



## PRESS RELEASE

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### **Regulation and compliance are no longer sufficient to maintain integrity**

Business Integrity Forum 2015, organized by EuCham - European Chamber and co-organized with Transparency International Hungary.

The different speakers, which included the Ambassador of Slovakia H.E. Mr Rastislav Káčer and Mr David Lewis of the Australian Embassy in Vienna, strongly recommended to promote and preserve integrity and insisted on trust as a condition to succeed. The CEO of Raiffeisen Bank Hungary Mr Heinz Wiedner outlined the benefits of an efficient compliance system, such as reducing legal problems, building a positive reputation and contributing to a higher employee retention. However, all agreed on the fact that despite rules and controls, personal behaviors are the key to succeed.

Indeed, the panel “Whistleblowing issues”, and particularly the Legal & Compliance Manager of Mercedes-Benz Ms Zsuzsanna Lippai, highlighted the alarming low number of whistleblowers in Central and Eastern Europe, despite the establishment of compliance programs, and pointed out cultural reasons and the persistence of the negative image associated to whistleblowing.

The panel “Data protection”, moderated by Transparency International Hungary, shed the light on the risks for organizations and individuals when manipulating personal data and accordingly protect them, even when they are not anymore relevant for their activities.