



5th Annual

# SEE Private Equity

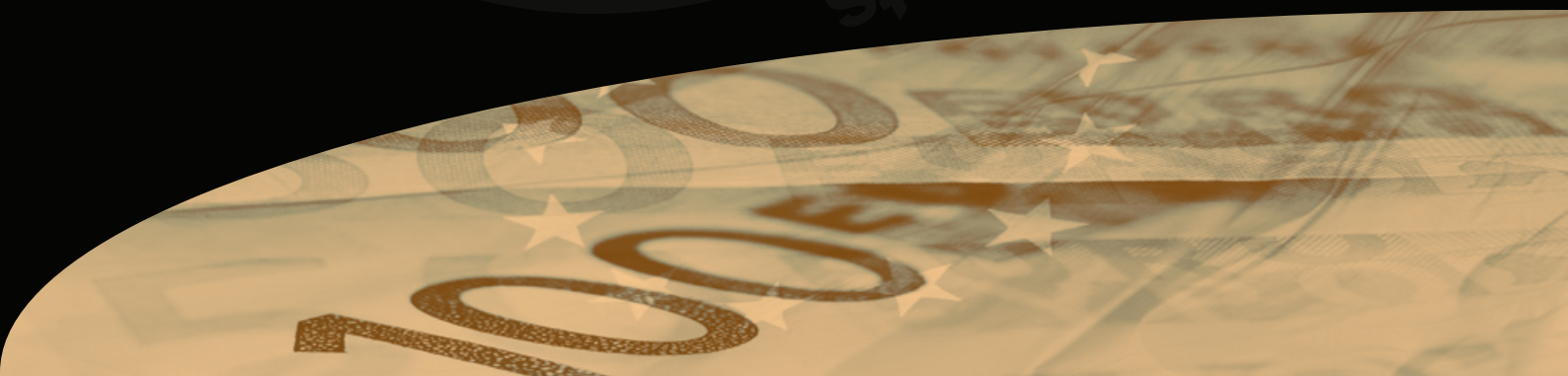
Strategies for growth in emerging markets

03 July 2012 | Radisson Blu Hotel, Bucharest



Book your seat now and **get 1 free extra place** for a senior executive or board member.

Contact us for more information.



# Overview

Changing economic conditions have made it necessary for private equity firms to expand their reach and look to emerging markets for new deals. Because of this, Southeast Europe is fast becoming an investment hotspot; however competition for deals and funding is increasing and GP's can no longer rely on general market growth trends to make their acquisitions successful.

Our 5th Annual SEE Private Equity Forum will unite GPs, LPs, institutional investors, SMEs, corporates, entrepreneurial enterprises and many more leading experts to discuss the private equity investment climate in the emerging markets of Southeast Europe and beyond. This event will highlight fundraising concerns and how these can be overcome; operational strategies and value creation; the legal frameworks and the key role of the state in incentivising investment.

An important aim of Private Equity is to help more businesses achieve their ambitions for growth by providing them not only with the finance they require, but also with strategic advice and information at critical stages of their development. Our 2012 event will highlight this fact in an exclusive 'Investment Opportunities' session. This session will provide Private Equity firms with the opportunity to raise awareness of the investment options available to SMEs, provide a platform for SMEs and entrepreneurs to outline investment opportunities, and discuss opportunities for investors beyond SEE, including Italy, Greece and Turkey.

Whether you're looking to enhance your presence in the SEE market, looking for new investment opportunities, finding out about new value creation levers, involved in risk assessment and due diligence or simply looking to learn about the SEE Private Equity market, this event will exceed all your requirements. It is an ideal event for junior partners and associates to learn about the SEE market, as well as a higher-level networking forum.

Contact a representative for more information about our participation, speaking and sponsorship opportunities today and maximise your involvement in our 5th Annual SEE Private Equity Forum.

## Our 2012 feature speakers

### Chairing Board:

Mirna Marovic, President, CVCA, Croatia  
Nicholas Kabcenell, Managing Director, Darby Private Equity, Hungary

### Speakers:

Doina Popescu, Managing Director, Pinebridge, Romania  
Marius Ghenea, Member of Board, VentureConnect, Romania  
Yannis Tsakiris, Head of SEE, European Investment Fund (EIF), Luxembourg  
Loukas Pilitsis, CEO, Piraeus Equity Advisors Ltd., Greece  
Ettore Thermes, CEO, Rescue Partners, Italy

### Panellists:

Yannis Voyatzis, Head SEE Fund, NBSI Private Equity, United Kingdom  
Jean-Philippe Burcklen, Head Equity Funds - Investments, EIF, Luxembourg  
Balazs Tahy, Vice President, Riverside Europe, Hungary  
Mugur Popescu, Vice President and Board Member, CFA Romania (Chartered Financial Analysts Association), Romania  
Jennifer McLeod Petrini, Investment Officer, IFC Private Equity and Investment Funds, Turkey  
Markus Kriegler, Managing Director - Merchant Banking, Erste Group Bank AG, Austria  
Martin Vesselinov Paev, General Manager, SORTIS INVEST, Bulgaria  
Stefan Tzvetkov, Director, Mid Europa Partners, United Kingdom  
Troy Weeks, Senior Banker, EBRD, United Kingdom  
Bela Lendvai-Lintner, Partner, ARX Equity Partners, Romania  
Valeri Petrov, Partner, Bancroft Private Equity, Bulgaria

This event is designed for networking and training, including opportunities for:

- Presidents and Chairmen
- Vice Presidents
- Board Members
- General Managers
- CEOs and CFOs
- Managing Partners
- Partners & Associates
- Junior Partners & Associates
- Senior Bankers
- Managing Directors
- Strategic Directors
- Business Development Directors & Managers
- Fund Managers
- Investment Managers
- Finance Managers
- Treasurers
- Researchers & Analysts
- Marketing Managers

## Event Partners



## Media Partners



# Agenda

08:30 Registration and coffee

09:00 Chairperson's welcoming address  
*Mirna Marovic, CVCA, Croatia*

09:10 Keynote address

## Market overview - what does the SEE offer investors?

09:30 **Presentation:** Investing in Romania and Southeast Europe  
- Recent trends and future opportunities (Venture Capital and Private Equity)  
*Marius Ghenea, VentureConnect, Romania*

**Presentation:** Comparing legal frameworks  
- Addressing the legislative and regulatory environments for investment in each country of SEE  
- What legal structures are most commonly used as a vehicle for private equity funds?  
- Investment protection: the importance of investors understanding legal frameworks to minimise risk

**Presentation:** Joint EC-EIF-EBRD initiative for Venture Capital in Western Balkans  
*Yannis Tsakiris, EIF, Luxembourg*

10:30 Networking coffee break

## Fundraising in a challenging economic environment

11:10 **Fundamental to the role of any investment fund is the ability to raise sufficient capital, but what effect has the economic downturn and subsequent credit crisis had on the ability of investors to fundraise? What opportunities are available and what are the best mechanisms?**

**Presentation:** An LP's perspective and requirements for investing into funds  
- Requirements of institutional investors: What do LP's need/want from GP's?  
- What strategies will successfully attract investments from LPs in emerging markets?  
- How can we build confidence and regain trust amongst institutional investors in SEE?

**Panel Discussion:** How to successfully fundraise in SEE?  
- How is SEE viewed by institutional investors?  
- Strategies for successful LP/GP relationships and the increasingly influential role of LP's in creating successful investments  
- Golden Rules to build and maintain a strong relationship between investor and fund manager  
- What makes an attractive portfolio?  
- Using EU Funds to boost fundraising, e.g. JEREMIE

**Panellists:**  
*Jean-Philippe Burcklen, EIF, Luxembourg*  
*Mugur Popescu, CFA Romania (Chartered Financial Analysts Association), Romania*  
*Jennifer McLeod Petrini, IFC Private Equity and Investment Funds, Turkey*  
*Troy Weeks, EBRD, United Kingdom*  
*Loukas Piliitsis, Piraeus Equity Advisors Ltd., Greece*  
*Valeri Petrov, Bancroft Private Equity, Austria*  
*Markus Kriegler, Erste Group Bank AG, Austria*

12:30 Networking lunch break

## Strategies for growth

13:30 **How can portfolio managers maximise the value of their holdings? What financing mechanisms and structures are available?**

**Presentation:** Assessing the value and growth prospects of underlying portfolio companies  
- Value creation in acquired companies: Operational improvements and cash-flow generation  
- Addressing the key role of commercial and operational due diligence to create value  
- How can we build portfolio companies to make exit processes quick and efficient?

**Presentation:** Investment selection  
- Consolidation - recent trends in SEE: "Buy and Build" strategies  
- Which countries and sectors are likely to outperform and offer the best returns in the next twelve months?  
- How can the situation in Greece be seen as a catalyst for distressed opportunities in emerging markets? Ensuring ROI from distressed deals?  
- How to increase successful buyouts and exits? What improvements can be made?  
- Opportunities in distressed markets

*Ms Doina Popescu, Managing Director, Pinebridge, Romania*

**Panel Discussion:** Structuring deals and financing mechanisms  
- Leveraged and mezzanine financing  
- Barriers to debt financing  
- How to approach investments to generate liquidity  
- What exit routes are most likely for private equity backed companies?

**Panel Chair:**  
*Nicholas Kabcenell, Darby Private Equity, Hungary*  
**Panellists:**  
*Yannis Voyatzis, NBGI Private Equity, United Kingdom*  
*Bela Lendvai-Lintner, ARX Equity Partners, Romania*  
*Balazs Tahy, Riverside Europe, Hungary*  
*Martin Vesselinov Paev, SORTIS INVEST, Bulgaria*  
*Stefan Tzvetkov, Mid Europa Partners, United Kingdom*

15:00 Networking coffee break

## Investment opportunities in SEE and beyond

15:40 **Presentation:** Investing in Italian distressed companies  
*Ettore Thermes, Rescue Partners, Italy*

15:55 **Presentation:** Comparing Regions: How can the situation in Greece be seen as a catalyst for opportunities in the emerging markets of SEE?  
*Loukas Piliitsis, Piraeus Equity Advisors Ltd., Greece*

16:10 **Roundtable Discussion:** Raising awareness of private equity opportunities for corporates and SMEs in SEE  
*This roundtable discussion will provide SME'S, Advisory Firms/Consultants and GP's with an opportunity to address and discuss the concerns amongst SME's of Private Equity, providing an opportunity to address these concerns, build confidence and raise awareness of private equity.*

17:00 Chairperson's closing remarks  
*Mirna Marovic, CVCA, Croatia*

17:10 Networking cocktail reception

Easy ways to register

Online  
[www.eeevents.co.uk](http://www.eeevents.co.uk)

Email  
[delegate@eeevents.co.uk](mailto:delegate@eeevents.co.uk)

Fax  
+ 44 (0) 207 681 2889

Telephone  
+44 (0) 207 275 8020



Our 2012 SEE Private Equity forum will enable you to learn about key market developments from industry experts who know the market in-depth.

If you are interested in speaking, sponsoring or participating in this event please contact your representative for more information.

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[www.eeevents.co.uk](http://www.eeevents.co.uk)

# Opportunities

Speaking, sponsoring and exhibiting

SEE Private Equity 2012 will provide the most up to date developments and challenges in this increasingly important sector, enabling you to learn about key issues affecting the development of your business, and providing you with a platform to meet and influence key stakeholders.

Our events enable you to:

- Promote your expertise
- Have focused discussions with industry leaders
- Generate lasting business relationships
- Develop long term partnerships

Business Development Manager  
Joe Canty  
joe.canty@eeevents.co.uk  
+44 (0) 207 275 8020



Feature Presentation



Networking break host



Cocktail reception host



Exhibition/Promotional Area



and more... contact Joe Canty for a full range of business development opportunities



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Business Development  
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# Join us in... Bucharest

Radisson Blu Hotel, Bucharest  
Further details to follow



www.eeevents.co.uk

## Registration form: 5th Annual SEE Private Equity Forum

- YES! Please register me for \_\_\_\_\_ place(s)
- ~~Super-Early Bird - £690-~~ **\*\*Expired 14 May 2012\*\***
- ~~Early Bird - £790~~ **\*\*Expires 11 June 2012\*\***
- Full Fee - £990** **Available from 12 June 2012**
- Concession: £390 (SMEs, Corporates, Academics and Students. Subject to approval)



- Exhibition space - £2,250 + VAT (3x2 m) (Includes 3 x full delegate pass and marketing as "Exhibitor")

Promotional Code / Discount Coupon / Booking Ref

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	<input type="text"/>	Country	<input type="text"/>
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PLEASE NOTE: A 10% service charge will be added to all conference fees. This is inclusive of programme materials, luncheon and refreshments.

### Terms and Conditions:

#### Registration Fee:

Registration fee together with service charges includes attendance at all sessions, documentation, access to speakers' presentations, brochures, refreshments, lunch and entry to social functions, cocktail receptions and gala dinners when organised. A 10% service charge will be added to all conference fees. This is inclusive of programme materials, luncheon and refreshments. Following completion and return of the registration form, full payment is required within 7 days from receipt of invoice. All bookings carry cancellation liability (as defined below) immediately after a sales contract has been received by E.E.L. Events Ltd.

#### Discounts:

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#### Accommodation and Travel:

The registration fee does not include hotel accommodation and travel.

#### Cancellations:

Cancellation received in writing before and on 11 May 2012 will be subject to a service charge of £250 per a delegate. The service charge is completely non-refundable and non creditable. The full conference fee remains payable after 11 May 2012 and is non refundable. No refunds, part refunds or alternative offers shall be made. Non-payment or nonattendance does not constitute cancellation. Substitutions are welcome at any time, and are subject to an administration fee of 10% of the total invoice.

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July 2012, Bucharest