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Dear Readers!


Today we all are focused on the up coming General Assembly and our anniversary Controller Congress. The most important event in the anniversary year takes place in Munich in less than two weeks. I hope to see you there! The Congress should honor the ICV anniversary and serve particularly as team building and motivating event! On the Congress our annual Controller Award will be given for the best controlling solution. Did you participated in the competition?

Preparations for the Congress don't disturb other ICV works: the work on the new ICV Homepage enters the final phase. We will launch the new Homepage by April 23!

In today's issue you can read about the new international initiative: a new Work Group lead by Dr. Herwig Friedag and Małgorzata Podskarbi. An interview with Dr. Friedag about how the group works and what it plans, you will find on the next pages. An international accent is also a conversation with Dragica Erčulj, ICV Regional Delegate South East Europe and Head of ICV Slovenia.

If you're looking for some new knowledge you can read White Paper of the International Controller Association: Big Data - a blessing for Controlling? Big Data is becoming more and more popular nowadays: data amount is increasing every day and companies and companies' controlling departments must learn how to deal with it and how to use it for their purposes.

Much pleasure while reading
Yours


Dr. Adrianna Lewandowska
ICV Board Member



ICV anniversary—international events, among them two big congresses

The 40th Controller Congress in Munich (April 20-21, 2015) is to be quality highlight and with more than 600 participants also economically convincing success—that's one of the goals of the ICV for the anniversary year. The 40th Congress in the 40th year of the Association focuses on one of our top topics: Industrie 4.0. The Congress will open Siegfried Gänßlen and his speech will be followed by the speech of prof. Albrecht Deyhle—how does he remember these 40 years?



For those who can't be in Munich or don't understand German good enough to follow the speeches, can come to Poznań, Poland. The Congress on May 11-12, 2015 assembles experts in the field of Big Data. Among them e.g. prof. Sergey Falco, father of the Russian controlling.

Remember!

40th Controller Congress
Munich, April 20-21, 2015

and

9th International Controller Congress
Poznań, May 11-12, 2015

Save the Date!

Working with controllers from different countries at the International Work Group!

Controllers are engaged more and more as internal consultants than as management accountants. Also their work is more and more international oriented – speaking English as lingua franca of European business. Therefore the ICV has started the international work group, giving experienced controllers and consultants a chance to work for other companies in other countries and learn for their own job.

The ICV speaks to Dr. Herwig Friedag who, with Małgorzata Podskarbi, leads the new Work Group.

The International Work Group of the ICV - started as a German-Polish network - will now be realigned. What is it about?

Herwig Friedag: In recent years we have witnessed in our Work Group again and again that in both countries - Poland and Germany – there is a need to communicate and learn from each other that reaches over borders. Our common language in Europe is English and we will be the first ICV European Work Group. We have learned to overcome linguistic and cultural barriers.

What is the thematic orientation of the first International Work Group of the ICV?

Herwig Friedag: We are all controllers in a world who have changed and continue to change. Nowadays, the methodology of the "German controlling" is taught anywhere at the universities, but not the practice!

Therefore, we want to work practically in European companies. We will visit the so-called TARGET COMPANY and get familiar with the local problems - not only in controlling, but also in processes and strategy development and implementation - with topics challenging controllers in the future. Controller is no longer a "number pedant" but is on the way to the management's business partner in the company. With the management of the target company, we will develop tasks for the smaller project groups. In the next six months, each project group will develop solutions. At the next WG meeting, these results will be presented and discussed with the management. The WG acts as a consultant for the target company. Of course, it is then the management's decision how to deal with these proposals.

Who can participate?

Herwig Friedag: The first International Work Group should be a home for experienced controllers and consultants with a certain passion for controlling, broadening their horizons, learning new approaches and sharing practical experiences.

What are actually the first steps of the new International WG?

Herwig Friedag: Together with my partner in the WG Board, Małgorzata Podskarbi from Poznań, we are looking for members of the work group and first potential target companies. The dates of our first two meetings have already been signed: June 5-6, 2015 and October 23-24, 2015. The first target company is Nomaxtrading, a Polish company for meat nets – see more at <http://www.nomaxtrading.eu/>. The company, situated in Piekary Śląskie nearby Katowice, Silesia, Poland, is family



owned and is successfully working on many European markets and will expand.

If you know another company that delights to acquire controlling and management support by the International Work Group, please contact me. We still look for a company for next year - we will get in touch with you.

What is expected of the WG participants and what can they expect from the AK?

Herwig Friedag: We would like to thank our supportive target companies with results useful for them. Therefore, we expect the Work Group members, both controllers and consultants, minimum 5 years of practical experience and appropriate English knowledge, because all discussions of the Work Group are conducted in English. In addition, participation in the two WG meetings will be mandatory, otherwise, the place in AK is free for the others. The WG members - or their companies - cover the travel expenses.

So that controllers could be attractive partners of the management in their companies, they should collect experiences as internal consultants in as many companies as possible. This is possible in the International Work Group!

What do you have to do to participate?

Herwig Friedag: Send an email to me: consult@friedag.com or to Małgorzata Podskarbi: Malgorzata.Podskarbi@vw-poznan.pl. Thereafter, the sender will

be asked to complete a short questionnaire, because it is important for a target company that our WG members do not work for their competitors. We also expect that the participants have time for at least two WG meetings and some work in the smaller project groups. This will be at least six working days.

Success in learning - I guarantee!

Success in learning—I guarantee!



Shi(f)t happens! You are the key to change! (21st ICV Serbia meeting)



The 21st ICV Serbia meeting arrived a little before spring. Eighty controllers gathered together on the Asseco premises on Friday, March 20, 2015. The subject of the meeting was "What does controlling look like in my company?"

More: http://www.controllerverein.com/International_Controlling_Serbia.168133.html

Siegfried Gänßlen – speaker at the International Congress for Family Business

Siegfried Gänßlen, Chairman of the ICV Board was the speaker of the 2nd International Congress for Family Business: **New horizons. Family business towards change** in Poznań, Poland. The Congress with 300 participants was organized by the Family Business Institute established by Dr. Adrianna Lewandowska (ICV Board Member) in 2011.

Siegfried Gänßlen talked about innovation and globalization culture in Hansgrohe: the innovations can be seen in many areas of the organization: the employees are encouraged to propose new creative ideas, Hansgrohe consults new product with clients (e.g. trade fairs), every two years the strategy of globalization is changed, important is also the branding of new products and employer branding.

More [PL]: <http://www.ibrpolska.pl/nowe-horyzonty-relacja-z-wydarzenia/>



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