

2015 annual review

The International Controller Association (ICV) celebrated in 2015 its 40th anniversary. The following summary shows how the ICV in the jubilee year brought controllers, CFOs, managers and scientists together, how it put in the center experience exchange, networking and future-oriented topics, how it combined experiences from the practice and new research trends and how it prepared knowledge for the company practice. The ICV has again made a significant contribution to personal success of its members and to the sustainable performance of companies.

Many thanks to all who have participated in our activities in this great year!

We wish you all a Merry Christmas and a Happy New 2016 Year!



1st Quarter

The readers of the "Controller's e-News" started the new year with positive expectations. According to the Economic Survey 2015 38% of them expect an improved outcome of their companies; but it is also visible that they're afraid of extremely volatile markets as well as the Ukrainian crisis and the Eurozone-crisis.

On February 1, the first edition of the **controlling postgraduates studies** carried out by the prestigious Warsaw School of Economics, Szkoła Handlowa Główna (the 100th ICV corporate member) together with the ICV ended.

In March the ICV launches **two surveys**: with BARC on "Advanced Planning" and the ICV Dream Factory (Ideenwerkstatt) Survey on the impact of Industrie 4.0 on controlling and controllers.

On February 20, 140 controllers and CFOs visited the **20th meeting of the WG Serbia** organized in collaboration of the IBM and the ICV.



On March 19-20, the **ICV expert work group "Communication controlling"** meets for the 25th time. A worthy setting for the jubilee meeting creates the MAN Diesel & Turbo SE in the Otto-Meyer-Villa in Augsburg.

The ICV Chairman Siegfried Gänßlen holds on March 20 at the **"2nd International Congress for Family Business"** in Poznan a lecture in front of 300 listeners.

The **German "Controller Magazin"** Issue March / April celebrates the 40th anniversary of the magazine, which from the beginning is also the magazine of the ICV members.



2nd Quarter

On the **ICV General Assembly** on April 19, the ICV Board Members Siegfried Gänßlen (the ICV Chairman), Prof. Dr. Heimo Losbichler (Vice-Chairman) and Karl-Heinz Steinke were reelected. For the Board Members who do not candidate again: Marcus H. Haegi-Largo, Dr. Adrianna Lewandowska and Dr. Walter Schmidt new Board Member are elected: Matthias von Daacke, Dr. Klaus Eiselmayer and Malgorzata Podskarbi. Dr. Schmidt supports the Managing Board in a new position as Executive Advisor. In the ICV Board of Trustees headed by Prof. Dr. Dr. hc Jürgen Weber Dr. Klaus Schuberth, Pauline Seidermann and Prof. Detlev R. Zillmer are elected.

For the General Assembly the **new ICV Homepage** is online. The Association realizes this way within the budget and time frames one of the largest projects of recent years.

The **40th Controller Congress** on April 20-21 proves again with top-notch speakers, top current issues, a worthy Controller Award Winner 2015, more than 550 participants and excellent organization that it's the leading European controlling conference. During the Congress the 40th anniversary of the ICV is celebrated. ICV-founder and Honorary Chairman Dr. Dr. hc Albrecht Deyhle as keynote speaker talks about 40 years of controlling development from his perspective.



The Controller Award 2015 given at the 40th Congress Controller goes to the RWE AG in Essen. A project team led by Dr. Peter Scherpereel, Head of Controlling Generation & Trading tested there the influence of "biases", conceptual simplifications, on decision-making processes as well as developed techniques for improving of decision-making quality.



For the 40th Controller Congress the ICV publishes in its **publication series** a new title: "**Modern Value Orientation**". The publication is an interdisciplinary project to approach the change in the economic management culture. Authors are directors of ICV expert work groups.

How do sustainability aspects find its way to investment decisions of companies? The ICV offers a **guide**, also for the 40th Controller Congress. The white paper "**Investment Controlling 2.0 - planning and implementation of investments to achieve the sustainability goals**" developed the ICV expert work group Green Controlling.

On April 23, the **6th International Controlling Congress** "Current challenges of controlling and demands on controllers" takes place in Vladimir. The event is organized by the Russian Controller Association with guests from Russia, Bulgaria, Germany and Estonia.

Conference "**Swiss Healthcare 2015**" organized by the Swiss ICV sector work group "Healthcare runs successfully on May 7 with 115 participants.

Two work groups' anniversaries in May: the **WG Heilbronn-Künzelsau** meets for the 20th time, the sector **WG "Energy + Water"** for the 30th time. The WG Heilbronn-Künzelsau at the meeting on May 8 participated by the ICV Chairman Siegfried Gänßlen, a new WG Board. As the successor Rainer Linse, former deputy Fritz Häussermann is elected, Mikael Moses is the new deputy.



On May 7 the ICV and Swiss Association for Medicine Controlling SGfM in Basel organize International Healthcare Conference "Cost and performance pressure in Healthcare".

Meeting place for controllers and CFOs from Polish and international companies is the **9th International Controller Congress** on May 11-12 in Poznan (PL). It takes place under the motto "Big Data - Big Challenge". At the meeting Dr. Adrianna Lewandowska hands over the leadership of the ICV in Poland to Edyta Szarska.



The General Assembly of the **International Group of Controlling (IGC)**, chaired by ICV Board Member Prof. Heimo Losbichler celebrates mid-May in Budapest the 20th anniversary of the IGC. Dr. Lukas Rieder from the Executive Committee hands over his role to Prof. Klaus Möller from the University of St. Gallen. The importance of the IGC confirms that the Vice-President Research and Policy of the Institute of Management Accountants (IMA) participates at the meeting.

At the 3rd ICV Congress of Controllers Serbia on May 20 organized under the motto "Controller as a Business Partner", the Head of the ICV work group Serbia, Bojan Šćepanović, welcomes 350 controllers and CFOs. For this occasion, the Serbian

Controlling Magazine is published in which the ICV appears with its own pages - as in sister publications in Germany and Poland.

At the University Abat Oliba, Barcelona, **6th ACCID Congress** takes place May 28-29 and is supported by the ICV WG Spain. With Heimo Losbichler, ICV Deputy Chairman and Chairman of the International Group of Controlling (IGC), and Dr. Hendrik Vater, Head of ICV expert work Working Capital Management and a member of the ICV Board of Trustees, ICV experts have a strong influence on the "Special Program Controlling" at the conference.



Among the speakers of the **8th International Controlling Conference** "Strategic Controlling in practice" on May 29 in **Kaliningrad** are a Minister of the Kaliningrad Region Government as well as Dr. Walter Schmidt, Executive Advisor of the ICV Board. The host Valentin Usenkov, ICV Member and President of the "Controller Club Kaliningrad," welcomes 45 participants.

The first international work group of the ICV, "**International Work Group**", starts on June 5-6 in Poland with controlling practitioners from Germany, Croatia, Poland, Romania and Slovenia. Host is the Polish family business NOMAX trading. There, the WG Members work out controlling concepts for the European growth plans of the company.



ICV Board Member Karl-Heinz Steinke speaks in front of around 100 listeners at the 4th CFO Conference of the German-Russian Chamber of Commerce on June 17 in Moscow on the ICV year top theme 'Industrie 4.0 and controlling'.

The ICV is the event partner of the symposium "**Communications Controlling in the ocean of data**" on June 25 at the HWZ Zurich University of Economics. Among the speakers: Rainer Pollmann, Deputy Head of the ICV expert work group "Communications Controlling".

The IPRI and the University of Ulm organize on June 30 in cooperation with the Chamber of Commerce Ulm and the ICV, a **symposium "Industrie 4.0 - business questions in focus"**. The ICV Chairman Siegfried Gänßlen and Goran Sejdić from the ICV Dream Factory (Ideenwerkstatt) give lecture on the impact of Industrie 4.0 on controlling.

In the 2nd quarter the ICV gets **new corporate members**: Herrenknecht AG, the world market leader in mechanized tunneling technology, the Gasteig München GmbH, responsible for the center of cultural life in Munich, the BLANCO GmbH & Co. KG, a leading manufacturer of high-quality sinks and kitchen faucets, Trufa GmbH, predictive analytics specialist from Heidelberg and the Wirthwein AG, manufacturer of high quality plastic components with manufacturing facilities in Europe, Asia, the USA and headquarters in Creglingen.

3. Quarter

The **Dream-Car-Report of ICV Dream Factory (Ideenwerkstatt) on ICV top topic 2015 "Industrie 4.0"** is available in German and English for download. The highly acclaimed Dream-Car-Report "Industrie 4.0 – Controlling in the era of intelligent networking" explains what is meant by Industrie 4.0, what are opportunities and risks and what are consequences for controllers.



Industrie 4.0

Controlling im Zeitalter der intelligenten Vernetzung

Dream Car der Ideenwerkstatt im ICV 2015

In Zusammenarbeit mit



Mit Beiträgen und Beispielen aus dem Unternehmen



The **40th Forum Project Controlling**, organized by the ICV expert work group Project Controlling together with the GPM German Association for Project Management, takes place in Nürnberg on July 10.

The **Green Controlling Award** is given on September 23 to three companies: Deutsche Telekom AG, VAUDE Sport GmbH & Co. KG and Voith GmbH. Under the motto "*With green topics to black numbers!*" Péter Horváth Foundation gives annually 10,000 EUR worth Green Controlling Award in cooperation with the ICV.



On September 24 the AKH Wien successfully organizes the 16th **International Controller Healthcare Conference / Forum Healthcare Austria**.

The September / October issue of the German "Controller Magazin" includes also this year an English **supplement "Controlling International"** produced by the ICV, with reports mainly from the ICV work groups outside German speaking countries.

Linde Hydraulics GmbH & Co. KG from Aschaffenburg, a global developer and provider of modular drive systems of hydraulic, electrical and electronics, Atlas Ward Polska Sp. z o.o. from Wrocław, Poland, specialized in the construction of production, commercial, stock, sport and trade halls, the Swiss health and accident insurance company, Helsana Versicherungen AG, and Volkswagen Nutzfahrzeuge are the new **corporate members** in the 3rd Quarter.

4. Quarter

In the fall the ICV conducts an **online survey** on digitization of business processes and the role of controllers. The proportion of involved controllers is very high (72.5%): "When the digitization projects run, controllers are involved, but not always in the lead. They have to go this path further and expand especially their IT affinity" warns ICV Chairman Siegfried Gänßlen.

In early October, the ICV Dream Factory (Ideenwerkstatt) for the first time presents in "NEWS Dream Factory | Quarterly" **results of their work on the new focus "Business Analytics"**. After it became clear working on the themes of "Big Data" and "Industrie 4.0" how much the comprehensive digitization affects and will even more affect in the future the company's management, the ICV Dream Factory focuses on the topic "Business Analytics".

Leading members of the ICV expert work group "Communication controlling" take part in the 2nd Conference "**Strategy and Communication Controlling**" on October 6, at the Berlin Quadriga-Forum.

On October 9, a **conference of the Russian Controller Association** "Management and Controlling in times of volatile markets" takes place in Ryazan with international guests and representatives of the ICV.

"Controlling northern Germany - cast off!" is the motto of the successful **5th Regional Conference Germany North** in Wismar on October 10, with more than 60 guests.



In the fall of 2015, the **Polish ICV work groups** focus on data visualization as a basis of effective communication and better decision support.

At its meeting on October 17 in Munich the ICV Board does an extensive job: the Board focuses on the work of the ICV expert work groups and Dream Factory, the concept "**ICV Country Strategy**", organizational changes in Poland and the strengthening of the ICV in Switzerland.

The **3rd Sino-German Controlling Forum** runs successfully on October 22 in Shanghai / China with 120 participants and 6 top-class presentations. Via video transmission the ICV Chairman Siegfried Gänßlen is there; also in 2015 the ICV supports the conference again as an event partner.

Dr. Dr. hc Albrecht Deyhle, ICV Honorary Chairman, Siegfried Gänßlen, ICV Chairman, ICV Managing Director Conrad Günther and the ICV Regional Delegate West Martin Hermann **say goodbye to Dieter Wäscher**, who after 30 years resigns from his function as the Head of the WG West I. The new WG leader is Alexander Großhäuser and his new deputy - Hartmut Ibershoff.



Dr. Walter Schmidt, Executive Advisor of the ICV Board and by April 2015 Board Member by many years takes a new honorary office: he coordinates in the future the ICV expert work groups.

On November 5, the **"3rd International Conference Controlling Croatia - ICC 2015"** successfully runs in Zagreb. Among the speakers in front of 150 participants are the ICV Chairman Siegfried Gänßlen, ICV Board Member Matthias von Daacke, Head of ICV Dream Factory Prof. Dr. Dr. h.c. mult. Péter Horváth and the Head of WG Wien-West Günther Pichler. For the first time the best Controller Project in Croatia is awarded.



For the 15th time the ICV makes Berlin the capital of German controlling: On November 7 120 controlling experts arrive to Berlin-Adlershof to **"Controlling Innovation Berlin - CIB 2015"**. At the CIB 2015 the **Controlling Newcomer Award** sponsored by Haufe is given: 1st prize goes to Dipl.-Ing. Bettina Schoberegger of the FH Joanneum in Graz, the 2nd prize to Thomas Weiszdorn (Friedrich-Alexander University of Nürnberg) and Daniel Erlemann (Hochschule Niederrhein).



The 11th Controlling Advantage Bonn - CAB 2015 organize on November 12 the ICV work groups of the Germany West region. The topics are diverse, all up to date, with 90 the number of participants is significantly higher than in the previous year.

The International Group of Controlling (IGC) ends its work on **Controlling Competency Model**. The approximately 250-page publication is presented for the first time on the ICV Conference "Controlling Insights Steyr - CIS 2015"

Again a full house at the "**14 Controlling Insights Steyr - CIS 2015**" on November 20! More than 300 participants focus at the Austria's largest controlling conference on two topics 'Industrie 4.0 - Controlling 4.0 "as well as classic challenges of corporate management.



At the 13th Controlling Competence Stuttgart - CCS 2015 on November 26 in the IBM Client Center Ehningen near Stuttgart take part 130 guests this year. The meeting of the South German Controlling Community is held under the motto "Controlling Changes ... in times of Big Data and Industrie 4.0".

Roland Berger and the ICV publish the "**Operations Efficiency Radar – The Top Levers for the CFO Agenda 2016**" with interesting results: More and more companies take a three-pronged approach and focus simultaneously on measures for growth hedging, efficiency and digitization. While the product portfolio remains in focus, the companies have recognized that more effort is necessary in marketing and sales. Therefore, these measures are back on track for 2016.

The ICV executives from 12 countries are on November 28 in Frankfurt / Main for **ICV Management Conference**. Board Members, delegates, heads of work groups as well as employees of the Office and the PR Team discuss the ICV goals 2016 and

important projects such as membership recruitment, knowledge transfer from Dream Factory and expert work groups in the Community, as well as internationalization.



On December 14 in Stuttgart the "11th Business Intelligence Symposium" takes place under the motto "Making a success of economy's digitization". Co-organizer is the ICV expert work group "BI / Big Data and Controlling" in cooperation with the host: Institute for Business Intelligence (IBI).

The Hofer KG with headquarters in Sattledt (Austria), DAT German Automobil Treuhand GmbH from Ostfildern, "Information Center for the automotive industry" represented in Europe by subsidiaries and affiliates, PROPHIX Software GmbH from Frankfurt - CPM software vendor are the latest **corporate members** at the International Controller Association (ICV).

At the end of the year, ICV launches a major study, "**Green Controlling 2015 - Where do we stand after 5 years?**". Until the end of January 2016, the current status of Green Controlling will be examined. For each completed questionnaire the ICV donates 1 euro for climate protection.