

# FORUM BUSINESS RISKS PREVENTION

25-26 November 2015  
Courtyard by Marriott  
Hotel, Warsaw

## PROTECTING BUSINESS VALUE



Blue  
Business  
Media

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**LeasePlan Fleet  
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# BUSINESS RISKS PREVENTION FORUM

**E**ach year companies lose billions of Euro due to malpractice, corruption, misappropriation, and lack of risks protection in the areas most prone to irregularities.

**T**hus, gaining reputation and keeping honest and fair business practices becomes a key challenge in implementing the development strategy of any organization. It is not just a question of the image itself or a need to meet the expectations of society. Reputation damage involves facing serious financial consequences, especially nowadays, when information spreads globally in just a few minutes. Business Risk Prevention Forum is addressing these challenges in a practical manner.

**T**he objective of the event is to exchange experiences in compliance, risk management and governance amongst Chief Officers and Directors with long-term expertise in that area.

The Forum introduces a series of interactive presentations and discussions with experts who will share their experiences and present the solutions they have incorporated. Yet, our guests will talk not only about their successes, but about the mistakes and lessons they learned as well. Incorporated methods effectively strengthen ethics and compliance within the organization, thus protecting it against losses which might have arisen due to the reputation damage.



**We have a common goal:  
TO PROTECT BUSINESS VALUE EFFECTIVELY**

I encourage you to participate

Magdalena Wolska-Omyła

A handwritten signature in black ink, appearing to read 'Magdalena Wolska-Omyła', is written in a cursive style.

Project Director

- 9:30 Registration, morning coffee
- 10:00 Official opening and networking session  
**Magdalena Wolska-Omyła**, Project Director,  
**BLUE BUSINESS MEDIA**

### GUARDING BUSINESS VALUE

- 10:15 **The business case for anti-corruption compliance**  
**Philippe Montigny**, President, **ETHIC Intelligence**
- How corruption prevention is a strategic opportunity for board members, not just a legal issue
  - How does your program measure up? Key components of leading anti-corruption compliance programs
  - What international guidelines and professional standards say on preventing corruption
  - Top reasons why a corruption-related crisis is more damaging than any other crisis
  - Effective ways for companies and their managers to protect themselves from corruption allegations
- 11:10 **The risk of reputation damage as one of the most crucial challenges faced by the companies all over the world – consequences for business.**  
**„Reputation@Risk” – Deloitte global research**  
**Irena Pichola**, Partner, Sustainability Consulting Central Europe Team Leader, **DELOITTE**  
**Jacek Kuchenbeker**, Senior Manager, Risk Management Department, **DELOITTE**
- Factors influencing the level of reputational risk of a company
  - The effect materialization of reputational risk has on business
  - Who is responsible for reputational risk management?
  - Reputational risk management
  - The most frequent challenges in reputational risk management field
- 11:45 Coffee and networking break
- 12:00 **Implementing compliance, risk management, and governance-strategical, procedural, and operational integrity in any organization**  
**Sławomir Chmielewski**, Compliance Management Bureau Director, **ORANGE POLSKA**
- CRG—collective operational culture in the organization and risk-detecting synergic system
  - Basic standards as an essential element of system operations
  - Communications as an element increasing employees awareness and trainings as a necessary element of an effective system
- 12:35 **How to secure business against the risk of major losses effectively?**  
**Karol Rajewski**, Chief Compliance Officer, Compliance Risk Management Department,  
**NATIONALE-NEDERLANDEN**
- Operative anti-fraud countermeasures in the organization; the role of anti-fraud features; different location models
  - Effective incident/fraud management in the organization – internal and external (with Public Prosecutor's Office cooperation)
  - Lessons learned—How to draw conclusions from arisen irregularities and losses wisely?
- 13:10 Lunch

### BETTER PREVENT THAN CURE—EARLY MALPRACTICE DETECTION

- 14:10 **Enterprise Risk Management in practice and its role in malpractice risk management**  
**Konrad Krajewski**, Audit and Corporate Risk Management Bureau Director, **PKN ORLEN**
- World trends and ERM models in practice – Do they always rise to the occasion?
  - Internal audit role in corporate risk management
  - Corporation risk management system based on the example of PKN Orlen
- 14:45 **“In God we trust. Everyone else must provide data” – compliance risks assessment based on transactional data**  
**Wojciech Litwin**, Compliance Officer, Data Privacy Officer, Six Sigma Master Black Belt, **MSD**
- Compliance risks in pharmaceutical branch – the greatest challenges
  - The means of risk evaluation and minimization
  - Transaction analysis in the light of compliance risks
- 15:20 Coffee and networking break

### EXPERT TABLE TOPICS SESSION

*Discussions held in smaller expert groups allowing to explore the most important issues and problems in the circle of practitioners. Two expert table topics sessions will be held.*

*Each of the Forum participants can choose two topic groups to attend. First-come-first-served rule applies!*

- 15:30 **First session / 16:30 Second session**  
**Division of responsibilities and authorizations in IT audit**  
**Jan Wittlin**, Group Internal Audit and Risk Manager,  
**GRUPA ONET.PL**
- Challenges with splitting responsibilities in audit
  - Data protection challenges
  - Automation of audit IT
  - Results interpretation and what can be done with them

1

**Internal audit—an effective mean of malpractice detection**

2

**FRAUD—principles of cooperation with crime investigation companies**

3

**Supplier verification and due diligence—critical points**

- 17:30 **Cocktail** - an excellent opportunity to broaden professional relations and talk with other Forum participants in informal atmosphere
- 19:00 The end of the first day of the Forum

9:15 Registration and morning coffee

### COMPLIANCE & RISK MITIGATION AND ORGANIZATIONAL CULTURE

9:30 Does it pay to be honest?

Paweł Kwiatkowski, Corporate Affairs Director,  
**KOMPANIA PIWOWARSKA**

- Ethical dimensions in company operation and their influence on business financial security
- Ethical malpractice control and protection system
- Practical aspects of Ethics Committee operations in Kompania Piwowarska

10:05 Gift, Entertainment, and Bribes policy and the Code of Conduct – Theory or actual practice?

Maria Marczevska-Kosińska, Compliance & Ethics Officer Western & Southern Europe,  
**PEPSICO CONSULTING POLSKA**

10:40 Coffee and networking break

11:00 Business Partner Due Diligence—critical points of business partner verification process

Małgorzata Żurowska, General Counsel, Compliance Officer EUC, **BASF POLSKA**

- Subject and object scope of business partners examination
- Comprehensive and structural implementation. Experience gained
- Training and courses—conclusions from business partners control project implementation

11:35 Special risk areas and the means of minimizing them – possible conflict of interest

Marcin Szczepański, Regional Compliance Officer,  
**SIEMENS POLSKA**

- Compliance risks estimation within the company
- Assessment process, result analysis and countermeasures
- Conflict of interest—the most vulnerable areas and the means to eliminate that threat
- Conflict of interest cases and example solutions

12:10 Lunch

13:10 Whistleblower – a signaller or a denouncer?  
*Panel Discussion*

Radunka Cvejić, Independent Expert

13:40 Tools of reporting and verifying malpractices within the company

Magdalena Soboń-Stasiak, Compliance Officer, Chief Specialist – Lawyer, **ARCELORMITTAL POLAND**

- Employees training procedure
- The ways of notifying the malpractices within the Company
- Reports verification

14:15 Coffee and networking break

14:30 Creating Business Continuity Management System in financial institution

Teresa Woźnicka PhD, Compliance Officer & Operational Risk Manager, **LEASEPLAN FLEET MANAGEMENT**

- Sources of crisis
- Scheme of business continuity management in organization
- What if scenario – challenges in creating emergency plans
- Testing phase – examples

15:05 **INTERACTIVE SESSION:**

**Emergency plan and rapid reaction force – is it possible to come through a crisis situation unscratched?**

*To sum up the two days of the Forum, we would like to encourage you to take part in workshops, organized for smaller groups, during which you will try to create the best crisis management plan to be used in an arbitrarily selected situation. Each group will be given 30-minutes time for preparations.*

*Next, the Inspirer speaking in the name of the group will present the plan to other participants. It is an excellent opportunity to search for creative operations and new solutions. The authors of the most interesting plan will be awarded.*

16:15 End of the Forum and presenting the participants with certificates



I encourage you to participate  
Magdalena Wolska-Omyła

*Magdalena Wolska-Omyła*  
Project Director

# REASONS TO JOIN US

**1** The only Forum on the market focused entirely on **elimination of risks** influencing business value

**For the first time in Poland: Philippe Montigny** – an expert with more than 20 years of expertise in building **anti-corruption and compliance programmes** for the largest companies and international brands

**2**

**3** Effective strategies in **malpractice, misappropriation or corruption risks prevention used** by the leading companies on the market

Discussion between the experts on the most challenging issues in **compliance, governance, frauds, and audits**

**4**

**5** Example-based analysis of working implementations of external risks preventing **Due Diligence programmes** amongst



# PARTICIPATION DECLARATION

On-line registry form and the detailed terms of participation in the Forum are available on:

**[www.brp-forum.com/zgloszenie](http://www.brp-forum.com/zgloszenie)**

We encourage you to benefit from preferential terms of participation remaining valid to **2<sup>nd</sup> October 2015**

The cost of participation of one person in the Forum is:

**PLN 2995**  
(+23% VAT)

when registering participation until **2<sup>nd</sup> October 2015**

**PLN 3495**  
(+23% VAT)

when registering between **3<sup>rd</sup> October** and **30<sup>th</sup> October 2015**

**PLN 3995**  
(+23% VAT)

when registering after **30<sup>th</sup> October 2015**

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Blue Business Media (BBM) is a leader of the Polish conference branch. The company prepares approx. 50 events a year – congresses and workshops (plus associated galas, plebiscites, think tanks, etc.) – giving 100 to 1000 top managers from the highest managing levels an opportunity to meet.

BBM specializes in organizing meetings for management, marketing, sales, customer service, finances, controlling, procurement, IT, law and compliance, HR, logistics, and production professionals. During the company's 6-year presence on the Polish market, almost 18,000 participants from 5,300 companies, including 85 from the list of 100 top companies in Poland (as per income), have attended meetings organized by BBM.

## MEDIA PATRON

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