

Invitation 2010



**International
Leadership Symposium
on Ethics in Business**

18th - 19th November 2010
at the



European Parliament Brussels & Hotel Hilton

7TH INTERNATIONAL SYMPOSIUM ON ETHICS IN BUSINESS

**“Trust is the breath of business, ethics its limbs,
and to uplift the spirit, its goal.”**

Sri Sri Ravi Shankar
Co-Founder, World Forum for Ethics in Business

The International Leadership Symposium on Ethics in Business is an annual event which brings together leaders from business, politics, academia, civil society and faith-based organizations to dialogue on new leadership styles that support inclusive and sustainable development and ensure profitability for businesses. It provides a platform for leading minds to share their experiences and expertise on the value of an ethics-based approach to deal with today's challenges in the global markets. It also examines the impact of this approach on the bottom line.

The International Leadership Symposium on Ethics in Business is an initiative of The World Forum for Ethics and Business, a registered public interest foundation with the aim to pursue and establish the indispensable ethical foundations of business in a globalized world.

The 2010 Conference is the seventh conference in the series, and the fifth to be held at the European Parliament.

The World Forum for Ethics in Business is organizing the 2010 Conference in cooperation with:

- International Association for Human Values (IAHV)
- The World Bank Institute.

**The 2010 International Leadership Symposium
on Ethics in Business consists of two events:**

18th – 19th November 2010

Conference on *Ethics in Business* in the European Parliament,
Brussels, Belgium

15th – 19th November 2010

Ethics in Business - CCS World Youth Forum

Program

18th November 2010

17.00 - 19.00: Welcome and Inaugural Addresses

19.30: Welcome Dinner, Hilton Hotel Brussels

19th November 2009 – Venue: European Parliament, Brussels

09.00 - 10.00: Opening Session

10.00 - 13.00: Plenary Sessions

14.30 - 16.00: Workshops

16.00 - 16.30: Workshop Conclusions

17.00 - 17.30: Call of the Youth

17.30 - 18.00: Award Ceremony and Closing Session

20.00: Gala Dinner, Hilton Hotel Brussels



The Conference will address:

- The culture and leadership of successful organizations
- Human values as anchor to corporate social responsibility
 - Emerging leadership and new management styles
- Learning from the crisis: the relationship between ethics and business
 - Secrets of successful global leaders
- Pressing issues on the global agenda: further addressing the economic crisis, climate change, corruption, and poverty

Leadership in the 21st Century - Time for a Paradigm Shift?!

The recent economic crisis has highlighted the challenge of establishing stability and growth in the face of global recession. It has also brought into focus the critical importance of the human dimension in leadership styles and strategies. In the turbulent and globalized corporate environment of increasing complexity, uncertainty and risk, traditional governance styles based on unrestricted risk- and profit-taking in corporate boardrooms seem to be giving way to new approaches that are more responsive to broader societal interests.

Business and Human Values are often seen as two separate worlds. It is believed that those who are focusing on human values may not be competitive. Perhaps the world of business and the world of human values are no longer two separate worlds. Emphasizing human values may no longer be less competitive. Even with increased competition in business, there are very compelling reasons why ethics should not be compromised, and why ethics could in fact be a prerequisite to sustainable profitability.

This symposium seeks to examine whether business and ethics are complementary or contradictory, and explore new ways for business leaders to evolve leadership styles that are sustainable, yet profitable for their organizations.

This year's conference will examine the need for a paradigm-shift: from motivation through salary perks to inspiration through shared vision and common values. In these most challenging times, is the focus on human values and ethics an indispensable key to overcoming the current crisis and avoiding future crises? Or is there no space for such an approach? What is the leadership style that can pave the way for a sustainable future?

The Conference will consider the following questions:

- How can organizations implement an ethics-based approach to achieve long-term success, transform society and contribute to a better sense of community at the global level?
- In the wake of the crisis, is globalization still beneficial to the society at large? In a new round of globalization, who are the winners and who are the losers? How can globalization serve as a means to distribute wealth in a more equitable way?
- What is the role of the global player in addressing the basic needs of eradicating poverty, improving education and health systems, and dealing with unemployment and environmental degradation?
- Is Corporate Social Responsibility nothing more than a cost center? What could be the redefined role of CSR in today's complex business environment?
- What practices contribute to the highest executive and organizational performance?

Leaders share their secrets to sustainability and success!

ETHICS IN BUSINESS AWARD

Recognizing sustainable success

Announcement of Ethics in Business Award Winners 2010

The World Forum for Ethics in Business (WFEB) will present the 2010 Ethics in Business Award at the International Leadership Symposium on Ethics in Business. The WFEB Ethics in Business Award honors individuals and companies that have demonstrated the fundamental importance of human values and ethics in life and in the business arena.

2009 Awardees

Category Outstanding Individual -

Dr. Brigitte Mohn

Member of Executive Board, Bertelsmann Foundation, Germany

Category Outstanding Corporation -

Sungjoo Group (received by founder, Mrs. Sung-Joo Kim)

2008 Awardees

Category Outstanding Individual -

Prof. Dr. Ibrahim Abouleish, Founder, SEKEM, Egypt

Category Outstanding Corporation -

GMR Group, India (received by Group Chairman, Mr. G.M. Rao)

Category Outstanding Scientist / Academic -

Prof. Dr. Hans-Peter Dürr

Founder, Global Challenges Network, Germany

2007 Awardees

Category Outstanding Individual -

Prof. Dr. Peter Eigen, Founder, Transparency International

Category Outstanding Corporation -

ING Bank, The Netherlands (received by Senior Executive Vice President, Mr. Rutger Koopmans)

2006 Awardee

Category Outstanding Corporation -

Tata Services, India (received by Managing Director, Mr. T.R. Doongaji)



Dr. Brigitte Mohn (right) - Outstanding Individual 2009 and Mrs. Sung-Joo Kim (left) - Outstanding Corporation 2009 Sungjoo Group



Outstanding Individual 2008
Prof. Eigen presents the award to Prof. Abouleish (left)



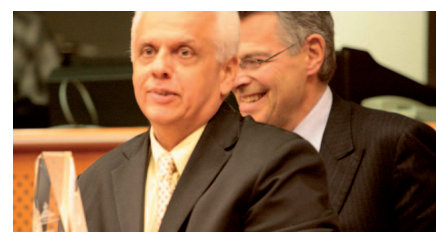
Outstanding Corporation 2008
Mr. Koopmans presents the award to Mr. Rao (right), on behalf of GMR Group



Outstanding Individual 2007
H.H. Sri Sri Ravi Shankar (right), Founder of the International Association for Human Values, presents the award to Prof. Eigen



Outstanding Corporation 2007
ING Bank, The Netherlands, received by Senior Executive Vice President, Mr. Koopmans



Outstanding Corporation 2006
Tata Services, India, received by Managing Director, Mr. Doongaji

SPEAKERS – PREVIOUS CONFERENCES



"Only those companies with authentic leaders at the helm will be able to achieve growth and success, as well as impact society in a positive way."

Dr. Saad Al Barrak: Deputy Chairman & CEO, MTC Group, Kuwait



"Climate change has gone from being a marginal issue to being at the forefront of business leaders' minds. We need to stir our hearts and minds, and admit that fighting climate change is our ethical obligation."

Prof. Jerzy Buzek: Member of European Parliament; Former Prime Minister, Poland



"It is the responsibility of society and governments to create the right framework for – on the one hand – the development and the production of the right products and – on the other – for customers to wish to acquire such goods."

Dr. Hanns R. Glatz: Delegate of the Board of Management, Daimler AG, Germany



"The current financial crisis has given rise to soul-searching about the right rules and incentives for actors in the financial markets. Yet, without the glue of values no rule and incentive system can comprehensively guide people in desirable ways. What is desirable is itself open to question. To balance the freedom to experiment with values that guide us is the never-ending challenge - in financial markets and elsewhere."

Mr. Michael Klein: Former Vice President, Financial and Private Sector Development, The World Bank



"Today, corporate social responsibility is becoming core business. This is wonderful. Together, we practice the capacity to celebrate life."

Dr. Ruud Lubbers: Former Prime Minister, The Netherlands



"To avoid the misuse of ethics, we need more than just ethics – we need good ethics, referring not to what seems to be good, but to what really is good. This can only be achieved when ethics refers to reason and its ability to discover the truth of human nature, rather than being a kind of emotional reaction to 'unpleasant' situations."

Rev. Prof. Dr. Piotr Mazurkiewicz: Secretary General, Commission of the Bishops' Conferences of the European Community (COMECE)



"Good corporate culture, which is regulated by corporate laws, only flows from ethical living of individual employees and the management."

Mr. Vinod Mittal: Managing Director, Ispat Industries Limited, India



"Technology in the next ten years will play an unprecedented transformative role in society and will even more dramatically influence further globalization. People, organizations and states will mainly compete through their ability to use technology in innovation, creativity and design."

Mr. Jan Muehlfeit: Chairman Europe, Microsoft Corporation



"Corporate social responsibility matters because it mirrors the core values of the society in which we wish to live."

Mr. Jacques Santer: Former Prime Minister, Luxembourg



"Innovation is no mere technical or technological endeavour. It requires the co-operation of all members of an organization and thus a leader's style, which governs by argument, fairness, respect and empowerment of colleagues."

Prof. Dr. Gesine Schwan: President, European University Viadrina Frankfurt (Oder), Germany



"In times of globalization, corporations have become too powerful, and therefore have to take on an active role with respect to the social dynamics."

Dr. h.c. Lothar Späth: Chairman, Merrill Lynch, Germany/Austria; Former Minister-President, Baden-Württemberg



"Values are the glue that sticks societies together. No economic system can be sustainable if it is seen to work against those values. To shape a sustainable future we therefore need to reinvent the market economy as a system which rewards those entrepreneurs who create value for society."

Mr. Günter Verheugen: Vice-President, European Commission; Commissioner for Enterprise and Industry

ABOUT THE WORLD FORUM FOR ETHICS IN BUSINESS

About us

The World Forum for Ethics and Business is a public interest foundation (“fondation d’utilité publique” – N° 822.216.342) registered in Belgium. The mandate of the Forum includes all manner of pursuing and establishing the indispensable ethical foundations of business in a globalized world.

Objectives

- Provide a platform for the promotion and defence of ethical approaches to business enterprise and corporate governance;
- Facilitate global dialogue and foster cooperation among the private sector, the academic world, government agencies, international organisations, the media, spiritual as well as secular communities and all other stakeholders with the end in view of fostering decency, maximising human values and building wider public trust in business;
- Recruit the broadest possible support for trends, initiatives and projects that would encourage or enhance ethical and/or spiritual motivations, practices, norms and goals in the business world;
- Assume responsibility for continuing the International Leadership Symposium on Ethics in Business.

Activities

- regularly convene the International Leadership Symposium on Ethics in Business as well as other pertinent public forums and conferences ;
- organise meetings, trainings and workshops, including leadership seminars and summits, for the benefit of relevant stakeholders, such as the World Youth Forum for young leaders;
- undertake projects to raise awareness on the critical link between business and spirituality as well as human values ;
- give public recognition and award prizes to outstanding individuals and companies for their exemplary work and service ;
- raise funds and build resources in support of the mission and objectives of the foundation.
- Cooperate and work closely with the International Association for Human Values to realize common aims and objectives

Founders

- Mr. Nirj Deva, Member of the European Parliament
- Mr. Jules Goudsmit, CEO Acropoles SA
- Mr. Ram Lakhina, Founder and Executive President of The Netherlands India Chamber of Commerce and Trade
- Ms. Erika Mann, Former Member of the European Parliament
- Mr. Sanjay Pradhan, Vice-President the World Bank Institute, the World Bank
- Mr. Madhu Rao, CEO Shangri-La Hotels
- H.H. Sri Sri Ravi Shankar, Founder, International Association for Human Values

International Leadership Symposium on Ethics in Business

an initiative of



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