

TRANSEO CONFERENCE 2012 - DETAILED PROGRAMME

24 May 2012 – Transeo Conference 2012, Day 1

> **Plenary session:** Global view of SME transfers: economic impact and policy measure

SME transfers (sales/acquisitions) represent a major challenge at European scale: based on a global view of the economic situation and its impact on SMEs, experts and decision-makers will discuss the consequences for transfers of SMEs in Europe. They will also take stock of existing policies, achievements and projects to face future challenges.

Speakers:

- > **Grégoire Buisson**, CEO, Epsilon Research, **France**
- > **Jean-Pierre Di Bartolomeo**, Chairman, Transeo Association, **Belgium**
- > **Philippe Ledent**, Senior Economist, ING Belgium, **Belgium**
- > **Jesus Casado Navarro-Rubio**, Secretary General, European Family Businesses, **Spain**
- > **Inigo Urresti**, Policy Officer, DG Enterprise & Industry, European Commission, **Spain**
- > **Jacqueline Snijders**, Member of the Board, Panteia/EIM Business & Policy Research, **The Netherlands**

Moderator:

Richard Wells

> **Plenary session:** Potential sellers : how to best find them, reach them and raise their awareness?

Potential SME sellers do not often consider transferring their business on time or at all. Then, what are the best ways to approach, reach, contact potential sellers who have not entered a business transfer process yet? What are the good practices to best reach them (communication strategies, tools, ...) and get them to think about business transfer in time and encourage support by professionals?

Speakers:

- > **Pierre Arens**, Head of Corporate Finance Origination, ING Luxembourg, **G.D. of Luxembourg**
- > **Birgit Felden**, Professor, Berlin School of Economics and Law, **Germany**
- > **Christine Margrève**, Manager, SOWACCESS, **Belgium**
- > **Sakari Oikarinen**, Managing Director, CEO, Confidentum Oy, **Finland**

Testimonial:

Giovanni Dolcetta

Moderator:

Richard Wells

> **European Café session:** roundtables

The European Café is a concept where participants have the opportunity to talk about a specific topic, get to know one another and network. Based on the choice of topic he/she makes when registering, each participant sits around one of the European Café tables to discuss one of the following topics.

- > **Topic 1:** Ethics: how about the lack of ethics among business transfer professionals: what are the good practices in the field? Are there existing admission procedures for the profession? Codes of ethics?
- > **Topic 2:** Cross-border exchange of opportunities: Cross-border SME transfers are a key challenge: what are the specific obstacles to transfer an SME beyond borders? Search for targets, matching, costs, culture, technical aspects, financing... What solutions could be implemented, what are the biggest challenges coming next?

> **Workshop 1:** Valuation of SMEs: how to take up the challenge?

What are the main challenges in the valuation of SMEs? How about the so-called «price mismatch»? What is the role of the seller's accountant? How to reach fair market value? How to collect relevant financial information? How about the valuation of intangible assets? What are the best practices in the field?

Speakers:

- **Alina Dudele**, Chairman of the Board, Business consultants group Ltd, **Latvia**
- **Bernd Rüegg**, CEO, M+A RüeggMittelstandsberatung GmbH, **Germany**
- **Alexandre Streel**, Senior Manager, BDO Corporate Finance, **Belgium**
- **Michel van Bremen**, Partner, First Dutch Capital, **The Netherlands**

Testimonial:

Florent de Felcourt, General Manager, Celsius Equipement, **France**

Moderator:

Eric Vandermeersch, Actoria, **Belgium**

> Workshop 2: The impact of emotions in the transfer process

Business transfer is a sensitive and highly emotional moment. What is the influence of emotions in the success of a business transfer? What is their impact on the deal process (deferment, price mismatch between seller and buyer, cancellation of deal...)?

Speakers:

- > **Annika Hall**, Professor, Jönköping International Business School, **Sweden**
- > **Sylvie Huard**, CEO, Harmonie Intervention, **Canada**
- > **Maarten A.J.M. van de Kimmenade**, Adviseur, de Familiebedrijvenadviesgroep, **The Netherlands**
- > **Laurent Weerts**, Managing Director, Institut de l'Entreprise Familiale, **Belgium**
- > **Edwin Weesie**, Lecturer, University of applied Sciences of Utrecht, **The Netherlands**

Testimonial:

François Martineau, Manager, FM Consulting, **France**

Moderator:

Toni Brunello, StudioCentroVeneto, **Italy**

> Workshop 3: Legal aspects – identifying good practices in business transfers

This workshop will focus on legal differences between countries, what one should be attentive to from a legal point of view when conducting a transfer in another country.

Speakers:

- > **Elena Argyropoulou**, Advocate, Andreas Neocleous, **Cyprus**
- > **Gaspard Brulé**, Partner, Vaughan Avocats, **France**
- > **Theis Klauberg**, Attorney at law, bnt Klauberg Krauklis ZAB, **Latvia**
- > **Hartmut Schneider**, Managing Partner, M & A Strategie GmbH, **Germany & Poland**

Moderator:

Yves Bessemans, Associate, Copilot, **Belgium**

> Workshop 4: Private and public financing for the acquisition of SMEs

Financing of SME transfers is a challenging issue: experts in this workshop will talk about the expectations of different kinds of financiers (Private equity, banks, public financing organizations) when it comes to financing SME acquisitions. They will also discuss the best ways to combine the different sources of private and public financing and the reasons behind the more or less presence of private equity funds in European countries.

Speakers:

- > **Patrick Angier**, Regional Director, Beer & Partners Limited, **United Kingdom**
- > **Pierre de Waha**, Invest Manager, Nivelinvest, **Belgium**
- > **Jean-Louis Leloir**, International Consulting Activities, OSEO, **France**
- > **Chris Raman**, Managing Partner, Ventures for Growth, **Belgium**
- > **Jonathan Widart**, Private Banker at ING Luxembourg, **G.D. of Luxembourg**

Moderator:

Maurice Olivier, CEO, BlueOcean Ventures, **Switzerland**

> **Plenary session:** Transeo on the go

This session will close the first day of Transeo Conference 2012, with an update on Transeo association's work, achievements and projects. Walloon Minister for Economy Jean-Claude Marcourt will also take stock of the SME transfer situation in Wallonia and will tackle the challenges to come next.

Speakers:

- > **Jean-Pierre Di Bartolomeo**, Chairman, Transeo Association, **Belgium**
- > **Jean-Claude Marcourt**, Minister of Economy of Wallonia, **Belgium**

Moderator:

Richard Wells

> **Gala Dinner**

Participants will be invited to take part in a gala dinner at the Stavelot Abbey, situated in the midst of protected natural surroundings, not far from the Hautes-Fagnes nature reserve, on the edge of the Amblève river, close to the famous Coo waterfall and the Spa-Francorchamps racetrack.

25 May 2012 – Transeo Conference 2012, Day 2

> **Plenary session:** Main lessons from the plenary sessions & workshops

During this plenary session opening day 2 of Transeo Conference 2012, participants will hear about the main lessons from the plenary sessions and workshops of 24 May.

Speakers:

- > **Yves Bessemans**, Partner, Associate, **Belgium**
- > **Toni Brunello**, CEO, StudioCentroVeneto, **Italy**
- > **André Douette**, Member of the Board of the Federation of European and International Associations and Former General Secretary of the European Mutual Guarantee Association, **Belgium**
- > **Maurice Olivier**, CEO, BlueOcean Venture, **Switzerland**
- > **Eric Vandermeersch**, Managing Partner, Actoria, **Belgium**

Moderator:

Richard Wells

> **Master Class 1:** Civil and fiscal impacts in M&A business in Europe today

In today's fast changing business transfer industry, professionals will have the opportunity to take part in this professional development course to either learn or enhance their knowledge about technical aspects of business transfers. This session will take stock of the major civil and fiscal aspects of SME transfers in the M&A business in Europe considering the changing political and economical environment.

Speakers:

- > **Jan Kengen**, Wealth Analysis Planner at ING Luxembourg, **G.D. of Luxembourg**
- > **Jonathan Widart**, Private Banker at ING Luxembourg, **G.D. of Luxembourg**

> **Master Class 2:** Transeo Academic Awards : presentation of 3 best academic papers on SME transfer

The three winners of the Transeo Academic Awards will present their research in the field of SME transfer: an excellent opportunity to hear about exclusive results of the best academic research in Europe and Quebec.

Speakers:

- > **Christina Constantinidis**, Researcher, Centre de Recherche Public Henri Tudor, **G.D. of Luxembourg**
- > **Susanne Durst**, Postdoctoral researcher, University of Lichtenstein, **Lichtenstein**
- > **Sophie Manigart**, Professor, Vlerick Leuven Gent Management School, **Belgium**

Moderator:

Lex van Teeffelen, Professor, HU Business School Utrecht, **The Netherlands**

> **Plenary session:** Academic Awards ceremony & closing speech

Academic Awards winners will be granted the Transeo Academic Awards and the Conference will be closed, with a view on the future challenges for the SME transfer sector.

Speakers:

- > **Jean-Marie Catabelle**, Member of the Board, Transeo Association, **France**
- > **Jean-Pierre Di Bartolomeo**, Chairman, Transeo Association, **Belgium**
- > **Rosalie van Rijk**, Member of the Board, Transeo Association, **The Netherlands**
- > **Lex van Teeffelen**, Professor, HU Business School Utrecht, **The Netherlands**

Moderator:

Richard Wells