

INVITATION



## 11<sup>TH</sup> EUROPEAN CFO ROUNDTABLE

SUSTAINABLE ENTERPRISE MANAGEMENT IN TURBULENT TIMES

July 9-10, 2009  
Ljubljana, Slovenia

**SAP**  
®

## INVITATION

DEAR SIR OR MADAM,

**“Sustainable Enterprise Management in Turbulent Times” is the topic of our upcoming European CFO Roundtable on July 9–10 in Ljubljana, Slovenia. We would like to invite you to join us and CFOs of leading organizations from all over Europe to share your views on this topic.**

The speed and the intensity with which the financial crisis has hit the economy worldwide has not only made the outlooks and predictions of many economists obsolete, but it has also disrupted the assumptions of many corporate executives about the future development of markets, countries, and their enterprises.

The good news might be that the crisis – in rendering organizations’ weaknesses transparent – compels corporations to address those weaknesses directly and effectively. For businesses in a position to do so, the crisis creates opportunities for them to reinvent themselves by realigning their strengths and, in so doing, communicating those strengths to the business community.

The process requires companies to improve strategic cost management and efficiency, improve the allocation of investments, drive accountability and profitability by leveraging the principles of lean accounting, and optimize the financial supply chain to improve liquidity and working capital, thus quickening financial flexibility in the short term. It requires sustainable enterprise management to improve long-term health and market position and to take a fresh look at all corporate assets that can drive shareholder and stakeholder value – specifically, to reassess future value from the perspective of customer, employee, business partner, and investor.

We look forward to engaging discussions and excellent networking. We would be very pleased to have you join us.

**Please let us know at your earliest convenience if you wish to attend by filling out the registration form at the end of this invitation.**

Sincerely,



**Hans-Dieter Scheuermann**  
Senior Vice President EMEA  
Head of SAP Business Solution Architects Group, SAP AG



**Jürgen H. Daum**  
Chief Solution Architect  
SAP Business Solution Architects Group, SAP AG

# AGENDA

THURSDAY, JULY 9, 2009



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|-------|---|
| 13:00 | <b>Welcome Reception</b>  |
| 13:30 | <b>Introduction – Sustainable Enterprise Management in Turbulent Times – The Clear Enterprise</b><br>Hans-Dieter Scheuermann, SVP and Head of SAP Business Solution Architects Group, SAP |
| 14:00 | <b>The SAP Best Practice Network for Finance and HR Finance – Introduction and Expectations of Participants</b>   |
| 15:00 | <b>Managing Your Business in Turbulent Waters</b><br>Dominic P. Moorhead, CFO, F. Hoffmann-La Roche Pharma  |
| 15:30 | <b>Discussion</b>   |
| 16:00 | <b>Refreshment Break</b>  |
| 16:30 | <b>Crisis – An Opportunity to Reshape the Business?</b><br>Mirjana Dimc-Perko, CFO, Gorenje   |
| 17:00 | <b>Discussion</b>   |
| 17:30 | <b>The Financial Crisis and The Future of Financial Markets</b><br>Dr. Thomas Huertas, Banking Sector Director, The Financial Services Authority, UK                                      |
| 18:00 | <b>Discussion</b>   |
| 18:30 | <b>Evening Event and Gala Dinner</b>  |

# AGENDA

FRIDAY, JULY 10, 2009



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| 8:30  | <b>Sustainable Enterprise Management in Turbulent Times: Some Food for Thought</b><br>Jürgen H. Daum, Chief Solution Architect, SAP Business Solution Architects Group, SAP  |
| 9:00  | <b>Responsible Management at Kesko and the Role of Finance</b><br>Arja Talma, CFO, Kesko   |
| 9:30  | Discussion   |
| 10:00 | <b>The HR View: Strategic Workforce Planning &amp; Talent Management</b><br>Ulrich Bormann, Head of Corporate HR, Evonik   |
| 10:30 | Discussion   |
| 11:00 | Refreshment Break  |
| 11:30 | <b>Sustainability Triggers A New Level of Business Process Excellence</b><br>Peter Graf, Chief Sustainability Officer, SAP   |
| 12:00 | Discussion   |
| 12:30 | <b>Panel Discussion: Sustainable Enterprise Management in Turbulent Times</b><br>Participants: Speakers of the Roundtable, Nissim Malki, CFO, El Al, and<br>Vince Nicoletti, CFO Marketing & Commercial, BHP Billiton Moderator: Jürgen H. Daum, SAP |
| 13:30 | Closing Remarks and Next Steps   |
| 14:00 | Networking Lunch   |
| 15:00 | End of Event   |

# ABOUT THE EUROPEAN CFO ROUNDTABLE

The European CFO Roundtable is a key element of the SAP Finance Best Practice Network, a network for finance executives and best-practice leaders at the senior executive level that spans nations and industries. It was founded in 2003 by the SAP Business Solution Architects Group, a team of experienced SAP and finance experts.

The goal of the roundtable is to facilitate networking among the finance and business leaders of SAP's large enterprise customers and allow them to exchange their experiences and use of best practices. The SAP Finance Best Practice Network gives finance professionals from diverse companies the opportunity to identify best practices, disseminate valuable information, test new ideas, and develop practical solutions that work in specific business environments.

Participants with firsthand experience present proven ideas, innovations, and lessons learned. The result is a frank and comprehensive overview of topics most relevant to the participants. These topics may be explored further in later meetings and workshops, allowing theme-focused discussions to develop over time.

More information is available at [www.sap.com/community/fbpn](http://www.sap.com/community/fbpn).