



Controllers-Connect.be

Finance supporting Shareholder Value Creation

- > **Prof. Dr Gabriel Hawawini**
Henry Grunfeld Chaired Professor of Investment Banking,
Professor of Finance, INSEAD
Introduction to the principles of Value based Management

- > **Prof. Dr Werner Bruggeman**
Managing Partner B&M Consulting, Professor Ghent University
Management Control systems for Value creation

- > **Testimonials**

- > **Panel debate moderated by Paul D'Hoore**
Vision of Belgian CFO's

Wednesday March 24th 2010

**Auberge du Pêcheur,
Sint-Martens-Latem**

Foundation Partners



About BIMAC and Controllers-Connect.be

For over ten years, **BIMAC, The Belgian Institute of Management Accountants & Controllers** vzw/asbl is the network of financial professionals active in Management Accounting & Control.

A dedicated webportal, **Controllers-Connect.be** and a series of **seminars**, support BIMAC in its mission to spread knowledge and information on new theories and practices within the domain.

Over the last 2 years, almost 500 persons joined the Controllers-Connect.be network

Finance supporting Shareholder Value Creation

The recent economic developments have forced organizations and the finance department to get back to their roots: creation of cash and value for the shareholders.

The event will focus on:

- > Explaining the drivers of value creation as well as the management of these drivers
- > Set up of management control systems that lead to value creation
- > Testimonials of Belgian CFO's that have been applying the principles successfully

Our aim is that the people present will leave the event with practical solutions on how to increase the value in their companies.

Date & venue

Wednesday March 24th 2010, from 09:00 - 17:00
Auberge du Pêcheur, Pontstraat 41, 9831 Sint-Martens-Latem

Subscription Fee

- > '09 **Controllers-Connect.be Extended Members**: 300 €, excl. 21% VAT
- > **Non Extended Members**: 600 €, excl. 21% VAT
- > **Subscription and application for '10 Extended Membership**: 720 €, excl. 21% VAT

More Information

Controllers-Connect.be,
an initiative of The Belgian Institute of Management Accountants & Controllers vzw
A. De Pesseroeylaan 58, 9831 Sint-Martens-Latem
Tel. +32 (0)9 245 03 05, fax +32 (0)9 245 02 96
E-mail: info@bimac.be
Website: www.controllers-connect.be

Cancellation

The subscription can be cancelled free of charge until March 15th 2010.
Replacement by a colleague is possible if notified in time.

Timetable

09:00 – 09:30	Welcome & Introduction
09:30 – 10:30	Introduction to the Principles of Value based Management Prof. Dr Gabriel Hawawini, <i>Henry Grunfeld Chaired Professor of Investment Banking, Professor of Finance, INSEAD</i>
10:30 – 10:45	Coffee Break
10:45 – 11:30	Introduction to the Principles of Value based Management Prof. Dr Gabriel Hawawini, <i>Henry Grunfeld Chaired Professor of Investment Banking, Professor of Finance, INSEAD</i>
11:30 – 12:30	Management Control systems for Value creation Prof. Dr Werner Bruggeman, <i>Managing Partner B&M Consulting, Professor Ghent University</i>
12:30 – 14:00	Lunch
14:00 – 15:15	Testimonials <i>Philippe Maeckelberghe, CFO Deceuninck Jan Staelens, CFO Roularta Media Group</i>
15:15 – 15:30	Coffee Break
15:30 – 17:00	Panel Debate with Belgian CFO's <i>Moderated by Paul D'Hoore</i>
17:00 - ...	Conclusions & drink

Keynote Speakers

Prof. Dr Gabriel Hawawini

is the Henry Grunfeld Chaired Professor of Investment Banking, Professor of Finance, and former dean of INSEAD (2000-2006).

He was a member of the editorial board of several academic journals, and the author of twelve books and over seventy research papers. His publications are in the areas of value-based management, risk estimation and asset valuation, portfolio management, and the structure of the financial-services industry. His books include *Mergers and Acquisitions in the US Banking Industry* (North Holland: 1991) and the third edition of *Finance for Executives: Managing for Value Creation* (South Western Publishing: 2006).

He is currently on the board of several public companies and consults with a number of companies on the implementation of value-based management systems. He has organized, directed and participated in management development programmes around the world since 1982.

Prof. Dr Werner Bruggeman

is Professor in Management Accounting and Control at the Faculty of Economics and Business Administration at the University of Ghent and at the Vlerick Leuven Ghent Management School. He is also Managing Partner at B&M Consulting, specializing in the implementation of Integrated Performance Measurement and Activity-Based Cost Management Systems. He is author of numerous books and publications in the sphere of Management Accounting & Control.



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Antoon De Pesseroeylaan 58
9831 Sint-Martens-Latem
Tel. +32(0)9 245 03 05
Fax +32(0)9 245 02 96
E-mail: info@bimac.be
Website: www.controllers-connect.be

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on **Wednesday March 24th 2010** at the **Auberge du Pêcheur, Sint-Martens-Latem**

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A. De Pesseroeylaan 58, 9831 Sint-Martens-Latem

Tel +32(0)9 245 03 05, fax +32(0)9 245 02 96

info@bimac.be