

Creating exceptional success in tough and uncertain times...

Hear from Europe's very best Award-winning companies. Learn more about what they have done, how they have done it and how you can apply some of their insights, ideas and strategies into your own business to great effect.

The European Business Awards 2011

15,000 companies started out on the journey to win a European Business Award. After nine months and many rounds of judging, just 11 companies walked away with a coveted trophy. These companies are truly exceptional; from innovation to leadership, strategic insight to technical competence, and customer management to international trade, they really do set the standard.

Today you will hear from nine Award-winning companies about the journeys of their success, their experiences and insights; the biggest challenges their companies have faced and how they have dealt with these, and the key decisions and actions that have been instrumental in making their companies so exceptional. Participating companies are:

- **Pirelli C. S.P.A., Italy**
- **Sheffield Forgemasters International, United Kingdom**
- **Measa Group, France**
- **Turkcell Global Bilgi, Turkey**
- **Gaea Products, Greece**
- **Taxis G7, France**
- **Bigpoint, Germany**
- **Software A.G., Germany**
- **Mercator Group, Slovenia**

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Introducing the Conference Chair...

Mr Robert Coles M.Phil, MSc, FITOL, AHRD ***European Director, RSM International***

Robert is the European Director as well as part of the leadership team of RSM International, the world's sixth largest audit, tax and advisory network. His goal is to lead the members of the network in Europe as we surprise our clients with our focus on partnering and understanding them, our relentless pursuit of quality on their behalf and our passionate drive for their success. Working with the European Leadership Team and the Managing Partners of our European firms, he formulates strategies for growth and competitiveness, works with firms to create operational infrastructure through which those strategies can effectively be delivered, and works closely with member firms in aligning our capabilities to the needs and wants of our international clients. The European team is strong, with high levels of collaboration and deep business relationships, reflected in the way we work together and the growth of our international revenues.

Background

Robert has extensive international work experience, having lived in Asia, North America and Europe and worked in most regions of the world. He is a cross-cultural psychologist by training, as well as being a Doctoral researcher. His field of research covers cross-cultural learning and change in global organisations. He is a Fellow of the Institute of Training and Occupational Learning, an Academician of the Academy of Human Resource Development and a member of the International Association of Cross-Cultural Psychologists. As part of this work, he is the creator of several organisational and psychometric tests and models in Human Capital Management strategies, including the Business Relationship Capability Assessment tool.

He has built, run and sold four Human Capital consulting firms, focused on working with growing international companies and MNCs to develop their Human Capital in leadership and management, change management and strategy and in cross-cultural business effectiveness. He has primarily worked with Boards of Directors and senior management teams, helping them develop and cascade change strategies and Human Capital programmes throughout their businesses.

In his remaining spare time, he is a keen rock climber, hill walker and writer.

www.rsmi.com



Pirelli & C S.p.A, Italy

"Tracks of Success"

How to turn pure vision into commercial triumph.

Ideas & Insights to Take Away

- Refocusing business to achieve rapid economic growth
- Meeting expectations of all stakeholders
- Increasing investment in R&D
- Strategic relocation makes strong business sense

Growth in recent decades and investment in non-strategic assets such as Pirelli Broadband Solutions had led to Pirelli & C becoming fragmented. To rectify this, Pirelli chose to focus on its core industrial activities and transformed Pirelli back into a pure tyre company. This transformation was completed in 2010, by which time tyres represented 98% of total sales. The effective conclusion of this process and the achievement of 2011 targets a year ahead of schedule led Pirelli to define a new industrial plan.

Pirelli was a Ruban d'Honneur recipient of the Infosys Business of the Year Award [t/o €150m+] in the 2011 European Business Awards.

www.pirelli.com

Presented by

Dr. Guglielmo Fiocchi

Senior Vice President Pirelli Tyre; Managing Director Business Unit CAR worldwide

Guglielmo Fiocchi has a long history within the Pirelli group and held many executive positions before becoming CEO of Pirelli Tyre Germany in 2002. Guglielmo became Managing Director of Business Unit Moto Worldwide in 2007, then Managing Director of Business Unit Truck Worldwide in 2011. He took up his present role as Managing Director Business Unit Car worldwide in July 2011.





Sheffield Forgemasters International, United Kingdom

"Reappraisal & Reinvention"
Forging a way through fierce competition.

Ideas & Insights to Take Away

- Transformational change
- Competing with emerging markets
- Partnership business models
- Innovation
- Skills and education for competitive advantage

The economics of global competition should have meant the end for this 200-year old forgemaster. Instead Sheffield Forgemasters is a thriving, internationally renowned business that dramatically turned its fortunes around through large-scale investment, embracing technological advancements and adapting to the changing needs of the global market.

Sheffield Forgemasters International was the winner of the HSBC Import/Export Award in the 2011 European Business Awards.

www.sheffieldforgemasters.com

Presented by

Dr. Graham Honeyman
CEO

Graham joined Sheffield Forgemasters as Technical Director in 1988 following a distinguished career in the field of steam turbine engineering and technology. He led a management buyout of the Company and was appointed Chief Executive in 2005. Graham was awarded a CBE in 2008.

SHEFFIELD FORGEMASTERS
INTERNATIONAL





Maesa Group, France

"From Classroom to Boardroom"

The skill of navigating the entrepreneurs' journey.

Ideas & Insights to Take Away

- The changing requirements of an entrepreneur in a business lifecycle
- The essential attributes of an entrepreneur
- Managing large teams of highly creative people
- Scaling internationally
- Key to successful mergers and acquisitions

Straight out of university with no business experience, Julien Saada and friend Gregory Mager set up Parfum d'Image, the company which was later to become the Maesa Group. Julien and Gregory have turned their idea into a thriving €80m turnover beauty products group quoted on the NYSE Euronext Paris Alternext. Maesa Group is now the fastest growing and most comprehensive resource for "Beauty on Demand" products and services. Their journey has led them through many stages of development and challenges.

Julien Saada & Gregory Mager were winners of the RSM International Entrepreneur of the Year Award in the 2011 European Business Awards.

www.maesa.com

Presented by

Mr Julien Saada

President & Co-Founder

Julien and Gregory have led this business from start up to world leader in its field. Hear Julien's story and the key skills and competencies he believes have been essential in creating the stellar success of his business.



Turkcell Global Bilgi, Turkey

"21st Century HR"

Using technology to create a people-centric organisation.

Ideas & Insights to Take Away

- Using creative software solutions to improve employee relations
- Progressive Human Resources strategy
- How to attract and keep the best employees
- Using expertise to best advantage

Named as the 'Best Call Centre in the World', Turkcell Global Bilgi has used its own internal expertise and technological know-how to create an advanced Human Resources strategy for the 21st Century.

Turkcell Global Bilgi was the winner of the Employer of the Year Award in the 2011 European Business Awards.

www.globalbilgi.com.tr

Presented by

Mr Ersin Aydin

Head of Human Resources

Ersin joined the Turkcell Group of Companies in 2003 and prior to his current appointment as Head of Human Resources at Turkcell Global Bilgi, he was Deputy General Director at Life Belarus and Assistant General Manager of human resources, administration and IT at Northern Cyprus Turkcell. He has expertise in Organisational Development, Strategy Building, Needs Analysis, Budgeting, Planning, Training Management, Compensation and Benefits Management, Performance Systems, Incentive Programs, and General Administration Management.



GAEA Products S.A., Greece

"Turning Crisis into Cash"
Surviving and thriving through co-creation.

Ideas & Insights to Take Away

- Simple strategy gives clear business advantage
- Developing effective international partnerships
- Managing business growth
- Innovation to keep ahead of international trends
- Supporting small businesses within complementary sectors

One of Greece's recognised stars and hailed as a model for future development, Gaea has built a profitable speciality food business despite of the recent financial crisis to hit its country. Using a clear and simple strategy and a network of effective partnerships, Gaea now exports 83% of all its production. The company is using its successful position to help other Greek brands by creating joint branded ventures to launch in the international marketplace.

Gaea was a Ruban d'Honneur recipient of the HSBC Import/Export Award in the 2011 European Business Awards.

www.gaea.gr

Presented by

Dr. Aris Kefalogiannis

CEO

As founder and CEO of Gaea Products, Aris has built up the company making it what it is today both within Greece and in major international markets. Aris is Vice Chairman of both the Board of Directors of the Greek Confederation of Olive Oil Industries (SEVITEL) and the National Interprofessional Organization of Olive Oil & Olives (EDOEE). His unwavering commitment to quality ingredients and sustainable farming led, in 2011, to Aris being awarded the title of "visiting Academic" at the Academia dei Georgofilli, Florence, Italy, Europe's oldest and most influential agricultural university.





Taxis G7, France

"Driving Change"

How to transform customer care through sustainable technology.

Ideas & Insights to Take Away

- Using technology to change traditional business processes
- Segmenting the market to meet differing customer needs
- Improving customer experience
- Giving suppliers greater opportunities
- Embracing move toward sustainable energy

Taxis G7 has, through a very clear and intuitive understanding of its potential customer base, used technology to revolutionise an industry which has seen little change in decades. These advancements have significantly improved the experience, choice and flexibility for customers; while providing its suppliers, the taxi drivers themselves, with a greater choice in how they operate; giving them the potential to specialise in their businesses. The changes have been highly effective and game-changing for the entire taxi industry both in Paris and much further afield.

Taxis G7 was the winner of the Award for Customer Focus in the 2011 European Business Awards.

www.taxisg7.fr

Presented by

Mr Antoine Jenoudet
Business Development Director

Antoine Jenoudet became Business Development Director of Taxis G7 in July 2010. He is responsible for the development of Taxis G7 internationally and in France as well as major partnerships and new business. Antoine brings a wealth of technological experience to the company having been a consultant for Identify Innovative Payment Solutions (2008-2010); Managing Director at Ticket CESU – a JV between Accor & Caisse d'Epargne (2006-2008); Strategic Director for Accor (2004-2006) and Marketing Director at Bien-être à la Carte (2002-2004).

TAXIS G7



Bigpoint, Germany

"Playing Games"

Combining analysis & creativity to deliver stellar growth.

Ideas & Insights to Take Away

- Pioneering new business models
- Practical challenges of massive growth
- Managing creativity, innovation and the business imperative
- Market localisation at scale
- Cost effective and fast market testing

High levels of creativity in the gaming industry are common; however Bigpoint has combined this skill with in-depth analysis and understanding of its users to produce a very compelling business model. Bigpoint.com is one of the biggest gaming portals worldwide, a milestone achieved by detailed analytics, sophisticated performance marketing, a profound understanding of its users and a strong and diverse management team. Working together with more than 1,000 media partners, Bigpoint games are accessible to a vast worldwide audience with over 186 million registered users in more than 30 languages. Bigpoint is one of the most successful tech IPO's in recent years.

Bigpoint was the winner of the Infosys Business of the Year Award [t/o €26-250m] in the 2011 European Business Awards.

www.bigpoint.com

Presented by

Mr Nils-Holger Henning

CCO

Nils-Holger has worked at Bigpoint since 2005 following a successful career which included a position in business development for Internet giant AOL. At Bigpoint, Nils-Holger established the finance department and the company's network of media partners before taking on the key position of Chief Communications Officer (CCO). In this capacity, he is internationally active as company spokesperson for various panel discussions and as keynote speaker at International trade fairs.



BIGPOINT.COM



Software AG, Germany

"The Trend Watcher"

Anticipating trends and meeting the needs of a changing market.

Ideas & Insights to Take Away

- Streamlining IT systems for improved efficiency
- Recognising and reacting to changing industry needs
- Helping customers to help themselves
- Changing corporate focus from internal to external
- Using strategic acquisition to bolster expertise

Software AG is Europe's fourth largest software vendor and has been in existence for over 40 years. The ability of Software AG to continuously reinvent itself to meet and anticipate the changing needs of customers is truly outstanding. After creating its Business Process Excellence software, the company saw growth rates of more than 32% in the last year to take revenues past €1bn against a backdrop of slashed IT budgets.

Software AG was the winner of the HSBC International Growth Strategy of the Year Award in the 2011 European Business Awards.

www.softwareag.com

Presented by

Mr Darren Roos

COO & Member of the Executive Board

Joining Software AG in 2005 as the Sales Manager for South Africa, Darren's responsibilities extended quickly to managing the entire operations in South Africa as well as those in Middle East and North Africa. Darren's territory expanded further in 2008 to include Northern Europe. Since 2009 Darren has been Senior Vice President Sales for BeNeLux, Nordics and South Africa. Darren Roos was appointed to the Group Executive Board in August 2011



Mercator Group, Slovenia

"Managing ambition & sustainability"

How to maintain an aggressive global strategy whilst balancing demanding sustainability commitments.

Ideas & Insights to Take Away

- Managing growth and sustainability strategies
- Strategies for effective engagement of all stakeholders
- Broad development and sustainability
- Leadership and communication

Slovenia's retail giant Mercator, with 23,500 employees has led by example and is dedicated to the highest corporate governance and work ethics standards. The company takes a strong stance on Environmental and Corporate Sustainability issues, implementing the best practices in relations with the employees, customers, business partners and local communities.

Mercator Group was the winner of the Award for Environmental and Corporate Sustainability in the 2011 European Business Awards.

www.mercator.si

Presented by

Mr Žiga Debeljak

CEO

Prior to his appointment as Chief Executive Officer of Mercator, Žiga was Chief Financial Officer at white-goods producer, Gorenje. He also served as Chairman of the Supervisory Board of the pension company Pokojninska družba A, d.d. and as a member of the Supervisory Board of oil company Petrol, d.d., Ljubljana Stock Exchange, investment fund Medvešek-Pušnik, pension company Skupna pokojninska družba and state-owned development company Slovenska razvojna družba, d.d. Žiga is currently a member of the Council for Economic Affairs for the President of the Republic of Slovenia, a member of the Strategic Economic Council of the Prime Minister, and a member of the Strategic Council for the Economic Diplomacy of the Minister for Foreign Affairs.



Mercator