



EVENT REPORT

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Business Integrity Forum 2015: Integrity and compliance to achieve business success

Business Integrity Forum 2015, organized by EuCham - European Chamber and co-organized with Transparency International Hungary provided insights on the ethical challenges for businesses, organizations and public institutions, attracting participants from the private and the public sectors.

The innovative side event Integrity Window — one-to-one brief advisory comprising experts and enthusiasts in the field — has been introduced with the support of experts in the field of ethics and compliance such as KPMG and TRACE International. Attendees have been provided with an informal opportunity to share ideas, report confidentially, discuss whistleblowing issues and receive minor consultations.

The main topics included whistleblowing and data protection issues.

EuCham president Mr Michele Orzan highlighted the fact that integrity should be part of every business' base and that it could only be measured by actions. The Ambassador of Slovakia H.E. Mr Rastislav Káčer strongly recommended to promote and preserve integrity and insisted on trust as a condition for an ethical behavior. The CEO of Raiffeisen Bank Hungary Mr Heinz Wiedner focused on integrity in the banking industry and proudly illustrated the benefits of an efficient compliance system, such as reducing legal problems, building a positive reputation and contributing to a higher employee retention.

Mr David Lewis of the Australian Embassy in Vienna shared passionately his country's activities against corruption when hosting the G20 and stated that reducing corruption has an undeniable impact on economic growth, while the Compliance Manager of Mercedes-Benz Ms Zsuzsanna Lippai shared the four most important pillars of integrity: responsibility, respect, confidence and transparency. Ms Lippai also outlined that compliance is not one department's concern but "everybody's business".

The Executive Director of Transparency International Hungary Mr József Péter Martin led a data protection panel, which highlighted the importance of compliance when managing customers' data and why companies must really consider the value of their own data and accordingly protect them, even when they are not anymore relevant for their activities. Ms Noémi Alexa from Central European University moderated the panel discussing whistleblowing issues, focusing on the cultural aspects as a barrier for whistleblowing practices and the possible solutions to create a supportive environment for whoever wants to report wrongdoings. The panel also shed the light on the alarming low number of whistleblowers in Central and Eastern Europe.