



# CREDIT EXPO BELGIUM 2024

**Congress for credit management, order-to-cash, collections...**

Thursday 25 April 2024 – De Montil – Affligem

**Information : participate as an event partner**

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# 8th edition Credit Expo Belgium

2015 - 2016 - 2017 - 2018 - 2019 - 2022 - 2023 - 2024



**2015** – Flanders Expo Ghent (14 October)



**2016** – Brabant Leuven (20 October)



**2017** – Flanders Expo Ghent (19 October)



**2018** – Docks Dome Brussels (18 October)

# 8th edition Credit Expo Belgium

2015 - 2016 - 2017 - 2018 - 2019 - 2022 - 2023 - 2024





# Edition 2024 : concept

The 8th edition of Credit Expo Belgium builds on the successful editions of 2022 and 2023.

It aims to provide a neutral platform for about **25 credit management suppliers** to network with some **250 Flemish credit managers**, debtor managers and financial decision-makers.

At this **one-day conference**, visitors can gain inspiration and knowledge during high-quality **keynotes and seminars** on new developments in

credit management, debtor management, order-to-cash, debt collection, etc.

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

**Free high-quality catering** is provided for everyone in the networking area..

In association with:



# Target group of event partners

## **Fintech innovators and gamechangers in the order-to-cash chain.**

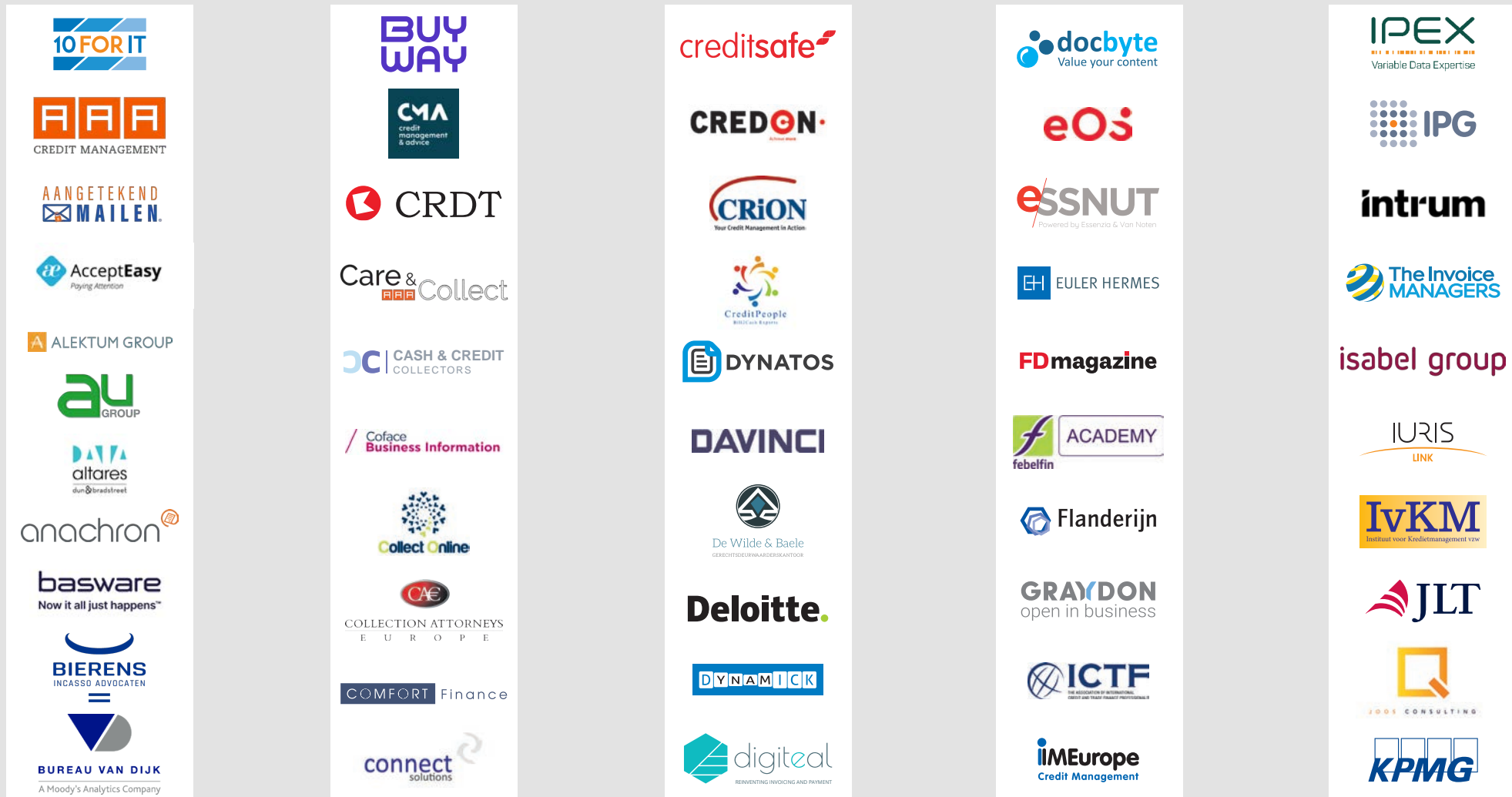
About 25 partners, allowing each partner to network with enough visitors.

### **Sectors**

- Credit management software
- E-invoicing software
- Electronic invoicing and payment
- Software for big data analyses
- Mandate payment service providers
- Data suppliers B2C and B2B
- Trade information - credit information
- Collection agencies B2C and B2B
- Credit insurance
- Factoring
- Training
- Secondment
- Bailiffs
- Consultancy
- Outsourcing
- Purchase of outstanding receivables
- Recruitment & selection
- Media
- Debt counselling
- ...

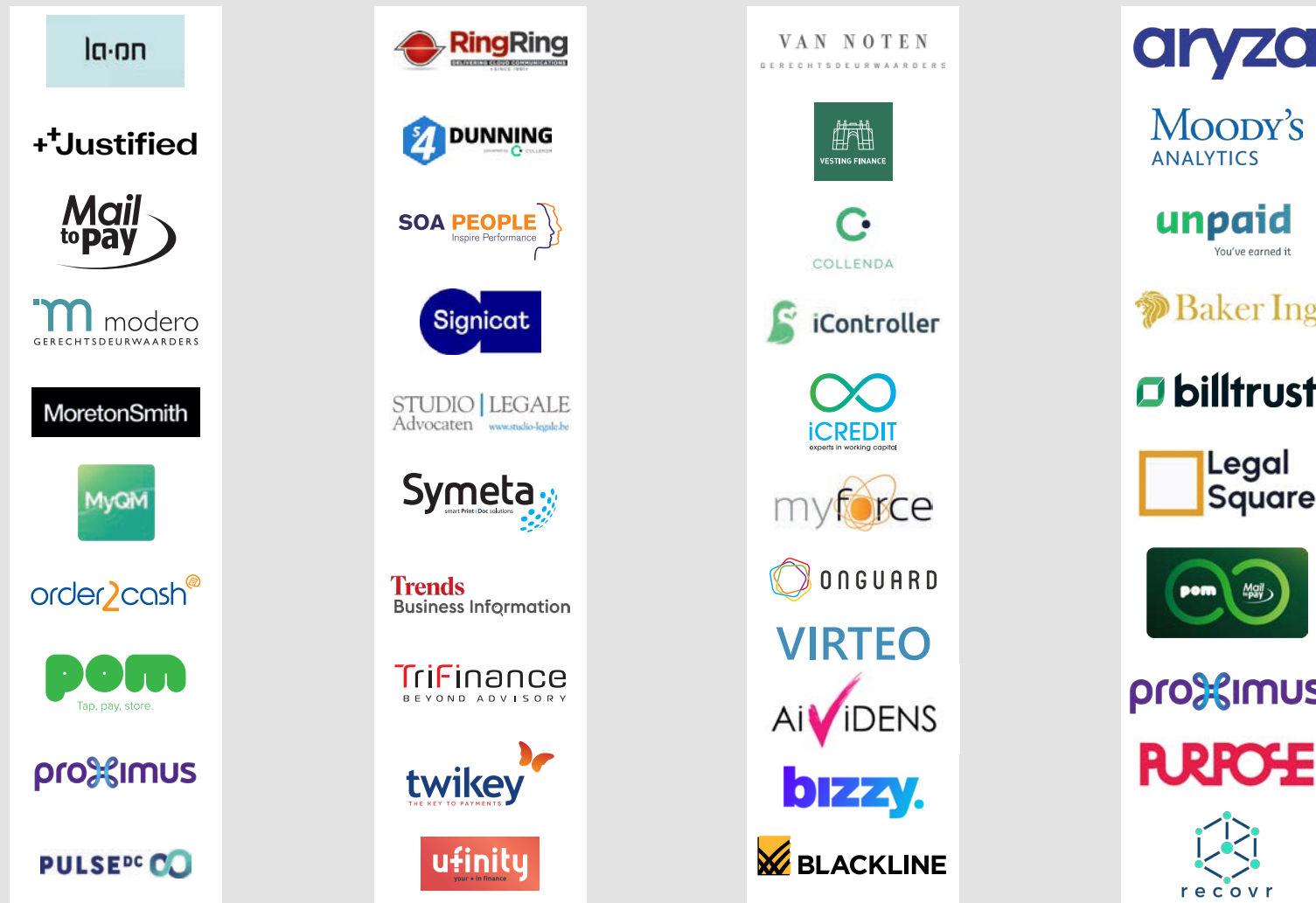
# Partners / exhibitors

## 2015 - 2023



# Partners / exhibitors

## 2015 - 2023





# 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, Finance 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 Belgium 2024 is a conference with a focus on networking.
- Over 20 seminars, workshops, presentations...
- Neutral top speakers for the keynotes.
- Dutch- and English-language presentations.
- Quality content that convinces finance executives to send their credit managers to the event.
- No product presentations!





# Congress programme: theme

## “Credit management & AI (Artificial Intelligence)”

Credit Expo Belgium 2024 will focus on the theme of Artificial Intelligence (AI). We look at the impact of AI on credit management, but also on related areas such as legal, human resources and IT.

AI has the potential to significantly change the way credit management is applied in organisations.

Using AI, organisations are better able to assess risks more accurately,

optimise decision-making and improve or speed up various operational processes.

But this pioneering technology also brings important questions.

***What does the rise of AI mean for the industry labour market?***

***What legal challenges lie ahead?***

***What ethical considerations should***

***we make when deploying AI in credit management?***

During Credit Expo Belgium 2024, experts will share their insights on these crucial issues and offer visitors numerous starting points for getting started or refining AI responsibly and effectively.

In addition, other current topics will also be covered in the extensive seminar programme.



**([www.creditexpo.be/event/programma](http://www.creditexpo.be/event/programma) : online as of 03-2024)**

Zaal: Hercules netwerkruimte met partnerstadi Zaal: Andromeda Zaal: Jupiter Zaal: Saturnus Zaal: Pluto

08u30 - 09u15 : ontvangst  
09u15 - 09u30 : opening

09u30 - 10u00  
Van uitdaging naar kans:  
Compliance,  
Credit Risk en  
Duurzaamheid  
**Dimitry Bagnoud**,  
Sales Director Billtrust

10u15 - 10u45  
Innovation Award  
**Pitch : Credit People & Purpose**

10u15 - 10u45  
Accessing the Hidden Potential of Accounts Receivable from a Back-Office to Strategic Partner  
**Brian Morgan**, Director Product Marketing At Blackline

10u15 - 10u45  
Coming soon in de strijd tegen phishing, betaalverzoeken van bedrijven in de Pay.com by Bancontact app.  
**Tom Jans (POM)**, Bloomb Creanetrouck (POM) en Cyberexpert Tim Coels

10u15 - 10u45  
Eiglijk slingshot in het Credit Management  
**Daniel Atkins**, Business Analyst JURIS LINK

10u45 - 11u15 : netwerkpauze

11u15 - 11u45  
Innovation Award  
**Pitch : Legal Square**

11u15 - 11u45  
Get ready: E-facturing compliance en de impact op je distributiebusiness  
**Dimitry Bagnoud**, Sales Director Billtrust

11u15 - 11u45  
Invordering van facturen en nieuwe wetgeving  
**Mrs. J. De Weert**, CEO van Regaleo Cato

11u15 - 11u45  
Technology, the will simplify and make credit processes  
**Olivier L.**, SOA People

11u50 - 12u20  
Innovation Award  
**Pitch: POM**

11u50 - 12u20  
We creëren samen de toekomst van de job  
**Dr. J. De Weert**, CEO van Regaleo Cato

11u50 - 12u20  
De toekomst van de facturatie en de invordering  
**Dr. J. De Weert**, CEO van Regaleo Cato

11u50 - 12u20  
The future of cash  
**Dr. J. De Weert**, CEO van Regaleo Cato

12u20 - 13u00 : netwerkpauze

13u30 - 14u00  
Innovation Award  
**Pitch : AVIDENS**

13u30 - 14u00  
Revolutionising Credit Collection and Visibility: The Impact of Automation  
**Brian Morgan**, Director Product Marketing At Blackline

14u30 - 15u00  
De top presentatoren voor particulieren en vloek of een zegen?  
**Joris Dewulf** & Jeroen De Maess (Upaid)

14u30 - 15u00  
Early Risk Detection  
**Pascal Flichy**, Trends Business Information

14u00 - 14u30 : netwerkpauze

14u30 - 15u00  
Innovation Award  
**Pitch : Twikey**

14u30 - 15u00  
Hoe financiële teams de klantbeleving naar een hoger niveau kunnen tillen  
**Fredrik Van Den Hoof**, or Sales Executive Billtrust

14u30 - 15u00  
Nieuwsgierig na accreditatie en de effecten op je financiële voetafdruk  
**Guy Colpaert** (MO Intrum Benelux), Rickha Yanevenant (Sales Director België) & mystery guest

14u30 - 15u00  
Hoe kan u per SMS/RCS uw klanten op een interactieve manier doorhalen van het betalen van een factuur tot het uitvoeren van een actie  
**Daniël Bentele Nève** (Proximity) & Patrick Huylenbroeck (Magical)

15u30 - 16u00  
Duurzaamheid: Mits voor Credit Managers?  
**Ludo Thoenissen**, voorzitter Instituut voor Kredietmanagement

15u30 - 16u00  
Paneldebat  
**Het welzijnswerp "Schuldens van de consument": impact op de betrokken partijen?**

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15u00 - 16u00 : netwerkpauze

16u45 - 17u15  
bekendmaking & uitreiking iKRM Credit Management Innovation Award

17u15 - 18u00 : happy hour

20 april 2023  
**CREDIT expo**

# 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 classical exhibition stands, but 'meeting points' (no costs for an exhibition stand).
- Open space so that all partners have sufficient visibility.
- Sufficient breaks with catering, to network with all visitors.
- Each partner organises entertainment in its own networking space to encourage interaction with visitors.
- Partners commit to actively invite relations.



# 'Meeting points' : dimensions of the 'totems'

Drawing for illustration purposes only

## PLATINUM

3 m B x 2,5 m H



## GOLD

2 m B x 2,5 m H



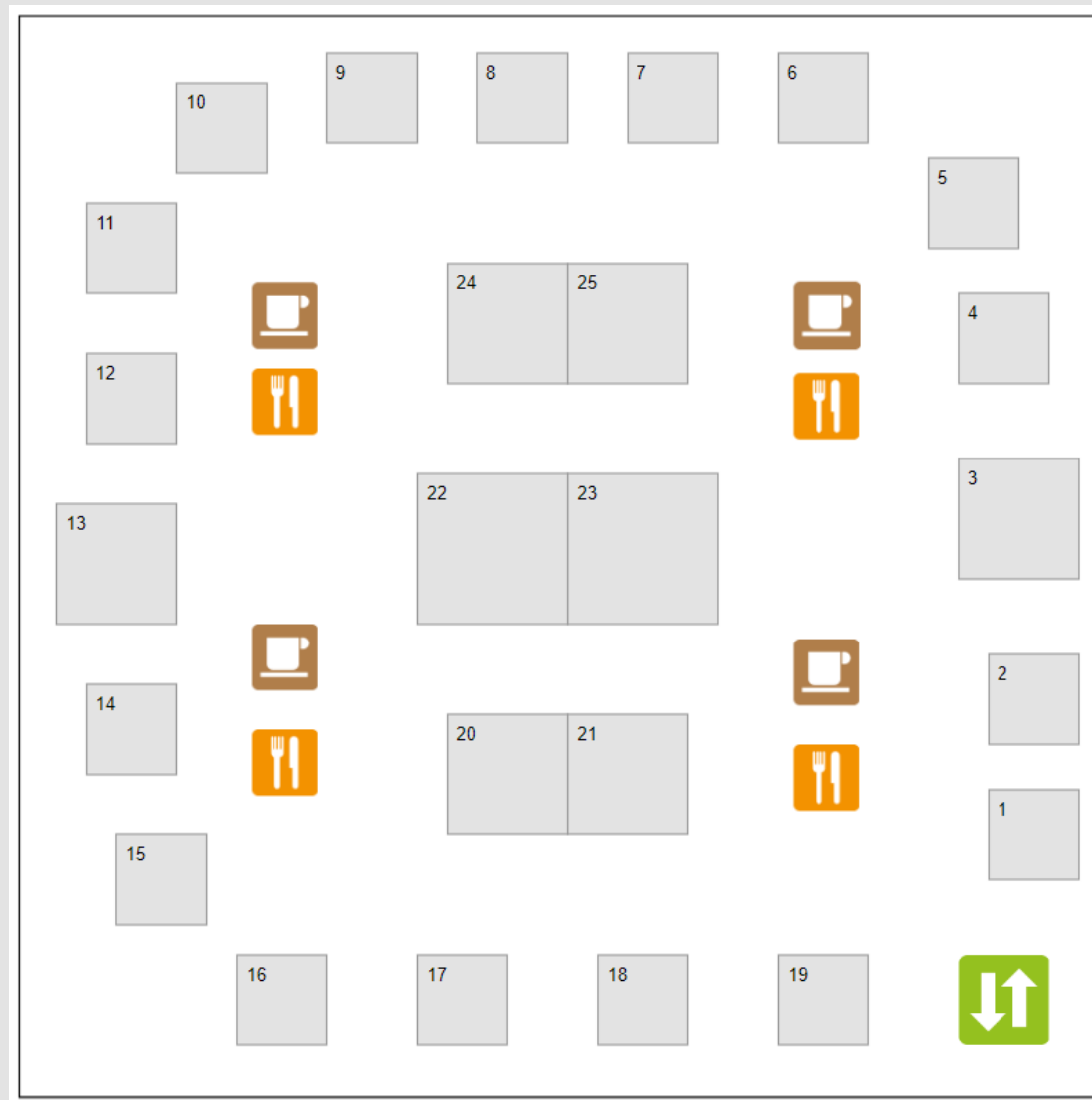
## SILVER

1 m B x 2,5 m H





# Networking area : floor plan



# Catering

## Quality free catering for everyone in the networking area

No additional costs for visitors and partners.

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





# IvKM Credit Management Innovation Award 2024

Judging and presentation of the 5th edition of the IvKM Credit Management Innovation Award during Credit Expo's closing networking drink. The IvKM jury rewards innovation projects that have led to a demonstrable positive breakthrough in the way credit management is conducted in Belgium. As a partner of Credit Expo, you can apply with a project.

Winners of the previous editions:

[www.la-on.eu](http://www.la-on.eu) (2018)

[www.unpaid.be](http://www.unpaid.be) (2019)

[www.justified.be](http://www.justified.be) (2022)

[www.aividens.com](http://www.aividens.com) (2023)

More info & participating:

[www.creditexpo.be/ivkm-innovation-award](http://www.creditexpo.be/ivkm-innovation-award)





# Venue

'De Montil' - Affligem



- Central location.
- Easily accessible at the E40 Brussels-Ostend exit.
- Ample free parking.

[www.demontil.com/business](http://www.demontil.com/business)



# Media partnership

## TV programme “Z - Credit Management”



As in 2023, Credit Expo has entered into a partnership with Belgian business TV channel ‘Kanaal Z’ to produce a TV programme on credit management, “Z-Credit Management”.

Nearly 300,000 viewers will be informed and inspired about the various ‘order-to-cash’ services and solutions in spring 2024. Complementing the event, the TV programme is an additional communication platform to make credit management better known among Flemish SMEs. Each episode features one Credit Expo partner explaining their product or service, in line with the theme of the broadcast.

The participating companies in 2023 were: Intrum, Twikey, AU, La-on, Deloitte and Trends Business Information.

**[Watch the episodes of the 2023 TV series](#)**

**As a partner of Credit Expo, you can participate in the TV programme on advantageous terms.**

*For details and conditions, please contact Catherine Laverge of Roularta.  
([catherine.laverge@roularta.be](mailto:catherine.laverge@roularta.be) ; +32 474 10 82 94)*

# The added value of Credit Expo for exhibitors/partners

- the **only annual neutral event**/conference for the credit management community in Flanders and Brussels
- **time-saving**: meet 250 credit managers, debtors and financial managers (decision makers in the order-to-cash chain) in 1 day
- **efficient networking**: 1-on-1 meetings between partners and visitors at their own meeting point in the open networking area, with sufficient breaks in the conference programme
- **little preparation**: no classical exhibition stands, but ready-made meeting points (so no costs and work for your own exhibition stand)
- **partnership packages for every budget**, with the necessary return on investment
- **relationship marketing**: inviting your own relations to visit and meet them in 1 day
- high-quality **free catering for everyone** in the networking area (no additional costs for your visitors)
- **free participation as a visitor** (belonging to the target group)
- focus on **quality content**: congress with high-quality seminars
- possibility of free participation in the IvKM Credit Management Innovation Award
- centrally located and easily accessible event location with free parking



# Investment & return

Same pricing as edition 2023, with more benefits

	PLATINUM	GOLD	SILVER	PLATINUM + KANAAL Z	GOLD + KANAAL Z	SILVER + KANAAL Z	KANAAL Z ONLY
INVESTMENT (EX VAT)	11.000 €	8.000 €	5.000 €	17.000 €	14.000 €	11.000 €	8.000 €
1 'meeting point' in the network area (= totem, logo, standing table, chairs)	3m x 2,5m	2m x 2,5m	1m x 2,5m	3m x 2,5m	2m x 2,5m	1m x 2,5m	
1 TV screen for your presentations	•	•		•	•		
Printing (full colour) of the totem with your own design	•	•		•	•		
Your company name and logo in the partner list on the website and in the visitors' brochure	•	•	•	•	•	•	
Your relevant content on the Credit Expo website (company profile & news/articles)	•	•	•	•	•	•	
Catering (light breakfast & lunch buffet & drinks & networking drinks)	•	•	•	•	•	•	
Number of your own employees at Credit Expo	10	6	4	10	6	4	
Free entrance tickets for business relations	30	18	12	30	18	12	
Press release or advertorial or interview in Credit Expo e-newsletter (to be supplied by yourself)	2	1		2	1		
30' presentation/seminar as part of Credit Expo's conference programme	2	1		2	1		
Your logo as main sponsor on all communications of Credit Expo	•			•			
TV programme on Kanaal Z (see separate terms and conditions for details ; invoicing via Roularta)				•	•	•	•

# Questions?

Contact the organisers.



## **Next Level Academy BV**

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E: [serge@creditexpo.be](mailto:serge@creditexpo.be)

## **Serge van Groningen**

Organiser

Founder & product manager

## **de Marketeer**

b-to-b marketing-communicatie services

## **de Marketeer BV**

Zuidstationstraat 10 - 002  
9000 Ghent, Belgium

T: +32 (0)473 894 220

E: [bart@creditexpo.be](mailto:bart@creditexpo.be)

## **Bart Spiessens**

Organiser

Marketing & communication & sales