



SEMINAR

“How to increase the profits of your company and lower the risks - through avoidance of corruption?”

Tuesday, 22 September 2015

Croatian Chamber of Economy
Rooseveltovej trg 2, Zagreb, Council Hall (Vijećnica) – 1st Floor

8:30	<i>Registration</i>		Council Hall (Vijećnica) 1st Floor
9:00	<i>Welcome speech</i>	Mr Luka Burilović, President of ICC Croatia	Council Hall (Vijećnica) 1st Floor
9:10	Uloga društveno odgovornog poslovanja u suzbijanju korupcije (Role of CR in anti-corruption)	Mrs Mirjana Matešić, Director of the Croatian Business Council for Sustainable Development, member of CR and Anti-corruption Commission	
9:25	<i>Introduction</i> Why is fighting corruption profitable for business?	<i>Key lecturer</i> Mr Maximilian Burger-Scheidlin, Executive Director of ICC Austria	
10:00	What is the problem with paying bribes?		
10:45	<i>Coffee break</i>		<i>Business Club (Poslovni klub), -1</i>
11:00	Zakonski okvir za suzbijanje korupcije u RH (National legal framework for anti-corruption)	Mr Davor Derenčinović, Head of Department for Criminal Law, Faculty of Law, Zagreb University	Council Hall (Vijećnica) 1st Floor
11:20	Risks of corruption	Mr Maximilian Burger-Scheidlin	
12:10	Challenges to deal with corruption		
13:00	<i>Lunch</i>		<i>Business Club (Poslovni klub), -1</i>
13:40	Experience of a Croatian company	<i>tbc</i>	Council Hall (Vijećnica) 1st Floor
14:00	Countering corruption	Mr Maximilian Burger-Scheidlin	
14:45	<i>Coffee break</i>		<i>Business Club (Poslovni klub), -1</i>
15:00	Change Management from “we have bribed in the past” to “we are clean in future”	Mr Maximilian Burger-Scheidlin	Council Hall (Vijećnica) 1st Floor
15:45	Summary + Q&A		
16:30	<i>Certificate dissemination</i>		

Working language : English (without simultaneous translation) and Croatian (Croatian speakers)

Moderator: Sunčana Skupnjak kapić, Secretary General of ICC Croatia

SYLLABUS

- **Introduction - Why is fighting corruption profitable for business?**
 - new foreign investment follows non-corruption
 - without corruption – you achieve higher profits + competitiveness
 - mental change offer cheaper + more effective ways to reduce corruption
 - do you have to pay – to play? – to get a contract ?
 - success is long-term profit maximisation
 - business is trust but corruption is “temporary purchased legal security”
- **What is the problem with paying bribes?**
 - definition of corruption
 - where does corruption start?
 - consequences of corruption – less business
 - bribery - time wasted + its costs
 - what is the problem with paying bribes?
- **National legal framework for anti-corruption**
 - legal and institutional framework for preventing and combating corruption in the private sector
 - the offenses of bribery in business transactions
 - prevention of conflict of interest in the private sector and the importance of the due diligence measures
 - the role of compliance officer in the prevention of corruption in the private sector
 - the powers of the law enforcement agencies in criminal proceedings initiated based on suspicion of corruption in business transactions
- **Risks of corruption**
 - risks for bribe payer’s companies
 - are extra “payments” budgeted for?
 - legal, financial, reputational risks
 - in-house reaction - if bribe payments to 3rd parties
 - personal risks - for bribe givers
 - how is bribery discovered?
- **Challenges to deal with corruption**
 - legal basis – for prosecution of corruption
 - case - German company bribes tender official in country XXX
 - who is true victim of corruption?
 - corruption might kill your international business
 - psychology of “bribe takers”
 - risks for bribe taker
- **Experience of a Croatian company**
- **Countering corruption**
 - key strategy – be “unique”
 - create non-corrupt environment for your business
 - negotiation tactics for clean business
 - fighting corruption at different levels - chances of success?
 - countermeasures to reduce small – but constant attacks
 - fighting - mid-level officials
 - fighting - higher-level officials + politicians
 - attack high level corruption through business associations, ICC
 - big role for business associations: corrupt surrounding – no excuse to be clean
- **Change Management from “we have bribed in the past” to “we are clean in future**
 - change – within your company
 - due diligence – on possible/new partner
 - adjust sales targets for sales managers
 - code of conduct – adjusted to your needs
 - change – to external partners, suppliers, customers
 - gifts + hospitality
- **Summary + Q&A**
 - cases - success might come unexpected...
 - Croatia – potential EU champion !