



## 2<sup>nd</sup> World Credit Congress & Exhibition

The Global Summit for Credit and Collection Professionals

NOVEMBER 24th and 25th 2009

Dublin - Ireland

### Dublin Set to Take Centre Stage as International Credit & Risk Management Experts Convene for World Congress

- ~ Alan Dukes & Pat Cox to Headline Congress
- ~ Fortis Chief Economist discusses 'The New Role of the Financial Industry'
- ~ World Bank, Credit Bureau and Risk Management Advisor, shares thoughts on 'Steps to Rebuilding Credit after a Crisis'
- ~ Irish CEO of IICM calls for Centre of Excellence in Credit Management
- ~ "Recognition and Praise" imperative in keeping collections staff motivated in economic downturn
- ~ Over 20 Credit & Risk Management professionals share insights at Congress
- ~ CEO, CFOs, Account Management and Credit Professionals set to benefit from top level discussions and advice

**Dublin: September 18th, 2009:** Credit and Risk Management professionals from over 30 countries will convene in Dublin in November to exchange valuable ideas, knowledge and research on how credit and risk management professionals need to change and the roll of credit management in global economic recovery. The 2<sup>nd</sup> World Congress is being held in association with the Irish Institute of Credit Management (IICM). The two day congress and exhibition which will play host to up to 1000 credit management professionals, is being held on November 24th and 25th in Dublin at the Burlington Hotels, Ballsbridge, Dublin 4.

Freddy Van den Spiegel, Chief Economist, Fortis will be addressing the Congress on 'The New Role of the Financial Industry'. Congress attendees will hear his thoughts on whether the new regulations being implemented will deliver a stronger and more stable global financial infrastructure. "It is clear that the wave of new regulations for banks and financial markets will have a huge impact on their behavior. Financial innovation, and free, integrated financial markets were once considered to be important for economic growth but are now considered to be at the origin of the crisis," commented Van den Spiegel.

"It is still unclear how the financial industry will adapt to this new environment and what will be the impact on its traditional function of financing the economy. New regulations tackle specific elements of the financial architecture, but their cumulative effect is not tested. Furthermore, there is no broad agreement on the role and design of the worldwide financial system after the crisis. The law of "unintended consequences" could well be tested," commented Van den Spiegel.

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### Excellence in Credit Management

Education and support at board level for credit collections professionals are crucial steps in the road to recovery. As businesses have found they need to expand their reach beyond the confines of their shores of origin in order to and grow and compete more successfully and consumers purchasing ability has extended beyond their own borders, the lines drawn by financial institutions and credit facilitators become blurred and less regulated as laws relating to payment and collection for goods and services purchased can become more undefined depending on the translation of policy between one country and another.

### Excellence in Standards

Global standards of excellence and practice need to be brought to the forefront of international discussion; such is the forum at the World Credit Congress. "Cash is King", according to Declan Flood, CEO of the Irish Institute of Credit Management, "and cash flow is the lifeblood for any business. We need to deliver on Credit Excellence at the outset, assess risk and doing due diligence from the outset. In the past successful organisations worked on the basis that every member of staff was a salesperson. Today, every member of staff must combine credit and sales into their overall approach in order to achieve Credit Excellence," added Flood.

### Credit Management Heroes in Tough Times

For the thousands of credit collections and accounts receivable professionals, the current economic climate has changed the scope of their job. As companies put pressure on collections staff to get much needed cash in while on the other side, stonewalling, ignoring calls and increasingly heartbreaking stories of businesses unable to survive, leaving creditors with little or no recourse other than joining a long queue of creditors to see what they can salvage. It has the potential to become a chain reaction, evidenced by the high number of businesses closing their doors as the rest shore up cracks in order to weather the economic storm. The effects and pressures can often be difficult to manage.

Tim Paulsen, principle of T. R. Paulsen & Associates, Toronto, Canada and Managing Director for I.C.P.C., (The International Centre for Professional Collections, Inc.) and noted for his humorous yet effective talks to credit professionals around the world, will lightly deliver serious message to business owners and professionals who rely on the efforts of their credit collections team.

"For most of us, our business is finance, but oddly enough, money is not that much of a motivator when it comes to our staff. Mary Kay Ash, the founder of a cosmetics empire said there are two things that people want more than sex and money - and that is recognition and praise. I say that if you can come up with a collection program that combines all four, you'll never have to work again in your life."



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With the recent NAMA regulation, taxes and still no sign of credit lines being opened up to small business, this is an important Congress for CEOs and CFOs along with credit managers and accounts professionals to attend. The two day congress and exhibition which will play host to credit management professionals from Ireland and around the world, is being held on November 24th and 25th in Dublin at the Burlington Hotels, Ballsbridge, Dublin 4.

For further information on the Second World Credit Congress, its agenda, speakers, history and registration you can go to <http://www.creditcongress.com/2009/home.html>

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### About the World Credit Congress

The first World Credit Congress was carried out in Mexico City in the year 2007, at a time where the topic of international recession was not yet considered. The World Credit Congress & Exhibition is an international event. All meetings and seminars will have a global focus. The entire programme is designed to stimulate the exchange of know-how at an international level. The importance of credit and collections officers throughout the world will be reinforced and supported. We will examine their role as a means of creating stability within commercial and financial activities. The congress is conceived as an open space for the free exchange of ideas, the promotion of innovation and the support for co-operative business.

The aim of the congress is to strengthen the credit culture and to promote new information, to explore advances in technology by associating them to the credit and collections industry in the world. The congress will satisfy the business, social and human interests of all participants through a series of informative seminars.

### About the Speakers:

For detailed information on confirmed speakers at the event please go to <http://www.creditcongress.com/2009/agenda.html>

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