

SAP European Winter CFO Roundtable

December 2 and 3, 2004, Hotel Gritti Palace, Venice, Italy



14:30 Welcome Reception

15:00 Welcome Remarks

Transforming the Finance Function and Enterprise Performance Management – Introduction of Participants and Expectations

Hans-Dieter Scheuermann,
SVP Business Solution Architects Group, SAP

17:00 Finance Transformation – Best in Finance Program at Philips

Gerard J. Ruizendaal, Executive Vice President,
Group Controller, Philips N.V.

18:15 Break before Dinner

19:00 Cocktails and Joint Dinner

Dinner Speaker: Dr. Christopher Nobes,
PricewaterhouseCoopers Professor of Accounting,
University of Reading, England

**THURSDAY
DECEMBER 2, 2004**

Moderator of Day I: Hans-Dieter Scheuermann

THE BEST-RUN BUSINESSES RUN SAP™



SAP European Winter CFO Roundtable

December 2 and 3, 2004, Hotel Gritti Palace, Venice, Italy



07:30 **Informal Breakfast**

08:30 **Reflections on Day 1 –
Introduction of the Topics of Day 2**

Juergen H. Daum, Business Solution Architects Group, SAP

09:15 **Beyond Budgeting Approach and Philosophy
at Svenska Handelsbanken**

Lennart Francke, CFO Svenska Handelsbanken

10:30 **Coffee/Refreshment Break**

**FRIDAY
DECEMBER 3, 2004**

Moderator of Day II: Juergen H. Daum

THE BEST-RUN BUSINESSES RUN SAP™



SAP European Winter CFO Roundtable

December 2 and 3, 2004, Hotel Gritti Palace, Venice, Italy



11:00

Intangible Assets and Performance Management – a CFO Perspective

David Kappler, retired CFO of Cadbury-Schweppes

12:15

The Role of Planning and Forecasting in a Turnaround Process

Thomas Buess, COO Global Life, Zurich Financial Services

13:30

Lunch

14:30

Panel Discussion: The Future of Enterprise Performance Management - From Best to Next Practice

Thomas Buess, COO Global Life, Zurich Financial Services

Lennart Francke, CFO Svenska Handelsbanken

David Kappler, retired CFO of Cadbury-Schweppes

Dr. Werner Brandt, CFO of SAP AG

Moderator: Juergen H. Daum, SAP

Moderator of Day II: Juergen H. Daum

**FRIDAY
DECEMBER 3, 2004**

THE BEST-RUN BUSINESSES RUN SAP™



SAP European Winter CFO Roundtable

December 2 and 3, 2004, Hotel Gritti Palace, Venice, Italy



15:30

Next Steps – Topics for Next CFO Roundtable Meeting and SAP Finance Best Practice Workshops

all

16:00

Closing Remarks and Conclusion of Meeting

Moderator of Day II: Juergen H. Daum

**FRIDAY
DECEMBER 3, 2004**

THE BEST-RUN BUSINESSES RUN SAP™

