

THE FUTURE OF WORK

10TH ANNUAL BUSINESS CENTERS CONFERENCE

PART OF THE **THE FESTIVAL OF FUTURE**

September 12 | 2024

More information can be found on: www.amcham.sk

The final day of The Festival of the Future culminated in AmCham Slovakia's 30th anniversary celebration. Earlier in the day, however, the Future of Work conference marked another important milestone: the 10th anniversary of AmCham Slovakia's Business Service Center Forum (BSCF). The event reflected on the evolution of BSCF and the broader shared services sector in Slovakia, while also addressing global labor market megatrends and the evolving nature of work.

(AI) and its transformative impact on the workplace. Ian Bird emphasized that understanding AI is critical for leveraging its potential: "People who understand and use AI will replace those who don't. It's not about AI replacing humans, but about collaboration between the two."

Oscar Reitsma built on this point, noting that "Implementing AI necessitates changes in employees' skillsets," and highlighting the opportunity this presents to redefine roles and focus on higher-value tasks. One of the most resonant messages of the conference was the importance of reskilling. Multiple speakers stressed that adaptability is crucial, both for companies and individuals, to remain relevant in the rapidly evolving job market.

Reitsma also advised that when adopting AI, organizations should not only focus on the "how" and "what," but start with the "why"—reminding us that AI is a tool, not a solution in itself. He emphasized that automation doesn't replace people; it replaces tasks. This shift, he argued, requires a strong

commitment to reskilling. David Timis expressed a similar view, calling himself a tech optimist and stating that "AI can be an incredible force for good if people feel empowered by it." However, he also raised concerns about the speed of technological change and questioned whether companies will fully understand AI's capabilities—and whether people can adapt quickly enough.



Automation doesn't replace people, it replaces tasks.

OSCAR REITSMAN



A key theme throughout the conference was the future of work, with a strong focus on artificial intelligence



We have to be a step ahead and anticipate the trends. We have to understand the changes and adapt to them very quickly. Economic diplomacy is also of key importance.

ROBERT ŠIMONČIČ



These challenges and developments were mirrored in the results of the latest annual BSCF survey of its 39 members. Marek Chudík, Chair of the AmCham BSCF, presented the most up-to-date data



If your leaders aren't prepared, you won't be able to drive the necessary changes.

JOSIANE LANG



The BSCF Award Ceremony followed, recognizing individuals who have significantly contributed to the sector's growth and the promotion of BSCF activities. Afterward, Romek Lubaczewski delivered a presentation on nine key trends shaping the future of the Global Business Services (GBS) industry. He particularly emphasized





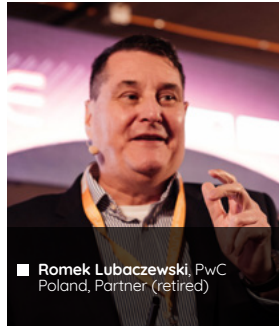
■ THE FUTURE OF WORK IN THE AGE OF AI
From left: **Simona Šimanová**, Moderator; **Ian Bird**, Client Partner & Talent Development/Skills Transformation Leader, IBM Talent Transformation; and **David Timis**, Global Communications & Public Affairs Manager at Generation.org



■ **Oscar Reitsma**, Business Director, Transparent



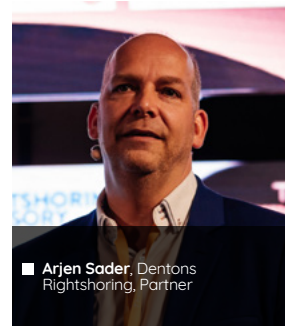
■ GOVERNMENT TALKS
From left: **Rastislav Chovanec**, Ministry of Foreign and European Affairs of SR; **Marián Valentovič**, Ministry of Labor, Social Affairs and Family of SR; **Robert Šimončič**, SARIO; and **Ivan Tomko**, AmCham BSCF Vice-Chair (Moderator)



■ **Romek Lubaczewski**, PwC Poland, Partner (retired)



■ **Josiane Lang**, Head of People, Performance & Culture, KPMG Slovakia



■ **Arjen Sader**, Dentons Rightshoring, Partner

the importance of insourcing, developing technological solutions in-house, and training employees to understand AI. As he candidly stated: "Don't spend money on consulting firms; invest in your people and train them to understand AI and robotics."

Arjen Sader reflected on a presentation from five years ago, highlighting where the sector has fallen short of its goals, where it is on track, and how priorities have shifted over time. In his view, the sector is still only scratching the surface when it comes to utilizing digital solutions and AI in GBS. He stressed the need for establishing strong foundations, both in business operations and in AI implementation.

The overarching message of the conference was clear: Transformation driven by AI and other global trends is inevitable and cannot be ignored. However, people remain the most valuable asset. Shared Service Centers should focus on identifying their digital priorities and working toward these goals with a well-trained and adaptable workforce. Arjen Sader concluded with a compelling statement: "We need to help our people understand why what they're doing matters." This sentiment captured the essence of the event: the future of work will depend not just on technological adoption, but on empowering people to thrive alongside it.



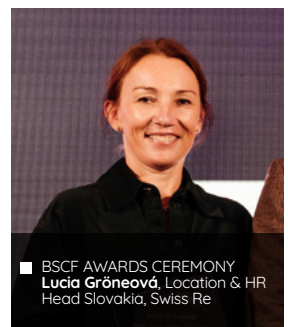
■ LABOR MARKET OF THE FUTURE
From left: **Natália Ilčinová**, Technical University of Košice; **Martin Hronský**, RoboSkillz Academy; **Hana Sedivová**, Comenius University in Bratislava; and **Lucia Gröneová**, AmCham BSCF Vice-Chair (Moderator)



■ BSCF AWARDS CEREMONY
Barbora Záhradníková, Site Lead & Sr. HR Manager, Bratislava Business Center, Adient



■ BSCF AWARDS CEREMONY
Peter Mrnka, Assurance Partner, PwC Slovakia



■ BSCF AWARDS CEREMONY
Lucia Gröneová, Location & HR Head Slovakia, Swiss Re