

China Leasing Summit 2008 — Vendor Finance Special

15-16 May 2008

Crown Plaza Beijing Hotel, Beijing China

Summit Highlights

- **Best platform to explore potential vendor leasing business and strengthen existing partnerships**
- **Gaining insight into the lessors' operation processes, risk evaluation model as well as their attitude towards each type of deals**
- **Understanding of China market with its particular characteristics and help you optimize your business strategy of vendor leasing in China**
- **Closest communication and interaction with Chinese authorities pertinent to leasing industry including taxation, supervision and regulation**
- **Learning to localize risk evaluation models to best implement your vendor business strategy in China**
- **Real life case study on successful models of vendor program**
- **Outlook of development of vendor leasing in China**



Endorser:

Organizer:





Summit Background

China Leasing Summit 2008 - Vendor Finance Special will be held on May 15th-16th, 2008. This upcoming summit will focus on the vendor program between lessors and vendors – the traditional and most popular business model introduced into China with the entry of foreign leasing companies and equipment manufacturers.

For vendors, in order to choose a right lessor partner, it is important to understand the essence of vendor program and strengthen the existing partnership through gaining insight into the lessors' operation processes, risk evaluation model as well as their attitude towards each type of deals.

If you are a leasing company, the summit will be the best platform to explore your vendor resource and strengthen your existing partnerships. Other issues to be covered at the summit will enhance your understanding of China market with its particular characteristics and help you optimize your business strategy of vendor leasing by understanding and managing your risks in China.

To illustrate how leasing companies and their manufacturing captives and partners maximize their profitability in China, this year's forum will also look at some industry leaders' successful examples of innovation, operational efficiency and product differentiation in this emerging arena in China.

Who Should Attend

Vendors for

- Construction Equipment
- Medical Device
- IT Solutions
- High-tech & Bio-tech
- Agri-machinery
- Printing Machinery etc.

In the position of

- Managing Director
- CFO
- General Manager
- VP for Finance
- Credit Director
- Financing Service Director
- Financing Director
- Customer Finance Director/ Manager
- Commercial Director
- Business Development Director
- Finance Controller/Director
- Sales and Marketing Director

In the position of Lessors (Leasing Company)

- President, Vice President
- CEO, COO
- Managing Director
- General Manager
- Chief Representative
- (International) Business Development Director
- Vendor Finance Director
- Sales and Marketing Director
- Project Manager

Media Partner

The Standard

LEASINGLIFE



China Business Review



China Knowledge





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Day One, May 15th, 2008

8:45 Opening Remark by Chairman

General Assembly

Opening Presentation

Policies and Laws of Supervision and Regulation

As we all know, leasing business in China could be classified in two kinds, one is supervised and regulated by Ministry of Commerce (MOFCOM), and the other one is with China Banking Regulatory Committee (CBRC). In this session, both of regimes will be explained by the two competent authorities, no matter you're a vendor or a lessor, understanding the policy environment will benefit your business a lot in such an policy-oriented market.

9:00 Corporate Special – The Approval Required for Leasing Business in China and its Supervision and Regulation Environment

**Deputy Director-General
Foreign Investment Department
MOFCOM (Ministry of Commerce of the People's Republic of China)**

9:45 Financial Institution Special – Insight into “Rules Governing Financial Leasing Company”

**Director-General
Policies & Regulations Department
CBRC (China Banking Regulatory Committee)**

10:15 Tea Break & Networking

Opening Presentation

China Tax and Customs Issues of Leasing Business

Tax issues of leasing transactions in China are very important to each party involving in vendor program. The development of leasing business needs a stable tax environment while the existing taxation regime is obviously inadaptable, which is particularly in regime perspective, policy perspective and supervision perspective. All the inadaptability is due to lack of legislative support, inconsistent among different related regimes as well as the incompleteness of taxation regime etc. Moreover, with the release of China Income Tax Law as well as its detailed implementation regulations, leasing players of WOFEs and JVs, their tax situation has changed greatly.

10:30 SAT Perspective – Leasing & China Taxation Regime

**Deputy Director-General
Policies & Laws Department
State Administration of Taxation**

11:45 Customs Perspective – Customs Issues of Leasing Transaction

**Director
Tariff Department
China Customs**

Operational Assembly

Vendor Leasing – To Do or Not to Do, that is a question?

As a vendor, your business is to improve your sales by providing more professional and comprehensive service. Financial service including leasing is one of the additional but meaningful services to your customers, which could release the pressure of payment from buyers and widely used in equipment vendors. Vendor leasing, the traditional business model between leasing companies and equipment vendors has been introduced into China market. No matter you've decided to start the vendor business or still evaluate its feasibility, this session will help to understand the reality of vendor leasing and the most appropriate setup model for you with the multi-angles of vendors and Lessors

14:00 Opening Presentation

“CI” (Customer Insight) with the Leasing Angle

- Innovation for customer retention and acquisition
- Cross-sales strategies in vendor finance
- Meaning of Vendor Leasing/ Finance

**Todd Philbee
President for China
CAT Financial Service**

14:45 Opening Presentation

Captive vs. Non-captive Operation: the Strategic Advantages of Each Business Model in China

Options available for manufacturers could be in the form of Captive and Non-captive. Considerations that need to be made when choosing a vendor



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leasing program will be explained in different angles. The vendor's decision whether to form a loose model or, at the other extreme, establish a full captive joint venture rests upon certain criteria.

Yang Gang

Vice President

Siemens Finance and Leasing Ltd (SFL)

Yunwei Chen, Chairman

Nissin Leasing China

15:30 Opening Presentation

How to Choose the Most Appropriate Leasing Partner to Strengthen Your Business

- Industry Background
- Professional Team
- Open-up attitude

David Mamo

General Manager

De Lage Landen

16:15 Afternoon Tea & Networking

16:30 Opening Presentation

Reinforcing the Alignment by Mutual Understanding

Keeping the smooth cooperation between vendors and leasing companies will well optimize your exiting cooperation and maximize the mutual benefits. Understanding the business model of leasing company will extremely higher the successful rate of vendor sales deals. The leasing company can also benefit from the cooperation. Parenting the risks between each other could be the basis for growth

John Rutkowski,

Managing Manager for Asia

ABN AMRO

17:15 Panel Discussion

Why Vendor Leasing/ Finance? What Vendor Finance Can Do For You?

This panel will specialize in the benefits of vendor leasing, helping you to clarify the meaning of vendor program. Participates from vendor companies and lessors will explain the realities.

Todd Philibee, President for China, CAT

Financial Leasing

David Mamo, General Manager, De Lage Landen

18:00 Close of Day One

18:30 Cocktail Party

Day Two, May 16th, 2008

Vendor Leasing – Risk Control and Business Development

A successful vendor program consists of several criteria including Smooth Relationship, Thorough Understanding Vendors Business, Working towards the same Ends and Equipped with Speed and Efficiency. However, Failures comes from failing to remain close to the Vendor at all levels and functions, Acting like a bank and assessing each credit on a stand alone basis and Failing to provide sufficient or appropriate training. Balancing the Risk and the development will be crucial to both parties of vendor nance

9:00 Being a “Popular Lover” but Meeting Their (Vendors’) Need Prudently

- Understanding the risks in the relationship
- Efficient risk evaluation
- Learning to say “No”

Jonathan Fales

Principle

The Alta Group

9:45 Reaction to the Risks

General Special – Overthrowing and Customizing the Ground Rules

- Analog versus Digital Model
- Localized team Building
- Mutual understanding the long term objectives

10:15 Tea Break & Networking

10:30 Credit Special – Successful Experiences and Availability of Credit Tools

Lack of credit information is a problem for all foreign businesses. In China, information such as accounts,



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etc is not available or at least questionable. Moreover, western Lessors always face challenge of getting Head Of ce comfortable with a 'different' approach. Mastering evaluating the credit in China will be the key of success during the vendor program.

11:15 Equipment & Vendor Special – Parent Cooperation Model

- Understanding of the Operation of Vendors
- Mastering A-Z of Target Equipments
- Vendor Perspective
- Lessor Perspective

Hunter Xu

**General Manager for China
Cisco Finance Leasing**

12:00 Luncheon & Networking

14:00 Real Life Case Study

Successful Model of Vendor Leasing – Tailor-made Business Model adapted to Chinese Market

SG Leasing has sharply expand their business and succeeded in building the constructive relationship with world leading equipment vendors to explore the Chinese Market. Their vendor partner diversifies from construction equipment, IT, Telecom etc. Its outstanding real case is definitely the best paradigm for you

Christophe Granier (TBC)

General Representative for China

Director & Chief Executive - Societe Generale Leasing & Renting Co., LTD

Interactive Time for Vendors & Leasing Companies

14:45 Panel Discussion

Wonderful Match: Does It Equal to Accomplish Wonders for Vendors and Leasing Companies in China?

"I don't know the reason that it is extremely difficult for us to partner with a leasing company in China as they're always declining us due to some unforeseen issues" said by a vice president with a world leading construction equipment vendor. However, in another hands, leasing companies are sparing no effort to

promote themselves the vendors. Is there anything wrong with the situation? How to solve the dilemma indeed? Is it due to the mentioned risks? Let's try to find the solutions throughout the panel discussion.

Kazunori Okimoto, Managing Director for AP, Orix

Christophe Granier, General Representative for China, SG Leasing

Jonathan Fales, Principle, the Alta Group

15:45 Afternoon Tea & Networking

Humane Resource and Staff Training Special

Lack of experienced staff is one of the crucial factors preventing the health development of vendor program. A well-trained and highly motivated sales force will create value, the knowledge needed to be effective and performance improvement initiatives that work..

16:00 Keynote Speech

Cultivating Qualified Staff to Achieve the Point of Success during Vendor Program

- Critical competencies
- Turning work activities into planned and tracked
- learning events
- Performance measurement initiatives

James Harrison, Managing Director, Hays Group

Foresighted Counterparts for Vendor Leasing Business

16:45 Construction of Used Equipment Market in China

The construction of used equipment market is quite crucial for the development of vendor leasing or leasing in China. The exit strategy, professional evaluation system and policy support are the essential components for the construction of China used equipment market.

Jiang Zhongqin,

Former Chairman of LBC

Senior VP, GBU Financial Leasing

17:30 Close of the Seminar

