



The First Global Leasing Industry Competitiveness Forum

Tianjin, China

September 19–20, 2014

***Organized by New Finance Union Media and People's Government of Tianjin Municipality,
Supported by Amembal & Associates***

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!

The Chinese government supports the development of the leasing industry. Premier Li Keqiang has indicated that leasing should play a significant role during China's continued economic and financial transformation.

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. Topics currently under consideration are:

- Challenges and Opportunities Faced by the Chinese Leasing Industry
- Scope and Opportunities for International Lessors
- Exploring Diversified Financing Channels
- Innovative Approaches to Serving SME Needs
- Large Ticket Leasing in China - a Focus on Aviation, Rail & Shipping
- International Vendor Opportunities
- Impact of Forthcoming Accounting Changes
- Joint Venture Opportunities

A detailed agenda will be put forth shortly.

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.

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
- Shawn D. Halladay, Global Leasing Expert, Amembal & Associates and The Alta Group, U.S.A.
- Hugh Lander, Chief Executive Officer, BOQ Finance (BOQF), Australia
- 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
- Wang Chong, Chairman, CDB (China Development Bank) Leasing, China
- Kong Linshan, Chairman, Minsheng financial leasing co., LTD, China
- Kong Fanxing, Chairman, International Far Eastern Leasing, China
- Cong Lin, President, ICBC Leasing, 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.

THE ORGANIZERS

The principal organizer is New Finance Union Media, represented by its co-founder, Liu Zhouwei, a stalwart in China's finance and economic media. He founded "The 21st Century Business Herald", one of China's leading financial and economic daily newspapers. He was selected as a "Global Young Leader" by the World Economic Forum in 2009. The co-organizer is Minsheng Financial Leasing Company, Ltd., one of the most prominent leasing companies in China.

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: liuming@nfuchina.org

INTERNATIONAL SPEAKER PROFILES

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.

Crit DeMent – Chairman & CEO, LEAF Commercial Capital, Inc., U.S.A.

Crit is the Chairman and Chief Executive Officer of LEAF Commercial Capital, Inc., a leading independent equipment leasing company in the U.S. Mr. DeMent assumed his present role with LEAF in 2001, after serving as the President of Fidelity Leasing, Inc. and its successor, the Technology Finance Group of Citi-Capital Vendor Finance, from 1996 to 2001. Prior to joining Fidelity, he served as the Vice President of Marketing for Tokai Financial Services from 1987 until 1996. He is a graduate of Texas Tech University. Mr. DeMent is also past Chairman of the Board of Directors for the Equipment Leasing and Finance Association (ELFA).

LEAF Commercial Capital, Inc. ("LEAF") is one of the leading equipment leasing and finance companies in the U.S. Headquartered in Philadelphia, Pennsylvania, LEAF serves the small to mid-ticket equipment finance marketplace and maintains a nationwide origination footprint, working with manufacturers as well as vendors of business-essential equipment and software in a variety of industries.

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.

Shawn Halladay - Global Leasing Expert, Amembal & Associates and The Alta Group, U.S.A.

Mr. Halladay, an internationally recognized lease accounting expert with over 30 years of experience, speaks on lease accounting issues at numerous conferences and training events throughout the world. He is the author of the 550-page, Guide to Accounting for Leases, and has written numerous articles on the subject. Mr. Halladay also has testified for the US government as an expert on lease accounting and provided input into the new international lease accounting standard. He currently serves on the Financial Accounting Committee of the Equipment Leasing and Finance Association of America and belongs to the American Institute of Certified Public Accountants.

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.

Hugh Lander - Chief Executive Officer, BOQ Finance (BOQF), Australia

Hugh is the CEO of BOQ Finance and the immediate past Chairman of the Australian Equipment Lessors Association (AELA). Hugh has over 20 years' experience in the financial services industry having been involved in all aspects of equipment leasing from risk management, funding, sales and strategy. He has a degree in Economics, is a Chartered Accountant and has a Master's of Business Administration. Hugh joined BOQ as General Manager Vendor Finance in May 2011 and was appointed to current role as CEO in September 2012. Prior to joining BOQ, Hugh was CEO of one of the largest independent leasing companies in Australia and New Zealand.

BOQ Finance is part of Bank of Queensland and manages over 85,000 customers across general equipment, dealer, distribution, vendor and debtor financing channels. Primarily serving the small to middle market sectors its transactions are originated through its branch and business bank channel as well as an extensive network of brokers, equipment suppliers, distributors and other finance intermediaries.

Robert J. (Bob) Rinaldi – Chairman Elect, Equipment Leasing & Finance Association (ELFA) and CEO, King Commercial Finance, LLC, U.S.A.

Bob Rinaldi is CEO of King Commercial Finance. Formerly, Bob was Senior Vice President of CSI Leasing, President of National City Commercial Capital (NC4) Canada, and Executive Vice President of NC4 in the USA. Bob is a veteran of the equipment leasing industry. He was a founding partner of Information Leasing Corp., which he helped grow to the fifth largest bank owned leasing company in the U.S. He is Chairman Elect of the Equipment Leasing & Finance Association, a past Chairman of its Lease PAC, and a past Trustee of the Equipment Leasing & Finance Foundation. Bob writes and speaks extensively on the industry.

King Commercial Finance ("KCF") is a national equipment finance company headquartered in St. Louis, Missouri, USA. Founded in 1982, KCF provides equipment financing for companies of all sizes and specializes in implementing sales aid finance programs for manufacturers, vendors and distributors of capital equipment in the commercial and industrial sector.

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.

Jukka Salonen – Chairman, Leaseurope and CEO, Nordea Finance, Finland

Jukka Salonen is CEO of Nordea Finance and current chairman of the Leaseurope board. He has served as CEO in Nordea Finance since the beginning of 2007. Prior to that, he was in charge of several business areas including car, vendor and equipment finance operations within Nordea Finance since 1999. Jukka has been the Chair of Leaseurope for 2010-2012 and a board member since 2006. He has also been chairing the Board of the Finnish Finance Houses Association. He is a graduate engineer from the Helsinki University of Technology with a background in operations research and business administration. He is a Finnish national, living in the Helsinki area.

Nordea Finance is part of Nordea Group, the largest Nordic banking group. Nordea Finance has operations in all of the Nordic and Baltic countries with 1,100 employees and total assets of 16.5 billion euro. Nordea Finance offers wide range of asset finance, sales finance and receivable finance solutions.

Fred Sasser – Chairman, Chicago Freight Car Leasing, U.S.A.

Fred R. Sasser is the Chairman of Chicago Freight Car Leasing. He has been in the operating lease business for over 40 years. Starting as a mechanical engineer in the family's U.S. railcar leasing business, Fred moved through operations and sales before becoming President in 1981 and adding Chairman in 1983. Under Fred's leadership, the company added its U.S. auto and truck fleet leasing in 1989 and started the railway rolling stock operating lease business in Australia in 1997. Fred has been Chair of the U.S. Railway Progress Institute, the trade organization for railway suppliers, and a Director of the Equipment Leasing and Finance Association (ELFA).

Sasser Family Holdings has 86 years in U.S. railway rolling stock and leasing. The company operates a fleet of over 11,000 railway wagons in North America; 12,000 automobiles and trucks in the U.S.; and, 75 locomotives and 2,000 wagons in Australia. Subsidiary, Xced Aviation Services, provides operating lease services of wheeled aircraft ground support equipment, globally.

Judy Tan – Managing Director, Caterpillar Financial Services Corporation, China

Judy is the Managing Director of Caterpillar (China) Financial Services. She has more than 20 years of equipment finance experience with multinationals, including HSBC and Caterpillar. With HSBC, she served over seven years providing leadership to the credit and operations teams for the bank's leasing company. She joined Caterpillar Financial in Singapore in 1997 as Credit Manager and, during her tenure, served as Country Manager for Singapore, Malaysia and the Philippines, as well as Credit Manager in its headquarters' Customer Business Centre. Judy is a Certified Public Accountant. She holds a bachelors and master's degree in Law from the University of London.

Caterpillar (China) Financial Services was established in China in 2004 as the first construction equipment leasing captive company. In ten years, CCFL has financed over 60,000 machines to over 50,000 customers and is perceived as an industry leader in China. Its leasing portfolio has now grown to \$1.3 billion managed by over 200 employees throughout China.

CHINESE SPEAKER PROFILES

Wang Chong--Chairman, CDB(China Development Bank) Leasing, China

Wang Chong is the Chairman of CDB Leasing, China. Mr. Wang has been serving this post since 1999, prior to which he was the vice chairman of Nanhai Trust & Investment Co., Ltd in Guangdong province, China. He has been the vice chairman of Financial Leasing Professional Committee, China Society for Finance and Banking since 2001.

CDB Leasing Co., Ltd., formerly known as Shenzhen Leasing Co., Ltd., was established in December 1984. The company has been topping the list of China's financial leasing enterprises in terms of registered capital. CDB Leasing has been focusing on aircraft leasing since its establishment. While extending the business of aircraft leasing, CDB Leasing has gained breakthroughs in other financing lease businesses as well.

Kong Linshan-- Chairman, Minsheng financial leasing co., LTD, China

Kong Linshan is the Chairman of Minsheng financial leasing co., LTD, China. He used to be director of the Policy Research Office of the CPC Central Committee from 1986 to 1998 and he has been in the present position since the year of 2008.

Minsheng Financial Leasing Co., Ltd was established on April of 2008, and it is one of the five finance leasing enterprises with banking background upon the approval from China Banking Regulatory Commission. It was jointly established by China Minsheng Banking Corp. Ltd and Tianjin Port Free Trade Zone Investment Co., Ltd. On 14th Dec of 2011. The profitable capacity, asset scale and profitable level has been ranked into the top in the industry. Currently, it has become one of the largest business airplane companies in Asia and the largest ship lease company in China.

Kong Fanxing--Chairman, International Far Eastern Leasing, China

Kong Fanxing is the Chairman of International Far Eastern Leasing, China. Mr. Kong has a degree of EMBA in Beijing University and a master's degree in the University of International Business and Economics. He has a rich experience of corporate governance.

Far East Horizon Limited (Far East Horizon) is a leading integrated financial service organization in China that is committed to providing customers with customized, one-stop financial solutions through financial leasing and other value-added services. Over the past 20 years since it was founded, Far East Horizon has grown from a single financial institution into an integrated operations service institution. It is based in China and has a global outlook, and is dedicated to promoting the sustainable development of China's national economy and society.

Cong Lin--President, ICBC Leasing, China

Cong Lin is the President of ICBC Leasing, China. Mr. Cong has joined ICBC Leasing since 2007, prior to which he worked in the Industrial and Commercial East Asia Finance Holdings LTD and acted as the vice chairman of that company.

ICBC Financial Leasing Co., Ltd., approved by the State Council as a pilot business and subsequently approved by the China Banking Regulatory Commission, is the first financial leasing company affiliated with a bank in China. Currently with 8 billion yuan (US\$1.3 billion) of registered capital, ICBC Leasing is a wholly-owned subsidiary of ICBC.