

THE CFO EXECUTIVE CIRCLE

GATHERING THE MOST BRILLIANT MINDS IN FINANCE MANAGEMENT

Personal Invitation to an
Exclusive Debate & Experience Sharing on:

WORKING CAPITAL OPTIMIZATION: REALIZING THE REAL VALUE OF CASH

How should CFOs rethink their working capital and cash management strategies



Tuesday 24 March 2015 at 17.15

Sint-Anna Kasteel - Château Sainte Anne, 1160 Brussels

With revenues and growth rates tightening for a while, the reasons to consider strong working capital improvements are compelling. And in the search for a best balance between accounts receivable and accounts payables, CFOs largely consider WC optimization as a significant exercise where cash can be taken out of the system. Moreover, WC optimization increasingly comes on boards' radars to fuel growth and prepare readiness for mergers and acquisitions. Well beyond the traditional rework of billing, cash collection and procurement, the options for optimizing WC are numerous, and so is the challenge for the CFO to choose the most adequate ones upon the organization's strategy, structure and accountability rules. You are cordially invited to join this exclusive debate for sharing thoughts and confront best practices on working capital management strategies and challenges. The session will be introduced by a panel of CFO-peers including:

- Mr. Bertrand Janssens, Finance Manager, Nexans Services
- Mr. Michel Magonette, Finance Director TS EMEA, Avnet
- Mr. Geert Peeters, Chief Financial Officer, Metallo Group
- Mr. Davy Vreys, Chief Financial Officer, British Telecom

This executive-level debate will address, among others:

- > Why do all working capital and cash management roads lead to the CFO today?
- > Re-thinking the financial supply chain in the new economic landscape
- > Payments slow down versus collection speed up: finding the right balance
- > Setting up the right working capital metrics and performance measurement
- > Defining the working capital responsibilities & accountabilities across the organization
- > Can technology help boosting working capital performance and cash automation?



PRACTICAL INFORMATION

> About the CFO Executive Circle

Created in 2013, the CFO Executive Circle gathers Belgium's financial decision-making elite within an exclusive, top-level think-tank to share experiences, learn from best practices, and confront opinions on key finance and business transformation challenges. The CFO Executive Circle is unique in that it only accepts CFOs at the highest level of their profession, and only those who are committed to continuously elevate their strategic thinking. Voluntarily limited to a small and drastically selected group, rejecting any commercial and academic speeches, and accessible upon personal invitation only, its unique concept creates and maintains an unparalleled level of effectiveness, interaction and knowledge sharing with CFO peers, get inspirations from real-world cases, and stimulate networking at the highest level within a collaborative environment.

> Timing

16.45: Welcome
 17.15: Introduction panel, debate and insights
 19.30: Cocktail & Executive Dinner
 21.15: End of the session

> Venue

This session will be held in the International Club Château Sainte-Anne/Sint-Anna Kasteel, avenue du Vieux Moulin 103 Oude Molenstraat, 1160 Brussels. Private parking is available for our guests within the castle domain.

> Language

French, Dutch or English, at participants' best convenience

> Admittance

Participation is free of charge and strictly allowed upon personal invitation only.

> Registration

Please complete the registration form below and return it by either fax or post to the secretariat of the CFO Executive Circle, av. Antoinette Herlin 5, 1310 La Hulpe. Tel/Fax: 02-672 37 72 –
 Email: secretariat@executivescircle.org

REGISTRATION FORM

Name, First name:
 Position: Company:
 Professional email: Tel:
 Address :

Please register me for the session of the CFO Executive Circle:

Tuesday 24 March 2015: Working capital optimization: realizing the real value of cash

→ I will stay for the Executive Dinner: yes no

The participation to this session is free of charge and on personal invitation. Registrations are accepted on a first come - first served basis. In case of cancellation of your participation, please be so kind to inform us as quick as possible. By registering, you agree that a fee of 175 Euro + VAT may be invoiced in case of no show or cancellation that is not notified at least 2 workdays before the session.

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