

Tuesday 17 – Wednesday 18 April 2012
Swissôtel The Bosphorus, Istanbul, Turkey

 EuroFinance

EuroFinance's 8th annual conference on

Cash, Treasury and Risk Management in Turkey

How world crises can change your financial
management for the better

Programme highlights

- Forex conundrums: Dealing with volatility
- The CFO evolution: Where CFO and treasury meet
- Basel III: Your banks tomorrow
- Commercial law: Accounting for it all
- WCM: Mend your roof when the weather's fine
- Making it pay: Electronic and mobile banking mechanisms in practice
- Credit insurance: Local and global perspectives

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Cash, Treasury and Risk Management in Turkey

How world crises can change your financial management for the better

Europe shows few signs of its growth picking up, the US is in the doldrums and China shows evidence of slowing. Global liquidity is challenged. The engines of world growth are stalling. Against that, Turkey remains buoyant on many measures and is on the threshold of being investment grade for external financing along with its positive internal ratings. More than ever, Turkey is being seen as a stable bridge between east and west.

Turkish companies find themselves faced by exceptional volatility in world markets, and need the tools to measure and manage risks in order to prevail. First, companies have to look to their own resources to keep liquid and finance profitable growth. What are the optimal structures? How can corporates enhance their processes and improve their own cash management?

Alternative financing sources are also vital. Looking to the domestic capital markets, and to funds from the Middle East are two of the options. How too can companies tap their own receivables to get money through credit insurance and securitisation? This conference helps show the way.

Programme highlights 2012

- Forex conundrums: Dealing with volatility
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- Basel III: Your banks tomorrow
- Commercial law: Accounting for it all
- WCM: Mend your roof when the weather's fine
- Making it pay: Electronic and mobile banking mechanisms in practice
- Credit insurance: Local and global perspectives

Why should you attend?

- Update on the current and future issues in treasury and cash management
- Put your questions to our expert panel of speakers
- Hear real-life, tried and tested treasury solutions
- Engage in lively debate with your peers
- Gain insights and solutions that will give you a competitive advantage
- Hear from leading international and regional corporations
- Meet face-to-face with leading suppliers and service providers

Monday 16 April 2012

Pre-conference training Corporate Risk Management

Kasırğa Yıldırak, Ph. D, Consultant at Thales Training & Consulting
Erda Gerçek, Managing Partner & CEO, Thales Training & Consulting

08:30 REGISTRATION AND REFRESHMENTS

09:00 What is Risk?

- Identifying and classifying Risk
- Different classes, different actions
- Types of factors defining the actions
 - Economic conjuncture
 - Sectoral Dynamics
- Structure of the company: How do we make Money?
- Risk appetite of the management team
- Importance of the scenario analysis in risk management
- Risk management methods
 - Contract
 - Balance sheet
 - Insurance
 - Derivatives instruments

10:30 COFFEE BREAK

10:45 Derivatives

- Derivatives market
 - Types of derivative instruments
 - Futures
 - Forward
 - Swap
 - Options
 - Arbitrage balance
 - Transaction cost
 - TURKDEX Futures
 - Organized markets
 - Over the counter markets
- Risks encountered by Corporates & hedging
 - Input (commodity, energy etc) risk
 - Currency risk
 - Counterparty risk
 - Liquidity risk
 - Credit risk
 - Interest risk
 - Operational risks

12:15 LUNCH

13:30 What to expect in the future and hedging strategies

15:15 COFFEE BREAK

15:30 Implementation in Excel

- Cash flow at risk and hedging
 - VaR and hedging
 - Which product to use and when?
 - Managing risk by risk oriented auditing and managing risk with limit

16:30 Conclusion

Conference venue



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As space is limited, we advise you to reserve your room as soon as possible.

07:50	REGISTRATION, REFRESHMENTS AND EXHIBITION OPENS
08:50	Chair's welcome to the conference <i>Murat Erden, Head of Treasury, Turkcell İletisim Hiz AS</i>
09:00	How world crises can change your financial management for the better
Keynote	The global economy is entering a complicated phase with a mixed picture for growth. On many measures, however, Turkey remains strong. And the banking sector, in particular, is at the forefront of growth. Banks are working hard to offset the impact of the world crisis on Turkish companies. How can you improve your risk management and find access to alternative financing sources? <i>Alper H. Yüksel, Executive Vice President - Corporate Banking, Akbank</i>
09:30	Economist panel
Panel	Stable growth will rely on a benign backdrop for the current account deficit. Get a clearer picture of the world economy and where Turkey sits within it with our annual economist panel. Now that alignment in order to enter the euro is no longer seen as a desired goal, what, if anything, needs to change? <i>Cuneyt Basaran, Research Head and Anchor, Bloomberg HT Dr. Murat Ucer, Local Advisor, Global Source Partners, New York Saruhan Ozel, Ph.D., Economic Research, Strategy and Program Management Group, Executive Vice President, Chief Economist, Denizbank Melis Metiner, Turkey Economist, HSBC</i>
10:40	REFRESHMENT BREAK
11:20	WCM: Mend your roof when the weather's fine
Case study	There's a real challenge when things are going well to keep a close eye on your working capital management. Growth is growth, after all. But you need to make your growth profitable, especially when the international markets are so uncertain. How can you make your internal financing good for all seasons? The first target, and cheapest form of internal funding is cash. This company is alert to unlocking cash wherever possible from receivables, payables and stocks. <i>Yeliz Cingöz, Chief Finance Controller – Turkey, British American Tobacco Erdođdu Paker, Head of Transaction Banking Division, Akbank T.A.Ş</i>
12:00	The CFO evolution: Where CFO and treasury meet
Panel	Being a CFO or finance director is an ever-evolving role. It embraces a lot. And the new commercial law will put even more burden on it. The CFO has to know the heart of the company, and increasingly, it's up to them to be the nexus of information and of how it is presented to other stakeholders. How should finance directors work with treasury? How should treasury communicate with CFOs? You tell us that additional responsibilities are being piled upon the finance function, some of you estimate that more than half of your time is spent on non-financial issues as your companies grow. From organising data to procurement, operational risk and insurance, if it has a financial impact, it shouldn't be disregarded. This panel analyses what the optimum structure should be, what is too much and how should reporting lines work? <i>Atilla Kurama, President, Financial Investments Group, Yildiz Holding & Deputy Chairman, Gozde Private Equity Investment Company Sinan Dallı, CFO, Standard Profil Murat Ulug, CFO, TAV Alp Dayi, CFO, Vestel Şirketler Grubu</i>
12:50	LUNCH

14:10	Making best use of available liquidity structures
Case study	Outside of Turkey, the mantra is that centralisation is the best way to gain visibility of your cash and liquidity and control of all finance and treasury functions. But there are limits to centralisation and control in the form of tax and regulation. Certain options remain available. This company shares its experiences. <i>Gökhan Öztürk, Accounting Manager, Lilly İlaç Ticaret Limited Şirketi</i>
14:50	Making it pay: Electronic and mobile banking mechanisms in practice
Case study	Big or small, no matter what the size or volume of your payments processing needs, making your operations efficient is a worthy goal. Electronic and mobile banking systems promise a way to cut your workload and gain operational efficiency by speeding up payments, automating processes and reducing bottlenecks. Just what can you achieve whether you are running volume operations through shared service centres (SSCs), a regional treasury centre or simply initiating payments from your desktop or mobile? Automated solutions offer savings on reconciliation and reporting. They promise the flexibility to match payments from your customers and a processing structure for collections, including internal documentation. All this while still staying secure. But what does it mean in practical terms? Will you get better visibility and control of your cash? This session investigates the path chosen by one company and the results it has achieved. <i>Ayşe Atilla, Treasury and Customer Credits Manager, Sanofi Türkiye Tayfun Küçük, Head of Cash Management, HSBC Bank A.Ş.</i>
15:30	REFRESHMENT BREAK
16:10	Treasury verdict: Your views make the debate
Treasury Verdict	This is the opportunity for delegates to make your views known about the most interesting and important treasury issues of the day. Our researchers will identify the most critical and topical questions to put to you. Then, using our electronic voting system, delegates will be asked for your opinions on the latest developments in financial markets, regulation, critical risks and treasury priorities. A panel will discuss the implications of the voting results. <i>Murat Erden, Head of Treasury, Turkcell İletisim Hiz AS Arda Tunca, CFO, Eko Factoring Ayşe Zadi, Executive Director and Head of Turkey and Azerbaijan, Global Corporate Bank, J.P.Morgan</i>
16:50	Constant change: Risk management for the "new normal"
Case study	Face it, you can't stand still in the current market environment. But should you change your model to adapt to the fact that market volatility is now a fact of life and constantly changing risks are a backdrop to your everyday activities? This company is in the process of evaluating its risks in all areas and looking at including risk management techniques at all levels. <i>Murat Timur, Risk, Treasury & Corp Fin Coordinator, Anadolu Group</i>
17:30	Adjourn to the Treasury Networking Reception

Treasury Verdict

Voting session capturing the viewpoint of corporate treasurers on up-to-the-minute issues.

Day 1 at 16:10

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07:50	REFRESHMENTS AND EXHIBITION OPENS
08:50	Chair's welcome to day two <i>Murat Erden, Head of Treasury, Turkcell İletisim Hiz AS</i>
09:00 Panel	Basel III: Your banks tomorrow Your banks have been solid. Your relationship with your bank is likely to be strong. But you cannot be entirely insulated from the global capital markets crises. Costs of keeping optimum capital levels will rise for banks. What will be the effects of capital adequacy regulations going forward? What will banks in Turkey do to meet liquid asset requirements in a market where there aren't so many debt securities? How much will be passed on to corporates in terms of fees and charges or ability to use your bank's balance sheet. Already, banks are talking about risk-based pricing. What will be the best strategy for working in partnership with your bank? This session of corporates and banks will be a frank discussion about the future, and how much, realistically, you will have to adapt your processes to make the best out of it. <i>Murat Erden, Head of Treasury, Turkcell İletisim Hiz AS</i> <i>Alper H. Yüksel, Executive Vice President - Corporate Banking, Akbank</i> <i>Alper Özün, Head of Asset-Liability & Capital Management, HSBC Bank A.Ş</i> <i>Levent Çelebioğlu, Assistant General Manager of Corporate Banking, TEB</i>
10:00 Case study	Practical steps to improve your supply chain: Be supplier focused You've heard many examples of supply chain finance, but few will be this simple and practically replicable. Sometimes, rather than going for highly-engineered and intricate solutions when you have a complex supply chain you need to have fewer than a handful of steps for your suppliers to follow. Flexibility, a clear vision and a transparent pricing structure is what is needed for seller-centric supplier finance. This company made particular efforts to get its suppliers together, explain all elements and the pricing structure and answer all their questions. What has been the result? <i>Dr. Michael Nicklas, CFO, Director Finance and Controlling, Mercedes-Benz Türk A.Ş.</i>
10:40	REFRESHMENT BREAK
11:20 Case study	Remote processing: Sign on the digital line Signing and validating payments while on the move is coming of age. How can you ensure security? What about validation and signature of payments while abroad? How much does this reduce paper processing and how expensive is it? This session looks at how to implement the latest in e-signatures. <i>Murat Tümay, General Manager, Ekspo Faktoring Anonim Şirketi</i> <i>Selin Özışık, Finance Director, Schneider Elektrik San. Ve Tic. A.Ş.</i> <i>Ozlen Hudayioğlu Gül, Cash Management, TEB</i>
12:00 Panel	The new Commercial Code: Accounting for it all International financial reporting standards are about to become a fact of life for all Turkish companies. They put you on a parallel footing with multinational companies around the world. But the new commercial code will raise certain real-life issues as it is implemented. The new audit, reporting and prudent risk management could put a huge burden on companies. Are you up to date and ready? What are the intended/unintended consequences of using international-style accounting practices? What do you need to know from the authorities? Have you missed anything? <i>Bulent Akgul, Director, TMT, Fitch Ratings AS</i> <i>Kerem Turunç, Partner, TURUNÇ</i> <i>Tuğba Balikli, Founding Partner, BALIKLI Audit Advisory</i>

12:40	LUNCH
14:00 Panel	The EuroFinance corporate debt protocol Woes in the international sovereign debt market – particularly in Europe – appear to have put the brakes on the development of the Turkish corporate debt market. But that need not be the case. With Turkey's local currency ratings now upgraded to investment grade according to Standard & Poor's, the country has a positive debt outlook, unlike many of its western allies. The agency's view is that the local markets are deepening and capital markets reforms are progressing. Hear a health check about what bottlenecks remain. Can the Capital Markets Board help clear them up? Will the new draft capital markets law help? This session carries forward the flag of developing the corporate bond market. <i>Yıldırım Akar, Chief, Department of Corporate Finance, Capital Markets Board</i> <i>Demet Bozkurt, Director, Bonds and Bills Market Department, Istanbul Stock Exchange</i> <i>Kerem Turunç, Partner, TURUNÇ</i>
14:50 Case study	Credit insurance: Local and global perspectives Credit insurance is gradually gaining ground as a way of insuring trade receivables, particularly against the backdrop of uncertainties in export markets as well as for local sales. You don't have to use letters of credit, you could use your receivables backed by direct debits. What are the options both for companies with domestic sales and for those with sales overseas? How costly is it? What are the benefits? <i>Babür Sögütlü, CFO, Brenntag Kimya Ticaret Ltd. Sti</i> <i>Özlem Özüner, CEO, Euler Hermes Sigorta A.Ş</i>
15:30	REFRESHMENT BREAK
16:10 Expert speaker	Taxing issues: Getting your timings right Taxes and transfer pricing issues are a perennial issue. New taxes impose a challenge on many levels. Your cash and liquidity management is affected by timing the payments of taxes – such as new customs duties – to the authorities. Multiple authorities with different goals don't always make the issue easy. What about the new commercial law impacts? Where do you stand? <i>Zeki Gunduz, PwC Turkey TLS Leader</i> <i>Reha Oncan, Senior Tax Manager, Samsung Electronics Turkey</i>
16:50 Case study	Forex conundrums: Dealing with volatility You've had a rocky twelve months if you've had short dollar positions and the fall in the value of the lira has been a challenge. Many companies, small and large, have been hurt by currency fluctuations. Synthetic derivatives have had a bad press. However, with the extent of TL depreciation, should your company be hedging? Can you afford not to? Companies have shown their balance sheet's vulnerability to sudden changes in forex rates. Is forex hedging an expensive luxury or a vital part of your company's armoury? Put in the right policies, understand how to monitor your open positions and check you are being sold the right instrument.
17:30	Conference ends

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Since its inception, Akbank continuously reviews and upgrades its operations and business processes to ensure the sustainability of its stakeholder's welfare. Implementing its corporate social responsibility activities to create sustainable value, Akbank significantly contributes to the further progress of the society through the diverse projects such as culture&arts, education, entrepreneurship and environment which it undertakes and supports. Akbank also pioneers its sector with projects that represent firsts in Turkey like GRI rated Sustainability Report, initiating Carbon Disclosure Project in Turkey, the signing of the Durban Communiqué; and takes pride in investing both in Turkey's and world's future.

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Euler Hermes is the global leader in credit insurance with 34,9% market share, with over 6000 employees and offices in over 50 countries. The Group helps businesses grow in both their local and export markets with its assistance in accounts receivables and risk management, including insurance, assessment, indemnification and debt collection services.

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Cash, Treasury and Risk Management in Turkey

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