



The Conference Partnership

Treasury Forum

June 8, 2016 Prague, Hotel Olympik Prague

Dear colleagues and partners,

I would like to give you a brief description of the conference **Treasury Forum**. The event will take place on **June 8, in Prague** and is organized by Czech Association of Corporate Treasurers (CAT) in partnership with Česká asociace pro finanční řízení (CAFIN). Moreover, I would like to offer you a possibility to participate. The separate file "participants" contains more information about structure of visitors and overview of companies from last years.

The aim of the Conference is to inform the financial community – treasury and financial corporate specialists as well as banks, consulting companies and public sector – about variety of products and services offered by the banks and companies, SW and data providers, which support finance activities for treasury. Conference should introduce and present products and services to participants, show a possibility to use it in corporate practise, and alternatively in relationship with commercial banks.

CAT as a professional guarantor of the most important treasury and financial management event in the CR jointly with co-operating company CAFIN (which ensures organisation part of Conference) gets on a previous very successful Conferences – Treasury and Risk management, Cash management and Payment systems, Electronic payment systems, Treasury management systems, etc.

Expected participants: 130 – 150 visitors from the most important large and middle corporations from Czech Republic and several countries – members of EACT, banks, consulting and software companies

Location: Conference hall for audience (150 participants) + parallel sessions for audience (70 participants) + foyer with space for 6-10 exhibition stands in Hotel Olympik Prague

Refreshment: full covered coffee breaks + Lunch + Gala dinner (day before the Conference)

Documentation: conference proceedings - presentations of speakers, documents of sponsors

Marketing promotion : invitation according to the CAT mail list, database of CAFIN and Controller Institut agency (altogether 2500 contacts) + advertisement on web finance portals, in finance professional magazines, at marketing domestic and foreign partners.

Partners of last Conferences: Citigroup, Deloitte, Raiffeisenbank, KBC/ČSOB, Bloomberg, KPMG, Salmon, ThomsonReuters, Patria, Grant Thornton, Sungard, BNP Paribas Fortis, ARM, Erste/Česká spořitelna, PwC, UniCredit Bank, Ernst & Young, Coface, Trinity and others.

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For this year we prepared an innovation in the program - compared to previous years. The active participation of your representatives in this year can consist of personal presentation in a range of 30 minutes on a special non-commercial topic **with your client** (person from corporate treasury/finance - case study) and **exhibition stand**. The presentation can be held in Conference Hall or in **parallel sessions** or you can manage both – due to your interest and the conference program structure.

In comparison with previous years the programme with parallel sessions enables bigger attractiveness for attendees and their higher participation in each part of conference. Present your product with your client as well – it is the best recommendation for participants!

The stand for presentation of systems can use an **internet connection** for an active operation with the system and downloading a ready-for-use data, reports, or live presentation. It is a great opportunity to present yourself by entertaining way (game, competition etc) and attract the participants.

As the Conference enables you to acquire potential clients and networking opportunities in the Czech Republic and gives you possibilities to present your services, we assume that all partners will make a sponsorship contribution for arranging the Conference. Such contribution covers partly cost for rent, organisation, presentations and refreshments.

Key Notes of the Conference:

- Cash and Risk management, Financial markets and news at Treasury
- Cash flow forecasting, Cash management and its role in system of company management
- Cash pooling strategy in corporates
- Banks and Treasury – critical points of cooperation
- Credit management – Financing, Loans, Factoring
- Supply chain finance and working capital
- Share Service centre in Treasury
- SEPA implementation
- Usage of financial derivatives in treasury, incl. evaluation of effectiveness
- Asset management and management of company portfolio
- Best practise in Treasury and financial management, Cash and Risk management
- Modern organisation of Treasury and financial management
- Effectiveness and IT support long-term planning systems
- SW (ERP, MIS) for optimization of payment cycle
- Treasury dashboard – unification of information for decision
- Study of treasury corporate benchmarking vs. world best practises

- another topic according to your preferences
- preferable topics for TMS providers : practise support of hedging accounting and support of Credit Risk, RM, Cash management processing, all of by case studies

Assemble your partnership package and combine these opportunities:

➤ Presentation in Conference Hall			
– morning programme		55 000,- CZK	2 100,- EUR
➤ Presentation in Conference Hall			
– afternoon programme		45 000,- CZK	1 700,- EUR
➤ Parallel session		35 000,- CZK	1 300,- EUR

The partnership package includes:

- Marketing support (including the company logo and a direct link to sponsor's website).
- 1 Exhibition stand
- 2 free tickets (any further ticket is for discounted price 1000,- CZK (40,- EUR) compared to standard price 6900,- CZK, (255,- EUR)
- In case of combining the presentation and parallel session in one package – sale 20 000,- CZK (740,- EUR) from the final price

➤ Exhibition stand			
(without any further participation on the programme)		20 000,- CZK	750,-
EUR			

We look forward to establish the future co-operation and meet with You in June.

Please don't hesitate to contact **Petra Jiru, project manager** (+420 777 773 839, petra.jiru@cafin.cz), or Ivan Haco President of CAT (+420 721 487 261, info@czechtreasury.cz) if you have any questions. Information regarding to previous Treasury Forums you can find at www.czechtreasury.cz or www.cafin.cz

Your sincerely

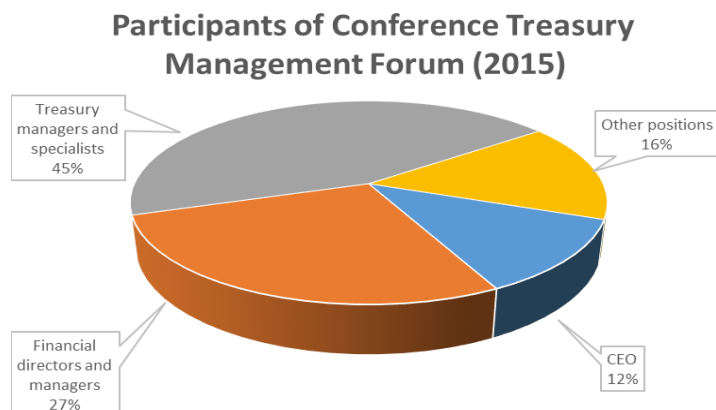
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Olga Cechlová
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Participants of Conference Treasury Forum (2015)

Conference was visited by around 130 managers at following structure:



Attendees

360T	EWALS CARGO CARE	Roklen24
Advanced Risk Management	Expense Reduction Analysts	RWE Česká republika
Advanced World Transport	EXPONO Steelforce	Salmon Software International s.r.o.
ALSTOM	Generali CEE Holding B.V.	SAP
ARFIN	GENERALI Pojišťovna	Severočeské doly
Biocel Paskov	Grant Thornton Advisory	Skypicker
Bloomberg	Hannah Czech	Sodexo Pass Česká republika
BNP Paribas	HESTEGO	SOTARO Solutions
Celní jednatelství Zelinka	KPMG	STÁTNÍ TISKÁRNA CENIN
CFA Society Czech Republic	Krýsl & Sikora Advisory	SWS
Citibank	LAMA energy	ŠKODA AUTO
Commerzbank	LHMS	ŠKO-ENERGO
Continental Barum	Linet	ŠkoFIN
CZ LOKO	LOGIBILDO	Thomson Reuters
ČEPRO	MEA Metal Applications	T-Mobile Czech Republic
České dráhy	Moodys	UniCredit
ČEZ	NET4GAS	UniCredit Leasing CZ
ČGS	O2 Czech Republic	VEBA, textilní závody
ČSOB	OHL ŽS	Veolia Česká republika
Euro-Center Holding	Omexom Power & Grid	VETROPACK MORAVIA GLASS
Eurowag	PRO.MED.CS Praha	Zentiva Group