







08:00-09:00	Refreshments and registration
09:00-09:10	Chair's opening remarks: Lindsay Town , Chief Executive, IAA-Advisory 
SESSION ONE: Rising to the challenge of change	
09:10-09:30	WELCOME ADDRESS: Market overview <ul style="list-style-type: none"> Overview of the industry, Estonia and the Baltics Positioning leasing among other financial instruments Reet Hääl, CEO, Estonian Leasing Association 
09:30-09:50	OPENING ADDRESS: Regional macroeconomic overview <ul style="list-style-type: none"> Regional growth prospects and interest-rate outlook After the fall? Preparing for an era of low growth and rising default risk The Brexit effect on European leasing – a golden opportunity? Winners and losers in the race to digital John Rees, Chief Commercial Officer, Société Générale Equipment Finance 
09:50-10:10	Industry mega-trend: Leasing - strategic luxury or prized asset? – topic tbc <ul style="list-style-type: none"> Winners, losers and newcomers – insights from 2017 Prospects for leasing in the age of the asset-lite economy Growth in alternative capital sources for asset investment Patrick Beselaere, CEO, ING Lease Belgium / ING Commercial Finance Belux 
10:10-10:30	Re-defining asset ownership for a digital generation – topic tbc <ul style="list-style-type: none"> Trends in equipment use and ownership Embracing new techniques in asset management Role of technology in driving efficient distribution and customer acquisition Pascal Layan, Global Head of Business Lines and Member of the Executive Management Committee, BNP Paribas Leasing Solutions 
10:30-11:00	SPEAKER Q&A and PANEL DISCUSSION: Funding strategies for a lean world <ul style="list-style-type: none"> Optimising liquidity management Getting ready for Basel III Building a centralised treasury Automating compliance and on-boarding Moderator: Lindsay Town, Chief Executive, IAA-Advisory John Rees, Chief Commercial Officer, Société Générale Equipment Finance Pascal Layan, Global Head of Business Lines and Member of the Executive Management Committee, BNP Paribas Leasing Solutions Patrick Beselaere, CEO, ING Lease Belgium / ING Commercial Finance Belux
11:00-11:30	Networking Coffee Break

SESSION TWO: New Model Lessor – In Principle and in Practice	
	<p>Chair: Joanne Davis, Head of Asset & Consumer Finance (UK Division), Locke Lord (UK) LLP</p> <p></p>
11:30-11:50	<p>In it together? Understanding the partner-based approach to innovation and business optimisation</p> <ul style="list-style-type: none"> Where should the industry look for innovation inspiration? What role should technology partners play and how is it changing? How do you right-size your technology partner? Overcoming the obstacles of digital transformation <p>Steve Taplin, Global Sales & Marketing Director, Alfa</p> <p></p>
11:50-12:10	<p>Case study: Forget the lease? Embracing the lifecycle approach</p> <ul style="list-style-type: none"> Embracing the circular value chain approach to lease delivery & design Forget the lease – a customer-centric view of asset finance Strategic impact on sales channels and distribution Operational considerations of the switch to service <p>Bas van Asseldonk, Executive Vice President Europe, DLL</p> <p></p>
12:10-12:30	<p>Harnessing the power of agile: Assessing the transformative potential of digital</p> <ul style="list-style-type: none"> What role could blockchain play in asset finance? What's the opportunity? Is the industry ready for an agile approach to service delivery? How can the pace of innovation in lease origination and risk scoring be increased? Leveraging asset tracking for business benefits <p>Representative, Cloud Lending Solutions</p> <p></p>
12:30-13:00	<p>SPEAKER Q&A and PANEL DISCUSSION: Re-defining leasing for a digital age</p> <ul style="list-style-type: none"> What can be learnt from the use of technology in the autofinance industry? What's the cultural dimension to creating a leaner, digital-first leasing industry? Who's leading the pack in the drive to service? How do you approach the drive to digital? <p>Moderator: Joanne Davis, Head of Asset & Consumer Finance (UK Division), Locke Lord (UK) LLP</p> <p>Representative, Cloud Lending Solutions</p> <p>Brendan Gleeson, Group CEO, White Clarke Group</p> <p>Steve Taplin, Global Sales & Marketing Director, Alfa</p> <p>   </p>
13:00-14:00	<p>Networking lunch sponsored by Locke Lord LLP</p> <p></p>
SESSION THREE: Operations Theatre – All Systems, Go!	
	<p>Chair: Patrick Gouin, CEO, Max & Tite International; Senior Advisor, Invigors</p> <p></p>
14:00-14:20	<p>It's the experience that counts: digital delights</p> <ul style="list-style-type: none"> Changing expectations Digitalising the service Improving the experience <p>Carmen Ene, CEO, 3 Step IT</p> <p></p>

14:20-14:40	<p>Taking the right risks for the rewards: Strategic implications of the era of asset management</p> <ul style="list-style-type: none"> Understanding the risks of the shift to asset liability Adapting to the cultural shift of the switch to service Resetting and re-structuring the business model Regulatory implications of the asset ownership model <p><i>Speaker tbc</i></p>
14:40-15:00	<p>A Millennial Moment? Transforming sales channels - topic tbc</p> <ul style="list-style-type: none"> Re-defining sales and distribution channels for the digital era Leasing for start-ups? Communicating the benefits of asset finance to a new audience Using technology to drive efficiency in management, retention & customer acquisition <p>Mourad Bergaoui, Project Director, Codix</p> 
15:00-15:30	<p>SPEAKER Q&A and PANEL DISCUSSION: Always On: Using data and analytics to drive performance and deliver value</p> <ul style="list-style-type: none"> Understanding the value of a data-first strategy How do you un-silo your data? Building a data-centred sales culture Customers come first: Thinking about customer need, not product sales <p>Moderator: Patrick Guin, CEO, Max & Tite International; Senior Advisor, Invigors Philippe Rozental, Global COO, Managing Director, Société Générale Equipment Finance Carmen Ene, CEO, 3 Step IT Per Dahlqvist, Head of Business Development, Tieto Mourad Bergaoui, Project Director, Codix</p>     
15:30-16:00	<p>Networking Coffee Break</p>
SESSION FOUR: Regional Perspective – the Baltic Approach	
	Chair: TBC
16:00-16:20	<p>Industry digitalisation – leading the way</p> <ul style="list-style-type: none"> Transforming customer experience through digital Highlighting new finance offerings enabled by digital How are you using technological advances to drive business growth in the region?
16:20 -16:40	<p>Lessons in leasing: Insights from autofinance's innovation revolution</p> <ul style="list-style-type: none"> Managing the pressures of high growth, low residuals Gearing up the secondary market Using data and analytics to manage risk, improve sales Managing the transition to digital
16:40 -17:00	<p>Speaker Q&A: Sustaining the industry growth</p> <ul style="list-style-type: none"> The Baltic Approach: Regulatory arbitrage in the digital era The Brexit opportunity for European/Baltic leasing Identifying and catering for a versatile customer base Implementing the latest digital innovations <p>Moderator: Reet Hääl, CEO, Estonian Leasing Association <i>Speakers tbc</i></p> 

FINAL DEBATE	
17:00-17:40	<p>EXPERT PANEL DISCUSSION: The Lean-ers and Leaders Debate <i>Industry leaders and lean fintechs debate their views on what's needed to help the industry make the big (digital) leap forward</i></p> <ul style="list-style-type: none"> • Is a new era dawning? • Are we ready for it and how can we take the leap? • What can the industry learn from new digital entrants in banking? • How can the industry embrace change and build a new culture? • Why isn't there more innovation in asset finance and how can we jump start it? <p>Moderator: Andrew Denton, Chief Executive Officer, Alfa John Rees, Chief Commercial Officer, Société Générale Equipment Finance Bas van Asseldonk, Executive Vice President Europe, DLL Pascal Layan, Global Head of Business Lines and Member of the Executive Management Committee, BNP Paribas Leasing Solutions Patrick Beselaere, CEO, ING Lease Belgium / ING Commercial Finance Belux</p> <p>      </p>
17:40-17:50	<p>Chair's closing remarks: Andrew Denton, Chief Executive Officer, Alfa</p>
19:00	<p>Drinks Reception sponsored by Netsol</p> 
20:00	<p>Awards Gala Dinner sponsored by Alfa</p> 