



ABFA

4th Annual Conference Programme

7th - 8th December, 2010 Hilton Park Lane, London



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4th ABFA ANNUAL CONFERENCE LONDON 2010



Tuesday 7th December

- 15:00 Delegate Registration at ABFA check-in desk, behind the lifts in the Hilton Park Lane lobby
- 18.30 Welcome Reception - Wellington Ballroom
Champagne Reception



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Wednesday 8th December



Conference Host **Fiona Bruce**

Fiona Bruce is one of the most popular presenters working in television today. An award winning newscaster, she is a regular presenter of both the 6 O'clock and 10 O'clock News (BBC1) and joined the Antiques Roadshow (BBC1) as lead presenter in 2008.

Fiona began her career as a researcher on Panorama, later becoming a reporter for the show and for Newsnight. She joined the 6 O'clock News in 1999 and Crimewatch in 2000 where she spent eight years as co-presenter. In 2001, she became the first woman presenter to be part of the BBC's election team.

Fiona also headed the investigative documentary series Real Story with Fiona Bruce (BBC1) and a number of high-profile single documentaries including an exclusive interview with Cherie Blair and unprecedented access to Downing Street: The Real Cherie (BBC1 - 2006) an exclusive full-length interview with Bill Gates in How a Geek Changed the World (Money Programme - BBC 2) and most recently The Real Sir Alan (Money Programme - BBC2). Her other presenting credits include: Priceless Antiques Roadshow, The Green Room, The Antiques Show as host of Call My Bluff the first woman presenter on the BBC General Election programme (2001 and 2005) and as host of the quiz show What Are You Like in 2008.

Fiona's first book Savvy!: The Modern Girl's Guide to Doing It All Without Risking It All, co-written with Jacqui Hames was published by Bantam Press in 2008.

- 07:00-10:00 **Breakfast**
In Podium (for those staying at the Hilton, Park Lane)



10:00-10:15 Opening Address **Steve Box, ABFA Chairman**

Steve Box is Managing Director of HSBC Invoice Finance (UK) Ltd, the widely respected international receivables finance company. Steve has recently been promoted to take additional responsibility for the Equipment and Asset Finance arm of HSBC and is also the current Chairman of the UK's Asset Based Finance Association.

Steve has been in the commercial finance industry at HSBC for 30 years, having worked in a number of managerial and sales roles across corporate and commercial banking in the UK prior to taking his current role with HSBC Invoice Finance.



10:15-10:45 Global Influences Impacting Our Domestic Economy **Stephen King** HSBC Group Chief Economist

Stephen will discuss the heightened gravitational pull of the emerging nations and their increased impact, for good or bad, on the Western World. With sovereign crises and double dip fears, he will also offer his views on the economic outlook in 2011.

- 10:45-11:15 **Equipping Leaders and Managers for a Different World** **Jonathan Austin**, Founder and CEO, Best Companies Ltd

Jonathan will discuss what leaders and managers need to do to engage their staff. He will illustrate how in the last year, the power base has shifted from leaders to managers and explain what companies on top are doing now to equip their leaders and managers to deliver future success.

11:15-11:35 **Coffee break**

- 11:35-12:15 **SME Access to Finance Panel Session** **Phil Orford** – FPB, **Mike Cherry** – FSB, **Russel Griggs** – CBI

This panel discussion will focus on the issues surrounding current access to finance for SMEs and the panel members experiences in this area over the last six months.

- 12:15-12:40 **The Regulatory Landscape in Europe for Receivables Financiers** **Michael McKee and Bart Joosen** – Partners, DLA Piper

The Partners at DLA will look in general at Basel III, the implications of Basel II and III for factors and discounters, and look at non-bank lenders doing business in Europe.

- 12:40-14:00 **Lunch**

continued overleaf



4TH ABFA ANNUAL CONFERENCE LONDON 2010



Wednesday 8th December continued

14:00-14:45 Lead Like the Great Conductors **Itay Talgam**

Itay will be looking at the characteristics which great conductors share with great leaders, and how inspiring the participation of many can lead to great results that are otherwise unobtainable.

Afternoon Zones In breakout rooms



Sponsors the Invoice Finance Zone

Invoice Finance Zone

15:00-15:30 **How to Spot a Fraud Risk** Kevin Mawer, KPMG

Kevin will seek to provide details of the profile of a fraudster and the importance of understanding the business in identifying a fraud risk. It will be largely based on actual examples of large scale frauds - detailing the approach of the fraudsters and warning signs that might have been identified to avoid losses.

Break

15:45-16:15 **Anti-Money Laundering Case and Regulator Update** Paul Anderson - Hammonds

In this session Paul will look at some recent cases, including Shah v HSBC and its impact on the question - is 'suspicion' a subjective or objective matter for the firms and the Courts when considering the Proceeds of Crime Act 2000? and the impact of the case on the 'regulated sector'. He will also look at what the future holds for how money laundering is regulated, policed and enforced, including plans for a Serious Economic Crime Agency, what sectors will be impacted and the potential legislative timeframe.



Sponsors the ABL Zone

ABL Zone

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Break

15:45-16:15 **An American Update on the current Asset Based Lending Market in the US** Janet Jarrett - BAML

Janet will look at the recent developments in the ABL market in the US. She will discuss how the US market has recently evolved and how closely Private Equity and ABLs work together. She will also look at how high yield bonds and ABLs have combined forces to refinance highly leveraged loans due to the credit crunch and outline how she thinks the UK can also take advantage of working with sponsors and the high yield bond markets.

Customer Intelligence Zone

15:00-15:30 **Equipping Leaders and Managers for a Different World Q&A Session** Jonathan Austin - Best Companies Ltd

In this session Jonathan will answer questions raised by the audience following on from his presentation in the morning.

Break

15:45-16:15 - **Promoting the Industry A view from ABFA** Kate Sharp - ABFA

Kate Sharp, ABFA CEO, will update ABFA members on ABFA marketing and communications strategy, objectives and how the ABFA plans to represent the industry moving forward.

16:15 **Conference closes** - Relaxation and Networking

18:30 **Cocktail Reception** - Wellington Ballroom

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19:30-22:30 **Conference Gala Dinner** - Grand Ballroom



ABFA 4th Annual Conference - Leadership Today for Tomorrow's World

Accommodation

The Hilton, Park Lane

Hilton Guest Room (excluding breakfast) - £229 excluding VAT single/double occupancy per room per night.

Hilton Deluxe Room (excluding breakfast) - £259 excluding VAT single/double occupancy per person per night.

Hilton Executive Room (excluding breakfast) - £309 excluding VAT single/double occupancy per person per night.

To book your room/s at the Hilton Park Lane Hotel visit - www.hilton.com/en/hi/groups/personalized/MULTI_GABFA/index.jhtml

Or Telephone - + 44 (0) 20 7493 8000
or e-mail - reservations.parklane@hilton.com

To ensure you receive the group rate please quote promotional code - GABFA

* Please note that the special conference rate is only available to those that book on the ABFA Annual Conference. If you book a room at the hotel during the conference, but do not place a booking for the Conference, your booking will not be upheld.

The Dorchester, Park Lane

Superior Double Room (excluding breakfast) - £395.00 excluding VAT room only.

To book your room/s at the Dorchester please telephone + 44 (0)207 319 7102 or e-mail Reservations@thedorchester.com and quote 'Asset Based Finance Association, 7th December 2010'.

Hilton London Metropole

Hilton Guest Room (including breakfast) - £159.00 excluding VAT per room per night.

There will be an additional charge of £10 per night for double occupancy.

To book your room/s at the Hilton London Metropole visit - www.hilton.com/en/hi/groups/personalized/MULTI_GABFA/index.jhtml or telephone - + 44 (0) 20 7402 4141 or e-mail - reservations.londonmet@hilton.com

To ensure you receive the group rate please quote promotional code - GABFA

Ticket Type Reminder

Just to remind everyone of the ticket structure again this year.

- If you are an Affiliate and have bought a ticket you will have access to the whole conference as usual.
- If you are a Member with a Full Conference ticket, you will have access to everything, including the Welcome Reception on Tuesday 7th December, and full conference programme and the Cocktail Reception and Gala Dinner on Wednesday 8th December.
- If you are a Member with a Day ticket, you will have access to the Conference Programme of speakers during the day on Wednesday 8th December. But you will not be granted access to the Welcome Reception on 7th December or the Cocktail Reception or Gala Dinner on Wednesday 8th December.

If you would like clarification on the type of ticket that you have bought please call the ABFA offices before the event.

ABFA Conference Cancellations and Refunds

All cancellations must be received at the ABFA by Friday 1st October to qualify for a full refund. Written cancellations after this date will be subject to a 50% cancellation fee up until the 22nd of October. No refund is possible after the 22nd of October.

General Travel Information

The nearest tube stations to the Hilton Park Lane are Marble Arch (Central Line) and High Park Corner (Piccadilly Line).

Alternatively if you wish to drive, there are two parking stations within close proximity of the Hilton Park Lane, the hotel itself does not have a car park. Details of pricing and how to pre-book at either of these two car parks can be found on their websites at -

Mayfair Car Park
<http://www.vincipark.co.uk/customer-parking/mayfair.html>

NCP
<http://www.ncp.co.uk/multimapForm.aspx>

Information

There are many hotels on and around Park Lane. The Dorchester is next door to the Hilton and there are many others in close proximity. Information on every aspect of London, transport, nightlife, hotels etc can be found on the internet.

Dress Code

During the conference sessions smart, casual dress is required. The Dress Code for the Welcome Reception on Tuesday 7th December and the Gala Dinner on Wednesday 8th December is jacket and tie.

Please note the Gala Dinner is not a black tie event.

