

# Leasing in CHINA Forum

## Enhancing Your Entry to the CHINESE Market

19-20 April 2007

The Peninsula Beijing, China

CHINESE Finance Leasing Market has become another "Emerging Leasing Giant" in the world with the improvement of various conditions for its development. However, we'll explain what they are and introduce you to the industry leaders with rich experience of DOING SMOOTH BUSINESS in China like Deutsche Leasing, De Lage Landen (China), Macquarie Leasing, Nissin Leasing, Hitachi Capital etc, as well as the Key Officials from Competent Authority.

- WOULD you like to keep the stable relationship with your regular customers, who've entered Chinese Market?
- ARE you pushed by your regular customers to go to China together?
- HAVE you discovered the potential and emerging factors in Chinese Finance Leasing Market?

If you're one of it, go and join us with any hesitation!

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Website: <http://www.bsmconferences.com/events/financeleasing/index.htm>

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## Your Eminent Speaker Panel Includes

### From Competent Authority

- Li Luyang (李鲁阳),  
**Director of Finance Commission**, National People's Congress  
**The leader** of the team writing "Chinese Finance Leasing Law"
- Deng Zhan (邓湛),  
**Deputy Director-General**,  
Foreign Investment Administration, MOC (Ministry of Commerce of the People's Republic of China)
- Chen Qiong (陈琼),  
**Deputy Director-General**,  
Non-bank Financial Institutions Supervision Department, CBRC, (China Banking Regulatory Commission)
- Wang Xiaohua (王晓华),  
**Deputy Director-General**,  
Tax Policy Department, MOF (Ministry of Finance)
- **Director-General**  
SAIT (State Administration for Industry & Commerce)

### From Corporate and Professional Firms

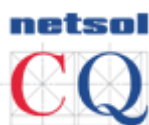
- David Mamo,  
**Chairman & General Manager, De Lage Landen (China)**
- Chen Yunwei  
**Chairman & President, Nissin Leasing (China) Co., LTD**
- Qigan Lu  
**General Manager, Deutsche Leasing**
- Niall Morrissey,  
**Managing Director, Macquarie Leasing**

- Wang Yi  
**Deputy General Manager, Bank of China**  
**Chairman of Board, Singapore Aircraft Leasing Enterprise**
- Christophe Granier  
**General Representative for China**  
**Director & Chief Executive - Societe Generale Leasing & Renting Co.**
- Axel Scholz,  
**General Manager, Siemens Finance and Leasing Company Ltd.**
- Liu Shihua,  
**General Manager, Hitachi Capital**
- Kevin Ma,  
**General Manager, New Century International Leasing Ltd.**
- Jiang Zhongqing,  
**Former Chairman, LBC (Leasing Business Community) of CAEFI (China Association of Enterprises with Foreign Investment)**
- Qu Yankai  
**Former Executive Vice Chairman, LBC (Leasing Business Community) of CAEFI (China Association of Enterprises with Foreign Investment)**
- Derek Soper  
**Chairman, The Alta Group**
- Jonathan L. FaLes,  
**Principal, The Alta Group**
- Alan Leesmith  
**Principal, The Alta Group**
- Don Chan,  
**Associate, The Alta Group**
- William Ho  
**Partner, Allen & Overy LLP**
- Fuli Cao,  
**Tax Partner, KPMG**

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### **Why Should Attend**

China is the market for our future growth, given its market size and huge potential" said by a high level in a world leading finance leasing company. It's the truth that China has been another "Emerging Leasing Giant" in the world with the improvement of various conditions for the development of finance leasing industry, which is diversified into the approval of establishing WOFEs with the registered capital lowering from \$20 million to \$10 million, tax reform to the finance leasing business as well as the unification of the regulation by CBRC(China Banking Regulation Commission) and MOC (Ministry of Commerce of the People's Republic of China), Etc.

Moreover, the release of "Chinese Finance Leasing Law", "Rules Governing Financial Leasing Company" and legislation for asset registration has made up the insufficiency before and maintain the interest of finance leasing companies, which builds the more and more favorable environment to the whole industry.

As the statistics, China has around 50 foreign-funded leasing Companies so far, among which over 20s are in form of the WOFE. From late 2005 to the early 2006, there are another several foreign finance leasing companies giving their entry of China such as SG Leasing, Deutsche Leasing, De lage landen, ABN.AMRO, Macquarie Leasing, Etc. From the opening up to the finance leasing industry in 2004, it is the year, 2007 that will be the FRENZY for the

new entry of Chinese Market.

Overall, opportunity and risk go hand and hand in China. The components in Chinese finance leasing market are becoming more and more favorable and it's the right time to enter with the intelligence absorbed from this activity.

### **Conference Highlights**

- Thorough Understanding of the Implementation of "Rules Governing Financial Leasing Company"
- Gain insight into the New Releasing "Chinese Finance Leasing Law "
- "Law of Property": the Legislation for Leasing Asset Registration Enabling the Assets to Escape from the Bankrupt of Clients
- Get closest to the **Competent Authority of China Government** like the Legislation, Regulation, Taxation and Accounting Bureau to catch the changing of finance leasing policy in China
- Learn from the experts of Chinese market and gain thorough understanding of the **Unique Operating Rules to Do Successful Business** in China Characteristic Equipment Finance Market
- Network with the world leading companies and **Explore your Business by Most Interactive Platform**

### **Who Should Attend:**

#### **I. Lessors (Finance 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

#### **II. Vendors:**

- CEO, CFO
- Managing Director
- General Manager
- Business Development Director
- Finance Service Director
- Finance Director
- Sales and Marketing Director
- Finance Controller/Director

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### Day One

## Policy Environment

Thursday, April 19<sup>th</sup>, 2007

8:30 Sign In

9:00 Opening Remark by Chairman  
Jonathan Fales, The Alta Group



### Chinese Finance Leasing Law Special

9:10 Keynote Presentation  
**Gaining Thorough Understanding of “Chinese Finance Leasing Law” from the viewpoint of the Official Legislator**

- The strong safeguard of finance leasing business in China
- The updated regulation and supervision of the Chinese finance leasing industry
- Exploring the key content for the new entrants to China.

**Li Luyang (李鲁阳),**  
Director of Finance Commission, National People's Congress, The leader of the team writing “Chinese Finance Leasing Law”  
Director-General,  
Rules and Laws Department, MOC (Ministry of Commerce)

10:00 Interactive Panel Discussion  
**Are there suggestions for improving the new Leasing Law based on what happens in other parts of the World**

The new releasing Finance Leasing law will build the more favorable legal environment for doing business in China whilst having the room to improve in some aspects. Thus, where are they? Which parts is the most concern of finance leasing companies? Further more, how to utilize the law to do their smooth business in China? Huge amount of questions need solving. In the earth, what do you think of it?

**Moderate:**

**Niall Morrissey, Managing Director, Macquarie Leasing**  
**William Ho, Partner, Allen & Overy LLP**  
**Derek Soper, Chairman, The Alta Group**

10:30 Tea Break and Networking

### Approval and Regulation

10:45 Keynote Presentation  
**The Approval Required for Establishing a Finance Leasing Company in China and its Supervision and Regulation after the Entry**

- Explaining detailed approval program for the new entrant.
- Clearing obstacles by linking all of the related government departments
- The more simplified regulation for the finance leasing companies in China
- Key points of supervision in the finance leasing industry

**Deng Zhan (邓湛)**

**Deputy Director-General**

**Foreign Investment Administration, MOC (Ministry of Commerce of the People's Republic of China)**

11:30 Opening Presentation & Panel Discussion  
**Establishing a new Back Office within the Regulations**

As mentioned before, some foreign finance leasing companies have, given their entry of Chinese Market, accumulated rich experience on new company formation and adapted to local supervision and regulation. How do they get there and what is their magic weapon?

- Choosing different Business Models and the Impact of Local Regulation

**Steven Liu, General Manager, Hitachi Capital**

**Moderate:**

**David Mamo, Chairman & General Manager, De Lage Landen**  
**Qu Yankai Former Executive Vice Chairman, LBC of CAEFI**

12:30 Luncheon & Networking

**Sponsored by you**



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### Rules Governing Financial Leasing Company

#### 14:00 Keynote speech

The newly released "Rules Governing Financial Leasing Company" identifies prepared types of the applier—Foreign Banks and Leasing Companies, Non-Bank Financial Institutions as well as Equipment Suppliers (Vendors). Meanwhile the registered fund decreased to 100 million RMB from 500 million RMB. The latest rules has enhanced the establishment of leasing entities and given the standards for them to run such business. As for more benefits from being a financial institution, more and more existing and preparing companies are intended to apply the financial license approved by CBRC (China Bank Regulation Committee).

So what are the specific conditions for a new applier? Compared with the leasing license approved by MOC (Ministry of Commerce), what is the key motivation for the existing company to reapply the financial license, which will lead to much stricter regulation? What will it equip companies with in the earth? Huge Amount of questions needs solving...

**Chen Qiong (陈琼)**

**Deputy Director-General, Non-bank Financial Institutions Supervision Department, CBRC (China Banking Regulatory Commission)**

#### 14:45 Opening Presentation

Bank of China is one of the world's largest banks by market capitalization, with a global presence and assets in excess of US\$600 billion. On 15 December, 2005, the shareholders sold SALE to BOC, which marked "the Intervention of Chinese Bank into Leasing Arena"

#### **Banking Business VS Leasing Business ADAPTATION OR CONFLICT?**

- In a banker's view of leasing business
- The competitive advantages compared with the entry of foreign practitioners

- Exploring the bright future of Chinese Bank in leasing industry

**Wangyi Chairman of Board,  
SALE (Singapore Airline Leasing Enterprise)**

### Leasing Asset Registration

#### 15:30 Keynote Speech

#### **"Law of Property": the Legislation for Leasing Asset Registration**

- Explaining the crucial content concerning Finance Leasing
- Understanding the use of the law to protect the assets

**Director-General**

**SAIT (State Administration for Industry & Commerce)**

#### 16:00 Afternoon Tea & Networking

### Tax Efficiency

#### 16:15 Keynote Speech

#### **Tax Reform and Efficiency for Finance Leasing Industry in China**

- Tax Efficiency for the leasing companies
- The Tax issues in the legislation of "Finance Leasing Law"

**Wang Xiaohua (王晓华),**

**Deputy Director-General,  
Tax Policy Department, MOF (Ministry of Finance)**

#### 17:15 Panel Discussion

#### **Understanding the Tax Environment to Help Minimize the Operating Cost**

- Gaining thorough understanding of tax situation to optimizing your business
- Minimizing running costs
- The unique expertise in tax issues

**Moderator:**

**Steven Liu, General Manager, Hitachi Capital**

**Fuli Cao, Tax Partner, KPMG**

**17:45 Close of Day One    18:15 Cock Tail Party**

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## Day Two

### Forum for Doing Business Smoothly and Efficiently in Chinese Market

Friday, April 20th, 2007

**8:30** Sign In

**9:00** Opening Remark by Chairman  
Derek Soper, The Alta Group



**9:10** Opening Presentation  
**The All-round View of Chinese Finance  
Leasing Market and Its Past, Presence  
and Future**

- The characteristics of running a business in China
- Gaining insight into the criteria of the Chinese market
- Access to your customers

**Jiang Zhongqing,**  
Former Chairman, LBC of CAEFI  
**David Mamo, Chairman & General  
Manager**  
De Lage Landen (China)

**9:45** **The Development of Main Industries in  
which leasing is widely engaged**

- Transportation (Airlines, Rail, Cars)
- Power
- Infrastructure equipment
- The analysis on captive leasing market

**Axel Scholz,**  
General Manager, Siemens Finance and  
Leasing Company Ltd.  
**Don Chan,**  
Associate, the Alta Group

**10:15** Coffee Break and Networking

#### Establishing a New Entity

**10:30** Round Table Discussion  
**"My View of the Best Alternative of  
Establishing a Leasing Company in  
China to Run Smooth Business"**

Normally, there are two options of establishing a foreign finance leasing company in China, WOFE or Joint Venture, one of which may help you adapt to the local market whilst dividing Profit with a Partner. Surely, you can enjoy all of the advantages but may run the risk of failing in such brand new market if you go it alone. To be or not to be, that is a question. Thus, let's join the discussion and listen to our pioneers and experts how to overcome the dilemma.

- Joint Venture or WOFEs
- Benefits from different models of foreign finance leasing company
- Choosing of the Most Appropriate Model to Set up a New Entity in China

#### Moderate:

**Jiang Zhongqing, Former Chairman,  
LBC of CAEFI**

**Don Chan, Associate, The Alta Group**

**11:30**

**Real Case Study**  
**Customizing Your Own Business Model  
to Win a Leading Role in China's New  
Leasing Market**

SG Equipment Finance is part of the renowned banking group Société Générale and the leading partner for equipment and vendor finance in Europe, Australia and China.

From the entry to the Chinese market, SG Leasing has sharply expanded their business and succeeded in building the constructive relationship with world leading equipment vendors to explore the Chinese Market. Its outstanding real case is definitely the best paradigm for you

**Christophe Granier**  
General Representative for China  
Director & Chief Executive - Societe  
Generale Leasing & Renting Co.

**12:15** Luncheon & Networking

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### Minimizing the Risk & Launching the Most Appropriate Strategy

## Human Resource

### 14:00 Opening Presentations

#### Staff Recruiting: Identifying the Real Genius

"Despite China's literate and generally well educated workforce, staffing represents one of the biggest challenges for lessors in China. There is a dearth of experienced leasing personnel at all levels, from executive management to administrative staff." Then, how to hire and train local management during the first two to three years of operations became another big challenge to the new comers.

**James Harris** Managing Director  
Hays Group

## Re-possession and Exit Strategy

### 14:30 Keynote Speech

#### Fixing the brilliant exit strategy dealing with Residuals to avoid primary risk

- The construction of a second-hand market for equipment in China
- The outstanding experience of catching up with residuals
- All-rounded cooperation to minimize your loss.

**Kevin Ma**, General Manager  
New Century International Leasing Ltd.

### 15:00 Panel Discussion

#### Re-possessing Leasing Assets Successfully and Enabling the Assets to Escape from the Bankruptcy of Clients

The concept of paying over time, with regular payments, is relatively new in China. Not only does this increase the risk of nonpayment by lessees but it also creates problems in the collection process.

Furthermore, the rigor as to performance and metrics is not at the same level in China as it is in the United States and Europe. Lessors will have to work very closely with local resources to understand the payment mind-set.

The panel is to share there experiences, successful skill on this issue and measure the best solution.

#### Moderator:

**Qigan Lu**, General Manager, Deutsche Leasing

**William Ho**, Partner, Allen & Overy LLP

**Kevin Ma**, General Manager, New Century Leasing Ltd.

### Risk Issues

### 15:30 Keynote Speech

#### Vendor Leasing - Setting the Scene and balancing Risk versus Sales

- Identifying the issues to Narrow the Gap between Failure and Success
- Understanding the risks in the relationship
- How a "portfolio" approach helps increase sales

**Alan Leesmith**  
Principal, The Alta Group;

### 16:00 Afternoon Tea & Networking

### 16:15 Round Table

#### Discussion session on the risks, both credit and operational, which enable success in a Vendor relationship

- Successful experiences in the China Market
- Availability of credit tools in the market

**Moderator: Yunwei Chen**, Chairman & President, Nissin Leasing (China) Co Ltd  
**Alan Leesmith**, Principal, The Alta Group  
**Jiang Zhongqing**, Former Chairman, LBC of CAEFI  
**Don Chan**, The Alta Group

### 17:00 Close of the Forum