

DAY 1

Opening Session – Integrity in times of crisis

Objectives

The financial crisis brought uncontested evidence that lack of transparency and accountability, as well as poor regulatory structures affect even the most advanced economies. The session sets up a framework for discussing the impact that integrity might have in avoiding similar disruptions that affected the public confidence in the business and governmental sectors. In this context, the prevention of business-linked corruption, at governmental, intergovernmental and corporate levels, are discussed in the light of the different roles the stakeholders must adopt for a more solid, responsible and sustainable business model. This panel will include strategic discussions about solutions to overcome the causes of the financial crisis and the consequences for the economy as well as approaches to address the integrity deficit through different channels:

- ☐ *Fostering the demand for transparency and integrity*
- ☐ *Anticorruption in Romania – commitments and status*
- ☐ *Joining Forces against Corruption: G20 Business and Government*

Moderator:

Mr. MARIAN V. POPA, Chair

Transparency International Romania

www.transparency.org.ro

Transparency International Romania (TI-Ro) is a nongovernmental organization whose primary objective is to prevent and fight corruption on a national and international level, mainly through researching, documenting, informing, educating and raising the awareness level of the public. TI Romania was founded in 1999 through the remarkable endeavours of a group of citizens with a high degree of civic responsibility, and a number of organizations concerned with reducing corruption in Romania. They laid the foundation to the structure and objectives of this organization. That same year, Transparency International Romania was accredited as a national branch of, and declared entitled to continual technical support from, the Transparency International network - a global coalition dedicated to fighting corruption.

With interventions on behalf of the following institutions¹:

Mr. MIKLOS MARSCHALL, Deputy Managing Director

Transparency International www.transparency.org

Transparency International, the global civil society organisation leading the fight against corruption, brings people together in a powerful worldwide coalition to end the devastating impact of corruption on men, women and children around the world. TI's mission is to create change towards a world free of corruption.

¹ The description of the institutions are the property of the respective organizations and were collected from their official websites.



TOGETHER FOR INTEGRITY

Transparency International challenges the inevitability of corruption, and offers hope to its victims. Since its founding in 1993, TI has played a lead role in improving the lives of millions around the world by building momentum for the anti-corruption movement. TI raises awareness and diminishes apathy and tolerance of corruption, and devises and implements practical actions to address it.

Transparency International is a global network including more than 90 locally established national chapters and chapters-in-information. These bodies fight corruption in the national arena in a number of ways. They bring together relevant players from government, civil society, business and the media to promote transparency in elections, in public administration, in procurement and in business. TI's global network of chapters and contacts also use advocacy campaigns to lobby governments to implement anti-corruption reforms. Politically non-partisan, TI does not undertake investigations of alleged corruption or expose individual cases, but at times will work in coalition with organisations that do.

TI has the skills, tools, experience, expertise and broad participation to fight corruption on the ground, as well as through global and regional initiatives. Now in its second decade, Transparency International is maturing, intensifying and diversifying its fight against corruption.

Ms. ALINA BICA, Secretary of State

Ministry of Justice – Romanian Government

www.just.ro

The main competence of Ministry of Justice in the field of prevention and combating criminality and corruption entitle it with the role to design benchmarks for the Governmental programme and for the legislative agenda in the field of justice.

The Ministry is elaborating, coordinating and monitoring the enforcement strategies, programmes and action plans for preventing and combating corruption. For effectively enforcing these policies, the Ministry of Justice is regularly conducting result and impact assessments of the respective strategies and action plans.

In its activity MoJ has developed close cooperation with CSOs working in the area of preventing and fighting corruption. Alos, MoJ is integrating all the efforts done by other central public authorities with attributions in fighting corruption having a leading role in the name of Romanian Government.

In international relations, among various cooperation activities, MoJ is in charge with harmonizing the national legislation with the provisions of international conventions and documents such as those of the United Nations, OSCE, CoE to which Romania is part, and to ensure that the Romanian legal framework is in full accordance with community law as well with the other jurisdictional procedures accepted by Romania.

The Ministry of Justice is the technical counterpart for the Cooperation and Verification Mechanism established by European Union.

In the field of knowledge management, MoJ has competence to negotiate, implement or monitor programmes of technical and financial assistance on judiciary and prevention of criminality and corruption.

Mr. Patrick Moulette of Head, Anti-Corruption Division; Directorate for Financial and Enterprise Affairs

Organisation for Economic Co-operation and Development

www.oecd.org



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The mission of the Organisation for Economic Co-operation and Development (OECD) is to promote policies that will improve the economic and social well-being of people around the world.

The OECD provides a forum in which governments can work together to share experiences and seek solutions to common problems. We work with governments to understand what drives economic, social and environmental change. We measure productivity and global flows of trade and investment. We analyse and compare data to predict future trends. We set international standards on all sorts of things, from the safety of chemicals and nuclear power plants to the quality of cucumbers.

We look, too, at issues that directly affect the lives of ordinary people, like how much they pay in taxes and social security, and how much leisure time they can take. We compare how different countries' school systems are readying their young people for modern life, and how different countries' pension systems will look after their citizens in old age.

Drawing on facts and real-life experience, we recommend policies designed to make the lives of ordinary people better. We work with business, through the Business and Industry Advisory Committee to the OECD, and with labour, through the Trade Union Advisory Committee. We have active contacts as well with other civil society organisations. The common thread of our work is a shared commitment to market economies backed by democratic institutions and focused on the wellbeing of all citizens. Along the way, we also set out to make life harder for the terrorists, tax dodgers, crooked businessmen and others whose actions undermine a fair and open society.

Integrity: Misperceptions and misconceptions

Abstract

The session goes beyond the technical responses that appeared as an urgent response to the corruption issues related to the financial crisis, such as a stricter regulatory framework and greater attention given to the oversight of the markets, by focusing on the steps to be taken for ensuring a congruent commitment to sustainable development. The aim of the panel is to review the various existing solutions envisaged by different actors (governments, businesses, international organisations) and to build up a common integrity vocabulary. Therefore, the session will provide a conceptual diagnosis on the lessons of the financial crisis for the business integrity case.

- ☐ *A new step in the aftermath of the financial crisis*
- ☐ *Do the public and private sectors speak the same integrity language?*
- ☐ *The Emperor's new clothes? The lessons of the financial crisis for the anticorruption commitment*

Moderator:

Ms. CRISTINA VASILOIU

Member of the European Mentoring and Coaching Council

Cristina Vasiloiu is a leading authority on Romania and Central & Eastern Europe, advising companies on building successful strategies for these and other emerging markets. Her reputation has been developed from over a decade and a half, advising the region's largest corporations both as a writer and presenter of business intelligence. Based in Bucharest, she works for the Monitor Group as CEO, directing the Group programmes in region. She also represents The Economist Conferences and organize the Government Roundtables business. She chairs senior business-to-government dialogues with government and Parliament representatives in Romania. Cristina is also a senior journalist, her TV programme, Euromonitor, dealing with Euro-Atlantic integration of Romania being one of the most

appreciated talk-shows on this topic. She lectures on Rhetorics at the National Institute of Magistracy in Romania, on HR Management in Albania, and on Media and Health in Croatia.

Cristina was educated in Romania and UK and is a graduate in Computers Sciences and in Journalism. She is full member of the European Mentoring and Coaching Council and alumni of The Tavistock Institute.

Among speakers:

Mr. RADU MERICĂ, PhD

President of the German Romanian Chamber of Commerce

Radu Merica studied Chemistry – Physics at the University Al. I. Cuza, Iasi, followed by PhD at the Technical University Munich, Germany. Starting with 1997 Radu Merica worked in the automotive industry, for Daimler Benz in Stuttgart and for BMW in Munich. He returned to Romania by the end of 2001 as CEO of the Romanian operation of Tiriac Holdings being in this position until December 2005. Between 2006 and 2010 Radu Merica was in charge of the project-development company ECE Romania, and starting with mid 2010 he is general manager of the RER srl, the Romanian subsidiary of RRR GmbH a company in the field of environmental services.

Radu Merica was Vice-President of the German-Romanian Chamber of Commerce and Industry and was elected as President in 2008.

Mr. CRISTIAN DUCU

Programme Director for Research Centre in Applied Ethics, University of Bucharest

Cristian DUCU is senior consultant and auditor for *Smart Solutions & Support, Romania*, and Programme Director for *Research Centre in Applied Ethics, University of Bucharest*. For the past eight years, he worked both as Ethics & Consultant consultant and trainer for Romanian companies and some multinationals. He is a promoter of Ethics & Compliance Management in European organizations and coordinates the only comprehensive training for Ethics & Compliance Officers.

Mr. Ducu is also teaching Mass-Media Ethics at the Faculty of Journalism and Mass Communication, University of Bucharest. In 2011, he will organize the 4th edition of the “Bucharest Conference in Applied Ethics 2011: ‘Ethical Aspects in New and Emerging Technologies’”, an international conference dedicated to both theoretical and practical aspects of Applied Ethics.

Mr. RAY BREDEN

President Elect of the British-Romanian Chamber of Commerce

Raymond Breden is the president elect of the British-Romanian Chamber of Commerce (BRCC) and also a director of KPMG. He has a great expertise in tax services with over 40 years experience as a tax specialist. He worked as the Head of European Tax in consultancy in the late 1980's, and he has been working for the UK tax authorities for 18 years. Ray has lived and worked in Romania since the beginning of 2002.

Mr. MARIAN V POPA

Chair of Transparency International Romania

Marian (Mike) Popa started his job with the Romanian Chamber of Commerce, working for almost 10 years in Publicom – the Foreign Trade Advertising Company. In 1983 he took over the management role in Rank Xerox Ltd – Romania and Moldova, running this company as General Manager until 1996,

growing it to the largest Rank Xerox branch in Eastern Europe. In September 1996, he took over the role of general manager Romania and Republic of Moldova of ICL, a British IT company. ICL was later taken over by Fujitsu Services, so Popa moved into the position of CEO Fujitsu Services Romania and Moldova where he stayed until 2003. In 1994 he was designated by the Romanian Press as the Businessman of the Year.

In 2004 with a couple of business associates from the UK, Moldova and Romania he created Endava, a software development company. Now Marian Popa is heading the CEE arm of Endava Limited, a company which reached today close to 700 people spread over 4 countries and seven locations, growing at a pace of 32% year on year. He is based in Bucharest, the head office of the coordinated region. The future tasks of Mike include the building up and extension of Endava in Eastern Europe, growing the team to 2000 people and adding new locations to the network.

He is carrying a degree of the Economics Faculty of Bucharest, of the Management Faculty of the same city and one of Insead / France.

He was between the founding members of several NGO's like Transparency International Romania, the Foundation for the Medieval Art Festival in Sighisoara, The American Chamber of Commerce, the British – Romanian Chamber of Commerce, AOAR, and many others.

From politics to policies: why promoting integrity matters

The Europe and Central Asia (ECA) Region was hit harder than any other region in the world by the global financial and economic crisis because of its tight integration in international trade and financial markets. Thus, taking advantage of improved global growth prospects will require implementation of structural reforms that promote economic diversification and address fiscal imbalances in a sustainable and equitable manner with an even stronger anticorruption pledge by the main structures of the region. The session will therefore address several far-reaching anticorruption strategic approaches in a quest for either refining the existing frameworks or re-shaping them to make the business integrity commitment more effective:

- ☐ *EU new anticorruption commitment: the Stockholm Programme and Europe 2020*
- ☐ *Reshaping roles and responsibilities: towards greater integrity and accountability for the private sector*
- ☐ *Building long-term strategies for authentic integrity – what works, what fails?*

Moderator:

Mr. RAY BREDEN

President of the British Romanian Chamber of Commerce

Raymond Breden is the president elect of the British-Romanian Chamber of Commerce (BRCC) and also a director of KPMG. He has a great expertise in tax services with over 40 years experience as a tax specialist. He worked as the Head of European Tax in consultancy in the late 1980's, and he has been working for the UK tax authorities for 18 years. Ray has lived and worked in Romania since the beginning of 2002.

Among speakers:

Mr. STEVEN VAN GRONINGEN

President & CEO, Raiffeisen Bank Romania

Mr. Van Groningen has an in-depth knowledge of the CEE banking market, due to the 15 years spent in the top management of Western banks' subsidiaries in Romania, Hungary and Russia. He coordinated the establishment of banking operations in Bucharest for the Dutch bank ABN Amro and became in 2002 Raiffeisen Bank's CEO, after the merger of Banca Agricola Raiffeisen and Raiffeisenbank (Romania).

He is a Dutch citizen and a graduate of Leyden University in the Netherlands, with a major in Corporate Law. Mr. Steven Van Groningen represents the fifth generation of bankers in his family; after completing law studies in the Netherlands, he considered banking as a good starting point in his career.

Mr. Van Groningen speaks six languages: Dutch, Romanian, German, English, French and Russian and was a professional athlete, being part of the Dutch rowing team in the World Championships of 1983 and 1985 and in the Los Angeles Olympic Games (1986).

He is a great admirer of art (photography, music, painting).

Ms. CRISTINA VASILOIU

Member of the European Mentoring and Coaching Council

Cristina Vasiloiu is a leading authority on Romania and Central & Eastern Europe, advising companies on building successful strategies for these and other emerging markets. Her reputation has been developed from over a decade and a half, advising the region's largest corporations both as a writer and presenter of business intelligence. Based in Bucharest, she works for the Monitor Group as CEO, directing the Group programmes in region. She also represents The Economist Conferences and organizes the Government Roundtables business. She chairs senior business-to-government dialogues with government and Parliament representatives in Romania. Cristina is also a senior journalist, her TV programme, Euromonitor, dealing with Euro-Atlantic integration of Romania being one of the most appreciated talk-shows on this topic. She lectures on Rhetorics at the National Institute of Magistracy in Romania, on HR Management in Albania, and on Media and Health in Croatia.

Cristina was educated in Romania and UK and is a graduate in Computers Sciences and in Journalism. She is full member of the European Mentoring and Coaching Council and alumni of The Tavistock Institute.

Building a consensus on standards of integrity and accountability

The effects of new corruption challenges have been experienced across the world, and without a collective commitment for greater integrity in the way in which business operates, the situation is only going to get worse. The ambitious outline of a new generation of anticorruption standards and its implementation translate into one of the most complex responses of the private sector in addressing anti-corruption. The panel will discuss emerging anticorruption tools within the markets of the region and highlight successful strategies and practices based upon multi-sector anti-corruption engagement. The dialogues in this session will include:

- ☐ *Sharing values: integrity and responsibility - what standards?*



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- ☐ *Does the UK Bribery Act set a new benchmark for anti-bribery standards?*
- ☐ *Building multi-stakeholder response mechanisms against corruption*
- ☐ *Show me your integrity! – next generation of self-reporting approaches*

Moderator:

Ms. ADINA SĂDEANU

Journalist at Hard Views

Adina Sadeanu is an award-winning journalist with ten years of experience in Romania, the US and the UK. She started her career as a journalist in 1995 and, for almost eight years, she wrote multiple news stories, editorials and features on Romanian monetary policy, central bank regulations, overall government economic policy and the country's effort to join the European Union. She covered all the seven bank bankruptcies taken place in Romania during 1995-2004. During the 90s, she also wrote a series of articles on the Czech and Hungarian economies as current and future members of the European Union, and on the Swedish economic model that she studied at the School of Economics and Commercial Laws at Gothenburg University. In 1996, she completed a Master of Science in Journalism at Medill School of Journalism/Northwestern University (USA) and in 2007 a Master of Arts in international affairs at the Fletcher School of Law and Diplomacy at Tufts University (USA). While in the US, Adina wrote for MarketWatch and Biloxi Sun Herald, covering the economic implications of different US legislative initiatives and the legislative actions regarding Hurricane Katrina aftermath. From 1997 she moved to London where she worked as a freelancer for The Banker and Business New Europe. Later on she decided to try something else and set up a consultancy firm, completing research projects for several European companies focused on the Romanian market and other Eastern European countries. Most recently she decided to go back to journalism, setting up a soon-to-be-launched website called Hard Views – a platform hosting interviews with and analyses/opinions/comments from business leaders, entrepreneurs, analysts and thinkers interested in Central and Eastern Europe.

Among speakers:

Ms. SIRI SCHUBERT

Senior Project Manager Collective Action & Industry Standards, Basel Institute of Governance

Siri Schubert has worked as a business journalist and foreign correspondent in New York and San Francisco for more than a decade before joining the Basel Institute. While in California, she was awarded a year-long fellowship in Investigative Reporting Program at UC Berkeley and, upon completion, continued as a lecturer in business and international journalism at UC Berkeley's Graduate School of Journalism.

Siri was a reporter on PBS Frontline documentary "Black Money", which dealt with international corruption and contributed frequently to the PBS Frontline/World Website "The Business of Bribes". Her work has been published in the New York Times, Fortune International, the Global Integrity Report, the German business daily Handelsblatt and Internationale Politik, the journal of the German Council on Foreign Relations. Siri completed an MBA at the University of Southern Mississippi and is an alumna of the Holtzbrinck School of Business Journalism in Düsseldorf, Germany.

Mr. CHANDRASHEKHAR KRISHNAN

Executive Director of Transparency International UK

Chandrashekhhar Krishnan joined TI-UK in September 2004. Prior to that, he was Deputy Director for

Strategic Planning at the Commonwealth Secretariat. From 1993 to 2000, he led the Commonwealth Secretariat's environmental work, which included climate change, several ministerial-level meetings on environment and support for the Iwokrama International Rainforest Programme in Guyana. He was also involved in several meetings of Commonwealth Finance Ministers and Senior Finance Officials during that period.

He has an extensive knowledge of international economic and sustainable development issues, including the challenges of good governance, combating corruption and poverty reduction, gained over twenty years of experience at the Commonwealth Secretariat and the United Nations. He has worked closely with governments, international development partners, the private sector, civil society organizations and the media.

He co-ordinated the work of a Commonwealth Expert Group on Combating Corruption in which TI participated as an Observer and contributed to its report, which was endorsed by the 1999 Commonwealth Heads of Government Meeting.

He is a member of the Crown Agents Foundation Council and the expert Advisory Panel of the United Nations Association of the UK.

Ms. PAULA LAVRIC

Manager at Deloitte Romania

Paula is a Manager within ERS of Deloitte Romania since October 2008. Her area of specialisations is: AML/CFT risk assessment, investigations, developing policies and procedures; Fraud investigations, antifraud risk assessment, policies and procedures; Training related to AML/ CFT issues, communication skills; internal audit – compliance risk assessment.

Prior to joining Deloitte, Paula was the Chief Prosecutor with the Prosecutors Office attached to the Highest Court of Cassation and Justice – Directorate for Investigations of organized crime and terrorism offences, Anti Money laundering Department. She was also a Senior Member of the Board of the Financial Intelligence Unit in Romania, representative of the Prosecutors Office attached to the Highest Court of Cassation and Justice.

Paula, as a former prosecutor, has 17 years experience in money laundering and financial crimes investigations and prosecutions. She has international experience, as a law enforcement assessor for Moneyval – Council of Europe. She was member of the assessment team for the FATF Moneyval and EAG Joint Mutual Evaluation of AML and CTF regime in Russian Federation, and she was member of the assessment team for Moneyval evaluation of AML/CFT Regime in Montenegro Republic.

She is lecturing at Romanian National Institute of Magistracy (judges and prosecutors) about investigation methods for financial crime and money laundering, including how to identify goods and money laundered and how to freeze, seize and confiscate these goods and money.

Mr. DAN PASCARIU

Non-executive Chairman of the Board of UniCredit Tiriac Bank

He started his career with the Romanian Bank for Foreign Trade in 1973, becoming its Chairman and CEO in 1990. Between 1994 and 1996 he was the CEO of Banca Bucuresti, a newly created banking institution by Alpha Credit Bank of Greece and EBRD as well as Chairman of the Board of Bucharest Investment Group, the investment banking arm of Banca Bucuresti. Between 1996 and 1998 Mr. Pascariu was Chairman of the Board of Creditanstalt Financial Advisers, the investment banking arm of Creditanstalt Bankverein of Austria.

From 1998 to June 2007 he was the Chairman and CEO of the Bank Austria Creditanstalt banking subsidiary in Romania. Following the merger with the local subsidiary of UniCredit, since June 2007 he is the non-executive Chairman of the Board of UniCredit Tirioc Bank. He is also non-executive Board member of the leasing, investment banking subsidiaries of the UniCredit Group in Romania.

He was the founder and first President of the Romanian Banking Association between 1991 and 1994, as well as a co-founder and associate Professor at the Romanian Banking Institute.

Ms. VICTOR ALISTAR, PhD

Executive Director of Transparency International Romania

Victor Alistar, is a lawyer in Romanian Bar, university professor at the National School of Political Science and Public Administration and anticorruption activist.

He has a degree at the Public Administration Faculty in Bucharest followed by MA (2004) and PhD (2009) in Administrative Sciences, and also he received his Bachelor of Law degree (2002). Alistar started his career in 1995 in journalism, and later served as head of the public relations office for the Mayor of Bucharest and as adviser and spokesperson for the National Agency of Civil Servants.

He is working with the TI Movement since 2003, and run of the national chapter's Advocacy and Legal Advice Centre, the pilot programme in the TI movement, which has now over 50 ALACs around the world. He is the Executive Director of TI Romania, a position he has held for 6 years, while he has established the Romanian national chapter of TI as a leading voice for governance reform in the country and promoter of various NGOs coalitions.

Among the national policies he successfully promoted are the whistleblower protection law in 2004, the law establishing a national agency against corruption (ANI) in 2007, and the public policy on preventing and sanctioning money laundering for PEPs within a technical assistance project for the National Bureau for Preventing and Combating Money Laundering (2008).

Mr. Alistar is also working as a professional consultant and served as expert or team leader in various projects in Romania and abroad.

Implementing integrity in the private sector – not an abstract concept

Besides recognising the importance of good governance - and the absence of corruption - for enabling sustainable economic development, there also signs of growing concerns on behalf of investors and civil society about the extent of corruption-related risks and mounting evidence of the damages that a lack of transparency can cause to companies. The decreasing public confidence in the business world and in the capacity of governments to mitigate the impact of the economic slow-down for the citizens needs to be addressed through a results-oriented approach. In that context, it is more urgent than ever to take stock of the implementation part that stands for business-linked corruption, at governmental and corporate levels, and to develop a holistic approach for bringing the integrity agenda into the current practice of businesses.

- ☐ *Closing the gap between public and corporate expectations on integrity*
- ☐ *Making integrity work: Practical solutions to an intricate problem*



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- ☐ *From regulation to compliance: What are the main obstacles?*
- ☐ *Developing the corporate anti-bribery programme*

Moderator:

Mr. FINN HEINRICH, PhD

Programme Manager, Transparency International Secretariat

Finn Heinrich is coordinating the research portfolio at Transparency International Secretariat, ranging from its global measurement tools, anti-corruption assessments to a meta-analysis of existing research tools in the field of (anti)corruption, coined GATEway. Finn joined TI-S in August 2008 to contribute to TI's anti-corruption research tools with a focus on the National Integrity System Assessment. Prior to joining TI, he was the Director of Programs at the international civil society network CIVICUS: World Alliance for Citizen Participation and led CIVICUS work on the Civil Society Index Project. Finn holds a Doctorate in Political Science from FernUniversität Hagen (Germany) and has published numerous articles and several books on civil society and governance issues.

Among speakers:

Mr. PETER WILKINSON

Senior Adviser, Transparency International

Peter is a consultant on anti-corruption and senior adviser to Transparency International on countering bribery in the private sector. He has been involved in the development of the Business Principles for Countering Bribery and the creation of a supporting suite of implementation tools for use by the private sector.

Peter has extensive involvement in countering bribery related to the private sector. He was co-chair of the Global Compact sub-task force that developed reporting guidance for the 10th principle against corruption and is a member of the British Standards Institution Committee developing an anti-bribery Certification Standard. He was a member of a Global Reporting Initiative Society Working Group that developed Society Indicators for the GRI Sustainability Reporting Framework (G3). He has also advised FTSE4Good, the SRI Index, on development of anti-bribery criteria launched in February 2006. He also advises companies on their anti-bribery programmes.

Peter is the author of Transparency International UK's guidance published in June 2010 on adequate procedures related to the 2010 UK Bribery Act. He was a contributor to the *A to Z of Corporate Responsibility* published in November 2007. He contributed a chapter on reporting of countering corruption for the UN Global Compact publication *Business against Corruption*. He was recently a member of an international consortium of leading European research institutions carrying out an EU funded study on CSR entitled *Rhetoric and Realities: Analysing Corporate Social Responsibility in Europe*.

He is a Fellow of the Royal Society of Arts, a board member of the European Sponsorship association and has served on a number of boards and committees of UK arts organisations including the Royal Academy of Arts, London City Ballet, The Nash Ensemble and the Association for Business Sponsorship of the Arts.

Mr. KEMAL OZMEN

Director, Forensic Services and Dispute Analysis, PwC Romania

Ms. MARIA MAXIM

Chief Compliance Officer, Romtelecom

Maria Maxim joined Romtelecom team in 1990, having in time various positions within the company. Maria Maxim has expertise in areas such as the labour law, disciplinary investigations, litigations, risk assessment, strategy and working standards development. Her last position was Chief Counsel of Litigation & Labour Support Legal Division. Also, in the past two years, Maria Maxim held the position of President of the Disciplinary Committee of Romtelecom.

As Chief Compliance Officer, Maria Maxim coordinates and communicates compliance activities that prevent and detect unethical or illegal behavior, including implementation and monitoring, insuring that Romtelecom achieves consistently high levels of compliance with all laws and regulations.

Ms. GILDA LAZĂR

Corporate Affairs& Communications Head for Romania and Moldova, JTI Romania

Ms. Lazăr is one of the most prominent figures in corporate and public sector in Romania. She is the Head of Corporate Affairs & Communications for Romania and Moldova and a Member of the Executive Committee of Japan Tobacco International (JTI), with main responsibilities in the area of Government Relations & Regulatory Affairs, Public Affairs & Media Relations, Community Relations/ CSR, Internal Communications, Corporate Branding as well as Consumer Relations. She is also a Lecturer on Corporate Social Responsibility and Corporate Affairs at the Faculty of Letters, Masters on Communications - University of Bucharest.

She holds an MA from University of Bucharest, Philological Faculty, and a Master in Business Law from the Romanian-American University and numerous qualifications and trainings on various subjects such as Business Strategy, Communication, Corporate Community Relations, Media and Regulatory Impact Analysis, from institutions like London School of Economics, INSEAD or Boston College. Ms. Lazăr started her career as teacher and shortly after 1989 become one a well-known journalist working for prestigious media institutions like Romania Libera and Radio Free Europe. In 1996 she was the Spokesperson to the Ministry of Foreign Affairs of Romania, Special advisor to the Deputy Prime Minister.

Her involvement in local community projects is recognized through many awards and positions held in various organizations: President of the "Friends of Opera" Association, Honorary Member of "AlegRo" Foundation, as well as of other professional organizations such as the Romanian Association of PR Professionals and the Economic Press Club. In 2005, she became member of the Global Compact Romania. Ms. Lazăr received a significant number of community involvement honours - the "Award for civic responsibility" offered by "AlegRO Foundation, "Best Corporate Citizen" awarded by BBW to JTI Romania or "People for People" diploma for "Community programs" awarded by AmCham and Romanian Association for Community Relations. Ms. Lazar professional activity also came through various honours: Best woman journalist in Romania 1995, Honorary and Excellency Diplomas for social responsibility, awarded by the City Council etc.

Mr. CRISTIAN PÂRVAN

General Secretary, Romanian Association of Businessmen

Mr. Parvan is the General Secretary of the Romanian Association of Businessmen, a representative structure for the Romanian business environment, which advocates for the importance of the Romanian capital on the market. The public message of the Association is that "Businessmen bring welfare to Romania".



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Mr. Parvan has a degree in Automatics from the Politehnica University in Bucharest, one in Economics (Faculty of Industry Economics) as well as various specialisations at prestigious institutions such as Control Data Corporation San Diego USA or The Federal Chamber of Austria.

As specific experience both in Romania and Central and East European Countries, Mr. Parvan worked in various fields: non-profit organizations management, quality management, chamber of commerce and trade register office, top level management in the iron industry, managing boards of holdings and other companies, as well as in public administration. He is member in several professional associations such as President of the Chamber of Commerce and Industry Calarasi, President of the Romanian Association for Quality, General Deputy Secretary of the World Trade Center Association.

DAY 2

Mind your reputation. New rules, new traps

Workshop: Room Alfa – Hotel Ramada

Moderator:

Ms.Cristina Vasiloiu, (UN Global Compact Romania), member of the European Mentoring and Coaching Council

The event offers the pretext for a diagnosis of the risks corruption poses to business and examines several tools for assessing these vulnerabilities. The analysis tackles the main channels for evaluating gaps that can open the window to corruption and involves in the process the main stakeholders that can secure a sound collective corporate response to the breaches in integrity. The plenary will take into account the common route maps to be followed at business level, while opening key debate topics that will be further addressed through either sectorial responses or targeted interventions at local level. Both tactics lead to the same objective – identifying and supporting integrity “oil spots” that can further set the trend toward integrity as premises for a sustainable and accountable manner of doing business. The vertical approach will focus on the **banking sector** and the horizontal (cross-sectorial) on the Sibiu **local businesses**. The target audience consists in leading representatives of the banking sector, but as well as key actors of the local business community. Some of the envisaged topics and key questions to be addressed together with external experts are:

- ☐ *Dealing with potential liabilities: new international instruments*
- ☐ *Risk Mapping approach: the real price of countries/sectors (non)credibility*
- ☐ *Reputational risks control: know your partners and secure your clients*
- ☐ *Can integrity be labeled? Giving power to end-users.*

Speakers:

Mr. Peter Wilkinson, Private Sector Expert Transparency International

Mr. Marco Loretto, Expert of European Investment Bank Expert

Mr. Sorin Dimitriu, President of the Bucharest Chamber of Commerce and Industry and Vice-president of the Romanian Chamber of Commerce and Industry

Mr. Cosmin Marcu, Chamber of Commerce and Industry Sibiu

If you think integrity costs, try losing it!

Banking Sector

Working group: Room Alfa – Hotel Ramada

Moderator: Ms. Adina SADEANU, Journalist – Hard Views

Corruption often involves financial transactions between persons and institutions, leading often to the involuntary and unknowing involvement of banks. Even thus, as financial intermediaries, banks are highly exposed to and potentially directly involved in corruption. As a consequence, banks potential to combat corruption, as well as the legal, economic and reputational risks will be debated within this session. At a minimum, banks can adhere strictly to new rules and standards implemented in line with international frameworks requesting more transparency. However, the banking sector can also take the sectorial leadership and contribute constructively to the decision making process, by advocating for the effective implementation of international standards or other measures to keep their integrity at stake.

The target audience consists in leading representatives of the banking sector which will address a two folded dimension of integrity in the sector – determining costs and identifying mitigation strategies:

Banking sector - Show me your Integrity!

- ☐ *How much does transparency cost?*
- ☐ *Is ignorance good for profits?*
- ☐ *Bringing transparency to the next level*
- ☐ *Case Study*

Pragmatic solutions: Drafting policies for collective response

- ☐ *What can be done? State regulation vs. sector self-regulation*
- ☐ *How can it be done? From internal rules to industry standards in building integrity*
- ☐ *Collective actions: Lobby and advocacy efforts.*
- ☐ *Get the support of civil society and international stakeholders*

Speakers: Dan Pascariu, President of the Supervisory Council UniCreditTiriac Bank

Kemal Ozmen, Director Forensic Services PwC Romania

Paula Lavric, Manager, Deloitte

Calin Negotiu, Director CEC Bank, Sibiu

Raluca Robu, Expert on corporate governance, National Bank of Romania

Local Business - Integrity Islands

Workshop: Room: Atlas 1 – Hotel Ramada

Moderator: Ms. Elena Calistru, Project Manager, Transparency International Romania

Strong local businesses are of vital importance for an economy, but are also challenged to meet not only the specific corruption risks encountered by Romanian business, as well as the general distrust perception of foreign investors related to Romania's market. Furthermore, as the wider business environment becomes more aware of the risks involved in corruption, local businesses can brand themselves in "integrity islands" so as to raise the opportunity provided by a reputation for integrity and anti-bribery activism and make that specific community more attractive to financial institutions and business partners. As such, it is essential for local business to tackle the issue of corruption in a concerted and coordinated fashion. The workshop maps not only the specific corruption challenges met by the business community in Sibiu (such as extortion or weak public procurement systems), but also intends to identify priorities for common initiatives of local stakeholders (business, local public authorities, civil society) for a comprehensive corporate integrity programme. The target audience consists in key actors of the local business community. Some of the envisaged topics and key questions to be addressed together with external experts are:

Issues and costs at local level

- ☐ *Local integrity branding*
- ☐ *How can you avoid extortion?*
- ☐ *Risks and challenges*
- ☐ *Case Study*

Pragmatic solutions: Drafting policies for collective response

- ☐ *What can be done? State regulation vs. sector self-regulation*
- ☐ *How can it be done? From internal rules to industry standards in building integrity*
- ☐ *Collective actions: Lobby and advocacy efforts.*
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What's old, what's new (Old problem, new solution) – strategic approaches to anticorruption

Roundtable: Room Beta – Hotel Ramada

Moderator: Mr. Cornel Călinescu, Head of Unit - Crime Prevention and for the Cooperation with EU Asset Recovery Office, Ministry of Justice

The event takes place within the larger framework of the consultations launched by the Romanian Ministry of Justice for the elaboration of the National Anticorruption Strategy. The event has as an objective not only the stakeholder engagement in the fight against corruption through its participation to the elaboration of governmental policies and programmes in the field, but also a more targeted approach for identifying causes and solutions for ensuring their significant impact. The roundtable will also benefit from the participation of the Romanian UNDP Programme, but also from the presence of external speakers which shall offer a broader view on the strategies and best practices at regional level. Some of the envisaged topics and key questions to be addressed are:

- ☐ *Approaching anticorruption in strategies*
- ☐ *Is there a regional pattern for dealing with corruption?*
- ☐ *What works and what fails in the anticorruption strategies*
- ☐ *Best practices and new approaches*
- ☐ *Stakeholders engagement and future actions*

Speakers:

Mr. Francesco Checchi, Anti-Corruption Project Coordinator at UNDP Bratislava Regional Centre

Mr. Codru Vrabie, Member of the National Integrity Council

Ms. Anca Stoica, Programme Manager at UNDP Romania

Mr. Victor Alistar, Executive Director of Transparency International Romania

Participants:

Business, state and civil society representatives.

Update about key developments and progress in the ECA Region and in the movement

Plenary Room: Atlas – Hotel Ramada

Moderator: Iulia Cospanaru, TI Romania

Format: Plenary and presentations

Presentations: TI-S; TI International Board; TI EU office



TOGETHER FOR INTEGRITY

Objectives:

- ☐ *Ensure transparency regarding the progress since the AMM*
- ☐ *Ensure all participants are informed about key discussions and developments at TI-S and international board level*

Items:

1. TI-S: financial data and statistics regarding TI-S and ECA as a whole
2. Relevant multi-country projects in the ECA region
3. Key developments since the AMM: updates from the board and from different departments at TI-S
4. Update from the EU office
5. External views on TI, including Norad evaluation
6. Update on TI-S implementation plan for the TI 2015 Strategy

Strengthening our ability to work together

Room: Atlas 2 – Hotel Ramada

Moderator: Gro Skaaren-Fystro, TI Norway

Format: Plenary and discussion groups

Presentations: TI-S; TI International Board; TI EU office

Objectives:

- ☐ *Exchange about TI-Chapters` contribution towards the Strategy implementation*
- ☐ *Exchange about chapters` benefits from the strategy*
- ☐ *Establish synergies between TI-Chapters, TI-S and regional initiatives*

Items:

1. Introduction
2. Discussion groups
3. Report back in Plenary about comments, recommendations and general commitments

Draft principles for cross-country collaboration in the ECA region

Plenary Room: Atlas – Hotel Ramada

Moderator: Conny Abel, TI-S

Introduction: Emir Dikic, TI BiH

Format: Plenary; discussion groups; presentation of results in plenary

Objectives:

- ☐ *Enable debate among participants about draft principles, elaborated by drafting group*

Items:

1. Presentation of draft principles by group member, followed by Q&A
2. Discussion of guidelines in small groups
3. Present key recommendations from each group to plenary

Should TI offer paid advisory services?

Plenary Room: Atlas – Hotel Ramada

Moderator: Finn Heinrich, TI-S

Introduction: Christian Humborg

Panelists: Chandrashekar Krishnan, Elena Panfilova, Victor Alistar, Zorislav Petrovic

Format: Plenary

Objectives:

- ☐ *Ensure all participants have a complete picture and full understanding of current state of debate in TI as well as next steps in the process*
- ☐ *Ensure all views have been heard and exchanged among participants*
- ☐ *Learn from practical experience in this field*
- ☐ *Make recommendations to the Task Force and TI board where possible*

Items:

1. Panel exposing arguments in favour and against paid advisory services
2. Discussion in plenary
3. Conclusions

Towards Chapters` ownership

Plenary Room: Atlas – Hotel Ramada

Moderator: Paul Arlman, TI Netherlands

Format: Plenary

Objectives:

- ☐ *Ensure clarity and consistency of the expectations*
- ☐ *Differentiate between different needs` levels*
- ☐ *Elaborate recommendations on how to further proceed*

Items:

1. Brainstorm
2. Discussions in small groups
3. Discussions in plenary
4. Conclusions to be transparently disclosed

DAY 3

Engaging people in the fight against corruption - promoting transparency using new technologies

Wine Room – Hotel Continental Forum

Moderator: Thomas Quine, TI-S

Contributors: TI Georgia, TI Slovakia, TI Germany, TI Russia

Format: Plenary

Presentations: TI-S; TI International Board; TI EU office

Objectives:

- ☐ *Share innovative approaches to make government accountable and reach out to a wider public*
- ☐ *Exchange and learn from each other*

Items: Presentation of innovative approaches and experience in using new technologies and tools in Anti-Corruption work.

Parallel workshops and thematic sessions

Atlas – Hotel Ramada, Wine Rooms 1, 2, 3 – Hotel Continental Forum

Format: workshops

- ☐ Strategic planning Social sustainable development through integrity
- ☐ OECD Progress Report: Methodology, process and outcomes
- ☐ Making it happen: achieving impact through effective strategic planning
- ☐ Research cooperation between TI-S and NCs
- ☐ Who should be partner of TI? Partnership risk management
- ☐ Anticorruption in judiciary– make it strategic: review, draft, monitoring
- ☐ A better financial system - Finance Watch and Transparency's role
- ☐ Whistleblowing in the public and private sector
- ☐ Cooperation with the business sector - fundraising and capacity development
- ☐ Principles and Guidance for NGOs to counter bribery
- ☐ Measuring Corruption in Defence and Security – project design and advocacy impact for National Chapters