

MAZARS CENTRAL & EASTERN EUROPEAN BUSINESS FORUM 2016

Warsaw

6-7 October 2016 | Hotel Sofitel Victoria

**BPO and SSC in Central Europe
– at the cross-roads of internal
and external resources**



GLOBALISATION, TECHNOLOGY AND CHANGING CLIENT EXPECTATIONS ARE PERSUASIVE, AT TIMES DISRUPTIVE, TRENDS SO BUSINESSES ARE LOOKING FOR NEW DELIVERY MODELS TO GAIN A COMPETITIVE EDGE. FOR MANY OF THE WORLD'S LEADING COMPANIES, THIS MEANS CENTRALISING OR OUTSOURCING BUSINESS SERVICES SUCH AS ACCOUNTING, HUMAN RESOURCES, IT OR R&D.

MORE AND MORE FREQUENTLY, THEY ARE HEADING TO CENTRAL & EASTERN EUROPE WHICH HAS NOW BECOME A PRIME LOCATION FOR SHARED SERVICE CENTRES (SSC) AND BUSINESS PROCESS OUTSOURCING (BPO) OF MANY INTERNATIONAL COMPANIES. THAT IS WHY MAZARS HAVE CHOSEN THIS ISSUE AS THE THEME OF THIS FIRST FORUM. WE DECIDED TO ORGANISE THIS FIRST EDITION OF THE FORUM IN POLAND SINCE THIS COUNTRY OCCUPIES A SPECIAL PLACE ON THE MAP OF THE REGION WHEN IT COMES TO BPO/SSC.

“CFOs and their teams must stay ahead of economic changes, seek profitable development in established markets and those with growth potential, and constantly expand their knowledge. This conference lets them interact with key business leaders in BPO/SSC, maximising their potential.”

Armand Angeli
President IAFEI, EMEA
President DFCG
Chairman DFCG Shared Services
& Outsourcing Committee

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MEDIA PARTNERS:



ORGANISED BY:








PROGRAMME

DAY 1, 6th October 2016

12.00	Welcoming of the participants and registration
12.30	Networking lunch
13.30	 Conference opening: "To outsource by internalising globalisation: opportunities in Central and Eastern Europe" <i>Michel Kiviattowski – Managing Partner of Mazars in Poland</i>
13.45	 Conference: "Outsourcing in Central and Eastern Europe in 2016: state of affairs and comparison with other regions of the world" <i>ABSL (TBC)</i>
14.15	 Investment incentives for BPO/SSC in CEE - <i>Iain Batty – Partner, Head of CEE Commercial Practice</i> - <i>Andrzej Pośniak – Polish Incentives and Corporate Partner, CMS Cameron McKenna</i>
14.35	 "Focus on the outsourcing sector in Poland" <i>Wiktor Doktor – CEO, Pro Progressio</i>
14.55	"Focus on the outsourcing sector in Romania" <i>Florin Grama – President, ABSL Romania</i>
15.15	Coffee break
15.30	 Panel discussion: "Setting up and running shared-services centres" - Why shared service centres? - SSC step by step - Digitisation of business processes, customisation of solutions sharing value: how to bring together operational excellence and innovation to work out new solutions - What are the "hidden costs" of outsourcing? Brand deterioration, loss of know-know or quality loss: how to effectively prevent the risks inherent in outsourcing <i>Moderator:</i> <i>Vassily Zvonov – Senior Manager, Mazars in France</i> <i>Speakers:</i> - <i>Frédéric BLEUSE – CFO Southern & Western Europe, Regus</i> - <i>Teresa Rondańska – Leanergy Director in FISS Global Finance Shared Services, Finance, Control-Legal Affairs, Schneider Electric</i> - <i>Joanna Gil – Shared Service Center Controller Krakow Site Leader, Perkin Elmer</i>

DAY 2, 7th October 2016

9.00	Welcoming of the participants
9.30	 Case study: Accounting outsourcing in CEE <i>Speaker: Financial Director of an international company (TBC)</i>
10.00	 Panel discussion: "Global aspects of local compliance in outsourcing" <i>Participants:</i> - <i>Nicolas Candy, AOS Partner, Mazars Czech Republic</i> - <i>Arkadiusz Korzeniewski – Partner, Head of Compliance Practice, CMS Cameron McKenna</i> - <i>Financial Director of an International company (TBC)</i>
11.00	Coffee break
11.15	 Panel discussion: "To BPO or SSC – that is the question" - Why Business Process Outsourcing? - Recent trends: goodbye BPO, hello Business Services - Outsourcing for SME vs outsourcing for multinationals: similarities and differences - RPA (robotic process automation) and Document Solution with data integration across invoicing, ERP, payments and purchasing <i>Moderator:</i> - <i>Armand Angeli – International Association of Financial Executives Institutes and the French Association of CFOs and Controllers</i> <i>Speakers:</i> - <i>a representative of multinational company (TBC)</i> - <i>a representative of a BPO (TBC)</i> - <i>Financial Director of an international SME</i>
12.15	 Case study: "IT outsourcing in CEE" - <i>Financial Director of an International company (TBC)</i>
12.45	 Supporting businesses in company's outsourcing development in Central and Eastern Europe - Mazars' expertise <i>Speaker:</i> - <i>Erick Gillier - Head of Global Accounting & Outsourcing Solutions, Mazars</i>
13.30	Networking lunch
20.00-23.00	French Touch gala (optional), Grand Theatre

THE PANELLISTS & SPEAKERS



Armand Angeli

President **IAFEI, EMEA**
President **DFCG International**
Chairman **DFCG Shared Services & Outsourcing Committee**



Iain Batty

Partner, Head of CEE
Commercial Practice
CMS



Frédéric Bleuse

CFO Southern
& Western Europe
Regus



Nicolas Candy

Head of Accounting
Outsourcing Solutions
Mazars in Czechia



Wiktor Doktor

President, CEO
Pro Progressio



Joanna Gil

Shared Service
Center Controller,
Krakow Site Leader
Perkin Elmer



Erick Gillier

Head of Global
Mazars Accounting
& Outsourcing Solutions
Mazars



Florin Grama

President **ABSL Romania**
Director, Customer Service
& Support Division
Microsoft Romania



Michel Kiviattowski

Managing Partner
Mazars in Poland



Arkadiusz Korzeniewski

Partner,
Head of Compliance Practice
CMS



Andrzej Pośniak

Partner, Polish Incentives
and Corporate Partner
CMS



Teresa Rondomańska

Leanergy Director in
FiSS Global Finance Shared
Services, Finance,
Control-Legal Affairs
Schneider Electric



Vassily Zvonov

Senior Manager
Mazars in France

MAIN PARTNER

BUSINESS SOFTWARE

= **exact**

PARTNER

C/M/S
Law . Tax

INSTITUTIONAL PARTNERS



MEDIA PATRONAGE



CEE Shared Services
& Outsourcing Directory



Outsourcing & More



Who Should Attend?

This event is a must-attend for the following job titles and functions:

- CEOs
- COOs
- CIOs
- CFOs
- Operations Directors
- Strategy Directors
- IT Directors
- Outsourcing Directors

from multinational companies with outsourcing
& location requirements

and

- CEOs
- COOs
- CFOs

from SSC and BPO companies with an established
presence in Central and Eastern Europe.

REGISTRATION FORM

Please note that the conference is **free of charge**. However, you are kindly requested to register before 23 September 2016 by completing the registration form. Please note that places are limited so you are advised to register as soon as possible. Confirmation of participation in the seminar will be sent to the email address provided in the registration form.

Register online or complete this form and submit to the Communication and Marketing Department at Mazars in Poland: Via fax: **+48 22 25 55 299**
Via email: **communication@mazars.pl**

Delegate Details

Mr ☐ Mrs ☐ Miss ☐

First Name

Family Name

Tel No.

Email

☐ Yes, I would like to receive information about products and services via email

Company / Organisation

Address

Post code

Country

☐ Yes, I am interested in attending the French Touch Gala at the Grand Theatre in Warsaw, on 7 October 2016 and I would like to order ticket(s) at 1 000 PLN each.

The payments should be made by bank transfer by 15 September 2016 to the following bank account:

Mazars Polska Sp. z o.o.

IBAN: PL91 1840 0007 2210 2390 0810 1119

Swift: SOGEPLPW

☐ Please issue the invoice to:

Company:

Address:

Post code:

Country:

Tax Identification Number:

About French Touch



French Touch is the annual festival of France culminating in a spectacular gala-night at the Grand Theatre - National Opera in Warsaw featuring Polish and French stars.

It will be a great show with many special guests – the biggest names in fashion, design, cuisine, music and cinema. The representatives of Polish and French companies, organisations and associations will also attend the event. The gala will be broadcast on one of the nationwide TV channels in prime time.

The participation of Mazars in the project shows our commitment to French quality and strong link with Polish and French business.

The French Touch Gala will take place on the evening of 7th October, i.e. the second day of Mazars Central & Eastern European Business Forum. It will be a great opportunity to further expand your networking possibilities, as the attendees of the event could be potential new clients and customers or like-minded business professionals in complimentary businesses, with whom you could form new business partnerships. It will be followed by an after party at Sofitel Victoria Warsaw.

Venue and accommodation

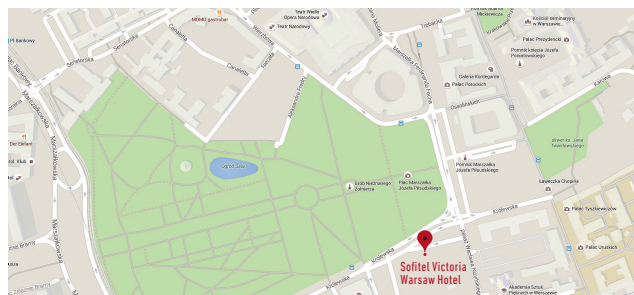
Sofitel Victoria Warsaw Hotel

ul. Królewska 11
00-065 Warsaw, Poland

Tel.: +48 22 657 82 85
Email: H3378-RE@sofitel.com

The conference has reserved a limited number of discounted hotel rooms at the host hotel – Sofitel Victoria Warsaw. Single rooms are at a price of 460 PLN per room per night (6-7 October 2016). You can book by telephone or email. The code for conference guest price is „Mazars”.

Please, note that the conference venue has limited number of rooms. We cannot guarantee rooms for all participants. All rooms are reserved on a first come, first served basis.



ABOUT MAZARS

MAZARS IS AN INTERNATIONAL, INTEGRATED AND INDEPENDENT ORGANISATION, SPECIALISING IN AUDIT, ACCOUNTANCY, TAX, LEGAL AND ADVISORY SERVICES. AS OF 1ST JANUARY 2016, MAZARS OPERATES THROUGHOUT THE 77 COUNTRIES THAT MAKE UP ITS INTEGRATED PARTNERSHIP. WE DRAW ON THE EXPERTISE OF 17,000 PROFESSIONALS TO ASSIST MAJOR INTERNATIONAL GROUPS, SMEs, PRIVATE INVESTORS AND PUBLIC BODIES AT EVERY STAGE OF THEIR DEVELOPMENT.

WWW.MAZARS.COM | [WWW.LINKEDIN.COM/COMPANY/MAZARS](https://www.linkedin.com/company/mazars) | [TWITTER.COM/MAZARSGROUP](https://twitter.com/MAZARSGROUP)

AS AUDIT, ACCOUNTING, TAX, FINANCIAL AND BUSINESS CONSULTANTS OF AN INTERNATIONAL ADVISORY FIRM WITH A STRONG PRESENCE IN CENTRAL AND EASTERN EUROPE, MAZARS WANTS TO CREATE A SPACE FOR COMPANIES AND EXPERTS TO EXCHANGE INFORMATION AND PERSPECTIVES ABOUT DOING BUSINESS IN THE REGION.

CONTACTS

Should you need further information, please contact us:

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