



3rd ANNUAL ABSL CONFERENCE

BUSINESS SERVICES IN POLAND

Are we ready for Business Services 3.0.?



September 10-11th, 2012
Sopot, Hotel Sheraton
Powstańców Warszawy 10

AGENDA

Programme

The business services sector in Poland employs over 85,000 specialists in more than 340 SSC, BPO, ITO, KPO and R&D centers. It is worth over 12 billion PLN. That's facts. However to know the true story about business services we should go deeper. We invite you to join us for Poland's one and only business services event, which explores the sector far below the surface. From site location, employer branding and talents recruitment, through cooperation with government and local authorities, Facebook generation management to process excellence and Business Intelligence. Let's examine organization's lifecycle: from start-ups to mature units functioning. Let's look at business processes through a magnifying glass and identify where our organizations are. Let's consider both the nucleus and the environment of our businesses. Join the best networking of business professionals in the region, share knowledge and best practices, find the true story about one of the most powerful sectors in Europe!

Key Facts:	2 Conference Days	4 workshops
	200+ participants	3 thematic parts
	100+ C-level Directors	2 site visits
	20+ speakers (incl. Special Guests)	

3rd ABSL CONFERENCE AREA:

CHRISTOPHER COLUMBUS BALLROOM

WORKSHOP ROOM

3rd Annual ABSL Conference - Day One Monday, September 10th

8.30 – 9.30	 	<p>Sony Site Tour - a coffee meeting at Sony Pictures Entertainment FAO Center</p> <p>Light motif: Employer branding in Tri-City – the true story. Does world-famous brand face any challenges in talents retaining? Host: Michał Gryglewski, Executive Director, Sony</p> <p>Geoban Site Tour - a short walk around floors of Geoban Operations Center in Gdynia</p> <p>Light motif: Wrocław and Gdynia as two bridgeheads. More than 1 BPO center in 1 country – how does it affect ROI? Host: Dariusz Bazeli, Operations Director, Geoban</p>
9.00 – 10.00	Registration & Morning Networking & Coffee	
10.00 – 10.30	COLUMBUS	<p>Chairman Opening & Welcome Speech</p> <p>Speakers: Jacek Levernes, President of ABSL, Hewlett Packard Executive Management Board Member Europe, Middle East and Africa (EMEA), Vice-President of HP Global Business Services EMEA, Mieczysław Struk, Marshal of the Pomeranian Voivodeship</p> <p>Special Guest Speaker: Jerzy Buzek, former Prime Minister of Poland and President of the European Parliament, Member of the European Parliament</p>
10.30 – 10.45		<p>Presentation of Special Guests</p> <p>Special Guest Speaker: Tomasz Arabski, Head of the Chancellery of the Prime Minister, Chief of Permanent Committee of the Council of Ministers</p>
10.45 – 11.05	COLUMBUS	<p>Still having a boom? – facts & figures</p> <ul style="list-style-type: none"> - Who builds & leads the business services in Poland? - Why are we still on the shortlists – does Poland has its upper limit? <p>Speaker: Marek Grodziński, Vice President of ABSL Data & Intelligence, Vice President, BPO Poland Centre Director Capgemini</p>
11.05 – 11.25	COLUMBUS	<p>Business services as specialty of the house</p> <p>Business services became one of the strategic industries for Polish economy. Today the sector employees over 85,000 specialists and is still growing. Poland can be found on the shortlists of foreign investors and the country itself is associated with advanced Finance & Accounting, IT or HR processes.</p> <p>Special Guest Speaker: Michał Boni, Minister of Administration and Digitization</p>
11.25 – 11.50		<p>Trends in Outsourcing and Offshoring, and Country approaches</p> <p>Speaker: Armand Angeli, President, IAFEI EMEA, Cofounder and Vice-President EOA (European Outsourcing Association)</p>

Business Services 1.0. – The True Story

Panel Discussions with Matter-of-Fact Case studies

Location & Resources & Incentives

11.50 – 12.00	COLUMBUS	Case studies part 1: Presentation of Main Conference Partner - Invest in Pomerania
12.00 – 12.30	COLUMBUS	Panel discussion: Case studies part 2 - Concept and the reality of setting up a business service center – how to make a right decision? How to go about avoiding pitfalls? Key criteria & key differentiators. Shortfalls & Challenges Moderator: Antony Roberts-York , Vice President of ABSL Knowledge Sharing, CEO UBS Poland Service Centre Panelists: Przemysław Berendt , VP Global Marketing Luxoft, Raimo Kesti , Managing Director Poland at Geoban, Marek Łyżwa , Member of the Board, Polish Information and Foreign Investment Agency, Agnieszka Orłowska , Managing Director HP Wrocław Global Business Center Wojciech Skrudlik , Center Head, MAN Accounting Center
12.30 – 13.30		Networking Lunch
13.30 – 14.00	COLUMBUS	Panel discussion: Case studies part 3 – Massive recruitment - Is it possible to recruit large numbers and sustain quality in selection? - Practical experiences in various domains – truths & myths, challenges and pitfalls. Moderators: Agata Piątek , Branch Manager, HAYS Panelists: Marta Aserigadu , Business Services Delivery Manager, Hays Specialist Recruitment Representatives of ITO and BPO Business Services with massive recruitment experience
14.00 – 14.40	COLUMBUS	Panel discussion: Aligning city value proposition to Business - Attracting new investors "Soft criteria" vs. "Hard figures" - Serving new investors: one stop shop in the city - Cooperating with new investors: information and networking Moderator: Michał Kobosko - Editor-in-chief, Wprost Panelists: Teresa Kamińska - the President of the Management Board of PSSE Ltd Paweł Adamowicz - President of Gdańsk City, Rafał Bruski - President of Bydgoszcz City, Ryszard Grobelny - President of Poznań City, Andrzej Kosztowniak - President of Radom City, Marcin Krupa , Vice President of Katowice City, Krzysztof Żuk - President of Lublin City
14.40 – 15.00		Afternoon Networking & Coffee

Business Services 2.0. - Accelerate and differentiate

Transform the process and eliminate waste

15.00 – 15.35		Workshops: please pick one from two
COLUMBUS		Workshop: Technology platforms – multiplier effect in delivery value added outcomes - "One-size-fits-all approach" or sewing dedicated solutions for business services organizations Moderator: Anantha Radhakrishnan , Vice President and Head - Business Transformation Services, Customer Services and Technology Services, Infosys BPO
WORKSHOP ROOM		Workshop: Process excellence – LEAN Model Office - Lean Model Office as a best Continuous Improvement environment focused on process excellence, quality and cost reduction - case studies and best practices from implementation of Lean in transactional areas - Lean Model Office as a way of people and processes management Moderator: Rafał Szmajser , Head of Delivery Excellence Capgemini
15.35 – 16.10		Partner's presentation or workshop: please pick one from two
COLUMBUS		Partner's presentation: Finance leaders on sourcing success. Speaker: Tony Osude , Head of Global Relationships and Services, ACCA
WORKSHOP ROOM		Workshop: Process excellence – LEAN Model Office - Lean Model Office as a best Continuous Improvement environment focused on process excellence, quality and cost reduction - case studies and best practices from implementation of Lean in transactional areas - Lean Model Office as a way of people and processes management Moderator: Rafał Szmajser , Head of Delivery Excellence Capgemini
16.10 – 16.30	COLUMBUS	Panel discussion: Neighborhood watch: Tri-City identifying the factors of success Favourable geographic location, excellent transport links, young & well educated staff, high class business infrastructure, investment incentives & quality of life. What else makes Tri-City fashionable? Moderator: Paweł Panczyj , Advisor to ABSL Management Board, Ernst & Young Advisor Panelists: Marcin Faleńczyk , Deputy Director at Invest in Pomerania, Main Partner of the Conference, Representatives from business services centers from the region.
16.30 – 17.00		ABSL Excellence Awards
17.00 – 17.05		Presentation: Connectis
17.05 – 17.10		Summary of the 1st Day of the Conference Speaker: Krystian Bestry , Vice President of ABSL Conference Planning & Public Relations, Associate Vice-President Infosys Ltd., European Delivery Head and Head of Sales in CEE region Infosys BPO
17.30 – 19.30		Lifestyle surprise attractions & Casual Networking Choose one and have fun with business professionals after the Conference!
21.30		Conference Cocktail - Unique Club

3rd Annual ABSL Conference - Day Two Tuesday, September 11th

9.00 – 9.30		Registration & Morning Networking & Coffee
9.30 – 9.35	COLUMBUS	Chairman welcome Speakers: Jacek Levernes , President of ABSL, Hewlett Packard Executive Management Board Member Europe, Middle East and Africa (EMEA), Vice-President of HP Global Business Services EMEA
9.35 – 9.50	COLUMBUS	Real Brain Outsourcing? - Where are we now & where are we going? - How can we prepare for new generation of FDI? - Towards more complex and advanced business services – is Poland prepared for real Brain Outsourcing? Special Guest Speaker: Paweł Orłowski , Undersecretary of State, Ministry of Regional Development

Business Services 2.0. - Accelerate and differentiate

Transform the process and eliminate waste

9.50 – 10.30	COLUMBUS	Workshops: Generation Y – how to manage young workers to achieve results and use their potential? Challenges for Generation Y: - Understand their needs and drivers - Communicate effectively despite the age gap - Build respected authority - Secure commitment Moderators: Ewa Żukrowska, Vice President of the Board, Training Director, Grzegorz Święch, Sales and Marketing Director, Nowe Motywacje Sp. z o.o. Panelists: Anna Pankau-Broda, Member of the Board, Genpact, HR representatives of business service centers
10.30 – 10.55	COLUMBUS	Panel Discussion: Journalists say "Outside in view of the sector" - You think it is all about entering invoices? 5 myths regarding the sector - Be on the cover! Role of sector's non-profit organizations in increasing awareness of the industry Moderator: Krystian Bestry, Vice President of ABSL Conference Planning & Public Relations, Associate Vice-President Infosys Ltd., European Delivery Head and Head of Sales in CEE region Infosys BPO Panelists: Representatives of key media journalists engaged with business service sector
10.55 – 11.45		Morning Networking & Coffee

Business Services 3.0. – Striving for excellence

Generating new opportunities in Business Intelligence

11.45 – 12.15	COLUMBUS	Presentation: Modern office space for the business services sector - Search and selection of office space meeting the requirement - Location, functional and technical requirements from the occupiers representing business services sector - Market trends Speaker: Anna Kot, Head of Office Agency and Tenant Representation Services, Jones Lang LaSalle	
12.15 – 12.30		Presentation: How to differentiate your company through workspace solutions Speaker: Beata Osiecka, President of Kinnarps Company	
12.30 – 12.55		Case study presentation: please select	
	COLUMBUS	Case study presentation: Excellence in Customer Service & Value Creation Speaker: Maciej Prusinowski, Business Analyses & Projects Manager HP Global Business Services EMEA	WORKSHOP
			Case study presentation (Women's Business Network): Demonstrating Leadership on Diversity Speakers: Zuzanna Jawor, President of WBN, Operations Director at Shell Iwona Sarachman - Head of Corporate Affairs Department, Tesco Polska Sp. z o.o. Katarzyna Jankowiak - Head of Legal, Compliance & Risk Control Delivery at UBS Poland Service Centre Agata Kowalska - lawyer, Agnieszka Orłowska, Managing Director HP Wrocław Global Business Center
12.55 – 13.15	COLUMBUS	Panel Discussion: Is Business Intelligence/Big Data the next big thing for the sector? Going From simple data handling to value of information - How to utilize big data in business service centers - Business Intelligence as customer's basic requirement - What does 'connect the dots' mean for business services - How does BI evolve in business services Moderator: Przemysław Berendt, VP Global Marketing Luxoft Panelists: Representatives of high-end/KPO service centers	
13.15 – 14.15		Networking Lunch & Afternoon Break	
14.15 – 14.45	COLUMBUS	Global Market Overview – Outlook into the future - Are we going to the East? The new shortlist for offshore captives - Priorities for 2013 – growing emerging market presence, accelerate revenue growth or maybe increase operational agility? Speaker: Peter Peters, Principal at McKinsey	
14.45 – 15.00	COLUMBUS	Closing Summary Speaker: Jacek Levernes, President of ABSL, Hewlett Packard Executive Management Board Member Europe, Middle East and Africa (EMEA), Vice-President of HP Global Business Services EMEA	

MAIN CONFERENCE PARTNER:**GOLD SPONSOR:****PARTNER:****ABSOLUTE STRATEGIC PARTNERS 2012:****MEDIA PATRONS:****SILVER SPONSORS:****BROWN SPONSORS:****SPONSORS:****PARTNERS:**