Organizers: Consulting company Kontroling Kognosko and Lider business magazine

Contact: www.kognosko.hr; info@kognosko.hr

Patron: ICV Internationaler Controller Verein

Participants: 200-250

About the conference

Under the auspices of ICV – Internationaler Controller Verein (International Controlling Association), Consulting company Kontroling Kognosko and Lider business magazine are organizing the biggest controlling event in Croatia: “Efficiency and beyond”.

Now is the time of global competitiveness, and the only ones who will survive are those who are able to take the maximum, both for themselves and for their buyers. The ideal ratio between quality and price is the essential first step towards a successful result in free market conditions.

Only those who offer quality at acceptable price will, in the longer term, pass the first test on the global market. But much more is required in order to reach the final goal - the right strategy, innovation and the capacity to manufacture goods or services at a cost which will ensure the achievement of a good business result. The secret lies in the balance between productivity, efficiency and effectiveness. It cannot be ensured without a well-developed controlling function.

We are expecting yet another outstanding event in the field of controlling which will offer many practical examples. Mark this event in your calendars and do not miss the largest gathering of managers and controllers in Croatia, and the whole region.
What topics will the conference cover?

- What kind of environment will there be in the next decade and what is expected of controlling in this period?
- Path of development to efficiency – examples of two companies
- How to build a team system that is devoted to a common idea
- What is more important: productivity, efficiency or effectiveness?
- A view into the internal software solution which leads to efficiency
- For the first time at the conference: controlling in a Croatian hospital
- Statistics is in again – the unduly neglected golden tool of good controlling analyses
- What must the managers and controllers know about the latest news in IFRS?

The aim of the conference

This year we are going to deal with the traditional, but, at the same time, the current issue of efficiency. At the time of global connectedness, where every supplier can reach any buyer and every buyer can find the right merchandize in any part of the world, only those who are the most efficient will be successful.

Global competitiveness is the hot topic, not just in Croatia, but all over the world. Margins are getting lower; the offer is wider each day and the era of fat cows belongs to the past.

The aim of the conference is to show through examples from Croatia and abroad how to attain balance between productivity, efficiency and efficacy, and to what extent controlling can contribute in this process.
From the contents

As every year, the participants will have the opportunity of hearing two international controlling experts (from Controller Akademie and WHU – Otto Beisheim School of Management). They will talk about the newest trends and the world's topics. Among our guests will be executive directors from Heineken and Stiebel Eltron and they will talk about management challenges supported by controlling.

The two conference stars are the first Head of Controlling in a Croatian hospital and a very popular Croatian mathematician (Algebra). We also believe that the presentation on the internal model for efficiency monitoring will be extremely interesting to all participants. One of the best Croatian trainers for MSFI and HSFI will update us on the news which we cannot afford to miss (Deloitte).

What are the key benefits for participants?

This is the opportunity for all the participants to see and hear the latest achievements in the field of company and organization management. Significant and fast changes on the market force companies to arm themselves accordingly with information which will enable them to adapt to changes and deal with the growing competition. To follow-up on the others, to find out about their solutions and their ways of managing has become an obligation, not just a possibility. Every year, this conference brings numerous examples from the global practice.

Who is the conference aimed for?

Company owners; top managers; sales, marketing, purchasing, production managers; all levels of controllers; analysts; planners; accounting and financial managers; IT experts who work on business solutions as support to controlling (BI, DW, planning).

Official languages

Croatian and English (simultaneous translation will be provided).
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:30</td>
<td>Registration and welcome coffee</td>
</tr>
<tr>
<td>9:00</td>
<td>Opening speech</td>
</tr>
<tr>
<td></td>
<td>mr.sc. Jasmina Očko, Kontroling Kognosko, Controlling consultant, Croatia</td>
</tr>
<tr>
<td>9:20</td>
<td>The Future of Controlling – keynote speaker</td>
</tr>
<tr>
<td></td>
<td>prof. dr. sc. Utz Schäffer, Director of Institute of Management, Accounting and Control WHU – Otto Beisheim School of Management (Germany)</td>
</tr>
<tr>
<td>10:00</td>
<td>MOVE Concept</td>
</tr>
<tr>
<td></td>
<td>prof. Detlev R. Zillmer, Member of Board of Directors at ICV, partner and trainer at Controller Akademie (Germany)</td>
</tr>
<tr>
<td>10:10</td>
<td>Coffee Break</td>
</tr>
<tr>
<td>11:10</td>
<td>Controlling at the Heart of the Brand</td>
</tr>
<tr>
<td></td>
<td>dr. sc Nicholas Matten, executive director at Stiebel Eltron (Germany)</td>
</tr>
<tr>
<td>11:50</td>
<td>Are We on the Right Track?</td>
</tr>
<tr>
<td></td>
<td>Sebastian Strobl, Financial Director at Heineken, Croatia (Austria)</td>
</tr>
<tr>
<td>12:30</td>
<td>Are you ready for IFRS 16? Influences, challenges, solutions</td>
</tr>
<tr>
<td></td>
<td>Domagoj Vuković, director at Deloitte (Croatia)</td>
</tr>
<tr>
<td>13:10</td>
<td>Lunch break</td>
</tr>
<tr>
<td>14:10</td>
<td>Controlling ERP – Safe Path to Efficiency</td>
</tr>
<tr>
<td></td>
<td>Gabriela Rijić, Co-owner and Deputy Director and Ivan Lovrić, Programmer and System Engineer at FTM d.o.o. (Bosnia and Herzegovina)</td>
</tr>
<tr>
<td>14:50</td>
<td>Controlling as the Bloodstream of Business Operations</td>
</tr>
<tr>
<td></td>
<td>Maša Šams Bival, Controller at Magdalena Clinic (Croatia)</td>
</tr>
<tr>
<td>15:30</td>
<td>Statistics is In Again</td>
</tr>
<tr>
<td></td>
<td>prof. Toni Milun, Mathematics and Statistics Lecturer at Algebra (Croatia)</td>
</tr>
<tr>
<td>16:10</td>
<td>Conclusion and closing of the conference</td>
</tr>
<tr>
<td></td>
<td>Jasmina Očko, Kontroling Kognosko, Controlling consultant, Croatia</td>
</tr>
<tr>
<td>16:30</td>
<td>The end</td>
</tr>
</tbody>
</table>
Conference contents:

Mr. sc. Jasmina Očko, Croatia, Controlling Consultant at Kontroling Kognosko d.o.o.

We will open the conference by asking the following question – do we know the ideal unit of measurement for success. There are three important indicators for long term competitiveness: productivity, efficiency and efficacy. Mutually they are quite different, and this is how they should be observed. This is the most important task of this conference.

The real job of a manager is to define strategic goals and the way to achieve them. He should also find a good balance between productivity, efficiency and efficacy. The real task of controlling is to monitor these three factors, arrange holistic measurements for success and communicate all this to the employees in a clear and transparent way.

Prof. Dr. Utz Schaeffer, Germany - Keynote, Director Institute of Management Accounting and Control (IMC) WHU – Otto Beisheim School of Management

Utz Schäffer is a full professor at WHU – Otto Beisheim School of Management in Vallendar, Germany, and Director of the Institute of Management Accounting and Control (IMC), a leading think-tank for Controlling and Strategy Execution. He is the author of numerous contributions in leading scholarly journals, has written many practice-oriented publications and is co-author of the leading German-language textbook “Einführung in das Controlling” (15th edition), which has also been translated into Polish, Russian, Chinese, and English. In addition to his academic career, he has gained practical experience as a consultant for McKinsey & Company, Munich, and CTcon GmbH, Vallendar and Düsseldorf. He continues to maintain close ties to controlling practice and is a member of the advisory board of CTcon as well as the board of trustees of the International Controller Association.
Future of Controlling

Utz Schäffer will talk about the future of Controlling. He argues that many traditional controller tasks will largely disappear due to automation and that most controllers are not yet adequately prepared for an increasingly digital world. At the same, he reasons that the concept of controlling will become more important than ever and good controllership will be needed. Therefore, controllers must reinvent themselves and address eight key challenges which will be outlined during the talk. First and foremost, they must invest in data & system quality and become true business partners. Based on his experience with major German corporations, Utz Schäffer will outline the consequences for the task profile as well as the required competencies and mindset of controllers.

Prof. Detlev R. Zillmer, Germany – Member of Board of Directors at ICV, partner and trainer at Controller Akademie

Detlev Zillmer studied a combination of Business Administration, Software Development and Industrial Engineering at the Technical University in Stuttgart, Germany. He joined the CA Akademie AG 1992 as one of their trainers and was promoted to partner status in 1994. Between 2003 and 2018 he was Professor at the Zurich University of Applied Science in Business Administration (HWZ), Switzerland. From 2006 to 2016 he was elected as vice chairman of the Board of Directors at the CA Akademie AG. Since 1999 Detlev Zillmer followed his interests in human behaviour and communications. He deepened his knowledge in Vienna, Palo Alto, Wieloch and eventually made his Coaching Certificate there. Currently he signs responsible for the Soft Skill Seminar Series within the CA Akademie AG.

The MOVE Concept

- Conventional ideas to improve the economic data in your company
- The importance of a clear structure
- Another understanding of how to improve results
- The impact of psychology
- Feedback or Feed Forward?
- The bigger picture: Consequences for Controllers future work
Dr. Nicholas Matten, Germany, managing director sales, marketing and finance at Stiebel Eltron GmbH & Co KG.

Mr. Nicholas John Matten is managing director sales, marketing and finance at Stiebel Eltron GmbH & Co KG. Previous career path – he was vice president sales CIS, Africa, Turkey, Middle East, he was director global projects at Hansgrohe SE, Schiltach, engineering manager Europe at Vickers Systems Ltd., United Kingdom, technical director industrial hydraulics at Hydraulikring GmbH, Nürtingen, managing director at Zentrum Fertigungstechnik Stuttgart, and research engineer at Institute for Machine Tools, University of Stuttgart.

Education: Mechanical Engineering Degree Course (Dipl.-Ing.) in Manufacturing Technologies. PhD in Mechanical Engineering (Dr.-Ing.) in Faculty of Manufacturing at University of Stuttgart.

**Controlling in the Heart of the Brand**

Controlling today must be much more than reviewing numbers. Controlling has to take an active part in steering a company and driving change. This places new challenges on controllers, not only from the professional side but also regarding soft skills and emotional intelligence. With the example of the ongoing change in the financial organisation at Stiebel Eltron, the presentation will show the journey taking a controlling department from a reactive function, based on the past numbers, towards becoming a forward-looking team, deeply embedded in the business.
Sebastian Strobl, Finance Director Heineken Hrvatska

Sebastian Strobl (39 years, Austrian) is working for HEINEKEN in the last 15 years in a variety of different roles in Central & Eastern Europe within or close to the Finance function, including Internal Audit, Financial Shared Services, Accounting & Reporting and Business Control. Before joining Heineken Croatia as Finance Director in September 2019, he spent six years at Paulaner Group in Munich, the last years as CFO for the Group in charge of Finance, IT, Purchasing and Sales Support.

Are we on track? – Ask the fridge!

How IoT can open new perspectives on managing Point of Sale & company performance in the beverage industry?

When the tourist season is on in the Croatian summer, there is only one thing that matters for performance in the beverage industry: availability at the Point of Sale! But is that really all? And if so, how do you know where you are really selling?

Learn more from Sebastian Strobl, Finance Director of Heineken Hrvatska, about the real quantitative and qualitative business performance management framework at Heineken in Croatia. Explore how IoT can help to move in that framework from anecdotic to data driven business performance management down to the point of sale, get a snapshot of what insights can be deployed from the data gathered and what challenges we face going forward.
Domagoj Vuković, Director at Audit and Advisory Services, Deloitte

17 years of experience in audit engagements and financial advisory. He has master’s degree in Economics, Croatian Certified Auditor and a UK Chartered Certified Accountant (FCCA). Before joining Deloitte, he worked for KPMG in Slovenia and Croatia. He has vast experience in audit engagements in Slovenia and Croatia. He is also involved in applying international standards for financial reporting (MSFI), Slovenian accounting standards (SRS), and Croatian standards of financial reporting (HSFI). He is involved in business advisory projects with the focus on restructuring and financial analysis. Speaks English, German and Slovenian fluently.

Are you ready for IFRS 16? Influences, challenges, solutions

MSFI is a constantly interesting topic for all managers and controllers. All changes have an influence on the balance-sheet; they require understanding and application and basically represent questions for managers. Currently, the newest changes are happening on MSFI 16 – The Leases.

Will the balance sheets of lease beneficiaries become more transparent? What are the implications of applying MSFI 16 on the beneficiary’s business operations (financing, EBITDA, taxes, employee’s income etc.)? These are just some of the questions this presentation will answer.
Gabriela Rijić and Ivan Lovrić, Bosnia and Herzegovina. Co-owner and Deputy Director, Programmer and System Engineer at FTM d.o.o.

Gabriela Rijić graduated from the Faculty of Law in Mostar. She also acquired her master’s degree in Law. She is Co-owner and Deputy Director at FTM d.o.o. She also worked as Head of General Affairs, Sales and Marketing Coordinator and Quality Manager. While in the process of seeking the solution for efficient company management, she recognized the significance of modern tools like implementation of international standards, contemporary marketing strategies, and, especially, controlling.

Ivan Lovrić by profession is Electronics Technician, specialized in programming and development of software solutions in several program languages. After he specialized programming in PHP, he worked as a freelancer, and since 2012 he has been working for FTM d.o.o. Novi Travnik as System Administrator and Programmer. So far, he has developed a number of solutions (for orders, entry and exit of goods, inventories, working time management of employees). After controlling had been implemented in FTM, he started working on support software and process management.

Controlling ERP – A Safe Road to Efficiency

FTM is a company which designs and produces ALU and PVC carpentry. Most of their products are exported to West Europe. The company created their own Controlling ERP – a unique controlling solution which enables fast and simple detection of unproductiveness and inefficiency on a daily basis.

This presentation will demonstrate how this solution makes it possible to manage customer enquiries; calculate customer expenses (processing of enquiries, developing offering solutions); calculate expenses by each phase, from production to installation; allow operational planning of production; analyse utilization of all capacities, customer satisfaction research, productivity and efficiency of all project participants; give instructions to procurement and, finally, provide the most important guidelines for further strategy development...
Maja Šams Bival, mag.oec. univ.spec., Head of Controlling, Clinic for Cardiovascular Diseases

After graduating from the Faculty of Economics, her 12-year-career path started in the field of finance and analysis. She completed her expert study, focusing on controlling. The knowledge and experience in this area was further expanded by obtaining the diploma from Controller Akademie in Munich, as well as by attending numerous controlling and business intelligence seminars and trainings.

During her career she has successfully implemented controlling processes in many companies, by applying reporting according to IBCS standards and using the newest technologies.

She received a gratification for her work – The Award for The Best Controlling Project in 2016.

Her controlling experience lies in the field of production and sales, but during last year she has expanded her expertise by entering health sector and becoming Head of Controlling in a cardiovascular clinic.

Controlling as the bloodstream of business operations

Controlling in health department is like a bloodstream – it is essential for business and comprises all aspects of business operations within one system.

The level of know-how, competence and knowledge of the system are key elements in this sector. Management decisions in health department are extremely complex because they unify several aspects: medical, technological and financial. At the same time, the highest quality of health services and patient security must be provided. The presentation will demonstrate that controlling is possible within a health care system. We will learn about some specific features of hospital business operations: the key parameters of hospital controlling, halts within the bloodstream, the importance of planning and calculating the cost price, the importance of visualization and usage of IBCS standards.
Prof. Toni Milun, Professor of Mathematics and Statistics, Algebra

Toni Milun is a Mathematics and Statistics lecturer at the Algebra University College. He graduated from the University of Zagreb, Faculty of Science, Department of Mathematics. He continued his education at the University of Zagreb, Faculty of Economics and Business, where he completed a postgraduate master study program called Statistical methods for economic analysis and forecasting. At the moment he is pursuing his Ph.D. in Economics at the University of Rijeka. Eight years ago he started an educational website https://www.tonimilun.com/, where he posted more than 2000 free mathematics video lessons for which he was awarded the Pride of Croatia award.

He is host and co-author of TV show Financijalac (Financial Guy) which is broadcasted on national TV network and aims to enhance financial literacy. He is regular guest at conferences, publishes scientific articles, he is co-author of Mathematics textbook for high schools, and advises in the field of applied mathematics and statistics. He is employed at Algebra University College in Zagreb.

Statistics is “in” again

When people hear Mathematics and Statistics, they immediately get somewhat uneasy or even anxious: I will not need this in my life.

Yet, controllers are well aware of the importance of basic mathematical and statistical concepts for their business. At this lecture, some practical statistical examples that are important for controlling will be presented: from simple one, like calculation of mean values, to more complicated ones: Lorenz curve or trend models. We will answer questions like: What is median for? Mod or geometric mean if I already know the arithmetic mean? How can standard deviation help with product planning?