



AGENDA



SSC/GBS Strategic Management Conference

21-22 April 2026 | Budapest (HU)



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DAY 1 - 21 April 2026

OPENING PANEL COMMON TO ALL 5 CONFERENCES OF THE SSC/GBS FEST

10.00 - 10.15 **Opening remarks**

10.15 - 11.00 **BOLD STATEMENTS OPENING PANEL**

Our acclaimed "bold statements" opening panel comes back to start the day with REAL talks - no mainstream B.S, no pre-conceived ideas, no theoretical mishmash. Just down-to-earth experience and vision sharing

- "The industry is still growing at a very fast pace in the region"
- "Yes we generate value, but we don't generate cash"
- "If we lose the transactional activities and have only rock stars with 15 years of experience minimum in our teams, who will we hire tomorrow and at what cost?"
- "You know you are reaching maturity when you start needing less people in your center"
- "CEE (and Europe in general) has already lost its edge, it is a matter of time before the industry shifts massively to other parts of the world"
- "If you do your job well in SSC/GBS, then you are working on your own planned obsolescence"
- "AI is not going to take your job, but people with AI-skills will"

11.00 - 11.15 **SPEED NETWORKING SESSION**

15-minute ice-breaker to get in touch with as many participants from various organizations as possible

11.15 - 11.45 **Morning break & networking**

SSC/GBS STRATEGIC MANAGEMENT CONFERENCE STARTS

11.45 - 11.55 **FLIPCHART SESSION**

Grab a pen and write on the flipchart the most important topics you would like to discuss. We will review all the suggestions, pick the most demanded subjects and address them during the panel in the morning of day 2 and throughout the 2 days.

AI, SURE... BUT PEOPLE TOO!

11.55 - 12.25 **SESSION 1 - MAIN QUESTIONS ABOUT AI**

Some see infinite opportunities, some see aggressive take-overs and threats – AI is here to stay, but who is accountable when it breaks? And you can bet it will...

- Is AI really about to TRANSFORM the industry and how...
- ...or is it just another hype around a new "Excel on steroids"?
- The GBS sector is now full steam towards everything AI – but are returns expectations realistic?
- AI vs. IT cybersecurity (and the underlying question of relationship with IT)

Norbert Eitner, AI fanatic (former Managing Director, XR Global SSC) - Hungary

12.25 - 12.30 *5-min buffer time allocated for move between streams*

12.30 - 13.00 **SESSION 2 - TOMORROW'S MINDSET REALITY**

How to ensure engagement & productivity in times of unprecedented change? Fighting resistance and embracing change in a corporate world where "business as usual" does not exist anymore

- Upskilling your people = forcing AI use for personal productivity and mandatory change management trainings?
- Knowledge transfer and management in the full-on automation era
- Psychology is the new black: How to handle and manage people who don't want to change
- Remote, hybrid, in-office: How to overcome the debate and focus on job content and productivity

Christian Schulz, President Henkel Slovensko, Head GBS+ Bratislava, **Henkel** - Slovakia

13.00 - 14.15 **Lunch break (common to all conferences)**

14.15 - 15.00 **ROUND-TABLES SESSION**

60 minutes to deepen in groups of like-minded peers one "hot topic" to be picked from the below list:

1. If automation is the end game, what will be the legitimacy of the centers as they are (size, cost, etc.) in the future?
2. Is there a talent shortage in senior leadership or is SSC/GBS limited as an industry to have access to it?
3. EU legislation and impact on the industry – can it really be influenced or the "sector" sees itself bigger than it really is
4. How to build on the power of the "data + technology + talent" combo to move beyond standardization
5. For those who want to talk MORE about AI...
6. Where should GBS sit in the enterprise operating model? And how to get there if you are not already "in da place"?
7. Legal responsibilities and increased accountability of site leaders: How to be better prepared for what SSC/GBS aspires to be on global level
8. E2E process definition, flexible approach, reporting lines and clear communication - Global process ownership under the test of SSC/GBS strategic evolution

SSC/GBS STRATEGIC MANAGEMENT CONFERENCE CONTINUES

15.00 - 15.30 **Afternoon break & networking (common to all conferences)**

BUSINESS ALIGNMENT & ADAPTABILITY

15.30 - 16.00 **SESSION 3 - STRATEGIC SSC/GBS, WHAT DOES IT MEAN?**

How can GBS become more strategic inside organizations: From independent silos to an integrated engine firing up all cylinders

- SSC/GBS to become more strategic, but... can they redefine their core design?
- Breaking-down silos and reporting lines: Improved cross-functional collaboration and communication for more business coherence
- Leadership team role in initiating the transition toward a self-aware and uninhibited business partner
- Will the role of GBS head become obsolete (soon)?

Rafał Tylek, GBS Centre Head & SVP Poland, **Rolls-Royce** - Poland

16.00 - 16.05 *5-min buffer time allocated for move between streams*

16.05 - 16.35 **SESSION 4 - TRUTH OR DARE: GEOPOLITICS & DEMOGRAPHICS?**

Alarming demographics, geopolitical uncertainty (to say the least) - What does "fate" have in store for the SSC/GBS industry in CEE over the coming years?

- The rise of AI is not the only game changer – how to adapt to other mega trends that will make tomorrow look definitely different from yesterday
- Shifts needed: Are the current / future geopolitical and demographical situations in CEE likely to impact employment in GBS?
- After the peak interest post-Covid, the big return of BCPs in a boiling geopolitical context (and how to make them realistic)?

Tomasz Meksula, GBS Vendor Management Lead, **Astellas Pharma** - Poland

16.35 - 16.45 **Closing remarks and end of day 1**

16.45 - 18.00 **Evening function**

*Day 1 looks interesting already?
Wait to see what we have in store for day 2 on the next page...*

Or you can book your ticket straight away!

1 ticket gives access to all the sessions of the SSC/GBS FEST and allows for unlimited "moves" between the streams (Strategic SSC, P2P, R2R, O2C, HR/Payroll)

Ticket options below

TICKET FEE AND REGISTRATION

	Early-bird 2 (valid until 31 Jan.)	Early-bird 3 (valid until 28 Feb.)	Standard price (valid from 1 Mar.)
Conference + hotel (2 nights) access to all sessions, refreshment breaks, lunches & breakfast	1,650 EUR*	1,850 EUR*	1,950 EUR*
Conference only (2 days) access to all sessions, refreshment breaks and lunches	1,290 EUR*	1,490 EUR*	1,590 EUR*

The more the merrier!
Make it a team building by coming along with colleagues - 5 participants for the price of 4!

REGISTRATION ONLINE [HERE](#)

More information on contact@connect-minds.com

* For SSC/GBS practitioner only | Price per person, does not include VAT - 27% VAT to be added to the price as the event is taking place in Hungary
Vendor / Consultant / Solutions provider ticket = 3,000 EUR + VAT (flat rate - no group discount)
Bank transfer and bank card accepted (VISA, MasterCard, AmEx only) - VAT invoice issued after payment clears in

DAY 2 - 22 April 2026

SSC/GBS STRATEGIC MANAGEMENT CONFERENCE CONTINUES

9.00 - 9.10 **Opening remarks**9.10 - 9.30 **"YOU DECIDE THE CONTENT" FLIPCHART DISCUSSION**

You asked for it, we (try to) make it happen! *The idea? Making the conference even closer to your needs*
 We will discuss "open style" the most important points that came up during the flipchart session on day 1.

WILL YOU STOP TALKING ABOUT IT... AND FINANCE?

9.30 - 10.00 **SESSION 5 - IS THE FUTURE OUTSIDE OF THE BOX?****Beyond cost saving: Redefining the GBS operating model and value proposition in the age of AI**

- Building a modern GBS setup as a late entrant in a tech-driven environment, challenging traditional models
- The uncomfortable truth: If processes can be automated, why move them at all - and how to respond to growing stakeholder pushback
- The shift from labour arbitrage to transformation capability, and why mindset and skillset now matter more than scale
- How emerging models are redefining the future of GBS: Distributed hubs, closer business integration, new governance approaches and talent ecosystems across locations

Bálint Hoffer, Vice President, Global Accounting Services Controller, **Sportradar** - Austria10.00 - 10.05 *5-min buffer time allocated for move between streams*10.05 - 10.35 **SESSION 6 - GPO MODEL: HYPE, TREND OR TRANSFORMATIONAL NECESSITY?****Global process ownership, the new kid in SSC/GBS town! Is your organization ready for real integration (not just the cool name)**

- Global process ownership in SSC/GBS set-up: Are you in, or are you out? (or isn't it a bit more complicated?)
- Hustle and bustle: Responsibilities, accountability and reporting lines through cross functional matrix structure
- Growing trend in the industry, but to what extent does GPO serve the GBS strategy?

Flor Martinez Reyes, Director Finance Process Excellence, **KK Group** - Poland10.35 - 11.00 **Morning break & networking (common to all conferences)**

MORE CX PLEASE... AND A BIT OF BPO?

11.00 - 11.30 **SESSION 7 - CUSTOMER EXPERIENCE IS NOT JUST FOR THE TOURISM INDUSTRY****In a technology-driven SSC/GBS world, service quality is no longer a soft topic: Considering CX as an operating must-have and a power lever**

- When "acceptable" matters more than "compliant": Processes only matter to us, stakeholders want effort, speed and clarity
- Process excellence is worthless without service design: Green process KPIs don't always mean customer satisfaction
- Changing old habits: If you keep calling them „clients“, don't be surprised if you are just a „supplier“ (and suppliers can easily be changed)
- The smartphone effect: Immediate availability, user-friendliness, self-service, after-sales, IT reliability... or when consumer-grade experience should bleed into corporate expectations

Ahmed Ismail, Head of Europe Hubs, **Sanofi** - Hungary11.30 - 11.35 *5-min buffer time allocated for move between streams*11.35 - 12.05 **SESSION 8 - STUCK IN THE CAPTIVE MODEL?****The BPO journey of IAG GBS Poland - From outsourcing romance to in-house commitment**

- We all know it is a 6-7 year cycle, but it sometimes feels needed to go for it – how to be better prepared for it "this time"?
- Pushing partners to take on the process improvement and automation costs to reap the benefits of their quality upgrades
- Pains vs. gains: Can it really be identified before the romance begins?

Marcio Costa, Head of Business Operations, **IAG GBS** - Poland12.05 - 12.15 **Closing remarks - end of SSC/GBS Strategic Management Conference**12.15 - 13.30 **Lunch break (common to all conferences)**

CLOSING SESSIONS BELOW COMMON TO ALL 5 CONFERENCES OF THE SSC/GBS FEST

13.30 - 15.00 **AI CASE-STUDY LAB - Real-life applications of AI tools and technology in SSC/GBS operations**

4 mini 15-min case-study presentations of AI solutions applied in SSC/GBS environment.

15.00 - 15.15 **Closing remarks & farewell**