



**ABS L**  
ASSOCIATION OF BUSINESS SERVICE LEADERS

# 4<sup>th</sup> ABS L ANNUAL CONFERENCE

# ROMANIA

FROM STARDOM TO VALUE CREATOR

A JOURNEY FROM COST  
TO COMPETITIVE ADVANTAGE  
THROUGH KNOWLEDGE AND TALENT

SEPTEMBER 29TH, 2016  
Radisson Blu Hotel, Bucharest, Romania



8:30 - 9:30

**Registration & Networking Coffee**

**One Voice, ABSL**

*Opening Speeches*

9:30 - 11:30

**How will Talent, Technology and Knowledge influence the Future of the Business Services in Romania?**

*Lessons Learned, Current Status and Trends for the Romanian Business Services Market. - part 1*

11:30 - 12:00

**Networking Coffee Break**

12:00 - 13:30

**How will Talent, Technology and Knowledge influence the Future of the Business Services in Romania?**

*Lessons Learned, Current Status and Trends for the Romanian Business Services Market. - part 2*

13:30 - 15:00

**Networking Lunch**

15:00 - 17:30

**Breakout Session 1:**

Making the Impossible a Reality by delivering Performance and Solutions: New Businesses and Processes.

\*What new processes are brought by SSCs/ BPOs in Romania? \*How are they delivering performance and solutions for their clients/ company? \*How are companies in the Real Estate/ Consultancy supporting this demand?

**Breakout Session 2:**

The Creation of the New Human: Delivering Talent for an Ever Growing Industry

\*How are companies growing their talents? \*How are companies creating Employer branding?

\*Initiatives in Education/ best practices

**Breakout Session 3:**

Reinventing the Wheel or Humanizing the Robots? Tapping into the New Era for Finance and Accounting through Standardization, Flexibility and Adaptability.

\*Can Romanian Talent innovate in the F&A field? \*How can RPA be integrated in the day to day activity of SSCs/ BPOs?

**Breakout Session 4:**

Transforming the Business Services through IT: How Romanian developed Software is changing the Global Businesses?

\*How much can the Romanian IT market still grow? \*How can Romanian Technologies have an impact in the Global Arena? \*Success Stories

17:30 - 19:00

**Closing Cocktail**



# THE CONCEPT

As you may remember, last year's theme was "Romania: The Shining Star of Business Services. Delivering High End Solutions Around the Globe", and the conclusions for the Breakout Sessions were all under the theme "Romania from Stardom to Value Creator". The meaning of the concept is that while to be "the star" of an industry is a good thing, this status-quo may not last. Thus, in order to be competitive, one must show what is "bringing to the table"; this is the reason why the first sentence states "Romania from Stardom to Value Creator". And how can Romania go from stardom to a value creator, and go from a cost-relevant location to a competitive one? Well, through its main important assets: Knowledge and Talent.

The Opening Speeches section will feature ABSL Representatives and authorities. Mr. Colin Lovering (Commercial Director, Corporate Office Solutions I Chairman, British Romanian Chamber of Commerce) will be moderating the event.

## Main Plenary Session

### **How will Talent, Technology and Knowledge influence the Future of the Business Services in Romania?**

*Lessons Learned, Current Status and Trends for the Romanian Business Services Market.*

The main plenary session of the Conference will bring, as last year, analysts and strategic partners of ABSL to debate on the status and trends of the Business Services Industry in Romania. This session is structured into 2 parts, with a short Networking Coffee Break in between.

## Breakout Session 1

### **Making the Impossible a Reality by delivering Performance and Solutions:**

*New Businesses and Processes.*

The first Breakout Session has a larger scope and is focusing on Business and Processes that are new in Romania. In addition, companies in the sectors connected to the industry of Business Services will share their stories on how are supporting this industry and what are the challenges they are facing while doing this.

## Breakout Session 2

### **The Creation of the New Human: Delivering Talent for an Ever Growing Industry**

This Breakout Session is dedicated to the HR professionals. In the past years, the profile of the ideal employee in the Business Services Industry has evolved a great deal. There is also a constant pressure between employees' expectations and employers' possibilities that are offered. Thus, a New Human is emerging, one that is aware of its skills and the need to constantly improve them, one that is constantly searching for new opportunities and is curious about its contribution to the industry. How can HR Professionals identify the perfect Talent for the company, and at the same time juggle with the aforementioned demands? They can only tell us!

## Breakout Session 3

### **Reinventing the Wheel or Humanizing the Robots? Tapping into the New Era for Finance and Accounting through Standardization, Flexibility and Adaptability.**

Finance and Accounting has been one of the main areas of this industry for a long time now, and for some more transactional activities in this area RPA seems to be a solution. Along with RPA, a great deal of standardization (which is more than welcomed) appears. The question would be: how much good standardization is bad standardization, and where does this evolve into inadaptability? Thus, do we need to Reinvent the Wheel when it comes to F&A processes, by innovations and technologies, or do we need to Humanize Robots and make them more flexible?

## Breakout Session 4

### **Transforming the Business Services through IT: How Romanian developed Software is changing the Global Businesses?**

Romanian developed software has had its growth until now and one can definitely say it has transformed the Business Services Industry. This session is dedicated to the IT Professionals who would like to share with us the successes and threats they faced along the road.



## ABSL CONFERENCE PREVIOUS EDITIONS FACTS & FIGURES



### NETWORKING OPPORTUNITIES

The ABSL Conference is a face-to-face platform for hundreds of sector stakeholders to meet and interact. The previous editions offered a host of networking opportunities, including:  
**NETWORKING LUNCH AND COFFEE. CONFERENCE COCKTAIL. ONE-TO-ONE MEETINGS.**

**1200 PARTICIPANTS  
100 SPEAKERS  
60 JOURNALISTS  
10 STATE GUESTS**





# TESTIMONIALS



*"I can describe the ABSL conference as very useful and with good insights about the Global and Romanian market. At the end of the conference we left with different ideas about some improvements we could do in our activity." A.C.*

*"Great job, excellent organization, I and my team appreciated it a lot!" R.G.*

*"Thank you for organizing this event, I liked it very much and, for sure, I will take part the future, as well." P.T.*

*"Keep the good track an also keep informing us, some want to be involved. Many thanks for the wonderful organization!" G.M.*

*"It was a great experience, many things learned, networking and lots of ideas to put in practice on my daily work. Thank you!" M.C.*



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# REGISTRATION & CONTACT DETAILS

## ABSL MEMBERS

Core – 10 free passes

Associate – 5 free passes

Supporting – 5 free passes

## Non-ABSL MEMBERS

Early Bird – June 1st – July 15th

**100 Euro/ticket**

Regular Pass – July 16th – Sept 1st

**170 Euro/ticket**

Advanced Pass – Sept 2nd – Sept 20th

**290 Euro/ticket**

Late Arrivals – Sept 21st – Sept 28th

**490 Euro/ticket**

The event is invitation-based. For booking your seats we kindly ask you to register at:  
<http://www.absl.ro/events/annual-conference-2015/participant-registration>.

For more information about the 4th ABSL Annual Conference, please go at:  
<http://www.absl.ro/events/annual-conference-2015>.

For partnership opportunities please contact:

**Cristina Partenie**

Project Manager, 2016 Annual Conference

[cristina.partenie@absl.ro](mailto:cristina.partenie@absl.ro)

+40721.293.576