

Damir Zec, Country Director, pointed out in his welcome speech that "Five disruptive technologies are fuelling profound change in our world today: Mobile, Cloud, Social, Instrumentation/Sensors and Big Data. They are all developing at "machine speed", converging at once and having a profound impact on every business, organization and individual".

Krešo Perica, IBM CEE, presented insights into recently published IBM C-suite study, a result of a decade of research and 20,000 interviews with C-level executives worldwide, which showed a shift towards a customer-centric enterprise, where successful companies are shaping their future in line with customers' expectations. This session was followed by a round-table 'Customer-activated Enterprise', where leaders of several Croatian organizations concluded that the customers had actually become the executives' new business advisors.

Rainer Pirker, IBM CEE, MobileFirst Initiative, presented the changes in business trends brought by mobility and the changing behaviors of the clients, stressing the importance of a company's long-term mobile strategy.

An IBM Fellow and holder of several patents, Kerrie Holley, discussed the next era of computing, with cognitive computing systems becoming able to help people make better decisions by analyzing far greater quantities of data than ever imaginable before. "For example, IBM's cognitive computer Watson is being used in medicine, in diagnostics, while in retail it helps in customer relations... Our future will be marked by smart computers", Holley concluded.

»»» NEW PARTNERS AT DIVJAK, TOPIĆ & BAHTIJAREVIĆ LAW FIRM

We are happy to announce Marin Vuković, Mario Krka and Mate Lovrić as new partners at Divjak, Topić & Bahtijarević Law Firm.

Over the years, the firm has engaged continuous efforts to raise professional standards, combined the best local and international knowledge and focused on positive energy and innovation.

Our success is greatly supported by our junior and senior associates, and all other team members, with Marin Vuković, Mario Krka and Mate Lovrić most accurately representing our core values and company culture.

It is our firm belief that this appointment of our new partners means a step forward in terms of offering better service to our clients, and we are looking forward to new accomplishments.

Marin Vuković has gained reputation by working on domestic and cross-border transactions, with particular interest in greenfield in-



»»» MARIN VUKOVIĆ

»»» MARIO KRKA

»»» MATE LOVRIĆ

vestments, energy projects and commercial facilities. Within the Real Estate and Project Investments practice group, Marin advises local and international entrepreneurs on a daily basis, with special focus on the development of touristic and infrastructure facilities.

Mario Krka is engaged in all aspects of commercial law. Mario's extensive experience within Divjak, Topić & Bahtijarević Law Firm is focused on real estate, in particular commercial leases, PPPs and M&A advisory, including competition aspects. In 2011, Mario completed a post graduate program at Bucerius Law School and WHU – Otto Beisheim School of Management in Hamburg, Germany.

Mate Lovrić is a member of M&A practice group at Divjak, Topić & Bahtijarević Law Firm, with experience in major M&A deals in Croatia. Mate supports clients in all aspects of an M&A transaction, with most output being provided in terms of regulated industries, financing of infrastructural projects, sensitive shareholder relations and management models of strategic companies.

»»» 1ST INTERNATIONAL CONTROLLING CONFERENCE IN CROATIA (1ST ICC) HELD IN ZAGREB



November 5 was a great day for controlling in Croatia, given that the 1st ICC attracted over 150 attendees to the Crystal Ballroom at Westin Hotel Zagreb.

Croatia has finally

joined the club of ICV member countries holding annual international controlling conferences under the auspices of the ICV – Internationaler Controller Verein (International Association of Controllers).

The conference was organized by the controlling consultancy Kognosko, and the publishing house Lider. This was a giant step for Croatian controlling, considering that, in this way, Croatia has become part of a global mechanism for the transfer and communication of the latest insights and achievements in the field of controlling. The conference aimed to have the best controlling practice introduced to the economy of Croatia and the region as quickly and painlessly as possible.

The speakers were from Germany, Austria, Poland, Russia, Slovenia, Bosnia and Herzegovina and Croatia. Mr. Walter Schmidt, a member of the Board of the ICV, highlighted that controllers should be sparing partners who warn of future problems on time. Controlling focuses on targets and objectives, not on figures; it is a management process and teamwork.

This packed, whole-day event and gathering of proprietors, managers and controllers closed with the conclusion that the bar has been raised significantly, that countless questions have been put forth and innumerable answers given, and that an abundance of novel ideas for the improvement and advancement of existing models, procedures and processes has been presented. There is no doubt that this conference will inspire many to rethink their possibilities and make improvements, which is what the conference aimed to achieve. The 2nd ICC has already been announced for November 5, 2014!