

CONTROLLER[®]

CONTROLLING INTERNATIONAL

Magazin

SPEZIAL

BIG CONTROLLING – BIG SUCCESS

**40 YEARS OF INTERNATIONAL
CONTROLLER ASSOCIATION IN EUROPE**



ICV and IGC:
The interrelationship
between IGC and ICV

ICV: **Big Data**
Serbia: **Number 2 in controlling**
Czech Republic: **Business management process**



International
Controller Association

ICCC INTERNATIONAL CONTROLLING CONFERENCE IN CROATIA

THE MOST IMPORTANT CONTROLLING EVENT IN THE COUNTRY

CROATIA



The Croatian economy is still combating recession, and it is not expected to start recovering until 2015. Economic experts are constantly emphasising that we urgently need foreign investment and exports if we are to achieve substantial progress. And let us here add something undeniable – for this to happen, the Croatian economy (first and foremost) needs modernly developed controlling! In this regard, each piece of expert advice and example of best practice is more than welcome.



Jasmina Ocko,
*Controlling Consultant,
Kognosko, Leader ICV
working group Croatia*

Until now, those who wanted to keep up with the latest trends in the development of controlling, an area in which Europe is a leader on the global scale, had to go abroad. But now significant progress has been made. Last autumn, the Croatian economy, and particularly its controller scene, welcomed a new and exceptional international expert meeting.

Under the auspices of the ICV and with the cooperation of its numerous members, an extremely successful and well-attended international controlling conference, the first of its kind in Zagreb, was organised, entitled. "THE MISSION OF CONTROLLING: SUSTAINABLE GROWTH."

Can controlling help us recover and grow in a sustainable and healthy way? This was one of the central issues discussed during the conference on which speakers from all over Europe gave their opinion and communicated their experience.

The whole world is recovering from the economic crisis, many lessons have been learned and they should not be repeated. At the end of the conference it was concluded that, in this regard, controlling today plays a more important role than ever before.

Thanks to the colleagues from ICV, as well as other presenters who selflessly shared their knowledge and experience, over 150 participants were given the opportunity to enrich their work and promote their controlling in the most efficient manner. Judging by the participants' reactions, the effects in practice will be significant. This certainly gave us a lot of impetus and strength to immediately start planning the next conference, which will take place on 5th November 2014, also in Zagreb.

With this we are continuing our mission to raise awareness of the possibilities controlling has to offer to modern tools and



International conference Speakers (from the left to the right): Walter Schmid, Valentin Usenkov, Jost Faganel, Jasmina Ocko, Mario Korbar, Dragica Erculj, Aleksandar Socha, Pasko Anic Antic, Snezana Gudelj.

modern management. Learning, the transfer of knowledge, and collecting best practices from the most developed economies is a permanent imperative that leads us in our efforts, and perseverance is the only way in which we can make our mark on the Croatian economy through a longer period of time.

For this reason, the autumn conference in Croatia will welcome a member of the Supervisory Board of ICV, Mr Hendrik Vater. Mr Vater's visit is connected with another exceptional event – we have recently published his book "IFRS for Managers and Controllers" in Croatian. Bringing international accounting standards to controllers and managers is a major and ambitious venture that aims to complete their comprehensive training. Therefore, we will also use the conference as an opportunity to promote this excellent book, and numerous interested readers will have the opportunity to spend some enjoyable time with the book's versatile author.

Once again, Mr Herwig Friedag will come to Zagreb to share his experience as a controller. After a great ICV workshop held in May, called "BSC is management, not measurement," we look forward to a new presentation from Mr Friedag. A brilliant presentation of controlling in practice will be given by Małgorzata Podskarbi, a controlling director from Poznań. We will also learn about an example from Spain from the head of the Spanish ICV working group, Ulrich Müller Bosom, controlling consultant and trainer.

The novelty of the conference will be the connection of German controlling with American business practices,

which are more focused on managerial accounting. For this purpose we will welcome Mr Raef Lawson from the IMA Institute of Management Accountants in New York.

And those are just a few of the great presentations that will see this autumn in Zagreb. There is no doubt that this conference will be a real controlling holiday in Croatia and the place to be for anyone who wants to keep abreast of best global practices.

The true path to the recovery of the Croatian economy requires not only new economic measures and changes in the mindsets of politicians, but also significant changes in thinking and business practices in terms of universal acceptance of the controller management mode and way of life.

In Croatian companies controlling is still seen as a discrete, administrative and static function. The controller is merely an analyst mining through billions of data in search of the right information. Relations with management are still "at a distance", and managers still have "their own way". It is not yet clear how many options controlling has to offer in terms of better resource management, more effective asset management, protection from low-quality investment, and as the first line of defence against theft and misconduct.

These are precisely the reasons that make us persevere in the idea that step by step we can change the established ways of thinking and foster the belief that controlling is indeed an inner voice and the common sense of the economy. Simultaneous interpretation into English will be provided for the conference, and you are all cordially invited. Welcome!



Jasmina Ocko with Dragica Erculj, leader ICV Working Group Slovenia and Dr. Walter Schmid, member of the Supervisory Board of ICV.