



The First Global Leasing Industry Competitiveness Forum

Tianjin, China / September 19–20, 2014

Organized by Xinrong Alliance Media and Minsheng Financial Leasing Company, Ltd.

LEASING IN CHINA

Within the last few years, China has soared to become the second largest leasing economy in the world. This has been achieved in spite of the very low penetration rate of 5%, compared to approximately 20% in the U.S.A. and in most western European countries. Soon China will undoubtedly become the leading leasing economy in the world; in fact, within a few years, with an increasing penetration rate, the annual volume of leasing in China will be greater than the combined volume in "mature" markets!

WHY THE CONFERENCE

Though a number of international leasing companies prudently entered the Chinese market many years ago, many more will strive to do so given the tremendous opportunities that lie ahead. On the other hand, Chinese leasing companies need to integrate with the globalized economy. Notwithstanding the exponential growth, the Chinese leasing industry has much to learn from the strategies, the product innovation, and the "lessons learned" by mature leasing economies.

Hence, the conference is being held with the dual objective of providing international lessors an insight into the Chinese leasing market and enabling Chinese leasing companies to benefit from the wisdom that caused leasing to grow in markets that, decades ago, were once "emerging". Undoubtedly, networking will lead to business opportunities for both the Chinese as well as the overseas leasing companies.

THE AGENDA

The conference will span two full days. Speakers and topics will be finalized very soon.

THE VENUE

The conference will be held in Tianjin, which is a 35 minute express train journey from Beijing. September is praised as a "golden" month in Beijing – cool, clear and brisk!

THE SPEAKERS

From the Chinese side, the speakers will include prominent leasing company executives and supportive governmental representatives; from the international side, the speakers will be drawn from senior executives from leading leasing companies and others who have played a vital role in leasing's international growth.

Confirmed speakers include:

- Sudhir P. Amembal, Chairman & CEO, Amembal & Associates, U.S.A.
- Crit DeMent, Chairman & CEO, LEAF Commercial Capital, Inc., U.S.A.
- Esteban Gaviria, CEO, Leasing Bancolombia, Colombia
- Bob Rinaldi, Chairman-Elect, ELFA, U.S.A.
- Arnaldo Rodriguez, President, CSI International, Spain
- Jukka Salonen, Chairman, Leaseurope, Finland
- Fred Sasser, Chairman, Chicago Freight Car Leasing, U.S.A.
- Judy Tan, Managing Director, Caterpillar (China) Financial Services, China

THE ATTENDEES

The conference will primarily be geared to attract a large number of senior Chinese leasing executives eager to learn and to pursue business opportunities. Vendors, service providers and government officials from China will also be in attendance. This will provide overseas attendees with many windows of opportunity.

AMEMBAL & ASSOCIATES' ROLE

The organizers have requested Sudhir Amembal to advise them on the conference agenda, to co-chair parts of the conference, to deliver one of the keynote addresses and to invite selected international speakers.

REGISTRATION AT NO COST

Qualified individuals (senior management positions) from mature market leasing companies outside of China will not be charged any registration fees. They are, however, expected to pay for all their travel expenses including accommodations and meals at the venue.

For further details, please email Kelly Farnham at kelly@amembalandassociates.com.