



الملتقى والمعرض الأردني الأول للتأجير التمويلي
1st Jordanian Exhibition and Conference for Capital Leasing

The Jordanian Exhibition and Conference for Capital Leasing (JOCEL)

WWW.JOCEL.COM



الملتقى والمعرض الأردني الأول للتأجير التمويلي
1st Jordanian Exhibition and Conference for Capital Leasing

15th & 16th February 2010

Sheraton Hotel
Amman - Jordan

Organized By:
Jordan House
Meetings- Incentives- Conference- Exhibitions

Jordan House
Meetings • Incentives • Conferences • Exhibitions

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Event Overview

Conference Name: The 1st Jordanian Exhibition and Conference for Capital Leasing (JOECL).

Concept: The idea of holding this exhibition and conference emerges from our recognition of the importance of small and medium businesses in developing human resources, whether scientific, professional, or administrative, in addition to the importance of spreading financial and economic awareness and culture in the region.

Frequency: This conference and its attendant exhibition will be held once every 2 years starting from 2010.

Days and dates of conference: 15 – 16 Feb 2010 / duration of 2 days.

At: Sheraton Hotel, Amman - Jordan.

Organizers by : Jordan House LLC

URL: www.joecl.com

Exhibitors: Representatives from local, Arab, and international companies interested in offering their services in local and Arab markets.

Definition of Capital Leases:

Capital leases are leasing agreements between a financial leasing company (the lessor) and a client (the lessee), which allows the lessee to make use of the product (the asset) throughout a specific period of time in return for pre-arranged periodic payments (leasing installments). Ownership of the asset is automatically transferred to the lessee at the end of the lease agreement, or purchased for an agreed-upon sum before the end of the agreement.

Capital leases are non-cancelable, and the lessee is obliged to pay each installment as specified by the leasing agreement. The agreement includes all administrative costs relating to the payment of installments. In most cases, capital leasing agreements do not require guarantors.

Types of Capital Leases:

- **Finance leasing:**

A finance lease is an agreement which allows the lessee to use an asset that is originally owned by the lessor for a specific period of time. This lease is one of the types of loan financing, with the lessor retaining ownership of the asset, while the lessee acquires all the gains and risks of ownership and the use the asset in return for medium- or long-term installments.

- **Operating leasing:**

An operating lease is more like a long-term rental through which the client only pays when using the equipment. The client returns the asset to the leasing company once finished using it.

Objectives:

- To increase production and development of small and medium projects.
- To support various economic activities and encourage expansion and modernization operations.
- To develop the concept of financing and provide different alternatives.
- To create competition in the financial leasing market as it increases the financing alternatives available to companies, unlike bank loans which require guarantees and countless documents. The capital lease is considered lower risk financing as the ownership of the leased asset remains with the lessor, eliminating the need for additional guarantees.
- To market products and services face to face.
- To maintain free direct interaction between clients (lessee) and the services provided by capital leasing companies.

Advantages of Financial Leasing for the Client (Lessee):

- Financing rate of up to 100%.
- Using the leased asset as a source of payment and a main guarantee.
- Possibility of setting a fixed rate for the installment and return during the leasing period.
- Tax advantages.
- The rate of the leasing installment is in proportion with the client's (lessee) cash flow.
- Duration of the leasing period is in proportion with the production age of the leased asset.
- Encourages continuous updating of assets to keep pace with technological developments.
- Providing financing alternatives for the lessee.
- The unique attributes of capital leasing that make it a powerful alternative to other types of bank credit, and are also in keeping with the Islamic Shari'a. Capital leasing constitutes an important means of medium- and long-term financing for all companies, in general, and small and medium companies, in particular, as capital leasing provides these companies with the opportunity to expand their production base.
- The product can be paid for over time in installments, without the need to take out a loan to handle the transaction.
- The lessee can start to enjoy the product immediately.

Issues to Be Discussed in the Conference:

- The inception and development of capital leasing.
- Types of leasing and the main characteristics of each type.
- The definition of leasing, and its terms and conditions.
- Advantages of leasing for the lessee, lessor, and supplier.
- The financial, technical, market, and legal risks of capital leasing.
- Means of avoiding these risks.
- The main differences between capital leasing and regular finance funding.
- Accounting and tax processing of capital leasing.
- The legal environment of capital leasing.
- Essential elements for the success of capital leasing in Arab countries.
- Different practical situations.

The Exhibition:

The exhibition will highlight and display the products and services offered by participating capital leasing companies, such as the assets they lease.

Assets that Can Be Leased:

For individuals:

- 1) Cars.
- 2) Real estate (house, apartment, land, office, store).
- 3) Medical equipment and others.

For institutions and companies:

- 1) Industrial equipment and machinery.
- 2) Medical equipment and devices.
- 3) Office equipment.
- 4) Various means of transportation.
- 5) Real estate.
- 6) Other assets.

Participants and Beneficiaries:

International organizations:

- European Union (EU).
- United Nations Development Program (UNDP).
- International Finance Corporation (IFC).
- United States Agency for International Development (USAID).

Ministries and government organizations:

- Ministry of Industry and Trade.
- Ministry of Planning and International Cooperation.
- Ministry of Finance (Department of Income and Sales Tax, and Department of Land and Survey).
- Public Security Directorate (Licensing Department).
- Amman Chamber of Industry.
- Central Bank of Jordan.
- The leasing sector.
- Development and Employment Fund (DEF).
- Business Development Center (BDC).
- The Orphan Fund Organization.
- The Association of Banks in Jordan.
- Microfund for women.

The private sector:

- The individual sector.
- The transportation sector.
- The industrial sector.
- The medical sector.
- The contracting sector.
- The tourism sector.
- The education sector.
- The communications and other services sector.
- Managers, assistants, credit and investment officers, and accountants working in banks, leasing companies, investment companies, and insurance companies, in addition to financial managers in different companies.

Marketing & Publicity:

The conference and exhibition will be marketed locally and internationally through advertisements in daily newspapers, and monthly and weekly magazines. A press conference will also be held on the side lines, to which representatives from key television stations, newspapers, and magazines will be invited.

The conference will also be announced through an extensive email campaign, with tens of thousands of emails being sent to those interested in the matter.

Sponsoring Costs:

As this conference will receive great local, Arab, and international participation, we cordially invite your company or organization to sponsor such a significant conference. Sponsorship will include the following privileges:

- The sponsor's logo on the main podium and on all printed and publicity material related to the conference and exhibition.
- The sponsor's logo in all published advertisements in daily and weekly newspapers and magazines relating to the conference and exhibition. The sponsoring company's website will also be linked to the conference's website.
- A working sheet will be presented during one of the conference's sessions, in coordination with the conference's technical committee.
- Three participants from the sponsoring party will be exempted from the conference participation fee.
- A free, fully-equipped, 9 square meter suite.
- A free full-page advertisement on the inside cover of the exhibition manual which is distributed to all visitors and participants.
- An official spokesperson for the sponsor will be invited to participate in the press conference.
- Press releases about the sponsor's participation in the exhibition will be distributed among the press in the press room.
- The sponsoring party will be honored in the closing ceremony.

Sponsorship costs: USD 10,000.



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Advertising Inside the Exhibition Manual:

One Full Page Ad: USD 800
½ Page Ads: USD 400

Outside Back Cover Ad: USD 1,200
Inside Back Cover Ad: USD 1,000

Participating in the Exhibition:

We welcome your participation in the Jordanian Exhibition and Conference for Capital Leasing with key public and private sector organizations which specialize in the field.

Costs of participating with provided services (at least 9 square meters):

- **Cost of each square meter without fittings: USD 200.**
- **Cost of each square meter with fittings: USD 275.**

For Participation or Enquires Please Contact Us at:

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