



19 June 2012, Sheraton Hotel, Sofia

**Annual CFO Forum in Bulgaria**

**Value maximization in times of crisis**

Cost optimization, Cash management and Capital attraction

**Agenda**

**9:00 - 9:30 Registration**

**9:30 - 9:45 Welcoming words**

John Mystakidis, Country Managing Partner Ernst & Young Bulgaria

**9:45 - 10:30 Key note speech**

**How to maximize shareholders' wealth in times of liquidity crisis, worsening credit market and high cost of capital, case study of Sidma and the steel industry**

Michael Samonas, Group CFO, Sidma

**10:30 - 11:00 Networking break**

**11:00 - 12:30 Discussion panel**

**Value maximization in times of crisis - inspiration from the practice**

A panel of distinguished CFOs to present case studies in cost optimization, capital/cash raising and cash management

**Moderator: Nikolay Garnev**

Milen Marinov, Group Financial Controller, Prista Oil Group

Dimitar Dimitrov, CEO, Sopharma Trading AD

Ianko Krandarov, CEO, Intersnack Bulgaria

Snejana Ivanova, Business and Financial controller, CEE,

Microsoft Corporation

**12:30 - 14:00 Networking lunch**

*Meet the expert sessions* - opportunity for the CFOs to meet Ernst & Young experts for questions and free consultations

**Tax policy and tax controversy**

Julian Mihov, Senior Tax Manager, Ernst & Young Bulgaria

**Director's liability under the Bulgarian law**

Boris Smolyanov, Manager, Ernst & Young Law Partnership

**Forecasting and budgeting**

Nikolay Markov, Senior Manager Transaction Advisory Services, Ernst & Young

**Financial reporting and assurance**

Daniela Petkova, Director, Ernst & Young Audit

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