

Promotion partners:



FCI

Facilitating Open Account – Receivables Finance



中国服务贸易协会商业保理专业委员会
Commercial Factoring Expertise Committee of CATIS



SZFA
深圳市商业保理协会
SHENZHEN FACTORS ASSOCIATION



IFC

International
Finance Corporation
WORLD BANK GROUP

Training on Sales and Marketing in Factoring and Receivables Finance

Learn from the Leaders on best sales
practices and generate high-return & low-
risk business for your organization!

Guangzhou, 28-29 November 2019



Ritz-Carlton Guangzhou

3 Xing An Road,
Pearl River New City,
Tianhe District
Guangzhou 510623
China



The FCI Education and Marketing Committees are pleased to offer a new training addressing sales, marketing and promotion of factoring.

OBJECTIVES

The objective of the training is to get familiarized with all aspects of sales of factoring. The attendees will get a better understanding of the positioning of factoring and receivables finance, promotion of factoring, finding the needs of prospective customers and closing the deals.

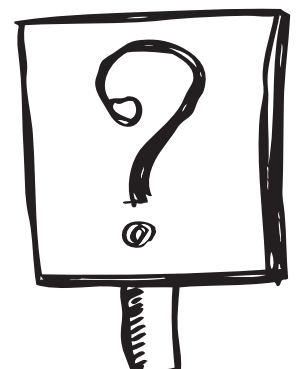
FORMAT

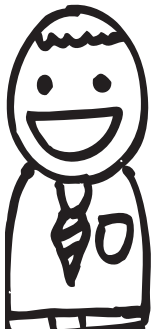
The format of this training will combine a variety of learning methods including plenum presentations, business simulation game, panel discussions on important topics for the factoring industry and also, group discussions on real cases shared by active industry professionals. Industry experts and members of the FCI Marketing and Education Committees will act as presenters, instructors and panellists in all training sessions.

WHO SHOULD ATTEND?

This training event will benefit those professionals involved in sales, marketing & product management. Attendees will receive adequate knowledge on factoring sales that may further be conveyed internally to Sales teams and product managers.

DON'T MISS THIS UNIQUE OPPORTUNITY TO MEET WITH AND LISTEN TO THE SENIOR PROFESSIONALS FROM THE FACTORING INDUSTRY AND EXCHANGE VIEWS WITH YOUR FELLOW COLLEAGUES.





Presentations



Business Game

Real Cases

ABOUT FCI

FCI was set up in 1968 as an umbrella organization for independent factoring companies around the world. Today it has grown into the world's representative factoring network and association with close to 400 members in 90 countries.

When FCI started, domestic factoring was only available in North America and in a few European countries. The concept of cross-border factoring was still new and restricted by its lack of geographic reach. Recognising the potential for international factoring, the founding FCI members realised that an umbrella organisation was needed, firstly to introduce factoring in countries where it was not yet available, and secondly to develop a framework for international factoring, which would allow factoring companies in the country of the exporter and the importer to work closely together.

FCI's Vision is to be the Global Association for the Open Account Receivables Finance Industry.

FCI Mission Statement:

- Receivables Finance is the core focus of the association and includes Factoring, Invoice Discounting and other Supply Chain Finance solutions.
- FCI has two main activities and value propositions:
 1. FCI facilitates and promotes International Factoring through a Correspondent Factoring platform.
 2. FCI is the Global Industry Association for Open Account Receivables Finance
 - FCI actively supports the growth of the Industry and works jointly with policy makers and stakeholders worldwide
 - FCI promotes best industry practices through education
 - FCI publishes Information & Statistics about the Industry
 - FCI endorses financial stability, the prevention of financial crime and respect for regulatory compliance and conduct

Training Programme 28 November 2019 09:00 - 21:00

08.30-09.00	Registration
09.00-10.45	<p>Welcome notes Positioning Factoring and Receivables Finance</p> <ul style="list-style-type: none">• Global Industry Overview• Products• Features & benefits• Competition & complementary products (credit insurance, L/C, invoice verification etc.) <p>Industry Suitability & Seller Selection</p> <ul style="list-style-type: none">• Suitable industries• Seller selection criteria – KYC• Fraud and dispute issues
10.45-11.15	Group Photo Coffee break
11.15-12.00	<p>Promotion, Marketing and Selling of Factoring</p> <ul style="list-style-type: none">• Sales channels• Prioritization and Incentivization• Reverse marketing• Frequently asked Questions
12.00-12.45	Panel discussion with case studies
12.45-13.45	Networking lunch
13.45-15.00	<p>Selling Factoring: the challenges (part 1)</p> <ul style="list-style-type: none">• Finding the needs
15.00-15.30	Coffee Break
15.30-16.30	<p>Selling Factoring: the challenges (part 2)</p> <ul style="list-style-type: none">• Closing the deal
16.30-17.00	Business game preparatory session
18.00-21.00	Drinks and dinner

Training Programme 29 November 2019 09:00 - 17:00

09.00-13.00	Business game in groups (one group in Chinese)
13.00-14.00	Networking lunch
14.00-14.30	FCIreverse
14.30-15.00	Fintechs & Platforms: competitors or partners?
15.00-15.30	New horizons – One belt/One road project and related transactions
15.30-16.00	Coffee Break
16.00-16.45	Millionaire's game
16.45-17.00	Closing remark and certificates* ceremony

* certificates will be only handed in person to the attendees that stay until the end of the seminar

SPEAKERS/PANELISTS INCLUDE

FCI EDUCATION & MARKETING COMMITTEES

Mr. Roberto WECKOP (Deutsche Factoring Bank)
Mr. Joao PEREIRA (Banco Ourinvest)
Ms. Sarah C.H. PON (UniCredit Factoring (IT))
Ms. YAO Xiaochun (Joyce) (China Minsheng Banking)
Ms. Vivid LIU (China Construction Bank)

FCI SECRETARIAT

Ms. Aysen ÇETINTAS	Education Director, Seminar Leader
Mr. Spyros TSOLIS	Education Officer
Mr. LIN Hui	North East Asia Regional Director

INDUSTRY EXPERTS & PRACTITIONERS

Mr. Cliff ENTREKIN (Managing Director of Convergence Capital Group)
Ms. Melanie WEI (Senior Product Sales of Taipei Fubon Hong Kong Branch)
Ms. Avis YANG (Senior Product Manager - Export & Import of China Merchants Bank)

IMPORTANT INFORMATION

REGISTRATIONS

Registrations will be handled on a **“first come, first served” basis**. Please use the enclosed registration form (or use the on-line registration form on the [FCI Private Net](#)) and make sure that it reaches the FCI Secretariat as soon as possible and certainly **not later than Friday, 15 November (EXTENDED DEADLINE)**. After receipt of your registration form, the FCI Secretariat will send you an invoice, which will serve at the same time as a confirmation of the registration. The fee does not include hotel accommodation.

SEMINAR VENUE AND ADDRESS

Ritz-Carlton Guangzhou

3 Xing An Road,
Pearl River New City,
Tianhe District
Guangzhou 510623
China

Please note, no hotel accommodation will be arranged for the delegates by FCI, but we have arranged a special rate for FCI. To book your hotel room with the special rate, please use the booking form available on FCI website.

Deluxe Room Single use: CNY1,000

The above rate is based on per room per night.

- The above rate is subject to 16.6% service charge and tax.
- The above rates quoted are inclusive of one daily buffet breakfast. Additional breakfast is charged at CNY248 net per person per meal and is served at FOODS restaurant.
- The above rate is inclusive of broadband internet access.
- The above rates are for this group only, if there is any changes of group dates, hotel reserve the right to adjust the room rates accordingly.
- All rooms are offered on the basis of mixture of king or twin rooms.
- Early arrivals and extensions of stay will be subject to availability of the room category and different rates shall apply at the time of reservation.

DELUXE ROOM BENEFITS

- Use of coffee & tea making facilities in the room
- Use of the hotel's swimming pool and fitness center
- Daily bottle of mineral water
- Daily newspaper

TRANSPORTATION TO AND FROM THE AIRPORT

40 km (or 45 minutes by car) from the Guangzhou Baiyun International Airport

5 km (or 20 minutes by car) from the Guangzhou East Railway Station

DRESS CODE

Smart casual clothing.

CONFERENCE DOCUMENTS AND DELEGATES PROGRAMME

Practical information will be sent out by e-mail two weeks before the meeting. Detailed delegates programmes will be distributed in Guangzhou.

FLIGHT RESERVATIONS AND VISAS

In order to take advantage of reduced rates, please book your flights far in advance. For those of you who need visas to enter China, apply timely. The registration fee for the seminar cannot be reimbursed and/or is still due, even if no visa is obtained before the conference date.

REGISTRATION FEE AND PAYMENT

The registration fee for the seminar is **€450 per delegate** and includes dinner/luncheons/ coffee breaks during the conference days, use of the meeting rooms and conference materials. Please note, every delegate must pay for his/her own travel and accommodation.

Payment of the fee can be made either by credit card, by clicking on the link in the confirmation email, or by bank transfer, quoting the invoice number, to the following bank account:

FCI

IBAN/ Account number: NL04ABNA0540245771

Bank: ABN AMRO, Amsterdam, the Netherlands

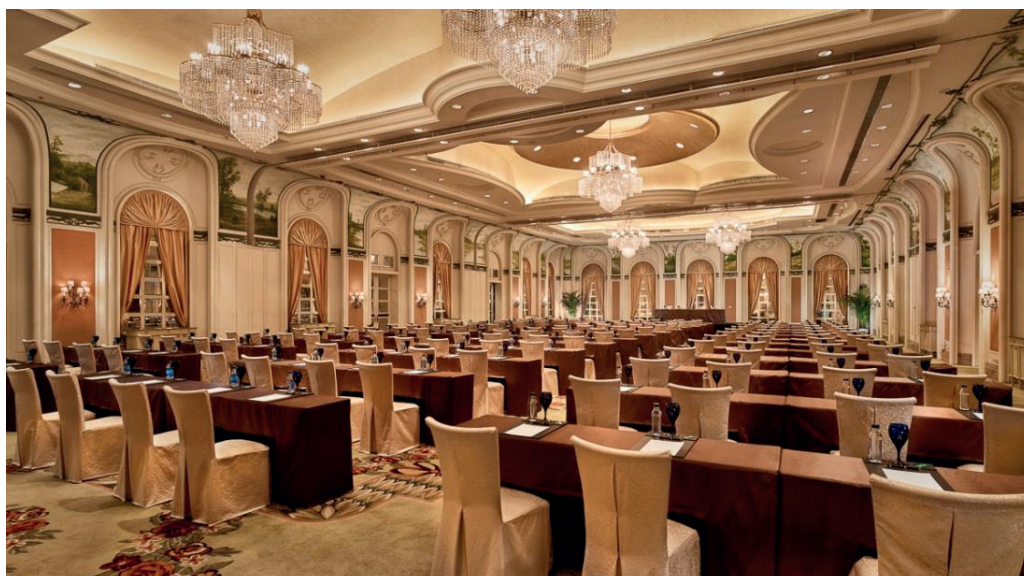
SWIFT Code: ABNANL2A

VAT number: NL801484169B01

NOTE: Registration fees must have been paid prior to 15 November 2019 or your company takes the risk that delegates on a "waiting list" will be given the chance to attend instead.

CANCELLATIONS

FCI accepts cancellations until Friday 15 November 2019 without penalty. For cancellations received after Friday 15 November 2019, the full registration fee is due.





Facilitating Open Account – Receivables Finance

Registration deadline is: 15 November 2019

Use on-line registration on [FCI website](#)

E-mail:

fci@fci.nl

REGISTRATION FORM

Training on Sales and Marketing in Factoring and Receivables Finance

Dates: 28-29 November 2019

Location: Ritz Carlton Guangzhou, China

COMPANY

Company Name: _____ Factor code: _____

Address (for non-Member): _____

City: _____ Zip Code: _____ Country: _____

VAT No: _____

DELEGATE 1

Title: ☐ Mr. ☐ Mrs. ☐ Ms. _____ Surname: _____ First Name: _____

Position: _____ Branch office / Department: _____

E-mail: _____ Years of experience in current position: _____

Special wishes for meals for health or religious reasons: _____

DELEGATE 2

Title: ☐ Mr. ☐ Mrs. ☐ Ms. _____ Surname: _____ First Name: _____

Position: _____ Branch office / Department: _____

E-mail: _____ Years of experience in current position: _____

Special wishes for meals for health or religious reasons: _____

PLEASE TICK THE APPROPRIATE BOX(ES):

Please register the delegate(s) to:

☐ Training on Sales and Marketing in Factoring and Receivables Finance Euro 450

By participating in the conference, you grant FCI the right to use images, your name/title/company name and/or biography, taken as photographs, written and/or video material at the conference, and reproduce them in news or event whether in print, electronic or other media, including the FCI websites and social media.

CANCELLATION POLICY:

Any change or cancellation MUST be made in writing.

- FCI accepts cancellations until Friday 15 November 2019 without penalty. For cancellations received after Friday 15 November 2019, the full registration fee is due.
- There will be no charges for name changes.

The FCI Secretariat will send an email with a pdf version of the invoice to you upon receipt of your registration form, confirming your attendance. Payment can be made by credit card or by bank transfer quoting the invoice number.

Name (CAPITAL LETTERS): _____ Date: _____

Signature (Mandatory): _____