.45-12.30	Legal framework to do leasing in Africa	Nizar Snoussi
12.30-12.45	Sponsor presentations	
<b>12.45-01.45</b>	<b>Lunch</b>	
01.45-02.30	Leasing: a solution for financing SMEs in Africa	Dogad Dogoui
02.30-03.15	Developments Central and Eastern Europe	Nato Toronjadze
<b>03.15-03.45</b>	<b>Coffee break</b>	
03.45-05.30	Growth & Profitability (how to generate leads and build a profitable portfolio) general discussion	Rafael Castillo Triana
<b>05.30-07.30</b>	<b>Networking cocktail</b>	

Day 2:

	○ Equipment Leasing	
	○ Chairman Rafael Castillo Triana	
09.15-10.45	Trends in Leasing	Rafael Castillo Triana
<b>10.45-11.15</b>	<b>Coffee break</b>	
11.15-12.00	Funding and the role of EBRD	Sweta Penemetsa
12.00-12.45	Green opportunities	Fatoumata Bouré
<b>12.45-01.45</b>	<b>Lunch</b>	
01.45-02.30	Why "C-L-O-U-D" spells opportunity	Stephan van Beek
02.30-03.15	Turn IFRS16 Compliance into Competitive Advantage	Budi Rachman
<b>03.15-03.45</b>	<b>Coffee break</b>	
03.45-04.30	The value of data and how data predict values	Niels Spitters
03.45-05.00	How different is credit risk for lessors & banks? General discussion	Rafael Castillo Triana
05.00	Closing	Hans Geijsen

## Day 2:

	○ Auto Finance & Fleet Leasing	
	○	
09.15-10.00	Turn IFRS16 Compliance into Competitive Advantage	Budi Rachman
10.00-10.45	Effective & Sustainable Approach Toward Customer Retention	Paul Bennett
<b>10.45-11.15</b>	<b>Coffee break</b>	
11.15-12.00	The value of data and how data predict values	Niels Spitters
12.00-12.45	Smart containers	Larbi Ben Tili
<b>12.45-01.45</b>	<b>Lunch</b>	
01.45-02.30	Car Rental/fleet management: the concept of leasing	Christian Chigbundu
02.30-03.15	Business models in fleet leasing	Philippe Chabert
<b>03.15-03.45</b>	<b>Coffee break</b>	
03.45-05.15	Future of Mobility and Consumables as a Service general discussion	
05.15	Closing	Hans Geijsen

Delegates can choose to attend one day or two days.

## Confirmed speakers

The following speakers have confirmed their presence (list will be updated based on the confirmations received):

Cüneyt Akpınar - Chief Executive Officer  
Burgan Leasing – Turkey  
Chairman to the Leasing Sector Representatives Board and  
Vice Chairman Association of Financial Institutions of Turkey

Stephan van Beek – Director  
Oracle Financing Marketing & Business Development EMEA & JAPAC  
Oracle - Netherlands

Larbi Ben Tili – President  
Association Tunisienne des Conseils et Orientation GÉographique Numérique (ATCOGEN) – Tunisia

Christian Chigbundu – Managing Director  
Sixt Nigeria - Nigeria  
Board Member of the Equipment Leasing Association of Nigeria and African Leasing Association

Ali Diallo – Managing Director  
IMEXTRA - Ghana

Dogad Dogoui - Chairman  
Africa SMB Forum - France

Hans Geijsen – Senior Consultant  
Invigors EMEA LLP - Netherlands

Sweta Penemetsa – Associate Director Financial Institutions  
European Bank for Recovery and Development (EBRD) – UK

Budi Rachman – Managing Partner & Product Architect  
Cognitus Consulting – Malaysia

Nizar Snoussi - Lawyer  
Tunisia

Niel Spitters – Managing Director  
Intrador – Netherlands

Nato Toronjadze – Co-founder Bizon.ge-online  
Former Chief Commercial Officer TBC Leasing – Georgia

## Registration Confirmation & Payment Method

Upon receipt of your registration order, we will send you a letter confirming your registration request, including payment instructions.

The registration fee amounts:

Attending 1 Day : **US\$ 1,500**

Attending 2 Days : **US\$ 2,800**

## Cancellation policy

Refund less \$150: Should you need to cancel, refunds will be processed with a deduction of an administrative fee of \$150. Bank or Credit Card charges incurred by us will be also deducted at the time of refund.

No refund: No refunds of registration fees will be given for cancellations received on or after October 20<sup>th</sup>.

Please Note: Cancellations will only be accepted via email to [kforster@thealtagroup.com](mailto:kforster@thealtagroup.com). Please make sure that you receive an email confirming your cancellation.

## Substitutions

Substitutions of participants for the event can be made at any time, including the day of the event at the registration table.

## Important web sites:

Registration: <http://www.thealtaconferences.com>

Visa: <https://www.evisa.gov.tr/en/tour/>

Hotel reservation: <https://www.hyatt.com/en-US/group-booking/ISTAN/G-INV7>



## Date + Location

The Lease Conference Istanbul 2019 will take place on **November 20 and 21, 2019** and the location will be **Istanbul, Turkey**, the city where “the West meets the (Middle) East”.

The venue of the event is the **Grand Hyatt Istanbul**.

A link to make room reservations is also available on our website [www.thealtaconferences.com](http://www.thealtaconferences.com)



## Language

The Lease Conference Istanbul 2019 will be conducted in French and English. However, translation services (English – French / French - English) will be available.

## Sponsor opportunities

If you take a sponsorship option at the Lease Conference Istanbul 2019 you can present your company in front of a targeted audience of decision makers as well as enhancing awareness about the products and services of your company. There are several options available:

- Premium sponsor + exhibitor
- Exhibitors
- Coffee break sponsor
- Sponsor networking cocktail (end of Day 1)
- Sponsor networking dinner (end of Day 1)
- Delegates badges
- Delegates lanyards
- Lunch sponsor
- Seat drop advertisement at opening plenary

## Information

To receive details about sponsorship or in case you have any other questions regarding the information provided, please contact:

**Hans Geijsen MBA**

**Tel +31 6 8355 2986**

**Email: [hans.geijsen@invigors.com](mailto:hans.geijsen@invigors.com)**



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