



# Mazars Forum 2016

**Inspiration for  
business, career and life  
for 200 CEOs and CFOs**



MAZARS Forum, our premium annual event reached to the third edition and marked a new success on March 16, 2016. We had an impressive participation of 200 CEOs and CFOs from Romania and abroad, top representatives of embassies, professional and business associations. They enjoyed together a special evening, in an environment created for fresh, inspiring ideas to converge in order to express the diversity of business, career and life.

Three outstanding international speakers went up on stage to deliver a series of lively, sharp and powerful speeches: Mr. Rolf DOBELLI, Serial Entrepreneur, Thinker & International Bestseller Writer, Mr. Dan BULUCEA, Country Director of Google Romania and Mr. Magor CSIBI, Director of WWF Danube Carpathian Programme.

MAZARS Forum, launched in 2014, is an original concept that brings together the CEOs and finance executives from the largest multinational corporations and the local companies, who witness every year the dynamic and inspiring conversations about essential aspects of the economic environment, business environment, career and life.

# Mazars Forum 2016 Speakers



**Rolf Dobelli**

Serial entrepreneur, Thinker & International Bestseller Writer

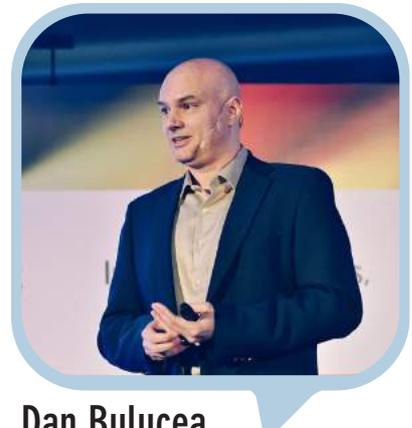
Dr. Rolf Dobelli showed compelling examples about a series of experiments and latest scientific evidence proving the most frequent thinking errors from our daily life. He explained how the principles of the „Art of Thinking Clearly“, his best-selling book, measurably increase the quality of decisions in business and in private life. It was a very entertaining presentation, full of key practical, immediately applicable principles.



**Magor Csibi**

Director of WWF Danube Carpathian

Mr. Magor Csibi had a powerful speech that offered food for thought about the strong connection existing between business' results and nature. He delved into shocking data about wasted resources, calling for a more responsible use of them. His discourse proposed an original perspective on the environmental changes that are already our everyday reality and showed how all of us can learn from the economy of the nature to create a healthy nature for the economy.



**Dan Bulucea**

Country Director of Google Romania

Mr. Dan Bulucea talked about the latest digital technologies and the online world that impact businesses, no matter the size or industry they play in. It is the impact that changes every day the rules of the game, enabling small players to challenge well established, big ones. He illustrated his speech with eye-catching examples of business implications of the digital world - changing business models, competitiveness, thinking globally.

