CZECH REPUBLIC - THE NUMBER ONE DESTINATION FOR BUSINESS SERVICES

16th October 2014
Companies which are interested need to fill out the Supporting Member or Member Application form and send it to the ABSL address:

Association of Business Service Leaders in the Czech Republic, Hvězdova 1734/2c, 140 00 Prague 4, Czech Republic.

Join us now and get 2015 for free!

If you register for ABSL before end of 2014, you won't have to pay a membership fee for 2015!

Find more information and download a member application form at www.absl.cz.
About ABSL

Association of Business Service Leaders (ABSL) was founded by 15 founding members in 2013.

The Association is aligned with the success of ABSL in Poland and Romania, which have been at the vanguard of the growth in Business Services over the last 5 years and is one of the most significant member associations in the region.

MISSION

ABSL is a platform for enhanced dialogue and collaboration within the Business Service Community. We advocate Business Services to create a better business environment for our members and ensure the sustainable and long term development of the industry.

VISION

Our vision is to promote Business Services to become one of the key local industries and help the Czech Republic to be one of the most attractive locations for Business Services in Europe.

GOALS

ABSL is a source of branch knowledge, expertise and best practices. ABSL initiates a number of activities aimed at stimulating growth of the Business Services sector as well as increasing the investment attractiveness of the Czech Republic internationally.
About the industry

Business Services is one of the largest employers in the country and is growing every year as new companies come to appreciate the benefits of setting up their operations in this country. The Czech Republic is the second largest country for Business Services in CEE - and there is strong competition from other countries in this space. The Association of Business Service Leaders in the Czech Republic (ABSL) has formed to give the business services industry a common voice to help shape its environment and destiny.

“Business Services is one of the largest employers in the country and is growing every year as new companies come to appreciate the benefits of setting up their operations in this country. The Czech Republic is the second largest country for Business Services in CEE - and there is strong competition from other countries in this space. The Association of Business Service Leaders in the Czech Republic (ABSL) has formed to give the business services industry a common voice to help shape its environment and destiny.”

Ota Kulhánek, President of ABSL Czech Republic

Major BSS projects in the Czech Republic

Source: CzechInvest 2013
# ABSL Member Activities 2014

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<tr>
<th>Activity</th>
<th>Where</th>
<th>When</th>
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<tr>
<td><strong>Individual Member Meetings</strong></td>
<td>Across CZ</td>
<td>Feb</td>
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<tr>
<td>What value do you want from ABSL and how can your organization contribute?</td>
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<td><strong>ABSL Open House events</strong></td>
<td>Siemens Prague</td>
<td>Mar 20</td>
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<td>Knowledge sharing on key topics plus site visits at key ABSL members.</td>
<td>ČEZ Ostrava</td>
<td>Sept 18</td>
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<td>KBC Brno</td>
<td>Nov 25</td>
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<td><strong>ABSL Networking Dinners</strong></td>
<td>Brno</td>
<td>Mar 27</td>
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<td>Informal networking event to meet other business service leaders in nice location.</td>
<td>Prague</td>
<td>Apr 17</td>
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<td><strong>ABSL University Job fairs</strong></td>
<td>Prague</td>
<td>Spring</td>
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<td>‘Your future career in Business Services in CZ’ cooperation with AIESEC and universities.</td>
<td>Brno</td>
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<td><strong>ABSL Annual General Meeting</strong></td>
<td>Prague</td>
<td>May 27</td>
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<td>Have your say in the future of ABSL – How are we doing and what can we change in the coming years.</td>
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<td><strong>CzechInvest Conference - Investor of the Year 2014</strong></td>
<td>Prague</td>
<td>June</td>
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<td>Presenting the case for business services to the Czech prime minister.</td>
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<td><strong>ABSL Annual Conference</strong></td>
<td>Prague</td>
<td>Oct 16</td>
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<td>Putting the Czech Rep. on the International Map of Business Services.</td>
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<td><strong>ABSL Member Forum</strong></td>
<td>LinkedIn</td>
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<tr>
<td>Current discussions on hot topics, networking and resource sharing platform.</td>
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## ABSL Key Themes for Members 2014

### Business Services Topics

- **EU financing and Operating programs** - Experiences and opportunities for the future. In cooperation with Czech Invest.
- **Developments in Real Estate and Labour markets** - for Business Services in 2014.
- **Working with Municipalities for change** - Establishing contacts, dialogue and agenda for change with key local bodies to improve services / infrastructure.
- **Our ABSL member stories** - What we do and how we contribute to success in the Czech Rep. Interviews and case studies.
- **The Best In Class** - Competition and awards for best practices in business services in Czech Republic.
- **Education for Business Services** - How do we ensure we build a graduate pipeline to meet our current and future needs in Czech. How do we build business service skills in the market place.

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**ABSL’S MISSION AND STRATEGY IS FOUNDED ON 5 MAIN PILLARS OF ACTIVITY:**

- Knowledge sharing
- Human resources
- Legislation
- Economy
- Public relations
Members of the Board of Directors

Ota Kulhánek
Accenture Services

Ota has been working in the SSC / BPO industry for last 10 years. Since 2011 he has been leading the internal SSC for Accenture in Prague. From 2003 to 2011 he had been working in the BPO area, lastly he was leading Finance & Accounting BPO for Accenture in the Czech Republic. His areas of expertise are: SSC / BPO market and management, finance and accounting, project management and operational excellence.

Rafal Drygala
Infosys BPO

Rafal has over 12 years of experience in areas of Management, F&A and Outsourcing. Till November 2014 he was responsible for Infosys operations in Czech Republic, running 600 people multinational, multi-process delivery from Centers in Prague & Brno. Infosys Czech Republic serves some of the most well known, Fortune-500 companies in fields of high tech industry, insurance, pharmaceutical, automotive or heavy machinery manufacturing. Today Rafal is responsible for all the transition programs of Infosys in EMEA region.

Jonathan Appleton
PwC ČR

Jonathan is the Executive Director and a founding member of ABSL Czech Republic. Jonathan is the Director of the PwC Academy in the Czech Republic and supports Business Services clients across CEE with learning solutions and qualifications, Jonathan has worked with multinationals in finance and training in many parts of the world and PwC now has Academy operations in over 50 countries across the Globe providing clients with the highest levels of learning and business solutions.

Tomáš Frkal
Process Solutions

Since 2008 Tomáš has been Managing Director of the Czech office of Process Solutions. In 2013 he held the position of Chairman of the Finance Committee of the American Chamber of Commerce in the Czech Rep. Previously he was working for international tax advisory firms and as an in-house tax counsel at some large utility companies. His areas of expertise are: leadership and development of a small BPO organization and business development in the area of professional services mainly accounting, payroll and trust services.

Blanka Cabáková
Edwards Services

Blanka is a Process & BPI Manager at FSC Edwards Services s.r.o. She has got 8 years of experience in SSC environment. Her areas of expertise are transitions from Europe, Asia, US, transaction processing AP, AR, Cash & Bank and BPI improvements. She is an ACCA student and also Board Member of the ABSL.

Jan Pokorný
Gardner Denver

After his studies and foreign experience, Jan joined Ernst & Young Business Advisory team, where he held various positions and worked on various projects over a period of more than 7 years. In 2009, he joined Lifestyle Sports International Group as the CFO and Interim CEO of the Czech legal entity, with the responsibility for the Czech and Slovak market. From August 2011, Jan has worked for Gardner Denver Group as the Director of the SSC, being responsible for establishing and the strategic development of the Group Shared Services Centre.

Adam Kiwalski
Siemens

From 2004 Adam was involved in creation of captive SSC for Philips in Lodz Poland where later on he held number of leadership positions. In 2007-2011 Adam worked in Infosys BPO where he was managing European consulting practice - Business Transformation Services. From 2012 he works as Head Operational Excellence at captive SSC of Siemens in Prague. His areas of expertise include: SSC/BPO market, process excellence, project management, outsourcing operations, development of back-office services.

Katka Benešová
ACCA

Katka is Head of ACCA Czech Republic, Slovakia & Hungary. Katka has been building the ACCA market and brand recognition since the local Prague office has opened in 2003. She is customer focused and builds strong relationships with ACCA stakeholders in CEE. She has been involved in finance professional training and people talent development for over 13 years while working for ATC International and Arthur Andersen. She is a member organization of the CIPD (Chartered Institute of Personnel & Development), in the area of HR management.
Companies registered for the 2014 conference

ABB
ABB Polanad
ABB Romania
ACCA
Accenture Services
ADP Employer Services Czech Republic
AIESEC
Alpiq Energy SE
American Chamber of Commerce
Anheuser Busch Inbev
Association of Credit Central and Eastern Europe
Atento Czech Republic
AVG Technologies CZ
Barclays Capital
Bluelink International CZ
Bodycote
BPP Professional Education
British Embassy Prague
CA Technologies (CA CZ)
Carrier
CGI IT Czech Republic
Colliers
Comdata Czech
CPL Jobs
CzechInvest
ČEZ Korporátní služby
Deloitte BPO
Dixons Retail SSC
E.ON Česká republika
EDITEL
Edwards Services
Fabory CZ Holding
Flexfill
FORMICA Group
Foxconn Global Services Division
Gardner Denver
GE Money Bank
GIDE International Limited
Global Tele Sales Brno
Grafton Recruitment
Hays Czech Republic
CHEP CZ
Infosys BPO
International SOS
J&T Services ČR
JNJ GLOBAL BUSINESS SERVICES (Johnson & Johnson)
John Crane Sigma
Jones Lang LaSalle
KBC Group NV Czech Branch, SSC
Kinstellar
Komerční banka
KPMG Česká republika
Laird Technologies
LUKOIL Accounting and Finance Europe
MANN+HUMMEL Service
Merck Sharp & Dohme
Monster Worldwide CZ
Motorola Solutions CZ
NonStop Recruitment
OKIN Business Process Services
Pfizer
PPG Industries Czech Republic
Prague City Hall
Process Solutions
PricewaterhouseCoopers Česká republika
Randstad
Reed Specialist Recruitment
SAP BSCE
Siemens
SITA
Skanska Property
Sony DADC Czech Republic
Statutory City of Ostrava
Syngenta Czech
The Hackett Group
TMF Czech
Tyco Fire & Integrated Solutions
Unifer alfa
University of Economics, Prague (VŠE)
Weber Shandwick
2nd Annual Conference of ABSL: Czech Republic – the Number One destination for Business Services
16 October 2014

08:30 – 09:00  Registration & refreshment
09:00 – 09:30  Welcome Address
Ota Kulhánek, Accenture Services, President of ABSL Czech Republic

09:30 – 10:00  The Evolution of Business Service Sector in the Czech Republic and Poland
This presentation will focus on what the Czech and Polish competitive advantage with the rest of the world. We will also look at the current situation in the investors flow and trends and tendencies.
Pawel Panczyj, ABSL Poland

10:00 – 10:30  Global Business Services (GBS) – Update and Overview on Trends
During this presentation Tom will share an update and overview of the recent trends in the Global Business Services.
Tom Bangemann, The Hackett Group

10:30 – 11:00  Networking coffee break

11:00 – 11:30  Current state and trends of the BPO/SSC industry
During this session we will find out current state and trends of the BPO/SSC industry as well as opportunities for the Czech Republic to become the leader in high end business services market and successfully attract long term investors.
Rafal Drygala, Infosys, ABSL Board member
Jonathan Appleton, PwC, ABSL Executive Director

11:30 – 12:00  The Czech Republic as an attractive location for Shared Service Centers
Ondřej Votruba, CzechInvest

12:00 – 12:30  Future talents of GBS
Presentation of key University and how it plan to work closely with employers to ensure a better employability (and fit) of their graduates?
Marcela Žárová, Faculty of Finance and Accounting, VŠE Praha

12:30 – 13:30  Networking lunch
13:30 – 14:00  
**Case study: Centralization of Statutory reporting and compliance for the EMEA region**

Robert Molnár, CA Technologies

**EDI - It’s time to move forward**

Robert Matras, EDITEL CZ

Allow 5 mins to change stream if required

14:10 – 14:40  
**ČEZ SSC – current issues and cooperation with ABSL**

Overview of ČEZ Group multifunctional SSC serving largest Czech energy group in the area of finance and administration, HR, fleet and property management. What are its specifics, major challenges and learnings from the cooperation with ABSL?

Petr Podlipný, ČEZ

**Growing in a Constantly Changing Environment: Turn Change into your Best Friend**

Dan Smith, OKIN BPS

Allow 5 mins to change stream if required

14:50 – 15:20  
**Perform**

How you can improve effectiveness of your SSC.

Mike Jennings, PwC

**Talent management, what’s next?**

A closer look at the measures, questions, challenges and achievements at Dixons Retail SSC to manage and retain talents.

Frank van Bommel, Dixons Retail

Allow 5 mins to change stream if required

15:30 – 16:00  
**Accelerating the benefits from finance services centre**

- a Johnson & Johnson story

David Mansfeld, Johnson & Johnson

**Knowing your tenant**

Description of Prague’s real estate market from the perspective of SSC as a tenant. Riverview case study – importance of understanding client’s needs.

Marie Passburg, Skanska Property

16:10 – 17:00  
**Group panel discussion: Future of GBS in the Czech Republic**

17:00 – 17:15  
**Conclusions & END**

17:15  
**Networking cocktail reception**

www.absl.cz
Speakers & panellists

Paweł Panczyj  
ABSL Poland

Pawel is a certified Local Government Clerk and author of publications on offshoring and BPO investments. In the years 2002 – 2007 Pawel has worked very closely with the Mayor of Wroclaw in the field of supporting investors opening new factories and business service centers. During his years of municipal activities such investors as Whirlpool, LG, Toshiba, Volvo have started their projects in Wroclaw. It was also then that multinational corporations like HP, Credit Suisse, Google, Siemens and Nokia-Siemens Network started their SSC, BPO, ITO and R&D activities in Wroclaw. Recently he has been responsible for supporting location selection processes of multinational corporations (SONY, Bayer, Carl Zeiss, HP, RWE and Thyssen Krupp) in Central Europe and the Baltics cooperating closely with cities in this part of the continent.

As an expert in site selection process Pawel is in touch with major Polish and Central European cities conducting workshops and giving lectures on criteria of site selection and cooperation in post investment support. In many Polish cities he provides consultancy services for local authorities in the field of city marketing and developing business communication strategy.

Tom Bangemann  
The Hackett Group

Tom is Senior Vice President Business Transformation at The Hackett Group. He has been with The Hackett Group for over 11 years. He headed the European Advisory & Transformation businesses before focussing on Business Development and the Globalization practice for EMEIA as well as Hackett’s “global deals”. He currently focuses on regional business development activities in central, eastern and northern Europe.

Tom has worked on numerous advisory, consulting, auditing and benchmarking engagements in almost all functions of a company, with a deep expertise focus on the World-class performance of companies, especially in the Finance function. His experience includes a set of over 100 globalization/sourcing projects (incl. shared services & outsourcing) covering all the phases of the business process sourcing journey from pre-assessment through feasibility to optimisation of existing shared service and outsourced organizations.

Tom chaired the Hungarian Shared Service Community for three years, and advises other shared service initiatives and company boards. Tom is the external industry advisor for the UK Shared Service Forum (formerly NWSSF) for 2010 and 2011, and an SSON steering group member. Tom established the Baltic Shared Service Community in 2010 and supports it.

Rafal Drygala  
Infosys BPO

Rafal has over 12 years of experience in areas of Management, F&A and Outsourcing. Since Dec 2008 he is responsible for Infosys operations in Czech Republic, running 600 people multinational, multi-process delivery from Centers in Prague & Brno. Infosys Czech Republic serves some of the most well known, Fortune-500 companies in fields of high tech industry, insurance, pharmacology, automotive or heavy machinery manufacturing. In his earlier career Rafal was responsible for F&A service delivery for various clients and before he was member of the management team which has built the captive Philips Shared Service Center in Poland. Coming from audit and consulting background Rafal has rich F&A and Project Management knowledge.
Ondřej Votruba
CzechInvest

Ondřej is a director of the Investment division in CzechInvest (Investment and Business Development Agency) since 2012. He’s been working for this agency since 2006. He began his employment there as a project manager of strategic projects and was then promoted to the position of director of two different departments (Japanese Foreign representation and Investment Project administration). Prior to joining CzechInvest, he worked in the government organization JETRO Praha as a director assistant and in the company SETTO, Ltd as a Sales representative. He graduated from University of Economics in Prague in 2001. His field of study was Corporate Finance and Management and minor in Public finance. He is fluent in Czech, English, Japanese.

Marcela Žárová
VŠE v Praze

Vice-dean for foreign relations at the Faculty of Finance and Accounting, University of Economics, Prague since 2009 and associate professor in Accounting and Financial Management since 2006. My research focuses on national and international regulation of accounting and financial reporting. Recent project focused on “Cross-border mergers” funded by the Czech Science Foundation. Since 2002, I am a member of the Czech National Accounting Board, representing Faculty of Finance and Accounting. I have been elected as a national representative of the Czech Republic in the European Accounting Association Board. I am a member of the Scientific Board at the Faculty. As a visiting professor or guest lecturer, I have read lectures at universities in France, Mexico, Netherlands and England. I am responsible for accounting courses taught in English at the Faculty.

Robert Molnár
CA Technologies

Robert is a Vice President, EMEA Accounting and Shared Services at CA Technologies, one of the largest independent software corporations in the world. Prior to joining the Company, he held various European and regional management positions in finance and business improvement at Monster World-wide and ConocoPhillips. Robert holds a Master’s degree in Finance and Nuclear Engineering and is a certified Six Sigma Black Belt.
Speakers & panellists

Robert Matras
EDITEL CZ

Robert Matras works as a Senior Consultant in the field of EDI (electronic data interchange) and B2B integration projects in EDITEL CZ. With more than 10 years of professional track record in IT for financial services and retail is Robert professional with deep technical background knowledge. Robert has been with EDITEL for over 4 years now and participated in all key product development projects as well as key customer projects during these years. Robert’s main focus is on business processes efficiency, process optimization, and electronic business agenda with use of innovative approaches and technology. As a Senior Consultant he accommodates both local and international perspectives in business process optimization and offers a true practical experience.

Petr Podlipný
ČEZ Korporátní služby

During 1998-2012, Petr was working with PricewaterhouseCoopers in Prague (2004, 2005 in Seattle, USA) as audit professional (last three years as Director). Responsible primarily for audits of IFRS reporting companies and CEE subsidiaries of US companies. Apart from audit projects responsible for implementation of IFRS reporting tools, developing of audit strategy for companies operating SSCs and designing of training programs for clients reporting under IFRS. In 2012, joining CEZ accounting SSC as a Director responsible for further increase in efficiency of SSC’s accounting process and further integration of accounting process in CEZ group. Another responsibilities include development of client service management and efficient quality reporting to internal clients.

Dan Smith
OKIN BPS

• College of William and Mary, Williamsburg, VA, BA Finance 1993
• 17 years in banking with various management and executive roles
• 3 years with OKIN BPS as Incident Manager, Repair Department Manager, and now Director of Operations.
• Proud dad, happy husband, history and book nut
Speakers & panellists

Mike Jennings
PricewaterhouseCoopers ČR

Mike Jennings is a consulting partner in PWC specialising in improving the effectiveness of finance functions and shared service centres. Mike works with both Czech and regional clients, especially multinationals with investments in Central Europe. Mike is English and has lived in Prague for 16 years. Mike is a Chartered Accountant with the Institute of Chartered Accountants in England and Wales and a Member of the Chartered Institute of Marketing in the UK.

Frank van Bommel
Dixons Retail

Frank works as Training & Development Manager at the Shared Service Centre of Dixons Carphone in Brno. The centre provides a wide range of finance, business administration, logistics, IT and HR services for the Dixons Carphone Group’s UK & Ireland and Nordic Retail businesses with over 400 employees. Frank designs, delivers and coordinates developmental training programs. He has more than 15 years of experience in education planning and leading projects in multinational organizations, implementing Shared Service Center, finance and change management.

David Mansfeld
JNJ Global Business Services

David began his career at Coopers & Lybrand in 1993 in Prague, Czech Republic. After becoming a Chartered Certified Accountant (ACCA), he relocated to Zurich and joined Philip Morris Management Corporation in 1998 as an internal auditor, moving to London two years later for a lead auditor position. He moved to Chicago the following year as an appointed audit manager, handling corporate financial audits for Kraft Foods North America. In 2002 David returned to the Czech Republic, joining Johnson & Johnson as shared services and financial director for the Czech Republic and Slovakia. Responsible for business services for the pharmaceutical, MD&D and consumer sectors, he was involved in finance management and controlling, tax and accounting, and information technologies and operations of this business unit. Since 2006, in his native Prague, David has led the Global Finance Services EMEA organization. This center employs nearly 300 finance professionals from five continents, representing 33 nationalities, speaking 30 languages and provides financial business services, including procure-to-pay, invoice-to-cash, account-to-report, tax and master data processes for Johnson & Johnson affiliates in 27 European countries and the United States and Canada.
Marie Passburg is leading Skanska Property Czech Republic, sustainable office buildings developer active on the Prague market since 1997. Marie is responsible for managing the Czech organization, project management, leasing, land purchase and divestment. Marie joined Skanska in 2001 and has performed in various roles within Skanska in the Nordic countries, Central Europe and the UK. Marie is a graduate of Gothenburg University and holds a diploma in international business administration and economics.