

Identifying opportunities in
an evolving trade environment

GTR EAST AFRICA 2025 NAIROBI

#GTREastAfrica

JW Marriott Hotel, Nairobi, Kenya
May 21-22, 2025

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GTR EAST AFRICA 2025 NAIROBI

Driving trade growth across East Africa

Join us in Nairobi for GTR East Africa 2025, the regional trade community's leading annual meeting for essential discussion on African trade, supply chain, commodity, and infrastructure financing markets.

Over 40 expert speakers will delve into critical market insights, innovative ideas and practical guidance, while delegates will benefit from the unique opportunity to connect with hundreds of industry leaders representing a diverse range of companies, gaining exclusive insights on the key issues affecting trade across East Africa.

Don't miss out on this invaluable opportunity to stay ahead of the curve and make meaningful connections across this thriving trade ecosystem.

"The conference gives delegates the opportunity of learning about trade in Africa and ways to improve the situation."

H Bakari, Prestige American Fried Chicken

JW Marriott Hotel Nairobi – Grand Ballroom
Nairobi, Kenya

May 21-22, 2025

6 big topics

Emerging infrastructure investment opportunities
The financing needed to add more value in Africa
Solving agriculture's productivity challenge
Trade finance pain points and practical solutions
Sustainability-linked finance for agribusiness
Assessing the digital trade value proposition

Vital statistics in 2024

300
Delegates



168
Companies



42
Speakers

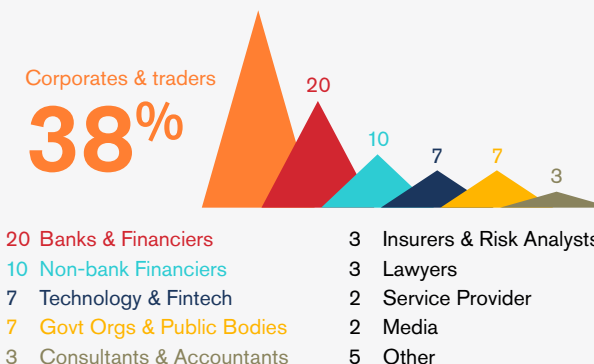


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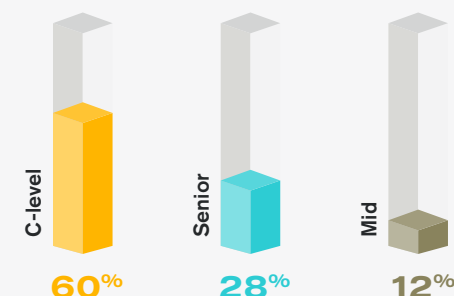
Countries represented in 2024



Attendees by sector in 2024



Job titles represented in 2024



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Day One: Wednesday 21 May, 2025 Morning

08.00-09.00 Registration and refreshments

09.00-09.10

Chair's opening remarks

Vuyolwethu Dubese, International Moderator & Host

09.10-09.35

Solving agriculture's productivity challenge: A key piece in Africa's economic puzzle

From infant health to inflation and hard currency challenges posed by food import reliance, lacking agricultural productivity impacts all corners of Africa's economies and the lives of its citizens. Vast tracts of additional farmland are unavailable; the need to scale up subsistence farming to meet these challenges is clear. Smallholders are some of the most disadvantaged and least financed members of the population, typically living in the hardest-to-reach areas, so how can this be achieved, and which learnings can be applied to other economic sectors?

Welcoming the leader of this unique agricultural corporation, our opening keynote address will share the transformational story that began with a telephone call from President Paul Kagame and continues with US\$1bn added to Rwanda's national GDP, and 1.6 million people being fed per day. Offering examples of impactful investment initiatives ranging from the nucleus farm concept and 'trapping value locally' to how governments can go about stimulating targeted private sector interventions and enhancing last mile delivery, further thought will be given to the role that can be played by public-private partnerships in maximising growth beyond the agricultural sector and across the wider economy.

Ramesh Moochikal, Chief Executive Officer,
Africa Improved Foods

**"Very interesting info on the local
and regional economy and THE
place to network!"**

M Flamee, Belfius bank

09.35-10.20

Trade growth and infrastructure development: East Africa's opportunity to thrive in a new global economic order

Drastic reductions to foreign aid, wavering climate financing commitments, tariff proliferation and potential oil price volatility: Seismic changes to the global economic order offer both challenge and opportunity. As relationships between Western powers fracture and funding gaps emerge, the simultaneous expansion of South-South trade, infrastructure investment and financing flows could prove an inflection point for East Africa's economic transformation. Our keynote panel will cover the following themes:

- Inter-regional trade: As the US decouples, to what extent does the EU remain a key trade and investment partner? How should East Africa approach the issue of East-West alignment?
- The GCC: Where are shared economic objectives providing trade and investment opportunities? Could demand for commodity exports hold back investment in domestic value addition?
- Risk appetite across banking, insurance and export credit financing sectors: To what extent is sovereign debt sustainability still posing challenges? Which new financing sources are filling gaps?
- Trade, not aid: From policy makers to the local banking sector, what more can be done in-country to ensure East African trade thrives in the new world order? Which trade and infrastructure development success stories provide optimism and inspiration?

Moderator: Alex Njage, Partner, Head of Kenyan Real Estate & Construction, Bowmans

Stephen Wanyama, Chief Executive Officer, Kenya, Allied

Stella Shyamala, Political Risks & Trade Credit Underwriter, Africa Specialty Risks

Jan Rekiel, Deputy Head of Strategic Clients, KUKE

Allen Asiimwe, Chief Programme Officer & Deputy CEO, TradeMark Africa

Adam Mihayo, Chief Executive Officer, Tanzania Commercial Bank (TCB)

10.20-11.05 Networking break

11.05-11.45

Sustainable agriculture: How technology is reducing risk to boost financing and growth

East Africa's agricultural supply chains face a complex challenge posed by heightened climate risks and food security concerns, the growth of sustainability regulations and an increased focus on ESG and traceability in key export markets. Financing and agricultural input costs are rising, increased yields are required to meet growing demand, while the crops providing security for the trade lending required to drive yield growth are at ever greater risk. This discussion will consider the risks faced across agricultural production and trade, and how innovative agricultural technology (agtech) can enhance yields and open financing opportunities:

- Utilising agtech to open financing opportunities through enhanced monitoring of crop progress, climate impact and harvest progress to repay loans
- How does the private sector mobilise agtech to enable its integration into the finance value chain at primary production level?
- How the insurance sector can mitigate and manage the unique risks associated with agriculture: What does the future hold for insurance's role in food security and is agtech part of the solution?
- Highlighting the sustainable financing structures facilitating support from and collaboration between global trade and development finance institutions (DFIs) and pan-African banks

Moderator: Zhann Meyer, Head, Agricultural Commodities, Nedbank

Herbert Hatanga, Partner, East & Southern Africa, Clarmondial

Amitoj Singh, Product Development Team Lead, Pula Advisors

Njeri Mwangi, Investment Officer & Local Representative, East Africa, FMO

Jan Scheurleer, Senior Relationship Manager TCF Africa, Rabobank

**"Fantastic relevant panel
discussions from industry experts
and excellent networking!"**

R Mambo, Habib Bank AG Zurich – Kenya

11.45-12.30

Fuelling economic diversification: The trade financing needed to add more value in Africa

With flourishing trading relationships with the GCC, strong global appetite for the region's agricultural produce, metals and minerals, a stabilising economic outlook and buoyant import demand, the emerging potential for trade-driven growth across East Africa is clear but must be maximised with the provision of efficient, sophisticated trade financing and further investment in beneficiation.

Focusing on the trade flows and sectors offering renewed opportunity across markets such as Kenya, Tanzania and the Democratic Republic of the Congo (DRC), this discussion will assess the investment initiatives and trade finance techniques that can spur trade growth and industrial diversification:

- Assessing the conditions required for value-added exports at scale and the intraregional trade opportunity for economies such as Kenya and Tanzania
- The new industrial parks and special economic zones improving access to value-added infrastructure; how logistics partners and supply aggregation are enabling flows from markets such as the DRC
- Scaling up: How has greater focus on trade and working capital optimisation enabled companies to grow orders and enabled investments in value addition?
- To what extent is a lack of collateral limiting the fastest growing companies' access to finance? Does the region currently represent a missed opportunity for structured trade finance offerings?
- From sourcing to selling, how significant are world leading governance and sustainability practices for companies seeking to move up the value chain?

Moderator: Amish Shunker, Head of Trade, Africa, Standard Bank

Lalindra De Silva, Finance Director, Global Tea & Commodities

Cyprian Rono, East Africa Coverage Head, Corporate & Investment Banking, Ecobank

Zaynab Hoosen, Senior Africa Analyst, Pangea-Risk

Kudakwashe Matereke, Regional Director, East Africa, Afreximbank

Patrick Makau, Executive Principal, Head of Trade & Working Capital, Kenya & East Africa, Standard Chartered

Day One: Wednesday 21 May, 2025 Afternoon

12.30-13.15

Why we need to keep talking about the African trade finance gap

The trade finance gap is a major hindrance to achieving the UN's Sustainable Development Goals on the continent. This has long been recognised by African trade finance industry insiders; however, conversations regards the root of and solutions to the problem will remain limited in effect unless the intrinsic role trade finance can play in sustainable economic growth and poverty alleviation is universally recognised.

This informal interview will feature the first hand perspectives and success stories that illustrate the potential positive impact that can be made by trade and trade finance on both African companies and the communities they serve. Further detailing the latest initiatives aiming to eliminate the trade gap being led by the market's leading banks and development financiers, speakers will outline the next steps to be taken as an industry, and how local institutions can play their part.

Moderator: Duarte Pedreira, Global Head of Trade & Working Capital Finance, Crown Agents Bank; Co-Chair, TF COP

Morgan Lépinoy, Managing Director & Global Head of Facilitation, Viatrans; Director, Viaservice

Niron Rampersad, Divisional Executive, Trade, Nedbank

Ahanna Anaba, Head of Sales, Digital Solutions & Partnerships, Finverity; Chair of the Africa Working Group, TF COP

Tod Burwell, President & Chief Executive Officer, Baft

13.15-14.30 Networking lunch

“Excellent opportunity to promote investment and trade in East Africa.”

A Grzybowski, KUKE

14.30-15.00

Case study: Supplier finance as a critical ingredient for intraregional trade growth

Supply chain financing (SCF) continues to be an invaluable source of working capital, particularly for SMEs suffering from lack of access to bank financing. This corporate case study will offer insight into the tangible benefits domestic and regional supplier finance programmes can offer to suppliers' financial resilience, the role of technology in delivering supplier financing structures, and how programme implementation can be best delivered and maintained. With an additional focus on supporting special interest groups (women; youth; persons with disabilities) and MSMEs, this case study will demonstrate how the alignment of corporate and bank priorities on sustainability are transformative for financial inclusion.

Benson Muhoro, Group Head of Treasury, East African Breweries Limited *in conversation with* **Chimwemwe Ngwenya**, Principal, Transaction Banking Sales, Standard Chartered

“I had a fantastic experience at the GTR East Africa. It was informative, well-organized, and provided great networking opportunities. Highly recommended!”

J Mizambwa, Tanzania Commercial Bank

15.00-15.45

Doing better deals: Analysing trade finance pain points; identifying solutions

From high legal fees and stamp duties to the lengthy processes involved in negotiating legal documents, completing registrations and signings, not to mention the potential delays that can be caused by human error, practitioners experienced in traditional trade financing are familiar with its numerous possible pain points. Can clearer sight and understanding of these issues enable us to do better deals?

This in-depth examination of a typical small-to-medium size trade finance transaction in the \$20-30 million ticket range will isolate and analyse the resources, both time and money, required for execution. Featuring financier, legal and borrower perspectives, speakers will pinpoint the most expensive and time consuming aspects of the deal making process, assessing how a transaction can be managed to better meet the specific needs and priorities of its participants.

Moderator: Laurie Hammond, Founder, Dealflo

Tracy Simiyu, East Africa Representative, Recovery Advisers

Arnaud Levasseur, Executive Vice President, Global Trade Solutions, MCB

Simon Cook, Partner, Sullivan & Worcester UK

Millicent Wahome, Head, Trade finance, Co-operative Bank of Kenya

15.45-16.15 Networking break

“Well organised event!”

S Shyamala, Africa Speciality Risks

16.15-17.00

A holistic approach to working capital optimisation: Leveraging the trade ecosystem

An increasingly fragmented, unpredictable trade and funding environment demands a holistic approach to working capital planning and optimisation, in turn requiring leading corporate treasurers and finance experts to deploy a variety of financing and risk management tools sourced from across the trade, working capital and payments ecosystem. Considering the role of both innovative tech-driven solutions and tried and tested trade facilities, this group will offer perspectives on the impact of changing business conditions on working capital and risk management considerations:

- The primary working capital challenges and priorities for corporates: Analysing the benefits and costs of working capital optimisation
- Driving corporate growth: The need to align financing sources and tenors with investments in new businesses and revenue sources
- 'Traditional' trade finance tools bridging working capital gaps: When and how to use them most effectively
- Exploring the regulatory, risk and technology trends shaping trade and working capital financing across East Africa: What's next for the region's corporate treasurers?

Moderator: Carol Kihuna, Trade & Working Capital Sales Head, East, West & Central Africa, Citi

Beatriz Meijide, Group Chief Financial Officer, Flame Tree Group

Ullas Puntambekar, Head of Global Partnerships, Veefin

Sydney Lidede, Group Treasury Manager, M-Kopa

Alex Fenechui, Co-founder & Chief Operating Officer, Finverity

17.00

Close of Day One

Followed by evening networking reception

Day Two: Thursday 22 May, 2025

08.00-09.00 Registration and refreshments

09.00-09.20

Chair's opening remarks

09.20-09.50

Keynote interview: The continental shifts driving East African trade

Presenting the findings of the latest trade report undertaken by this leading financial institution, our day two keynote will offer data-driven analysis of prevailing trade and financing flows, pinpointing the key growth areas that can be accessed by local banking and corporate sectors, and offering further insight on the risks being driven by the realignment of cross-border trade.

Jessen Coolen, Economic Research Lead, Strategy, Research & Development, MCB *in conversation with* **Arnaud Levasseur**, Executive Vice President, Global Trade Solutions, MCB

“Good job, keep it up!”

P Mokuu, Stanbic Bank Kenya

“I was impressed by the level of expertise of both speakers and moderators. The courtesy of attendees also made connections easier during the networking breaks.”

C Carna, Afreximbank

“GTR East Africa was a big one this time around, providing lots of networking opportunities, connections, knowledge and generally insightful on a global trade outlook.”

C Mutisya, Co-operative Bank

09.50-10.30

Case study: Building resilience with sustainability-linked finance

Examining the practical demands and benefits of the largest ever sustainability-linked trade loan of its kind in the African agricultural sector, this transaction case study will demonstrate how global financing institutions and impact investors can come together to support the resilience of African agribusiness, and the collaboration between local trading houses and development finance institutions (DFIs) promoting sustainable agricultural production whilst opening new markets to smallholder farmers.

Michael Awori, Chief Executive, Trade & Development Banking SBU, Trade & Development Bank (TDB)
Paul Van Spaendonk, Chief Treasury Officer, ETG

10.30-11.15 Networking break

“GTR events are a melting pot to explore Africa's true potential.”

L Silva, Global Tea

11.15-12.05

E-mobility – the power of positive impact to unlock financing

Kenya's e-mobility sector is experiencing significant growth, with a surge in electric vehicle (EV) registrations, particularly in the 'boda boda' (motorcycle taxi) segment, driven by supportive government policies and a focus on locally assembled EVs. Representing a tangible opportunity to support the local energy transition and improve environmental conditions, the sector has attracted significant interest from financing providers. However, with a majority of vehicles, batteries and components being sourced from China the perennial trade financing challenges related to FX and hard currency liquidity remain.

This focused conversation will assess how financiers can best deliver liquidity to promote further investment in e-mobility adoption and infrastructure, exploring the combination of development financing, impact investment and local banking sector support for the companies spearheading this exciting growth industry: To what extent is the e-mobility sector expected to drive demand for supply chain financing? What role do consumer financing structures have to play in enabling further growth of the industry?

Moderator: Freddie Tucker, Investment Director, Financial Services Group, British International Investment

Jit Bhattacharya, Founder & Chief Executive Officer, BasiGo

Filip Lövnström, Founder & Chief Executive Officer, Roam

Robert Mburu, Head, Asset Finance, KCB Bank

12.05-12.55

Digital trade evolution: Value proposition acquired or work still to do?

Supply chain volatility resulting in unpredictable corporate cash flow and profitability is making credit decisions more challenging for lenders that rely on financial information and trade documentation, in turn driving requirements for strong borrower financials or additional collateral that continue to restrict financing for African MSMEs and local value chains. This potential to improve financial inclusion highlights a clear value proposition for digital trade, but is there work still to do in convincing end users that the return on investment in digital trade adoption is worthwhile?

Reviewing the supply chain financing challenges faced in both international and domestic settings, this panel of digitalisation experts will critique the technological developments and collaborations enabling the flow of trade financing to companies of all sizes:

- 'Why should I care?' Are cost savings sufficiently persuasive to drive corporate adoption? Can digital open new financing opportunities to those suffering regular rejections?
- The unstructured nature of the data driving financing decisions: Why does this pose a challenge to trade and supply chain financiers? Can digital platforms play a role in mitigating this issue?
- A pain in the... platform: Do corporates want yet another set of login details? Does this limit the value of digital from the treasurer's perspective? What is the industry doing to solve the problem?
- Fintech risk: Is there a feeling that vendors could better understand the compliance and due diligence challenges faced by the banking sector?
- Doing it for the duka: What can the trade sector learn from those financing local value chains? Is trade fintech capable of improving financial inclusion amongst micro businesses?

Moderator: John Kinyangi, Head, Supply Chain Financing & Working Capital, Standard Bank Group

Erick Sirali, Director, Digital Trade, TradeMark Africa

Leah Kiwara, Sector Specialist, Finance, Competitiveness & Innovation, East Africa, World Bank
Annerose Ngemu, Senior Manager, Digital Business, Global Trade, Afreximbank

Eric Nzomo, Head, Trade Finance, NCBA Group

12.55-13.00

Chair's closing remarks

13.00-14.00 Networking lunch

Day Two: Thursday 22 May, 2025 Baft Africa Bank-to-Bank Forum



14.00-14.30

Welcome remarks

Tod Burwell, President & CEO, BAFT

14.30-15.00

AfCFTA and the digital transformation of intra-African trade: Unlocking opportunities through the Africa Trade Gateway

The African Continental Free Trade Area (AfCFTA) aims to boost intra-African trade, enhance economic integration, and drive industrialisation by reducing trade barriers and harmonising regulations. Afreximbank's Africa Trade Gateway (ATG) accelerates these objectives through digital solutions like PAPSS, MANSA, and ATEX, which streamline trade, reduce transaction costs, and enhance market access. By enabling seamless local currency payments through PAPSS, strengthening compliance via MANSA, and expanding market opportunities with ATEX, ATG provides the digital infrastructure necessary to improve financial access, reduce trade barriers, and optimise supply chains, ultimately unlocking AfCFTA's full potential. This session will highlight how businesses, financial institutions, and policymakers can leverage AfCFTA and ATG to accelerate Africa's economic transformation and create new trade opportunities.

Emeka Onyia, Ag. Director Digital Business, Global Trade Bank, Afreximbank

15.00-15.30

Navigating the nexus: Sustainable trade finance, global regulation & the role of African banks

This discussion will explore the complex relationship between African trade finance and its importance in achieving the UN SDGs, the availability of USD liquidity on the continent, and the impact of evolving global regulations. The conversation will highlight the ongoing challenges African banks face, the importance of sustainable economic growth in Africa, and the opportunities for international collaboration to promote sustainable trade finance on the continent. Join us for a thought-provoking dialogue on the intersection of the above, what various industry bodies are doing in this space, and what solutions they are proposing to tackle the root causes of the trade gap in Africa.

Moderator: **Derryn Faure**, Institutional Trade Finance, Investec

Ahanna Anaba, Head of Sales, Digital Solutions & Partnerships, Finverity

Arnaud Levasseur, Executive Vice President, Global Trade Solutions, MCB

Duarte Pedreira, Global Head of Trade & Working Capital Finance, Crown Agents Bank

Denise Sahali Pinheiro, Deputy Director, Sustainability Office Manager, Banco de Fomento Angola (BFA)

15:35-15:50 Networking Break

“This was my first GTR event in Africa, I was made to feel most welcome and heard a wide range of topics relevant to the region while meeting new industry contacts and connecting with old friends.”

R Foulds, FCMB Bank (UK) Ltd

15:50-16:20

Trade Digitisation in Africa

Technology can be disruptive in transforming trade finance in Africa. Digital platforms can offer open access to trade finance for corporates and SMEs, while blockchain technology plays a crucial role in reducing the risk of fraud in trade. These technological advancements are vital in tackling the challenges posed by multiple currency and legal regimes, as well as in simplifying cross-border transactions. This is an essential component that will bridge the existing financing gap, enabling economic growth and regional integration on the continent. We aim to discuss how African banks are driving these efforts and the main barriers.

Moderator: **Alice Azevedo**, Deputy Director, Head of International Division, Financial & International Department, Banco Fomento Angola

Kevin Holmes, Product Development Portfolio Head, Rand Merchant Bank

Ian Milne, Executive Director of Sales, Monetago

Niron Rampersad, Divisional Executive, Trade, Nedbank

16:20-17:00

Roundtable: Is China an emerging antidote to Western hegemony or will its presence lead to a more competitive and multipolar economic landscape on the African continent?

China's growing economic presence in Africa has sparked debate over whether it serves as a counterbalance to US and EU dominance. Through large-scale infrastructure projects, trade partnerships, and investments under the Belt and Road Initiative, China provides African nations with alternatives to Western financial institutions, often criticised for imposing stringent conditions.

Unlike the US and EU, which tie aid to governance and human rights standards while wielding soft military and diplomatic power, China follows a non-interference policy and is therefore seen as appealing to many African governments. There are concerns however over China debt sustainability, resource exploitation, and lack of local job creation, bringing to question the narrative of China as a purely beneficial partner.

Roundtable Facilitators:

Evens BLE, Senior Relationship Manager for Financial Institutions, Africa, Cash-Clearing Services, Societe Generale

Amish Shunker, Head of Trade, Africa, Standard Bank Group

17.00-17.30

The Future of Payments: Embracing Digital Innovations

Don't miss this opportunity to stay ahead in the evolving landscape of payments. Join this engaging session on the future of payments, which will explore how new technologies are revolutionising the way we conduct transactions. Speakers will delve into comprehensive approaches and innovative digital solutions that cater to evolving customer needs. Discover the digitalisation strategies that are shaping new routes and building seamless experiences for our customers. The session will provide insights into how banks can harness digital advancements to create efficient, customer-centric payment systems for the future.

Ebele Ogbue, Group Head, Corporate & Energy Banking, UBA

Charles Kiarie, Head of Visa Direct, Eastern Africa, Visa

17.30-17.35

Closing remarks

Tod Burwell, President & CEO, BAFT

17.30-18.30 Evening networking reception

18.30

Formal close of GTR East Africa 2025

“Very interesting discussion on financing global trade flows. All discussions were relevant and insightful!”

T Mulongo, KCB Bank

“As always, GTR is a great networking opportunity.”

H Hatanga, Clarmondial AG

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