



Credit Expo Belgium 2023

CREDIT MANAGEMENT EVENT – CONGRESS – NETWORKING

Info: participation as an event partner

Thursday 20 april 2023, De Montil – Affligem

7th edition Credit Expo

2015 - 2016 - 2017 - 2018 - 2019 - 2022 - 2023



2015 - Flanders Expo Gent (14 October)



2016 - Brabantthal Leuven (20 October)



2017 - Flanders Expo (19 October)



2018 - Docks Dome Brussel (18 October)



2019 - Brabantthal Leuven (21 November)



2022 - De Montil Affligem (21 April)

Edition 2023 : concept

The 7th edition of Credit Expo aims to offer some **25 credit management service providers** a platform to network with some **250 Flemish credit managers**, debtor managers and financial decision-makers.

At this **one-day congress**, visitors can gain inspiration and knowledge during high-quality **keynotes and seminars** on the social added value of credit management.

During the various breaks, partners can actively **network** with visitors at their own '**meeting point**' (no traditional exhibition stands).

Quality **free catering** is provided for everyone in the networking area.

In collaboration with:



The date and/or location can still be changed in function of the governmental measures concerning COVID.

Target group event partners

Fintech innovators and game changers in the order-to-cash chain.

About 25 partners, so each partner can network with enough visitors.

Sectors

- Credit management software
- E-invoicing software - electronic invoicing
- Mandate payment service providers
- Data suppliers B2C and B2B
- Trade information - credit information
- Software for big data analytics
- Credit insurers
- Factoring companies
- Training institutes
- Detachment agencies
- Bailiffs
- Collection agencies
- Consultancy
- Outsourcing

Partners

2015 - 2022

Target group visitors

- **Target:** 250 qualitative visitors, primarily from Flanders and Brussels.
- **Decision makers in the order-to-cash chain:** Credit manager, Credit risk manager, Head of receivables management, Manager collections, Financial manager, Risk manager, Treasury manager, ICT manager.
- **Free participation as a visitor** (belonging to the target group) at the invitation of the partners or the organiser.
Not belonging to the target group : 500 € (ex VAT).



Congress programme

- Credit Expo '23 is a congress with a focus on networking.
- Neutral top speakers for the keynotes.
- Dutch and English presentations.
- Qualitative content that convinces the financial management to send their credit managers to the event.
- No product presentations!



Congress programme: theme

The social added value of credit management

As a result of the energy crisis and unprecedentedly high inflation, the likelihood of businesses and households falling into problematic debt has been at an all-time high. What should be done when companies or consumers are (temporarily) unable to meet their payment obligations? Opinions in politics and the media often vary widely.

A view shared by all market players is now that the social costs resulting from late payments should not be unnecessarily high. This is often the case now because the current system is still mainly focused on resolving late payments at the moment when significant economic and social damage is already occurring.

At Credit Expo Belgium 2023, we will look for sustainable solutions for companies and consumers to identify the emergence of late payments at an early stage, with the aim of creating added value for society.

The central question will be how the current system can be improved by transforming it into a system focused on an integrated, preventive and, above all, transparent approach to the emergence and resolution of late payments.

Congress programme

(2023 : www.creditexpo.be/event/programma - online in 02-2023)

Zaal Hercules (partnerstands)	Zaal Andromeda	Zaal Jupiter	Zaal Pluto	Zaal Hercules (partnerstands)	Zaal Andromeda	Zaal Jupiter	Zaal Pluto
08u30 - 09u15 Ontvangst & registratie	09u15 - 09u30 Opening Credit Expo België 2022 Mariska Blommaert, Dagvoorzitter & presentatrice				13u30 - 14u00 Award Pitch Mail to Pay Luc Verstraete, Directeur Mail to Pay Belgium	13u30 - 14u00 Elektronische handtekening: conforme digitalisering en verbetering van processen. Esther Makaay, Business & eID Analyst/Architect Signicat	13u30 - 14u00 5 jaar invordering onbetwiste schulden, een evaluatie. Jeroen De Man, Founder Unpaid & Dirk Dewulf, General Manager Unpaid
	09u30 - 10u10 : keynote Pre-digital or Post-digital: The fundamentals of credit are always the same Dedan Flood, Chief Executive Irish Credit Management Training			15u40 - 16u00 Netwerkpauze	14u30 - 15u00 Award Pitch Just An Lemaere, Founder Just	14u30 - 15u00 Credit Manager op zoek naar uitdaging Jantien van der Meulen, Sales Director Twikey	14u30 - 15u00 Optimalisatie van intern en extern Credit Management. Koen Van De Walle, Managing Partner & Jeroen Rondags, Manager Outsourcing iCredit
10u15 - 11u15 Netwerkpauze	10u15 - 10u45 Bent u een digitale CFO? Van 'transactiefabriek' naar Strategische partner. Patrick Dalle, Product Market Isabel Group	10u15 - 10u45 Gedigitaliseerde communicatie voor Amerikaanse klanten: hoe bereikt u succesvol credit management? Jochen Vanden Broeck, President & CEO	10u15 - 10u45 Trends in credit management Tom Verbeke, Founder & CEO		15u10 - 15u40 Impact van de crisis op de Belgische ondernemingen en noodzaak tot optimaal beheer van de debiteurenportefeuille. Pascal Risch, Analyst Trends Business Information & Hans-Peter Vloemans, Managing Director CreditDevice International	15u10 - 15u40 Komt er een tsunami aan faillissementen? Hoe beschermik metelgen onvermogen? Joost Peeters, Studio Legale	15u10 - 15u40 Live demonstration of the Van Marcke O2C strategic plan Sabine Stein, SAP FICO Consultant Van Marcke & Mohammed Merkachi, Corporate Head of GTM Own IP, SOA People Europe
	11u15 - 11u45 Award Pitch Van Marcke Stefanie Van den Bossche, Credit Manager en Sabine Stein, SAP FICO Consultant Van Marcke Trade Supply	11u15 - 11u45 Wie krijgt wel de prijs op de Belgische ondernemingen en noodzaak tot optimaal beheer van de debiteurenportefeuille. Pascal Risch, Analyst Trends Business Information & Hans-Peter Vloemans, Managing Director CreditDevice International	11u15 - 11u45 Stagnation ahead: How can data help your business during an economic crisis? Philippe Vanschaubeek, Advisor Credit Risk Solutions Coface		15u40 - 16u00 Netwerkpauze	16u00 - 17u00 : keynote Hoe echt communiceren in een scrollende wereld? Stefanie Van Moen, Founder Vox Consul	
	11u50 - 12u20 Duurzaamheid, de nieuwe disrupter van credit management. Guy Colpaert, Managing Director BNL Intrum	11u50 - 12u20 AR moves to a different beat. Brian Morgan, Director Product Marketing BlackLine	11u50 - 12u20 360 view of risk. Eefje van Craen, Industry Practice Lead Moody's Analytics		17u00 - 18u30 Happy hour & Uitreiking IvKM Credit Management Innovation Award 2022		
12u20 - 13u30 Gratislunch & netwerkpauze							

Edition 2022

Presentation

Mariska Blommaert

Mariska Blommaert is a presenter with the necessary 'schwung'. Experienced, professional and with her soft voice and infectious enthusiasm, she charms every audience. As a business presenter, Mariska is a welcome face and versatile professional. From academic sessions to conferences. From policy plans to leading an event. With a touch of humour and ad rem she talks every event through.

At Credit Expo Belgium 2023, she will again be chairman of the day.



Networking area with 'meeting points'

- Focus on networking and 1-on-1 meetings between partners and visitors ('meeting point' per partner in the networking area).
- No classic exhibition stands, but 'meeting points' (no costs for an exhibition stand).
- Sufficient breaks with catering to network with all visitors.
- Each partner will organise entertainment in its own networking area to stimulate interaction with the visitors.
- The partners commit to actively invite relations.



'Meeting points' : dimensions of the 'totems'



SILVER

1 m wide x 2,5 m high



GOLD

2 m wide x 2,5 m high



PLATINUM

3 m wide x 2,5 m high

Catering

High-quality free catering for everyone in the networking area

No additional costs for visitors and partners.

- Light breakfast buffet: coffee/ orange juice & breakfast cakes
- Lunch buffet & non-alcoholic drinks
- Breaks: coffee/tea/juice/water
- Reception: drinks & dessert



IvKM Credit Management Innovation Award

Judging and presentation of the 4th edition of the IvKM Credit Management Innovation Award during the closing reception of Credit Expo.

The IvKM jury rewards innovation projects that have led to a demonstrable positive breakthrough in the way credit management takes place in Belgium.

Winners of the previous editions:

www.justified.be (2022)

www.unpaid.be (2019)

www.la-on.eu (2018)

More info & participate:

www.creditexpo.be/ivkm-innovation-award



Location

De Montil - Affligem



- Central location.
- Easy to reach at the exit of the E40 Brussels-Ostend.
- Ample free parking.

www.demontil.com/business



Participating as an event partner

Investment & return

	PARTNER PLATINUM	PARTNER GOLD	PARTNER SILVER
INVESTMENT (EX VAT)	11.000 €	8.000 €	5.000 €
1 'meeting point' in the networking area (= totem, logo panel, standing table, chairs)	3m wide x 2,5m high	2m wide x 2,5m high	1m wide x 2,5m high
1 flat screen (incl. hdmi cable for laptop) for your presentations	•	•	
No costs for a classic exhibition stand	•	•	•
Your relevant content on the Credit Expo website (company profile & news & articles)	•	•	•
Catering (light breakfast & lunch buffet & drinks & reception)	•	•	•
Number of own employees at the event	9	6	3
Free entrance tickets for business relations (in target group)	24	12	6
Press release or advertorial or interview in e-newsletter event	2	1	
Seminar of 30' as part of the congress programme	2	1	
Your logo on all communications about the event	•		
You can deliver the keynote speaker (topic to be determined in consultation with the organisation; own investment)	•		

Want to participate as an event partner?

Please contact the organisers.



Next Level Academy BV

Jan Vrijmanstraat 293
1087 MN Amsterdam, Nederland

T: +31(0)20 672 1371

E: info@creditexpo.be

Serge van Groningen

Founder & product manager

de Marketeer

b-to-b marketing-communicatie services

de Marketeer BV

Zuidstationstraat 10 - 002
9000 Gent, België

T: +32 (0)473 894 220

E: bart@creditexpo.be

Bart Spiessens

Marketing & communication & sales