



LEADING TREASURY
PROFESSIONALS


CONNECTING MINDS

26 June 2014
Hilton Düsseldorf
Germany



**ACT EUROPE
CONFERENCE
2014** | WHERE
TREASURY
MINDS MEET

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ACT EUROPE CONFERENCE 2014

WHERE
TREASURY
MINDS MEET

ABOUT THE CONFERENCE



LEADING TREASURY
PROFESSIONALS

As the **chartered professional body for treasury**, the Association of Corporate Treasurers (ACT) leads the way in international treasury excellence. We are proud to launch our new ACT Europe Conference which joins our suite of flagship treasury conferences in the UK, Middle East and Asia.

In the wake of the financial crisis, treasury has enjoyed greater prominence within business. The increased focus on optimising liquidity, managing risk and dealing with changing financial regulation has made the treasurer's role more visible than ever and the skills of the treasurer are highly prized. **Today's treasurer needs to be strategic, agile and determined** in order to meet the challenges and opportunities facing their business now and in the future.

Having the right knowledge, expertise and network of contacts to do so is key. This is where the leaders for the treasury profession come in. **We are delighted to be working in partnership with the VDT** to make the ACT Europe Conference the ideal meeting place to refresh your knowledge, update your thinking and share best practice within the international treasury community.



WHEN/WHERE?

Thursday 26 June 2014
Hilton Düsseldorf, Germany



WHO IS THE CONFERENCE FOR?

Anyone whose role involves treasury, corporate finance and funding, cash and liquidity management or risk.



JOIN THE CONVERSATION

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ACT IS A MEMBER OF:



The International Group
of Treasury Associations



PRE-CONFERENCE NETWORKING DRINKS

25 June 2014, 18.00 - 21.00 | Hilton Düsseldorf Hotel - Leibniz Room

All delegates are invited to join us for an exclusive drinks reception the evening before the conference. It's the ideal setting to network with your peers over a few drinks and canapés.

Good news for football fans - we will also be screening the big match from the FIFA World Cup on the 25 June.

08.30 REGISTRATION AND REFRESHMENTS

09.00 CHAIR'S OPENING REMARKS & INTERACTIVE VOTING

- > **Peter Matza**, Engagement Director, **ACT**

09.15 OPENING KEYNOTE: THE EUROPEAN COMMITMENT TO A STRONGER ECONOMY

- > **Raoul Ruparel**, Head of Economic Research, **Open Europe**

09.40 A CONVERSATION WITH... LEAD SPONSOR PRESENTATION FOLLOWED BY Q&A



- > **Franz-Xaver Puy Michl**, Head of Payments and Cash Management Sales, **HSBC Germany**
- > **Gabriele Schnell**, Head of Payments and Cash Management, **HSBC Germany**

10.10 CORPORATE CASE STUDY: THE EVOLVING ROLE OF THE CORPORATE TREASURER

- how has the treasurer's role changed since the financial crisis?
 - what does the CFO expect from the treasurer?
 - tips for improving treasury's interaction with other business functions
 - harnessing the power of treasury's increased profile within the business
- > **Andreas Sowa**, Head of Group Treasury, **Celesio**

10.40 REFRESHMENTS

11.20 PRESENTATION & INTERACTIVE VOTING: THE IMPACT OF NEW FINANCIAL REGULATION ON THE REAL ECONOMY

- how will Basel III and other banking regulation affect companies' relationships with their banks?
 - the operational impact of proposals to ringfence retail and investment banks
 - the EU bank recovery and resolution draft - what could 'bail in' mean for the treasurer?
 - EMIR - how will pricing and availability of derivatives change?
- > **Richard Raeburn**, Chairman, **EACT**

11.50 PANEL DISCUSSION: SETTING UP A REGIONAL TREASURY CENTRE - WHERE, WHY, HOW?

- why establish a regional treasury centre?
- what factors should be considered when selecting a location for a regional treasury centre
- analysing the benefits and making the business case

Chair:

- > **Peter Matza**,
Engagement Director, **ACT**

The panel:

- > **Jochen Stich**, Chief Executive Officer, **Volkswagen Group Services**
- > **Andreas Weindel**, Group Treasurer, **Haribo**
- > **Meindert van Rijswijk**, Associate Director European Treasury, **Astellas**



SPEAKING OPPORTUNITIES

If you are a treasury professional with a story to share please contact

Annabel Nason
Conference Producer, **ACT**

T: +44 (0)20 7847 2539 | E: anason@treasurers.org

13.45 STREAMED SESSIONS

PLEASE CHOOSE BETWEEN STREAMS A AND B

STREAM A

DRIVING EFFICIENCY IN CASH MANAGEMENT



- improving cash visibility and control
- achieving financial and operational efficiency
- making sense of your cash and liquidity requirements

Facilitated by:

> **Peter Matza**, Engagement Director, **ACT**

Speakers:

- > **Martin Bina**, Treasury Services Manager, **Caterpillar**
- > **Phil John**, Treasury Director EMEA, **Mars**
- > **Brian Owens**, Director, Cash Management & Payments, **Lloyds Bank Commercial Banking**

STREAM B

ENGAGING IN THE RISK CHALLENGE



- tools and techniques to identify, measure and manage risk
- choosing the right risk management solution
- the impact of changing regulation on risk management

Facilitated by:

> **Carsten Rueth**, Director, Member of the Executive Board, **VDT**

Speakers:

- > **Anthony Buchanan**, Treasurer - Procurement, **SABMiller**
- > **Claas-Carsten Kohl**, Head of Middle-Office, Corporate Finance, **Airbus Group**
- > **Lars Schnidrig**, Head of Corporate Finance and Treasury, **Deutsche Annington**

15.00 REFRESHMENTS

15.30 CORPORATE CASE STUDY: OPTIMISING YOUR BANK RELATIONSHIPS

- how have the dynamics of the corporate / bank relationship changed?
- can your bank relationship be properly managed without being measured?
- taking into consideration the credit profile of your banking counterparties
- how should corporates value their ancillary business?

> **Gavin Jones**, Deputy Group Treasurer, **Royal Ahold**

16.00 CORPORATE CASE STUDY: GETTING YOUR FINANCIAL STRATEGY RIGHT

- what should your balance sheet structure look like?
- what leverage or rating target do you choose?
- evaluating equity, hybrids and other instruments to create debt capacity
- getting your bank group right

> **Henryk Wuppermann**, Vice President, Corporate Finance, **E.ON**

16.30 CORPORATE CASE STUDY & INTERVIEW: ALTERNATIVE FUNDING OPTIONS

- what alternative funding options are available? From Schuldschein to the US PP market
- how to decide which option is right for your business
- involving the Board and other stakeholders in the decision-making process
- managing the investor relationship

> **Christian Masson**, Head of Corporate Financing, **Airbus Group**

17.00 CLOSE OF CONFERENCE



SPONSORSHIP

To discuss sponsorship opportunities please contact:

Denis Murphy

Sponsorship Director, **ACT**

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ACT EUROPE CONFERENCE 2014

WHERE
TREASURY
MINDS MEET

SPONSORS AND PARTNERS



CONFERENCE VENUE

Hilton Düsseldorf Hotel
Georg-Glock-Straße 20
40474 Düsseldorf
Germany



Preferential hotel rates are available for delegates, to find out more please contact the hotel, quoting 'ACT Europe Conference'

E: reservations.dusseldorf@hilton.com
T: +49 (0)211 4377 2410

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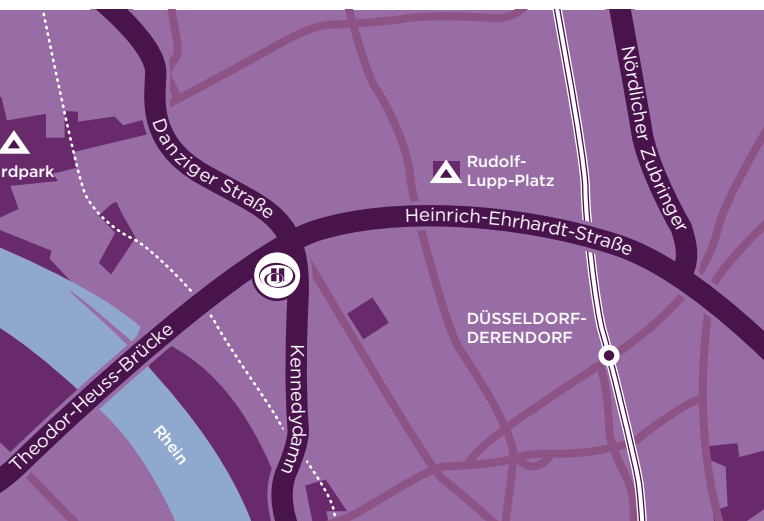
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> www.lloydsbankcommercial.com



OFFICIAL PUBLICATION

The Treasurer

Essential reading for international treasurers, The Treasurer provides valuable insight, clear-thinking analysis and focus on the latest developments in financial management.

Written by practitioners for practitioners, The Treasurer delivers comprehensive coverage on all aspects of treasury, risk and corporate finance, including specialist issues from a European perspective.

> treasurers.org/thetreasurer

IN PARTNERSHIP WITH



VDT is 'an association of treasurers for treasurers', presently comprising more than 1200 members from 680 companies. Its membership is comprised of major industrial conglomerates, alongside numerous medium-sized enterprises. Associated members include banks, management consultancies, software vendors, as well as auditing/accountancy firms. VDT prepares research input with regard to treasury-related topics of significant practical importance, such as internal and external ratings, financial communications, cash management or banking policy.

MEDIA PARTNER



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The Gesellschaft für Finanzwirtschaft in der Unternehmensführung e.V. (GEFIU) is the German Financial Executives Institute. Currently it has about 190 members who are chief financial officers or finance directors of German industrial and trading companies as well as insurance companies, banks and other financial services. GEFIU was founded in 1969. Its Annual General Meeting is held in Frankfurt am Main.



The International Association of Financial Executives Institutes or IAFEI is a private non-profit and non-political association of Financial Executives Institutes from all over the world. Founded in 1969, IAFEI currently has 16 Member Institutes in the Americas, Asia, Europe and the Middle East, with a total membership of over 12,000 financial executives.



**LEADING TREASURY
PROFESSIONALS**

HOW CAN WE HELP YOU?

Educating
through
professional
qualifications

Networking
through events
and conferences

**Shaping
careers**
through treasury
training

Guiding
through policy
& technical
updates

Supporting
through
membership
services

Informing
through
publications
and webinars

Connect with us at act@treasurers.org

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SPONSORSHIP

To discuss sponsorship or exhibition opportunities please contact:

Denis Murphy

Sponsorship Director, ACT

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ACT EUROPE CONFERENCE

26 June 2014 | Hilton Düsseldorf Hotel,
Georg-Glock-Straße 20, 40474 Düsseldorf, Germany

Brochure code: B

DELEGATE DETAILS

*mandatory fields

*Dr/Mr/Mrs/Miss/Ms:	*Forename:	*Surname:
Company name:		
*Job title:		
Address:		
		Postcode:
*Email:†		Telephone:

If booking more than one delegate, please photocopy this form and complete the delegate details section for each delegate.

†All joining instructions will be emailed, please ensure you supply an appropriate email address.

Please select your area of work/field from the list below:

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| <input type="checkbox"/> Treasurer/deputy treasurer | <input type="checkbox"/> Treasury dealer | <input type="checkbox"/> Treasury manager/
analyst/accountant | <input type="checkbox"/> Other treasury related |
| <input type="checkbox"/> Financial director/controller | <input type="checkbox"/> Tax advisor/secretarial/audit | <input type="checkbox"/> Other finance & accounting | <input type="checkbox"/> Other corporate management |
| <input type="checkbox"/> Corporate banking | <input type="checkbox"/> Bank dealer/salesperson | <input type="checkbox"/> Corporate finance & advisory | <input type="checkbox"/> Treasury consultant |
| <input type="checkbox"/> Other business provider | <input type="checkbox"/> Other | | |

PRICING

ACT members and students	<input type="checkbox"/> €150 + German VAT = €178.50
Members of other treasury associations	<input type="checkbox"/> €150 + German VAT = €178.50
Non-members from non-financial corporates	<input type="checkbox"/> €250 + German VAT = €297.50
Non-members from banks, FIs, consultancies and other business service providers	<input type="checkbox"/> €550 + German VAT = €654.50

Fees include refreshments, lunch and conference materials

- Please invoice me/my company (payment is due within 21 days of invoice date, or before the conference date, whichever is soonest)
- I enclose a cheque for £ _____ made payable to ACT (Administration) Limited
- Please charge £ _____ to my Visa/Mastercard/Switch/Solo card:

Card number

Expiry date Issue no.

If cardholder name and statement address are different from above delegate details, please indicate below:

Please note VAT is applicable at the current rate of 19%. A VAT invoice will be issued.

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3 EASY WAYS TO REGISTER

1 ONLINE

treasurers.org/acteuropa

2 FAX

+44 (0)20 7374 8744

3 POST

Events team, ACT, 51 Moorgate, London EC2R 6BH UK

Enquiries E: events@treasurers.org T: +44 (0)20 7847 2589

Cancellation period: Cancellation terms will apply once a completed booking form has been received (inclusive or exclusive of payment). All cancellations must be received in writing by 16 May 2014 for a full refund less 15%. Cancellations made less than 40 days before the conference start date will not be refunded but a nomination for a replacement delegate will be accepted. In the unlikely event of cancellation of the conference by the ACT whether by force majeure or otherwise, the ACT in its absolute discretion may offer delegates a credit to an alternative event. The ACT will not in any circumstances refund any travel or accommodation expenses.

Data protection: The information you provide will be safeguarded by the ACT. A delegate list will be produced for the event with details restricted to your name, job title and company. In registering for this event you agree

to the ACT providing your name, job title and company to the venue for the purposes of facilitating the event and to the sponsor and fellow delegates for information purposes. The ACT will retain your details on its database in order for us to keep you informed of other relevant products and services. If you do not want to receive this information, please tick here

By submitting this booking you undertake to have read and accepted the ACT's terms and conditions. For full terms and conditions, visit treasurers.org/termsandconditions/events. The ACT reserves the right to make minor alterations to the content and timing of the programme or to the identity of the speakers. The views expressed by speakers at this event are their personal views or those of their employer and do not necessarily represent the views of the ACT.

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