



15TH CFO ROUNDTABLE

COMPETING FOR GROWTH AND HIGH PERFORMANCE – WINNING IN THE
NEW ENVIRONMENT WITH WORLD-CLASS BUSINESS SUPPORT FUNCTIONS

July 13–14, 2011, St. Petersburg, Russia

THE BEST-RUN BUSINESSES RUN SAP™



INVITATION

Dear Sir or Madam,

Successful entrepreneurs regularly demonstrate that competitive pressure, volatility, and rapid change can also be great opportunities. Successful companies that have shifted their business focus in the current economic climate from “survival” to “growth” have come to the same conclusion: risk and opportunity are just two sides of the same coin.

How can we turn risk into opportunity and leverage our full business potential to return to profitable and sustainable growth? How can we use growing competitive pressure and changing customer buying patterns as stimuli for the organization? How can we innovate and constantly strengthen our competitiveness? How can we be more flexible in our response to current and future changes in the marketplace? How can we improve our ability to recognize early warnings, to be agile and resilient in mastering future volatility, and to thrive in a highly dynamic environment? How do we maintain the right balance between achieving short-term targets and strengthening our long-term business potential and stakeholder relations?

Finance, HR, and IT should play an important role in finding answers to these questions and in successfully transforming the business for the future. All three share common capabilities: a holistic perspective on the business and the ability to provide valuable information, advice, and support.

At our upcoming 15th CFO Roundtable, we would like to discuss with you how to successfully compete for growth and high performance and how to win in the new environment – and specifically how finance, HR, and IT can optimally support this journey to become an agile, real-time enterprise. We are happy that the CFOs of Siemens, Lufthansa and Vodafone and many other leading organizations have already confirmed their attendance and will speak.

We would be delighted to have you with us. Please register at www.sap.com/community/cfo_stpetersburg, if you wish to attend.



Hans-Dieter Scheuermann
Senior Vice President
Head of Executive Value Network
SAP



Jürgen H. Daum
Chief Solution Architect
Executive Value Network
SAP



Holger Reichardt
Chief Solution Architect,
Executive Value Network,
SAP

AGENDA

DAY 1 – WEDNESDAY, JULY 13, 2011



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| 13:00 | Networking Reception (Including Finger Food and Drinks) |
| 13:30 | Welcome to the 15th CFO Roundtable
Dr. Werner Brandt, CFO and Member of the Executive Board, SAP |
| 13:40 | Introduction to the Topics of the Roundtable and Update from the Executive Value Network
Hans-Dieter Scheuermann, SVP and Head of Executive Value Network, SAP |
| 14:30 | Introduction of Participants and Their Expectations: Personal Background and Current Projects |
| 15:00 | World-Class Finance Supporting the Business at Siemens
Joe Kaeser, Chief Financial Officer, Member of the Executive Board, Siemens |
| 15:30 | Discussion |
| 16:00 | Refreshment Break |
| 16:30 | Finance as a Business Partner at Henkel
Dr. Lothar Steinebach, CFO, Henkel |
| 17:00 | Discussion |
| 17:30 | The Role of Finance in Business Transformation at Severstal
Alexej Kulichenko, CFO, Severstal |
| 18:30 | Evening Event and Gala Dinner |

AGENDA

DAY 2 – THURSDAY, JULY 14, 2011



7:30–8:30	Networking Breakfast
8:30	World-Class Finance Supporting the Business – Overview and Trends Tom Bangemann, Vice President Business Transformation at The Hackett Group
9:00	Discussion
9:30	Competing for Growth and High Performance at Lufthansa Stephan Gemkow, CFO, Lufthansa
10:00	Discussion
10:30	Refreshment Break
11:00	What a CEO Expects from Support Functions in a High-Growth Market like Kazakhstan Kairat Kelimbetov, CEO, Sovereign Wealth Fund Samruk-Kazyna
11:30	Discussion
12:00	Panel Discussion: Competing for Growth and High Performance – Winning in the New Environment with World-Class Business Support Functions Participants: Attendees of the roundtable and Dr. Werner Brandt, SAP Moderation: Holger Reichardt, Chief Solution Architect, Executive Value Network, SAP
13:00	Closing Remarks
13:30	Networking Lunch
14:30	End of the Event

ABOUT THE CFO ROUNDTABLE

The CFO roundtable is a key element of the executive value 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 a team of experienced SAP and finance experts.

The goal of the roundtable is to facilitate networking and allow the finance and business leaders of large SAP customers to share their experiences and exchange their use of best practices. The executive value network gives finance professionals from diverse companies the opportunity to identify best practices, disseminate valuable information concerning those best practices, test new ideas, and develop practical solutions that work in specific business environments.

Participants with firsthand experience can present to their peers ideas they have proven in practice, their innovations, and lessons learned. The result is a frank overview of topics highly meaningful for the participants. The topics may be explored further in later meetings and workshops, which allows for the development of theme-focused discussions over time. More information is available at www.sap.com/community/fbpn.