

Leasing Life European Conference & Awards 2014

27 November 2014: Warsaw, Poland

THE JOURNAL FOR ASSET FINANCE
LEASINGLIFE

0830-0900 Welcome Coffee & Registration - Exhibition Area

0900-0910 Chairperson's Introduction

0910-0930 Opening Address

Mieczysław Woźniak, Vice-chairman of the Executive Committee, **Polish Leasing Association**



0930-1050 SESSION ONE – Growing The Market And Growing In The Market

0930-0950 **Growing In A Mature Market**

- How can a well-established lessor drive business growth in a mature market?
- Cultivating new business
- Educating businesses on the benefits of leasing

John Rees, Head of Industry and Vendor Management, **Societe Generale**



0950-1010 **Sustaining Growth In A Changing Market**

- Case study: Customer-centric insight
- Attracting businesses which are new to leasing
- Expanding capabilities to reach new markets

Rafael Chacon, Regional Sales Leader, **Cisco**



1010-1030 **The Journey Towards Big Data Within Leasing**

Lindsay Town, Non-executive Chairman, **The Asset Works**



1030-1050 **On Stage Interview And Debate**

1050-1120 **Coffee Break - sponsored by**  **ROTHSCHILD**
Five Arrows Outsourcing Solut

1120-1225 SESSION TWO – Why I Chose Leasing To Grow

Chair: Ian Dennis, Business Development Director, **Five Arrows Outsourcing Solutions**



1120-1140 **One Stop Shopping & Asset Life Cycle Management In Response To Changing Customers Needs**

Rafal Piskorski, General Manager CEE, Country Manager Poland, **De Lage Landen**
Dirk Hoffman, Managing Director and Shareholder, **EWT Truck & Trailer Group**
Adam Sadziak, Regional Sales Director, **Cargobull Finance CEE**



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1140-1200 **Leasing As An Integral Part Of Our Partners Business**

- How the relationship with the partner has changes over the years
- Understanding what customers of the partners look for from a finance company today
- Building a successful relationship that reaps benefits from both parties

Lars Bang, Head of Commercial Development, **Nordea Finance**

Nordea 

1200-1220 **Fostering Growth Through Operational Transformation**

- Transforming core business processes throughout the operations value chain
- Enabling Technology to maximize efficiencies and drive key business outcomes
- Realigning service delivery model

Diwakar Singhal, Senior Vice President, **Genpact**

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1220-1240 **Interactive Discussion**

1240-1400 **Networking Lunch - Exhibition Area - sponsored by**

EPOKA
IT EQUIPMENT

1400-1530 **SESSION THREE – Adapting To A Changing World**

1400-1500 **Developing Leadership Potential**

- The motivation behind Leasing Foundation's Future Leaders programme
- Introducing some of the first participants
- Hear first hand experiences from participants of the programme

Peter Thomas, COO, **Leasing Foundation**

Rachael Woods, Marketing & Communications Director, **CIT International Finance**

Carl Daufer, Operations Manager, **Bibby Financial Services**



On Stage Discussion

Peter Thomas in discussion with the Future Leaders and invited guests on the essential qualities needed for good leadership and how to develop them.

1500-1530 **Coffee Break - sponsored by** **ROTHSCHILD**

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1530-1700 SESSION FOUR – The Future Of Leasing

Chair: Andrew Denton, Chief Operating Officer, **CHP Consulting**



1530-1550 Evolving to Finance More

- The evolution of DFS over the past year
- How this evolution has supported new sales approaches and products
- Adapting best practices to other asset sectors

Richard O'Donohue, Director, Business Development, **Dell Financial Services**



1550-1610 The Future of the Leasing Industry: from Product to Eco System

- The reality: major changes in the European competitive landscape: what's going on?
- Drivers for change and looking at what the future is
- Exploring the huge challenge still ahead: will banks ever understand what this business is about?

Patrick Gouin, Global Head Strategy & Business Optimization,
Société Générale Equipment Finance



1610-1630 An International Perspective

- Exploring lessons and key strategies from other markets that could benefit Europe
- Examining how markets are structured and how they evolved
- Sharing best practices on innovations and products used abroad

Aalok Kumar, Chief Marketing Officer, **GE Capital International**



1630-1700 Chief Executives Panel Discussion

Company leaders discuss the future direction of the leasing industry and how growth can be achieved in the European market, as well as taking questions from the audience on the other topics covered over the course of the day.

Speakers include:

Aalok Kumar, Chief Marketing Officer, **GE Capital International**

Richard O'Donohue, Director, Business Development, **Dell Financial Services**

Patrick Gouin, Global Head Strategy & Business Optimization, **Société Générale Equipment Finance**

1700 Close of Leasing Life European Conference 2014

1915-2000 Cocktail reception - sponsored by 

2000 Awards dinner - Exclusive Leasing Life Awards Sponsor:

