



Join an **exclusive group** to discuss the changing role of **European CFOs**



7th Annual Event - International Roundtable

CHIEF FINANCIAL OFFICERS 2017

Brexit, Digital Transformation, Blockchain, Big Data, BEPS Tax Reform, Talent War: Your top 6 priorities for 2017



February 3, 2017 | Les Salons Hoche, Paris

#cfo2017

cfo2017.eu

Why attend:

1. It is **I.D.E.A.L.**: Informative. Different. Engaging. Ambitious. Lasting
2. **One day** among peers to assess your multi-dimensional role
3. Get a head start on the **BEPS Tax Reform and Data Protection Regulation** compliance
4. Explore **Blockchain** and discover other new **digital tools**
5. Learn how others are navigating **post-Brexit uncertainty & volatility**

Expert speakers include:



Guy Elliott
Former CFO, **RIO TINTO**
Non-executive Director,
former Audit Committee
Chairman
ROYAL DUTCH SHELL
United Kingdom
The Netherlands



Lord Dick Taverne
Member
UK HOUSE OF LORDS
United Kingdom



Jean-Jacques Morin
Group Chief Financial
Officer
ACCORHOTELS
France



Patrik Tolf
Deputy Chief Financial
Officer & Head of
Group Finance
VOLVO CARS
Sweden



Frédéric Salmon
Chief Financial Officer
**BICS - A subsidiary of the
PROXIMUS GROUP**
Belgium



**Hugues Perdriel
Vaissière**
Tax Leader
**GE HEALTHCARE
SYSTEMS EMEA**
USA

Sponsored by:

WHY THE CFO ROUNDTABLE

The **Chief Financial Officer's DNA** is evolving in line with the new strategic priorities of business: boosting **revenue growth** and **performance**, making the **digital transformation**, complying with **global regulatory framework**, navigating in the **post-Brexit environment** and employing **data analytics** to guide investments.

On February 3, 2017, Dii will gather **leading European CFOs** to help you benchmark your peers' best practices and move confidently from **financial uncertainty to sustainable growth**.

- ▶ How can you make your business **data-driven** while complying with the new **Data Protection Regulation**?
- ▶ Why do you need to follow the **Blockchain technology**?
- ▶ Can a **multigenerational finance department** lead to better performance?
- ▶ What is the practical impact of the new BEPS' **country by country reporting**?

WHO YOU WILL MEET

- ▶ **SECTORS:** Automotive, Banking, Consumer Goods, Energy, Insurance, IT, Pharma, Telecom, Travel...
- ▶ **JOB TITLES:** Chief Financial Officers, EMEA Finance Directors, VP Global Finance Transformation, Investment Directors, Heads of Finance and Control, Tax Directors...

HOW YOU INTERACT

Take your place at the single table to join your peers for a robust exchange of ideas and experiences.



WHERE WE CONVENE

Dii International Roundtables are hosted in key European capitals, within some of the most exclusive spaces in these cities. For the CFO-dedicated roundtable, we welcome our guests to **Les Salons Hoche**, a magnificent 19th Century venue in the heart of Paris' golden triangle.



ABOUT US

Development institute international is the Paris-based events division of POLITICO media in Europe.

Dii produces **high-caliber live event programs** for our broad range of partner organizations under the POLITICO and Dii brands.

Since its founding in 1993, Dii has become the event firm of reference for B2B conferences and trainings, serving managing directors across all sectors.

Our parent companies are POLITICO and Axel Springer.

WHAT IS Dii'S C-SUITE SERIES?

- ▶ **International roundtables** designed for C-level executives
- ▶ **An exclusive** audience of European decision-makers; off-the-record
- ▶ **Hosted** in key European capitals
- ▶ An **I.D.E.A.L. club-like** format:



Informative

What you need to know to maximize your own expertise

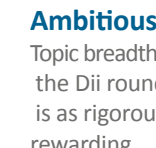
Different

Our innovative event format is a creative process catalyst



Engaging

Exchange ideas & experiences with peers and broaden your CFO network



Ambitious

Topic breadth and depth, the Dii roundtable is as rigorous as it is rewarding



Lasting

Your roundtable learning will prepare you for the year ahead

WHAT Dii DELEGATES SAY

A truly informative event allowing for free and direct exchanges among peers"




Eric Thomas,
General Counsel,
LAGARDÈRE

A very good mix between presentations and open discussions that makes this roundtable very different compared to other events"




Igor Makedonsky,
General Counsel,
PROXIMUS

**8:00 WELCOME BREAKFAST AND NETWORKING****08:30 WELCOME ABOARD – Introduction around the table****08:45 A WORD FROM THE CHAIR – Review of the CFO's top 6 priorities for 2017: Brexit, Digital transformation & Data Protection, Blockchain, Big Data & Artificial Intelligence, BEPS Tax Reform, Talent War**Guy Elliott, Former CFO, **RIO TINTO** - Non-executive Director, former Audit Committee Chairman, **ROYAL DUTCH SHELL**  **09:00 LOST IN THE FOG: HOW TO NAVIGATE THE POST-BREXIT UNCERTAINTY?****Cross-views between 1 CFO and a British Lord on how to deal with the post-Brexit shakeup**






- 8 months after Brexit, what **scenarios** are UK/Continental CFOs projecting?
- Do you need to set up a **special Brexit unit**? What **does it cost**?

Guy Elliott, Former CFO, **RIO TINTO** - Non-executive Director, former Audit Committee Chairman, **ROYAL DUTCH SHELL**  
Lord Dick Taverne, Member, **UK HOUSE OF LORDS** **09:50 NETWORKING AND COFFEE****10:20 WORDS, WORDS, WORDS, WHAT ARE YOU DOING ABOUT THE NEW DIGITAL TRANSFORMATION?****As industries are being disrupted, how can CFOs drive digital business transformation while ensuring proper capital allocation?**

- Feedback from a **CFO who made the shift to a digital business model**
- Getting the best **return on your digital investment**

Jean-Jacques Morin, Group CFO, **ACCORHOTELS** 
Mercedes Macías, VP of Finance, EMEA Applications, **ORACLE** **11:05 SPOTLIGHT ON CYBER-SECURITY AND DATA PROTECTION FOLLOWING THE EU REGULATION ADOPTION IN 2016****How can CFOs comply with the GDPR's new data flows obligations to avoid being fined up to 4% of your annual worldwide turnover and the new NIS Directive adopted in July 2016?****From now until May 25, 2018, get ready for the General Data Protection Regulation D-Day**Samantha Simms, Director, Global Privacy Officer, **CARLSON WAGONLIT TRAVEL** **11:45 WHY SHOULD BLOCKCHAIN BE ON A CFO'S RADAR?****Payment cycle data tracking, real-time automated reports, treasury management...: A 30-minute crash course on the new blockchain technology and your financial processes****12:15 HOW DO CFOs LEVERAGE BIG DATA & ANALYTICS TO INNOVATE AND GROW****40% of CFOs are investing in data analytics. How can you join the club and make the most of the new data science revolution to generate data-driven insights, improve operational efficiency and make better investment decisions?**Frédéric Salmon, CFO, **BICS - A subsidiary of the PROXIMUS GROUP** **13:00 SEATED LUNCH****14:15 ARTIFICIAL INTELLIGENCE SPOTLIGHT: GET SMART ABOUT A DIGITAL DISRUPTOR THAT COULD ADVANCE YOUR BOTTOM LINE**
The next CFO secret weapon? How to take advantage of robotic process automation and real-time AI analysis so you can focus on strategyJean Schmitt, Founder & Managing Partner, **JOLT CAPITAL** - *Holder of a post-graduate degree in Artificial Intelligence* **15:00 THE 2017 FISCAL REPORTING REVOLUTION****15 mandatory actions for 2017 from the BEPS Tax Reform plus the EU Anti-Tax Avoidance Directive (ATAD) slated for December 31, 2018: how CFOs can deal with increasing compliance cost**

- **Country-By-Country Reporting (CBCR), Permanent Establishment, Transfer Pricing...: Why CFOs should be aware of the shift in the international and EU tax rules**
- Between **transparency** and publicity: how to manage the new mandatory **disclosure** rules

Bruno Gibert & Giovanni Cali, Partners, **CMS**  
Hugues Perdriel Vaissière, Tax Leader, **GE HEALTHCARE SYSTEMS EMEA** **15:45 THE PITCH BATTLE FOR HIGH-POTENTIAL FINANCIAL TALENT****Start-ups versus traditional companies: what "soft skills" are required from CFOs to attract, train and retain the Millennials and win the talent war**Christoph Kammel, CFO, **VIEWSTER AG** - *Ranked in the top 10 fastest-growing European private companies in 2016* 
Patrik Tolf, Deputy CFO & Head of Group Finance, **VOLVO CARS** **16:30 CLOSING REMARKS AND COFFEE**

**8:00 PETIT-DEJEUNER D'ACCUEIL & NETWORKING****08:30 BIENVENUE A BORD – Ouverture des travaux de la journée pour networker autrement****08:45 ALLOCUTION DU PRESIDENT DE SEANCE – Tour d'horizon des 6 priorités des CFOs pour relever tous vos nouveaux challenges 2017 : Brexit, Transformation digitale & protection des données, Blockchain, Big Data & Intelligence artificielle, Réforme fiscale BEPS, nouvelle Guerre des Talents : le CFO sur tous les fronts**Guy Elliott, Former CFO, **RIO TINTO** - Non-executive Director, former Audit Committee Chairman, **ROYAL DUTCH SHELL** **09:00 LE GRAND MECHANT FLOU : COMMENT VOUS PILOTER FACE AUX INCERTITUDES POST-BREXIT ?**

Alors que Theresa May souhaite déclencher l'Article 50 avant mars 2017, quelles réponses apporter au post-Brexit ? Regards croisés entre 1 CFO et un Lord britannique

- 8 mois après le Brexit, quels scénarios les Directeurs Financiers du Royaume-Uni et d'Europe continentale envisagent-ils ?
- Faut-il mettre en place une unité spéciale Brexit ? Quels coûts prévoir ?

Guy Elliott, Former CFO, **RIO TINTO** - Non-executive Director, former Audit Committee Chairman, **SHELL**
Lord Dick Taverne, Member, **UK HOUSE OF LORDS** **09:50 PAUSE CAFE & NETWORKING****10:20 LA TRANSFORMATION DIGITALE CHAPITRE 2 : TOUT LE MONDE EN PARLE MAIS QUI LE FAIT ?**

A l'heure des disruptions en série, comment les Directeurs Financiers doivent-ils s'emparer de la transformation numérique pour garantir la viabilité financière des nouveaux business models 100% data-driven ?

- Retour d'expérience d'un Directeur Financier qui a fait le virage du digital
- Comment obtenir le meilleur ROI dans l'ère du tout digital

Jean-Jacques Morin, Group CFO, **ACCORHOTELS**
Mercedes Macías, VP of Finance, EMEA Applications, **ORACLE** **11:05 ZOOM SUR LA DATA PROTECTION ET LA CYBER-SECURITE SUITE A L'ADOPTION DES REGLEMENTATIONS EUROPEENNES EN 2016**

Le nouveau rôle des Directeurs Financiers dans la mise en conformité avec les nouvelles obligations du RGPD en matière d'usage des données et de la Directive NIS : comment éviter les amendes pouvant aller jusqu'à 4% du chiffre d'affaires annuel mondial. Soyez prêts pour le 25 mai 2018, jour J d'entrée en vigueur du Règlement sur la Protection des Données

Samantha Simms, Director, Global Privacy Officer, **CARLSON WAGONLIT TRAVEL** **11:45 POURQUOI LA BLOCKCHAIN DOIT DEVENIR UNE DES PRIORITES DU CFO**

Tracking des systèmes de paiement, reporting automatisé en temps réel, gestion de votre trésorerie...: 30 minutes pour tout savoir sur la nouvelle technologie Blockchain et ses impacts sur vos processus financiers

12:15 BIG DATA & ANALYTICS, LES NOUVEAUX LEVIERS DES DIRECTEURS FINANCIERS POUR INNOVER ET ACCOMPAGNER LA CROISSANCE 40% des Directeurs Financiers investissent dans les *data analytics*. Comment rejoindre le club et tirer profit de la manne de la data science pour améliorer la pertinence de vos données, augmenter votre efficacité opérationnelle et prendre les meilleures décisions d'investissement ?Frédéric Salmon, CFO, **BICS - A subsidiary of the PROXIMUS GROUP** **13:00 DÉJEUNER ASSIS - UN TEMPS POUR ECHANGER AUTREMENT****14:15 L'INTELLIGENCE ARTIFICIELLE, LA PROCHAINE DISRUPTION QUI VA BOOSTER VOS RESULTATS FINANCIERS**

L'IA, la future arme secrète du CFO ? Comment exploiter au mieux l'automatisation des processus et l'analyse en temps réel offerte par l'intelligence artificielle pour vous recentrer sur les décisions stratégiques à valeur ajoutée

Jean Schmitt, Founder & Managing Partner, **JOLT CAPITAL** - Titulaire d'un DEA en Intelligence Artificielle **15:00 LA REVOLUTION 2017 DU REPORTING FISCAL**

Des 15 mesures de la réforme BEPS obligatoires dès 2017 à la Directive sur la lutte contre l'évasion fiscale (ATAD) : comment les CFOs peuvent-ils gérer les coûts croissants de mise en conformité ?

- Déclarations pays par pays, établissement stable, prix de transfert...: Pourquoi les Directeurs Financiers doivent-ils prendre conscience des nouvelles règles du jeu de la fiscalité internationale et européenne ?
- Entre transparence et publicité, comment gérer les nouvelles obligations de transmission de données ?

Bruno Gibert & Giovanni Cali, Partners, **CMS**
Hugues Perdiel Vaissière, Tax Leader, **GE HEALTHCARE SYSTEMS EMEA** **15:45 LA PITCH BATTLE POUR ATTIRER LES HAUTS POTENTIELS EN FINANCE**Start-ups versus grandes entreprises : de quelles *soft skills* les Directeurs Financiers doivent-ils s'armer pour attirer, former et fidéliser les *Millennials* et gagner la guerre des talentsChristoph Kammel, CFO, **VIEWSTER AG** - Classé dans le top 10 des entreprises européennes avec la plus forte croissance en 2016
Patrik Tolf, Deputy CFO & Head of Group Finance, **VOLVO CARS** **16:30 CLÔTURE DES DÉBATS ET CAFÉ**

7th Annual Event | CHIEF FINANCIAL OFFICERS 2017 | Speakers & Sponsors

February 3, 2017 - Les Salons Hoche, Paris



Jean-Jacques Morin
Group Chief Financial Officer
ACCORHOTELS
France



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Belgium



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ORACLE
USA



Samantha Simms
Director, Global Privacy Officer
CARLSON WAGONLIT TRAVEL
USA



Guy Elliott
Former CFO, **RIO TINTO**
Non-executive Director, former Audit
Committee Chairman
ROYAL DUTCH SHELL
United Kingdom / The Netherlands



Bruno Gibert
Partner
CMS
France



Lord Dick Taverne
Member
UK HOUSE OF LORDS
United Kingdom



Giovanni Cali
Partner
CMS
Italy



Christoph Kammel
Chief Financial Officer
VIEWSTER AG
Switzerland



Hugues Perdriel Vaissière
Tax Leader
GE HEALTHCARE SYSTEMS EMEA
USA



Patrik Tolf
Deputy Chief Financial Officer
& Head of Group Finance
VOLVO CARS
Sweden

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Financial Cloud have been created to offer an open communication and collaboration, meanwhile giving a simple, modern and mobile user experience. The Cloud allows to improve global processes and adapt companies to local norms and legal and organizational changes.

Contact: Mercedes Macías, mercedes.macias@oracle.com

C/M/S/ Bureau Francis Lefebvre Founded in 1999, with 61 offices in 35 countries, CMS is ranked second most global firm in the AmLaw 2015 Global Top 100. More than 3,200 legal professionals across the world work in sector-based teams and are trained in project management. CMS offers specialist, business-focused advice in law and tax matters to clients operating in complex business and constantly changing regulatory environments. CMS lawyers focus on their clients and on providing the best possible service.

From major multinationals and mid-caps to enterprising start-ups, CMS provides the technical rigour, strategic excellence and long-term partnership to keep each client ahead whatever its chosen markets.

Contacts: Bruno Gibert, +33 1 47 38 55 00, bruno.gibert@cms-bfl.com & Giovanni Cali, +39 06 47815 305, giovanni.cali@cms-aacs.com

Registration is available online at cfo2017.eu - The event will be held in English

YES, please register me and/or my colleagues

(Photocopy this form to register additional delegates)

A. Delegate details

First name: _____ Surname: _____

Job title: _____

Telephone: _____ Fax: _____

Email: _____

B. Registration coordinator (if not the delegate)

First name: _____ Surname: _____

Job title: _____

Telephone: _____ Fax: _____

Email: _____

C. Company details

Company: _____

Address: _____

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VAT Number (applicable to EU residents only): _____

D. Pricing details

Yes, I accept the substitution/cancellation policy to register for the international roundtable – Chief Financial Officers 2017 – on February 3, 2017 (WFO1702)

Please find my payment of _____

	Registration fees
Discounted price for any payment before 9/12/2016	<input type="checkbox"/> €795 excl. VAT / €954 incl. VAT
Discounted price for any payment before 20/1/2017	<input type="checkbox"/> €895 excl. VAT / €1074 incl. VAT
Standard price for any payment after 20/1/2017	<input type="checkbox"/> €1095 excl. VAT / €1314 incl. VAT

E. Payment details

Cheque: made payable to Dii, reference WFO1702 on the back of the cheque

Bank transfer: BNP, Account Number: 30004 00760 00010009271/92. Please quote Dii, reference WFO1702 and the name of the delegate

SWIFT Bank transfer: BNP AFRPPCE, Account Name: Dii. IBAN Number: FR76 30004 00760 00010009271/92. Please quote reference WFO1702 and the name of the delegate.

I confirm that

(a) I have read and accepted the terms and conditions for cancellation and substitution policy

(b) I am entitled to sign this document in the name and on behalf of the above company

Signature & company stamp:

Date:

Five easy ways to register

1 Online
cfo2017.eu

2 Email
service-clients@development-institute.com

3 Fax
+33 (0)1 40 06 95 26

4 Phone
+33 (0)1 43 12 85 55

5 Post
Send the completed form with your payment to:
Dii
164 bd Haussmann
75008 Paris - FRANCE

Note: delegate fee(s) must be paid in full

Cancellation and substitution policy

If you wish to cancel your booking we require prior written notice.

- If you cancel 30-15 days prior to the conference an administration fee of €305 will be payable.

- If your cancellation notice is NOT received at least 15 days prior to the day of the conference, you will be liable for payment of the full fee and will not be entitled to any refund (this applies as well to delegates unable to attend the day of the event). Conference papers will be sent to delegates unable to attend. You may make substitutions at no extra charge but we would appreciate prior notice.

Delegates based in the EU are subject to VAT of 20% on registration and documentation fees. We will send you the invoice as soon as we receive your registration form. The registration price includes access to the conference, the documentation, the coffee breaks and the lunch. The organizers can modify the programme and the place of the event if the circumstances require it.

Data Protection Policy

This data is obtained, stored and processed to validate your participation and your registration to the event. The recipient of the data is: Development institute international. In conformance to Article 27 of French Law 78-17 from January 6th 1978 and modified in 2004, you have the right to access and amend your personal data, by contacting Development institute international's customer service who is in charge of data processing at: service-clients@development-institute.com. You may also, for legitimate reasons, prevent the processing of your personal data.

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