



**ACT**

LEADING TREASURY  
PROFESSIONALS

CONNECTING MINDS

# ACT EUROPE CONFERENCE 2015 | REFOCUSING THE TREASURY LENS

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5 March 2015  
**InterContinental Düsseldorf,  
Germany**

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# ACT EUROPE CONFERENCE 2015 | REFOCUSING THE TREASURY LENS

After its successful launch last year the ACT Europe Conference returns to Düsseldorf on 5 March 2015.

Organised in partnership with the Verband Deutscher Treasurer (VDT), it is the ideal occasion for treasury and finance professionals from across Europe to discuss their key challenges.

In 2015 it's all about **refocusing the treasury lens** to understand why treasurers need to re-think their strategy in order to get ahead. The financial landscape is constantly changing; whether it's new regulation or technological innovation, treasurers must always be up-to-date on the latest developments.

Our thought leading and interactive programme will provide a mixture of case studies, presentations and panel discussions to address the questions you want answered.

## ACT IS A MEMBER OF:



## ABOUT THE CONFERENCE



### WHEN/WHERE?

Thursday 5 March 2015  
InterContinental Düsseldorf,  
Germany



### WHO IS THE CONFERENCE FOR?

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



### HOW WILL YOU BENEFIT?

#### In just one day you will:

- hear the latest market updates and get the edge over your competition
- identify key trends and act as an early warning indicator for your boss and your company
- sharpen your technical treasury skills and increase your team's efficiency
- learn how to effectively communicate the benefits of your role to the wider business
- make new connections and be an active part of the global ACT treasury community



### JOIN THE CONVERSATION

Follow us:

@actupdate #acteurope  
 [treasurers.org/acteurope](http://treasurers.org/acteurope)



### POST CONFERENCE NETWORKING DRINKS

5 March 2015, 17:00 – 18:00 in the exhibition hall

After a busy day of content and networking you're invited to enjoy informal drinks in the exhibition hall. It's the perfect opportunity to reflect on the topical discussions of the day and make those all-important connections before heading back to the office.

## PROGRAMME | THURSDAY 5 MARCH

### 08.30 REGISTRATION AND REFRESHMENTS

### 09.00 CHAIR'S OPENING REMARKS

- > Peter Matza, Engagement Director, ACT

### 09.10 A CONVERSATION WITH...

#### INTERVIEW WITH A LEADING CORPORATE CFO

- > Andreas Weindel, Group Treasurer, Haribo

### 9.40 A VIEW FROM THE EUROPEAN REGULATOR CHANGING FINANCIAL LANDSCAPE

- > Verena Ross, Executive Director, European Securities and Markets Authority (ESMA)

### 10.10 PRESENTATION AND INTERACTIVE SESSION INNOVATION IN BANKING



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

### 10.40 REFRESHMENTS

### 11.20 REGULATORY UPDATE AND INTERACTIVE SESSION

- while economies wane and geopolitical risks abound, we assess the impact of mounting regulation
- EMIR a year on – was it a sledgehammer to crack a nut?
- other key regulations – are they all fit for purpose and will they stand the test of time?
- overwhelmed and under-resourced – keeping-up with regulation at detriment to the day job?

- > Richard Raeburn, Chairman, EACT

### 11.50 TECHNOLOGY PANEL

#### INNOVATIONS IN OPERATIONS

- future-proof your treasury – implementing a sophisticated system to streamline your strategy
- technology on the move – keeping treasurers mobile
- how automation and greater visibility is transforming treasury

Chair:

- > Peter Matza, Engagement Director, ACT

Panel:

- > Cornelia Hesse, Head of Cash Management, BASF Services Europe  
> Graeme Middleton, Group Treasurer, Honda Motor Europe  
> Laurens Tijdhof, Partner, Zanders Treasury and Finance Solutions

### SPEAKING OPPORTUNITIES

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

### Annabel Nason

Senior Conference Producer, ACT

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## PROGRAMME | THURSDAY 5 MARCH

### 12.35 NETWORKING LUNCH

### 13.45 TWO STREAMED SESSIONS WHEN DO TACTICS BECOME STRATEGY?

#### STREAM A RETHINKING YOUR STRATEGY

- optimising your bank relationships
- achieving harmony with internal stakeholders
- revisiting the bottom-line
- forming a practical and sustainable policy

Facilitated by:

> **Carsten Rueth**, Group Director Treasury,  
**Klöckner Pentaplast**

Speakers:

> **Gerrit Fey**, Head of Capital Market Affairs,  
**Deutsches Aktieninstitut (DAI)**  
> **Carsten Linker**, Group Treasurer, **DNV GL**  
> **Paul Stheeman**, Interim Treasurer  
> **Jiameng Teah**, Assistant Treasurer, **Vodafone**

#### STREAM B THE NECESSITY OF LIQUIDITY

- improving visibility across the business
- managing your working capital
- developing a long term strategy to weather short term volatilities

Facilitated by:

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

Speakers:

> **Nick Burge**, Managing Director,  
Head of Strategic Liquidity, **Lloyds Bank**  
> **Royston Da Costa**, Group Assistant Treasurer,  
**Wolseley Group Services**  
> **Christian Schmid**, Senior Finance Specialist, Global  
Treasury - Front Office, **SAP**

### 15.00 REFRESHMENTS

### 15.40 CORPORATE CASE STUDY GOOD RISK VS BAD RISK... AND THE UNIDENTIFIED RISK

- taking on risk to grow your business and support strategic initiatives
- macroeconomic factors – monitoring and managing risk that cannot be avoided
- improving risk visibility – getting to grips with internal and external factors

> **Stefan Hess**, Head of Financial Markets, **Linde**

### 16.10 CORPORATE FUNDING PANEL TACTICS CHANGE BUT PRINCIPLES REMAIN

- exploring alternative options from green bonds to ABF
- identifying the right funding mix for your business
- ratings – understanding a key metric for investor appetite

Chair:

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

Panel:

> **Andrew Efiong**, Director of Treasury, **Heathrow**  
> **Stephan Ertz**, Head of Credit, **Union Investment**  
> **Sven Vorstius**, Head of Capital Markets, **Bayer**

### 17.00 CLOSE OF CONFERENCE AND NETWORKING DRINKS IN THE EXHIBITION HALL

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> [lloydsbankcommercial.com](http://lloydsbankcommercial.com)

### CONFERENCE VENUE

InterContinental Düsseldorf  
Königsallee 59, 40215 Düsseldorf,  
Germany

T: +49 211 82850  
W: [intercontinental.com/dusseldorf](http://intercontinental.com/dusseldorf)

### 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](http://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.



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.

### ALSO EXHIBITING



DEUTSCHE BÖRSE  
GROUP



### SPONSORSHIP

To discuss sponsorship opportunities please contact

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Sponsorship Director, ACT

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# ACT EUROPE CONFERENCE

5 March 2015 | InterContinental Düsseldorf, Königsallee 59, 40215 Düsseldorf, Germany

## PRICING

ACT members and members of other treasury associations*	€150 + German VAT = €178.50
Non-members from non-financial corporates	€250 + German VAT = €297.50
Non-members from banks and financial institutions	€950 + German VAT = €1,130.50
Non-members from consultancies and other business service providers	€1,150 + German VAT = €1,368.50

Fees include refreshments, lunch and conference materials. \*includes ACT student members, affiliate members and corporate representatives  
Please note VAT is applicable at the current rate of 19%. A VAT invoice will be issued.



Register online now at: [treasurers.org/acteurope](http://treasurers.org/acteurope)

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

## ALSO, DON'T MISS...

**ACT ANNUAL CONFERENCE 2015**  
where treasury minds meet  
20-22 May 2015 | Manchester Central, UK

**THE AGE OF TREASURY**  
evolution or revolution?

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