



THIRD ANNUAL OPERATING LEASE CONFERENCE

THE ONLY GATHERING PLACE FOR OPERATING LEASE PROFESSIONALS

Istanbul, Turkey
November 18 – 21, 2014



ORGANIZED BY AMEMBAL & ASSOCIATES
In Conjunction With Dinamo Training & Consulting



WHY OPERATING LEASES

Finance leases continue to suffer from margin compression. This is not surprising as they are increasingly looked upon as loan equivalents. From an economics point of view, they are indeed loan-like; from an accounting point of view, they are booked as though they are a loan; and, from a tax point of view in most countries they are treated the same way as a loan!

On the other hand, operating leases are increasingly becoming the product of choice. This too, is not surprising as the product provides the lessee with a host of benefits that finance leases do not; and, simultaneously allows the lessor to benefit from profit sources not found in finance leases.

WHY AMEMBAL & ASSOCIATES

Amembal & Associates is the world's foremost authority in lease training, consultancy and publications. Over 75,000 leasing professionals from 80 countries throughout the world have attended seminars and conferences organized by the firm. Of the 16 leasing publications authored and published by the firm, two have been industry bestsellers - "The Handbook of Equipment Leasing" and "Winning With Leasing".

Additionally, and particularly having to do with operating leases, Mr. Amembal authored "A Complete Guide to Operating Leases", the only publication of its kind. Mr. Amembal has chaired the annual World Leasing Convention continually since 1993 and will chair the forthcoming 2014 Operating Lease Conference.

THE IMPACT OF FORTHCOMING ACCOUNTING CHANGES

The forthcoming financial reporting changes, from a lessee point of view, are indeed likely to be substantive. However, they do not diminish the true value of the product from a cash flow, tax, flexibility and technological point of view. Beyond delivering all of these benefits, the operating lease is, and will remain, the least-cost mode of acquisition as compared to all other alternatives.

Hence, the operating lease is here to stay. It is continuing, and will, continue to increase its market share in both the equipment and fleet leasing industries!

The forthcoming conference will provide a multiplicity of talented speakers from both mature and emerging markets. All presentations will be relevant to one and all. Leasing companies new to the product will gain tremendous insight into the complexities of operating leases; leasing companies already engaged in the product will fine tune their skills.

SIMULTANEOUS TRANSLATION

The conference will have simultaneous translation into Turkish.

A SUMMARY OF THE 2012 & 2013 CONFERENCES

The first global conference dedicated solely to operating leases was held in November 2012. It was a sell-out! The second conference, held in November 2013, was equally successful!

Speakers and panelists, from both emerging and mature markets, were judged by the attendees to be excellent. They presented a host of practical, relevant and useful topics.

A SAMPLE OF TOPICS PRESENTED AT THE CONFERENCES

- An Overview of Operating Leases
- Operating Leases in Turkey
- Operating Lease Models in the U.S.A.
- Effective Leasing Asset Procurement Strategies
- Evaluating Residual Value - An Art or a Science
- Approaches to Remarketing
- The Asset Life Cycle Approach to Operating Leases
- Moving to Managed Services
- Forthcoming Accounting Changes
- Staffing the Asset Management Department
- Lease Management Software Issues
- Trends in Fleet Leasing
- Pricing Nuances in Full Service Fleet Leasing
- Funding Nuances in Operating Leases
- Software Leasing
- Usage and Return Conditions

The conferences received rave reviews from those attending – the reason for this was obvious: The topics represented an A-Z on operating leases and the speakers, chosen carefully, were nothing short of brilliant!

SAMPLE OF TESTIMONIALS

"This was probably the most well run and content rich conferences I have EVER attended."
Robert Rinaldi, Chairman Elect of the Equipment Leasing & Finance Association (ELFA), U.S.A.

"My only regret is not having attended earlier! Truly inspirational! Great return on my investment."
Geoffrey Alondo, Product Manager – Business Banking, CFC Stanbic Bank, Kenya

"One of the best conferences I have attended".
Phil Gerrard, Associate Director - Leasing & Consumer Finance Team, Grant Thornton UK LLP, U.K.

"A squeezed lemon gives you all it has. This conference was a squeezed lemon of operating leases".
Ahmed Deif, CEO, A.T. Leasing Company – Egypt (SAE), Egypt

"Well organized. Relevant topics explained by top professionals. Fantastic accommodations."
Patrick Beselaere, CEO, ING Lease, Belgium

"Excellent content covered by expert speakers. It could not be any better".
Bulent Tasar, Managing Director, Siemens Leasing, Turkey

2014 CONFERENCE AGENDA

DAY ONE:

0830 – 0900 Registration and Coffee

0900 – 0915 Chairman's Welcome

Sudhir Amembal, CEO, Amembal & Associates, U.S.A.

0915 – 0945 Operating Leases – The Way Forward

Sudhir Amembal, CEO, Amembal & Associates, U.S.A.

- Global significance of product – a statistical overview
- A strong case for operating leases
- Multiplicity of benefits to lessees and lessors
- Drivers and motivators – for equipment and fleets
- Challenges faced

0945 - 1015 Operating Leases in Turkey – Update and Market Perspective

Osman Zeki Ozger, General Manager, Vakif Leasing / President, Financial Institutions Association, Turkey

- An overview of the Turkish leasing market
- Update on operating leases
- Opportunities for foreign joint ventures
- Challenges and opportunities

1015 – 1035 Questions and Answers

1035 – 1115 Creating Profits at Inception, Duration and Termination

R. Venkatesan, Managing Director, OPC Asset Solutions, Pvt. Ltd, India

- Varied stages of profit creation
- Techniques to maximize profit at each stage
- Skills required to maximize profits
- Case study

1115 - 1145 Coffee and Networking

1145 - 1215 Documentation Nuances in Operating Leases and Third Party Liability Issues

Joanne Davis, Partner – Asset & Consumer Finance, DWF LLP, U.K.

- Legal nuances in operating leases
- Must-have documentation clauses
- Legal liability issues on full service leases

1215 - 1245 Factors to Consider in Integrating Software and Hardware in Operating Leases

Stephan van Beek, Senior Director Sales & Marketing Development - EMEA, Oracle Financing, Netherlands

- New technology backdrop
- Benefits to the customer & profits to the lessor
- Risks to lessors in offering configurations
- Techniques to mitigate risks
- The future!

1245 – 1305 Questions and Answers

1305 – 1415 Lunch and Networking

1415 – 1445 Topic to be Determined

Andreas Swadlow, CEO – CEE Commercial Finance, Siemens Financial Services, U.K.

1445 – 1515 Forthcoming Accounting Changes – Update and Analysis

To be announced

- Status of exposure draft
- Probable changes to lessee and lessor accounting
- Likely effective date and transition issues
- How to survive and succeed in light of the accounting changes

1515 – 1545 A Roadmap to Operating Leases – Learning from the Russian Example

James Gorham, CEO, Element Leasing, Russia

- Steps involved and lessons learned in introducing the product
- Arriving at the proper marketing strategy
- Opportunities for foreign lessors in Russia

1545 - 1615 Questions and Answers

1615 - 1645 Coffee and Networking

1645 - 1745 Roundtable

Roundtable discussions will be facilitated by experienced leasing professionals and/or service providers. Attendees will benefit from meaningful dialogues with peers enabling the attendees to gain tangible and implementable benefits.

Topics and moderators to be announced.

1800 ++ Cocktail Reception (Hosted by Amembal & Associates)

DAY TWO:

0900 - 0945 Chairman's Opening Remarks, Summary of Day One and Summary of Roundtables

Sudhir Amembal, CEO, Amembal & Associates, U.S.A.

Varied roundtable moderators

0945 - 1015 Surmounting Challenges Faced by Bank Lessors in Introducing and Implementing the Product

Esteban Gaviria, CEO, Leasing Bancolombia, Colombia

- Why bank lessors must engage in operating leases
- Significance of outsourcing as a learning curve
- Challenges faced and how addressed
- The perfect model for success

1015 - 1045 Sources of Differentiation and Value in the Operating Lease Segment

Arnaldo Rodriguez, President - International Division, CSI Leasing Inc., U.S.A.

- Consultative approach and structuring
- Optimizing total cost of ownership
- Flexible asset management
- Packaging around the asset to transform a transaction into a service

1045 - 1105 Questions and Answers

1105 - 1130 Coffee and Networking

1130 - 1200 Intricacies in Locomotive Finance - Lessons for Other Full Service Operating Lease Lessors

Rainer Beller, Managing Director & Chief Technical Officer, MRCE Dispolok GmbH, Germany

- Brief overview of rail finance
- Challenges in providing full service operating leases for locomotives
- Lessons to be learned in full service operating leases

1200 - 1230 Striking the Balance Between Risk and Opportunity

Ian Robertson, Principal, Invigors Asset Management, Switzerland

- Identifying and quantifying the risks
- Looking for opportunities to outweigh the risks
- Strategies to mitigate risks and enhance profitability
- Looking for opportunities to outweigh the risks

1230 - 1240 Questions and Answers

1240 - 1415 Lunch and Networking

1415 - 1445 Balancing Lessor-Vendor Benefits at End of Term

Tom Olszewski, Territory Manager, Terex Financial Services, Poland

- Varied arrangements
- Pros and cons of FNL RV guaranty versus other arrangements
- Lessor preferences - eventual outcomes

1445 - 1515 Factors in Setting and Monitoring the Sales Process

To be announced

- 1515 – 1545** **Mobile Technologies in Operating Leases**
To be announced
- 1545 – 1615** **Questions and Answers**
- 1615 – 1630** **Closing Remarks**
Sudhir Amembal, CEO, Amembal & Associates, U.S.A.

The organizers reserve the right to alter the agenda.

PRE-CONFERENCE SEMINAR
OPERATING LEASES – MAXIMIZING BENEFITS, MINIMIZING RISK
November 18 – 19, 2014

The two-day seminar will be conducted by Mr. Sudhir Amemba. It will thoroughly convince attendees that the operating lease is a superior product. It will also enable attendees to fully understand the varied unique risks that the product has; more importantly, how to eliminate or mitigate them.

The seminar is perfectly suited to attend prior to the conference as it will provide in-depth technical background to many of the issues presented at the conference.

A. OVERVIEW

1. Global Significance of Product
2. A Clear Definition
3. Natural Evolution from Finance Leases

B. INTRODUCTION TO THE PRODUCT

1. Varied Definitions
2. Skills Needed to Engage
3. Necessary Market Conditions
4. Types of Lessees Suited for Product

C. WHY OPERATING LEASES?

1. Unique Advantages to Customers
2. Unique Advantages to Lessors
3. Additional Profit Opportunities

D. ASSET LIFE CYCLE MANAGEMENT

1. Mid-Term Renewals
2. Upgrades and Swaps
3. "Owning" the Customer – A Win-Win!

E. OFF BALANCE SHEET FINANCING

1. The Risk Reward Criteria
2. Forthcoming IASB Changes
3. How to Survive and Succeed IASB Changes

F. PRICING OPERATING LEASES

1. Revisiting Pricing Theory
2. Reducing Residual Risk Without Lowering RV
3. Techniques to Compete

G. SELLING OPERATING LEASES

1. The Cheapest Mode of Acquisition
2. How to Sell This
3. Countering Common Objections

H. TAX BENEFITS

1. How to Value the Depreciation Benefit
2. How to Price the Benefit Into the Lease

I. UNDERSTANDING AND MANAGING VARIED RISKS

1. Earnings Risk
2. Analytical Risk
3. Funding Risk
4. Pricing Risk
5. Legal Risk

J. RESIDUAL RISK

1. Factors Influencing Asset Risk
2. How to Arrive at Residual Value
3. Techniques to Mitigate/Eliminate
4. Remarketing Approaches
5. Documentation Nuances
6. Residual Insurance
7. Forming a Residual Committee

K. VENDOR SUPPORT

1. First Net Loss Residual Guaranty
2. Blind Discount
3. Repurchase Agreement
4. Remarketing Agreement

L. RELEVANT RELATED PRODUCTS

1. Leveraged Leases
2. Synthetic Leases
3. TRAC Leases
4. First Amendment Leases

M. FULL SERVICE ASPECTS

1. A Comprehensive List
2. Pricing Services
3. Invoicing

TESTIMONIALS FROM OPERATING LEASE SEMINAR ATTENDEES

"The seminar was an eye opener and much was gained from the instructor's wealth of knowledge of the topic."
Bola Akinwumi, Managing Director, Microkernel Technologies Ltd., Nigeria

"It was a great learning experience – particularly for me as a new entrant to the world of operating leases. It was an enlightening course. The beauty of the seminar was its concise and precise nature."
S. Waheed Ullah Shah, Guidance ATEL Equipment Support Company Ltd., Saudi Arabia

"I have to say that was one of the best courses I have ever attended."
Mike Ringrose, Manager, Arkle Finance Ltd., U.K.

ABOUT SUDHIR P. AMEMBAL

Sudhir P. Amembal is Chairman and CEO of Amembal & Associates. He began his professional career in lease education, consulting and publications by co-founding Amembal & Isom in 1978, the first entity in the world to serve the global leasing industry.

Entities under his stewardship became the world's most highly respected training and consulting firms in the field of equipment leasing. These entities have trained over 75,000 leasing professionals throughout the world. Mr. Amembal has conducted technical presentations on leasing in over 80 countries.

As a government advisor, Mr. Amembal has spearheaded lease consultancy engagements conducted on behalf of over 20 governments including China, Indonesia, Korea, Nigeria and Russia. These engagements required him to review the overall leasing industry in each country and devise strategic recommendations to facilitate the growth of the industry.

He has co-authored 16 books on leasing: Winning With Leasing (published by Amembal & Associates, 2006), Asian Leasing Yearbook (published by Amembal & Associates, 2006), Operating Leases: The Complete Guide (published by Amembal and Associates, 2000), International Leasing: The Complete Guide (published by Amembal and Associates, 2000), The Handbook of Equipment Leasing (published by A&H, 1995), Lease Securitization (published by A&H, 1994), A Guide to Accounting for Leases (published by A&H, 1992), Equipment Leasing: A Complete Handbook (published by McGraw Hill, 1992) Leasing Applications for the HP-12C (published by A&H, 1991), Leasing Applications for the HP-17B (published by A&H, 1991), The Handbook of Equipment Leasing (published by A&H, 1988), Guide to Captive Finance Company Equipment Leasing (published jointly by A&H and the AAEL, 1984), Handbook of Leasing: Techniques and Analysis (published by Petrocelli Books, Inc., 1982), Leasing Series Applications for the HP-12C Calculator (published by Hewlett Packard Inc., 1982), Lease Payment Tables (published by Vestigrowth 2000, 1982), and Leasing For Profit (published by American Management Association's Extension Institute, 1980).

His forthcoming publication, Lease Accounting – A Complete Guide to the New Approach, will be released in 2014.

He has appeared as a keynote speaker at numerous domestic and international conferences. He has addressed conventions held by all four of the global regional associations – African Leasing Association, Asialease, Leaseurope, and the Latin American Leasing Association. He has chaired each of the annual World Leasing Conventions from 1993 to date. He is the organizer of the annual operating lease conference – the only conference entirely dedicated to operating leases.

For a period of five years from 1997 to 2002, Mr. Amembal was Chairman of Amembal Capital Corporation, a middle market leasing company. Prior to 1978, he was a member of the faculty at the College of Business, University of Utah prior to which he worked with Ernst & Young in New York City. He has a B.Com from the University of Bombay, an MBA from the University of Utah and is a CPA qualified to practice in New York.

He is the founder and President of www.animaladvisory.com and serves as an advisor to the Federation of Indian Animal Protection Organisations (FIAPO).

www.amembalandassociates.com

ADVISORY COUNCIL

The Advisory Council members provided the organizers with substantive input on the conference program. Their depth and breadth provided for more meaningful content. A brief profile about each Advisory Council member follows:

Cüneyt Akpınar, Ph.D. - General Manager & Board Member, Burgan Leasing A.S., Turkey

Since 2007, Cüneyt has been the General Manager & Board Member of Burgan Leasing A.S. He also serves as the Board Member of Burgan Bank, Turkey. He holds the position of Secretary General & Board Member of the Financial Leasing Association of Turkey. Cüneyt graduated from the Middle East Technical University and holds an MBA and Ph.D. from University of Marmara. He provided consultancy services to Cisco Systems Capital on leasing and First Factoring GmbH on factoring applications in Turkey. In the leasing industry since 1990, Cüneyt has been a keynote speaker at several local and international conferences and has held prominent positions in various associations. With 20 years of experience, Burgan Leasing is one of the best service providers in the industry, providing innovative solutions in all aspects of financial leasing and is getting ready to offer operating lease services. The company's experienced team has consistently been a market leader in new products, such as the first software and construction contracts in Turkey. A subsidiary of KIPCO Group, Burgan benefits from the Group's presence in the MENA region and is ready to answer leasing requests from local and international clientele.

S. Tuncer Mutlucan – General Manager, AKLease, Turkey

Tuncer was appointed as CEO of Ak Finansal Kiralama A.Ş. ("AKLease") in August 2010. He is also currently a Board Member of the Association of Financial Institutions of Turkey. Prior to joining AKLease, Tuncer served in a number of capacities at a different private bank. In addition, he also served as General Manager and Executive Committee Member of the Netherlands-based Akbank N.V and as Board Member of Germany-based Akbank AG. Tuncer is a graduate of Boğaziçi University, Department of Civil Engineering. AKLease was established in 1988 (99.9% owned by Akbank). It ranks third according to net lease receivables and total asset criteria. AKLease is a pioneer in Turkey's leasing industry bringing aviation financing and renewable energy leasing to the sector and, in addition, played a very important role in the growth of the financial leasing sector itself.

Enrique Riquelme - Senior Managing Director Continental Europe & Global Vendor Programs, CSI Leasing Inc., U.S.A. & Europe

Enrique Riquelme has been involved in the leasing industry for over 20 years. He graduated in 1986 from Universidad Iberoamericana in Mexico City with a degree in industrial engineering. While working for Citibank in Mexico until 1997, he was transferred to Citibank Miami, where in 1998 he accepted a new challenge at El Camino Resources. He worked for Hewlett Packard Financial Services from 2003 until 2008. He then joined CSI Leasing, Inc. Miami. From 2011 to date, he has served as the Senior Managing Director, Europe & Global Vendor Programs. CSI Leasing, Inc., the largest privately held leasing company in the U.S.A., is one of the leading independent leasing companies in the world. Established in 1972, it employs over 850 people globally and has 70 offices worldwide.

Jan Szmigin – CEO, Leasing World Ltd., U.K.

Jan Szmigin has had an illustrious leasing career from 1983 to 2005. Companies he served included Chase Manhattan and Hambros Bank, where he was CEO of Hambros Vendor Leasing. In 1990 he established one of the first leasing companies in Poland, which was acquired by De Lage Landen in 1997. He retired in 2005 at which time he established the Leasing World magazine. He serves as its CEO. Leasing World is one of the leading online and print leasing publications in the world. Publications include Leasing World, Broker World and e-news bulletins. Including the website (www.leasingworld.co.U.K.), Leasing World reaches over 10,000 users each month.

R. Venkatesan - Managing Director, OPC Asset Solutions Pvt. Ltd., India

R. Venkatesan is a Chartered Accountant and Cost Accountant with over 22 years of experience in business, finance leadership roles and talent management in MNCs and large corporates, including overseas markets. During his stints in NCR Corporation India and Dell Computers as Finance Director, he established an enabling environment to accelerate business growth and increase market share. He has direct, hands-on experience in business development, start-up organizations and the financial services segment for retail, institutional and large corporations. Since 2005, he has served as the Managing Director of OPC Asset Solutions, an asset life-cycle management company, driving the concept of operating lease structures in the Indian market to large & medium corporations over the last 9 years. OPC is a leading and dominant player offering operating lease structures for various asset classes.

SPEAKER PROFILES

Delegates deserve to know a bit more about each of the speakers and the companies they represent than just a one line item on the preceding agenda. In this spirit, Amembal & Associates presents a brief profile about each confirmed speaker and the company he/she represents (the list is in alphabetical sequence) by last name.

Sudhir P. Amembal - CEO, Amembal & Associates, U.S.A.

Sudhir co-founded Amembal & Associates in 1978 prior to which he was with Ernst & Young in New York City. After three years with E&Y, he was on the faculty at the University of Utah where he taught accounting. Whilst serving as CEO of Amembal & Associates he served as Chairman, for a period of five years, at Amembal Capital Corporation - a middle-market leasing company. He has chaired the World Leasing Convention continually since 1993 and he created the only global conference dedicated to operating leases - The Annual Operating Lease Conference. Amongst his varied leasing publications, "Winning With Leasing" has been an industry best-seller.

Amembal & Associates has served the global leasing industry since 1978 and is considered to be the world's foremost authority in lease training, consulting and publications. The firm has trained over 75,000 leasing professionals in over 80 countries, drafted leasing legislation in over 20 countries, and has authored 16 leasing publications.

Rainer Beller - Managing Director & Chief Technical Officer, MRCE Dispolok GmbH, Germany

Rainer Beller was born Mar 23, 1967 in Kassel. He studied Electrical Engineering at the Leibniz University, Hannover. From 1996 to 2011 he has been working as Project Manager, Department Manager and Manager of Service for High Speed and Intercity Trains at Siemens AG. Since October 2011 he has been Chief Technical Officer (CTO) and Managing Director of Mitsui Rail Capital Europe GmbH. As CTO he is responsible for Service & Maintenance at MRCE and all technical aspects of MRCE's business (including life cycle costs, fleet homologation and requirements engineering for procurement of new rolling stock material).

MRCE started its operation in 2004 and is the leader in the European locomotive leasing market with approximately 300 high-performance locomotives. MRCE, with its comprehensive railway know-how, offers unique full service packages for its locomotives as well as for external locomotives by its office in Amsterdam and Munich.

Esteban Gaviria – CEO, Leasing Bancolombia, Colombia

Esteban has served as the CEO of Leasing Bancolombia for the past three years. He is also the current Chair of the Colombian Leasing Association. He has had a long career in banking, having worked for Bancolombia for 19 years in roles such as FX Trader and Money Desk Chief in the Treasury Department, Project Manager at the Financial Vice-presidency, Managing Director of Remittances in Retail Banking, Managing Director of Private Banking and more recently, Corporate Banking Regional Manager in Bogotá. He has a business degree from EAFIT University in Colombia and an MBA from Exeter University in England.

With an asset portfolio of near US \$8 billion, Leasing Bancolombia, is the Colombian market leader and also the top Latin American leasing company as stated by The Alta Group in its LAR 100 ranking. The company offers multi-asset, multi-product solutions through financial, operating and cross-border leasing as well as fleet management services.

James Gorham – CEO, Element Leasing, Russia

James is the founding executive of Element Leasing, a company established in Moscow, Russia, in 2004. Mr. Gorham has overseen the rapid organic growth of this company over the last 9 years to be one of the leaders in the small-ticket, SME-focused leasing industry in Russia. Prior to founding Element Leasing, Mr. Gorham helped launch KMB-Leasing in Russia. Mr. Gorham has also worked in leasing development at the International Finance Corporation in Moscow, BNP-Dresdner Bank in Moscow and Banque Nationale de Paris in Hong Kong. Mr. Gorham holds an MBA and was awarded the Chartered Financial Analyst designation.

Element Leasing was founded in 2004 and has since grown to be one of the leading small-ticket, SME focused leasing companies in Russia. Element Leasing's growth was built on developing innovative products and processes for key vendors. Element Leasing is one of the leaders in the Russian marketplace for leasing (both finance and operating leases) of LCVs and construction equipment.

Tom Olszewski - Territory Manager, Terex Financial Services, Poland

Tom is responsible for Terex Financial Services' activities in Central, Eastern, Southeastern Europe, Turkey and Central Asia. He joined the leasing and asset finance industry in 1996. He developed business for captive, vendor, independent, broker, and bank-driven finance companies, covering a variety of assets, and holding varied roles. Since 2009, he has been with Terex's captive finance organization, and is in charge of supporting Terex customers and Terex sales in the region spanning from Poland to Turkey and Caspian Sea area.

Terex Financial Services, as a part of Terex Corporation - a diversified global manufacturer of a broad range of equipment, offers financial solutions to assist customers in the acquisition of its products. Terex equipment applications include the construction, infrastructure, quarrying, mining, shipping, transportation, refining, energy, utility and manufacturing industries.

Ian Robertson – Principal, Invigors Asset Management, Switzerland

Ian is Principal of Invigors Asset Management, and has worked in the direct and international vendor leasing industry for over 15 years. Starting his career in management consultancy, Ian began his leasing career with Dell Financial Services, followed by CIT, Siemens Financial Services and latterly, De Lage Landen, leading their global asset management function. His experience covers all aspects of asset management including strategic business development, product and solution development, process improvement, systems and technologies. Sector experience includes Technology, Healthcare, Transportation, Materials Handling, Construction, Semi-Conductor, Test and Measurement, Personal Vehicles, Office Equipment, Food, Agriculture, Clean Technology, and Industrial.

Invigors Asset Management (IAM) is part of the global Alta group of companies providing advisory services exclusively to the asset finance industry and related businesses. IAM advises clients on all aspects of asset management including strategic positioning, product innovation, process optimisation, risk management, resource development, systems, technologies and information management.

Arnaldo Rodriguez - President, International Division, CSI Leasing Inc., U.S.A.

Arnaldo is President & CEO of the International Division of CSI Leasing Inc., ("CSI") responsible for managing the 30 international subsidiaries outside US and Canada. He is also a Director on the Board of CSI. In 2002 with a group of colleagues and the financial support of CSI he founded CSI Latina Financial, Inc. which grew to 35% of the income and assets of CSI. In 1995 he founded and managed El Camino Resources de America Latina. He started his leasing career financing leasing companies at Swiss Bank Corporation in the Lease Finance Group and Bear Stearns in the Capital Markets Division.

CSI Leasing Inc. is the largest privately owned IT lessor in the US. The company was founded in 1972 and is based in St. Louis, Missouri. The company offers a full range of IT lifecycle and asset management solutions. It has global operations spanning 30 countries across North America, Europe, Asia and Latin America.

Andreas Swadlo – CEO CEE Commercial Finance, Siemens Financial Services, U.K.

Andreas received his BSc Economics with Honors from the London School of Economics in 1982. From 1986 until 2004 he worked for companies that included Barclays Bank, GE Capital and Transamerica. In 2004, he began working with Siemens Financial Services U.K. as their Operations Director, establishing their customer experience program. In 2005, he was promoted and transferred to Siemens Finance & Leasing GmbH, where he served as Managing Director until 2007. During this time, he created their new finance segment from startup to €180 million per year. In 2007, he transferred back to Siemens Financial Services U.K., where he has since served as the CEO, CEE Commercial Finance.

Siemens Financial Services is an international provider of business-to-business financial solutions helping facilitate investments, providing commercial finance, project and structured finance and leveraged finance solutions with specific asset expertise in the energy, healthcare, industry, and infrastructure & cities markets. SFS support Siemens as well as other companies with their capital needs

Stephan van Beek - Director Sales & Marketing Development - EMEA, Oracle Financing, Netherlands

Stephan joined Oracle Corporation in 1996 and was responsible for the establishment of Oracle Financing in Northern and Central Europe where he introduced the relatively new concept of software leasing and financing. Currently, he is responsible for sales and marketing development activities in Europe, the Middle East and Africa. Prior to joining Oracle, he was with De Lage Landen where he was responsible for the roll out of IT vendor programs in Europe. Stephan is Treasurer and member of the Board of the Dutch Leasing Association.

Oracle Financing, is a division of Oracle (the world's largest enterprise software company) that finances the acquisition of IT products from Oracle and its partners.

R. Venkatesan - Managing Director, OPC Asset Solutions Pvt. Ltd., India

R. Venkatesan is a Chartered Accountant and Cost Accountant with over 22 years of experience in business, finance leadership roles and talent management in MNCs and large corporates, including overseas markets. During his stints in NCR Corporation India and Dell Computers as Finance Director, he established an enabling environment to accelerate business growth and increase market share. He has direct, hands-on experience in business development, start-up organizations and the financial services segment for retail, institutional and large corporations. Since 2005, he has served as the Managing Director of OPC Asset Solutions, an asset life-cycle management company.

OPC is a leading and dominant player offering operating lease structures for various asset classes, over the last 9 years, through its comprehensive asset life cycle management program, driving the concept of operating lease structures in the Indian market to large & medium corporations.

REGISTRATION DETAILS

A. REGISTRATION FEES

1. Normal Fees

a) Two-Day Conference	\$1,495
b) Two-Day Workshop	\$1,295
c) Conference and Workshop	\$2,790

2. Groups of Three or More from Same Company

a) Two-Day Conference	\$1,345
b) Two-Day Workshop	\$1,155
c) Conference and Workshop	\$2,500

B. PAYMENT

1. Payment must be made in full upon submission of registration form.
2. Payments are due net to us; in other words, if there are any withholding taxes, such if deducted, should result in our receiving the amounts indicated above.

C. CANCELLATION POLICY

1. Substitute delegates will be accepted if the original delegate is unable to attend.
2. A full refund will be made to those who cancel in writing on or before October 1, 2014.
3. For cancellations received after October 1, 2014 through November 10, 2014, the refund will be reduced by a 10% administrative fee; those cancellations received after November 10 will receive the equivalent of their fee, less a 10% administrative fee, in a credit to be used toward a future Amembal seminar or conference.

D. GENERAL INFORMATION

1. A confirmation packet will be sent upon receipt of payment. Please note that the above fees do not include hotel accommodations.
2. Visa assistance will be provided upon request.

E. VENUE AND ACCOMMODATIONS

1. The event will be held at the Divan Hotel, Asker Ocağı Cadessi No: 1, Şişli 34367, Istanbul. The hotel is very conveniently located to Taksim Square, from where both the old and the new Istanbul are easily accessible.
2. Booking information will be provided upon receipt of the registration form(s).

**REGISTRATION FORM
OPERATING LEASE CONFERENCE
Istanbul, November 2014**

A. GENERAL

1. Please submit separate form for each attendee
2. Please print all of the information being submitted below

B. ATTENDEE DETAIL

1. Title Mr. Mrs. Ms. Dr.
2. First Name _____
3. Last Name _____
4. Position _____
5. Company _____
6. Address _____
7. Email _____
8. Telephone _____

C. REGISTERING FOR (Please check applicable box)

- Two-Day Workshop (November 18 - 19, 2014)
- Two-Day Conference (November 20 - 21, 2014)
- Both (November 18 - 21, 2014)

D. PAYMENT OPTIONS

THE AMOUNTS BELOW ARE DUE NET TO US; IN OTHER WORDS, IF THERE ARE ANY WITHHOLDING TAXES, SUCH IF DEDUCTED, SHOULD RESULT IN OUR RECEIVING THE AMOUNTS AS INDICATED ON THE REGISTRATION DETAILS PAGE.

1. Wire (or Bank) Transfer, as follows:

Key Bank NA
Sunset Key Center, 805 NW Murray Road
Portland, OR 97229 U.S.A.
SWIFT: KEYBUS33POR
ABA: 123 002 011
Account: 3701 0101 2752
Credit to Account Name: Amembal & Associates

Amount to be Transferred \$ _____

2. Credit Card

- Visa MasterCard

- a. Name as it appears on Card _____
- b. Card Number _____
- c. Expiration Date _____
- d. Company Name (if applicable) _____
- e. Billing Address _____
- f. Security Code (3 digit) _____
- g. Signature _____

Amount to be Charged \$ _____

E. SUBMISSION

1. Please email this form to Kelly Farnham at kelly@amembalandassociates.com.
2. Please retain a copy for your records
3. An email will be sent upon payment confirmation indicating payment has been made in full.