



Press release

Date 22 June 2022

Contacts **Aysel Suleymanova**
Marketing, Communications and Business Development Leader, PwC
Azerbaijan
Tel: +994124972515
Email: aysel.suleymanova@pwc.com

Pages 1 page

Farid Gattal presented on SAP NOW Baku Forum co-sponsored by PwC Azerbaijan

On June 21, 2022 Farid Gattal, PwC Azerbaijan Technology Leader, presented at SAP NOW Baku Forum co-sponsored by PwC Azerbaijan. During his presentation, Farid shared the recent digital transformation experience and Financial Services Industry trends. As part of the banking business breakfast, Farid talked about the future of the financial services sector in the context of digitalization.

“One of the primary challenges of any organisation is how to best allocate its precious resources to enact the types of changes required to not only manage through the crises of today but be successful tomorrow. Flexibility of digital services becomes a core competence to win”, stated Farid in his speech. In addition, Farid moderated the Intelligent Enterprise session.

The Eurasia technology team led by Emin Shikhgayibov, Advisory Partner, has long supported digital transformation of state and private enterprises in the region and is a trusted SAP advisor in the Central Asia and Caucasus countries.

During the event, PwC Eurasia’s SAP Project Manager, Mikhail Aseev, also shared the cases of successful transformations on SAP S/4HANA in the largest plastic and aluminium producer in Central Asia, AKFA Group.

The annual SAP NOW Forum was hosted in Baku in JW Marriott Absheron Baku and dedicated to business transformations. More than 250 delegates attended the forum. The main discussion revolved around the growing role of technology in ensuring the long-term sustainability of the modern smart enterprise in a turbulent economy.

© 2022 PwC. All rights reserved.

At PwC, our purpose is to build trust in society and solve important problems of our clients. We achieve this by offering client centric solutions in tax, legal, assurance and advisory from strategy through execution. Over 130 professionals from 4 countries working in PwC Azerbaijan share their thinking, values, experience and solutions to develop fresh perspectives and practical advice for our clients. We are a network of firms in 156 countries with more than 284,258 people who are committed to delivering quality in assurance, advisory and tax services. Find out more and tell us what matters to you by visiting us at www.pwc.com/az