



Centre for **Advanced Research** in
Management and Applied Ethics



ROMANIAN **ETHICS** &
COMPLIANCE FORUM

2016 ROMANIAN ETHICS & COMPLIANCE FORUM

“Managing Integrity Effectively”

1st Edition | February 11, 2016 | Unicredit Bank HQ, Bucharest, Romania

AGENDA

V9.9

🕒 Agenda

08.30.-09.00. Registration & Welcome Coffee

SESSION 1. Corruption and Fraud Prevention in Business

09.00.-10.30. *Chair: Codru Vrabie* (Funky Citizens)
Neil McGregor (McGregor & Partners)
Charles Vernon (Vernon | David)
Cornel Călinescu (Ministry of Justice)
Neil Farquhar (Bureau Van Dijk)

10.30.-10.45. Coffee Break

SESSION 2. Ethics & Compliance Metrics & Reporting

10.45.-12.15. *Chair: Laura Florea* (Point Public Affairs; ARRL)
Ovidiu Virgil Tacu (Omnicasig)
Oana Raluca Bănăţeanu (Siemens Romania)
Mihai Popa (Bayer Romania)
Cristian Ducu (CARMAE)

12.15.-13.30. Networking Lunch

SESSION 3. Challenging the Organizational Culture

13.30.-15.00. *Chair: Cristian Ducu* (CARMAE)
Magda Calangiu (BRD Societate Generale)
Doru Bulată (Transfond; EximBank)
Dragoş Marian Bîrlog (Unicredit Bank)
Cornelia Preda (AbbVie)

15.00.-15.15. Coffee Break

SESSION 4. Managing Ethics & Compliance Risks Effectively

15.15.-16.45. *Chair: Alex Şerban* (Şerban & Musneci)
Bogdan-Marius Chiriţoiu (Competition Council)
Livia Zamfiropol & Ioana Laeş-Ichim (DLA Piper Romania)
Raluca Vasilache (Țuca Zbârcea & Associates)
Dan Zaharescu (ARPIM)

CONCLUDING REMARKS

16.45.-17.15. **Adrian Baboi Stroe** (Ministry of Justice)
Mihai Popa (Bayer Romania)
Cristian Ducu (CARMAE)

🕒 Sessions

SESSION 1 [“Corruption and Fraud Prevention in Business”](#)

Corruption and fraud are amongst the most recurrent problems businesses are confronted with, both at local and global level. The efficient and proactive tackling of the risks and vulnerabilities originating in these issues is first and foremost a legal and corporate governance obligation, and secondly a vector for a sustainable business. ‘Asking people nicely’ to resist corruption is a naïve endeavour, though practiced by some organisations (particularly in the Romanian public sector); for- and non-profit organisations likewise need to design, implement, enforce, review and improve internal prevention mechanisms.

During this session, you will benefit from an in-depth understanding of the complex issues at hand (e.g., procurement fraud, conflict of interests, political involvement, economic performance v./and facilitation payments, misuse of company assets for personal gains etc.). The best practices presented by our speakers will be food for thought for those looking for solutions to their own challenges.

SESSION 2 [“Ethics & Compliance Metrics & Reporting”](#)

Ethics and compliance reporting arises as part of the global need to ensure that businesses are proactively tackling their internal and external vulnerabilities. It has been argued by various academic and business specialists that ethics and compliance reporting enhances one company’s reputation and positioning. European Union have emphasized more and more this aspect by adopting a Directive on non-financial reporting ([Directive 2014/95/UE](#)) and other on anti-money laundering and transparency of listed companies, by issuing a recommendation concerning corporate governance reporting ([Recommendation 2014/208/EU](#)) and consulting on a Directive on corporate governance. At the same time, international organisations like OECD, WEF, IMF and WB have been active promoters of enhanced transparency in private and public sectors.

This fourth session will deal with ethics and compliance audit, non-financial reporting and tools and frameworks available for large, middle and small enterprises, as well as practical experience from Romanian pioneers in the field of corporate transparency.

SESSION 3 [“Challenging the Organizational Culture”](#)

All visionary managers acknowledge human capital and ethical organisational culture as the wheels that make business performance work on long term. Moreover, scientific research has shown that organisations that carefully select their people and instill a culture based on moral values and principles are more likely to keep up with the complex dynamic of the economic sector and suffer less from any kinds of losses (technical failures, human and other resource shortages, integrity risks, market turbulences and customer defections etc.).

This session will provide first-hand experience from professionals in the field about placing integrity at the core of the organisational culture, about traps and lessons learned the hard way, about tools and mechanisms that ease organisational change processes. This experience is, as everyone would expect, profile-based, meaning it draws on the organisational profile, but, at the same time, it can and should be adapted and applied to other industries or activity sectors.

SESSION 4 [“Managing Ethics & Compliance Risks Effectively”](#)

Risk analysis is a common practice in both business and public sectors. Ethics and compliance risk analysis is only one type of assessment of this kind, highly familiar to major companies and multinationals, but less used by middle-sized and small organisations. Nonetheless, a good risk analysis is nothing without active management and mitigation of those risks and vulnerabilities.

The opening session of the 2016 Romanian Ethics & Compliance Forum will include four presentations focused on the best ways to mitigate ethics & compliance risks and strengthen the organisational resistance to internal and external negative impact factors. The aim of this section is to go beyond conformity and see the benefits of pro-active attitude towards corporate integrity, transparency and accountability.

Partners

