



International Business & Leadership Symposium
Ethics in Business – Corporate Culture and Spirituality

PROGRAM

6th Conference on Ethics in Business – Corporate Culture & Spirituality

5th – 6th November 2009, Brussels

Shaping a sustainable future! Can we overcome the crisis through a focus on human values and ethics?

This year's conference is a post-economic crash re-evaluation of what is important for stability, harmony and justice in the manufacturing, banking, trading and intellectual worlds. The conference will examine the measures needed to shape a sustainable future. Is the focus on human values and ethics an indispensable key to overcoming the crisis? Or is there no space for such an approach? What lessons can be learned from the worst economic crisis since the Great Depression, and what is the leadership style that can pave the way for a sustainable future?

Thursday, 5th November 2009

Salle des Nations, Sheraton Brussels Hotel, Place Rogier, 3, B-1210 Brussels, Belgium

18:00 – 19:00 Welcome Aperitif

19:00 – 19:30 Inaugural Addresses & Presentation of Key-Progress Items of Past Conferences

Moderator:

Mrs. Rajita Kulkarni, Vice President, Citigroup Asia-Pacific; Member of the Board, World Forum for Ethics in Business

Inaugural Addresses:

Mr. Nirj Deva

Member of European
Parliament, United
Kingdom

Mr. Hans-Martin Schempp

President, International
Association for Human Values,
Europe

19:30 Special Addresses

Special Addresses:

Prof. Ruud Lubbers

Former Prime Minister, The
Netherlands; Earth Charter
Commissioner

Dr. Sanjay Pradhan

Vice President, World
Bank Institute, USA

Ms. Erika Mann

Former Member of European
Parliament, Germany

Dr. Lalit Khaitan

Chairman, Radico Khaitan
Limited

Mr. Jules Goudsmit

Founding Member, World
Forum for Ethics in Business

Swami Pragyapad

International Art of Living
Foundation, India

20:45 Welcome Dinner



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Friday, 6th November 2009

European Parliament, Brussels, 43-60 rue de Wiertz, B-1047 Brussels, Belgium

9:00 – 10:10 Inaugural Session

Hall A3E2

Leitmotif: Shaping a sustainable future! How can human values and ethics play an integral role in building sustainable societies and business models?

Moderator:

Ms. Erika Mann, Former Member of European Parliament, Germany

Inaugural Addresses:

Mr. Nirj Deva

Member of European
Parliament, United
Kingdom

Mr. Günter Verheugen

Vice-President, European
Commission; Commissioner
for Enterprise and Industry

Rev. Prof. Dr. Piotr Mazurkiewicz

Secretary General, Commission of
the Bishops' Conferences of the
European Community (COMECE)

Dr. Brigitte Mohn

Member of Executive
Board, Bertelsmann
Foundation, Germany

Grand Rabbi Marc

Raphaël Guedj

Director, Fondation
Racines et Sources;
Former Grand Rabbi of
Geneva, Switzerland

Prof. Ruud Lubbers

Former Prime Minister of
the Netherlands; Earth
Charter Commissioner

10:10 – 10:30 Presentation of the IAHV Ethics in Business Awards

Hall A3E2

Presented by:

Prof. Ruud Lubbers, Former Prime Minister of the Netherlands

Prof. Dr. Dr. Hans-Peter Dürr, Founder, Global Challenges Network, Germany

10:30 – 11:30 Panel Discussion 1: Lessons learned? A re-evaluation of the economic crisis

Hall A3E2

As fast as the economic crisis came, as fast it seems to have passed. Governmental interventions in unknown dimensions and joint efforts by the international community have at least had a significant short-term impact. Has the crisis really passed or has it only just started? Has the world really changed what it needed to change? Do we have to live with constant international crises and are we prepared for this? What lessons need to be learned to avoid future crises of this epic dimension?

Moderator:

Mr. Ram Lakhina, Executive President, Netherlands India Chamber of Commerce and Trade

Speakers:

Mr. Jan Muehlfeit

Chairman Europe,
Microsoft Corporation

Mr. Walter Schwimmer

Former Secretary General,
Council of Europe

Mr. Gopal Ramanathan

Chairman, High Growth
Markets, KPMG

Mr. Heiko Thieme

Chairman, American Heritage
Management Corp., USA



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11:30 – 11:50 Break

11:50 – 12:00 Intermezzo

Hall A3E2

12:00 – 13:00 Panel Discussion 2: Shaping the future – what are the key factors required to build greater stability, harmony, justice and equity in the manufacturing, banking, trading and intellectual worlds?

Hall A3E2

The economic crisis has left the world with tremendous challenges, but also chances. Paradigms have shifted, and society is gearing towards more sustainability and equity. What are the key factors that can bring a change from a merely shareholder value-driven thinking to a focus on profit and stability, harmony and justice?

Moderator:

Mr. Rutger Koopmans, Advisor to the Board, Netherlands India Chamber of Commerce and Trade

Speakers:

Mrs. Sung-Joo Kim

Chairperson, MCM Group;
Founder, Sungjoo Group,
Republic of Korea

Dr. Djordjija Petkoski

Head of Business,
Competitiveness and
Development Program, World
Bank Institute, USA

Dr. Gerhard Prätorius

Head of Coordination CSR
and Sustainability,
Volkswagen AG, Germany

Dr. R. Martin Lees

Secretary General, Club of
Rome; Rector Emeritus, UN
University for Peace

13:00 – 13:15 Guided Relaxation

Hall A3E2

13:15– 14:30 Lunch at the European Parliament

Members' Restaurant

Ground Floor

14:30 – 15:00 Panel Discussion 3: No future without stronger education! How to inculcate in the education process a foundation of ethics and morality using the concept of human dignity and values?

Hall A3E2

To shape a sustainable future, society needs strong leaders who combine effectiveness and shareholder value with the highest integrity and value-based decision making. How can our education system inculcate these values in our future leaders? Which mechanisms will allow this kind of leadership to evolve?

Moderator:

Mrs. Rajita Kulkarni, Vice President, Citigroup Asia-Pacific; Member of the Board, World Forum for Ethics in Business

Speakers:

Rabbi Awraham Soetendorp

Founding Member, Green Cross International;
Former President, European Region, World Union for
Progressive Judaism, The Netherlands

Mr. Sean C. Carroll

Director of Programs, Club
of Madrid



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15:00 – 16:30 Parallel Workshops

Workshop 1: Capitalism in Crisis?! Shaping a roadmap for sustainability

Hall P7C050 *Within the last two years, a dramatic change has occurred in our economic system. Much of the world's capital is no longer solely privately controlled, and most of the people who created the financial damage did not have to carry the consequences. Is capitalism in a crisis? If yes, what are the adjustments needed for a more sustainable economy?*

Moderator:

Prof. Dr. Kurt Weis, Professor of Sociology

Speakers:

Dr. Gerhard F. Braun
Managing Director,
Karl Otto Braun KG,
Germany

Dr. Jean-Joseph Boillot
Co-Chairman, Euro-India
Economic & Business Group

Dr. Patricia Morales
Coordinator, UNESCO Chair on
Building Sustainable Peace, University
of Leuven, Belgium

Contributors:

Mr. Jan Muehlfeit
Chairman Europe,
Microsoft Corporation

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Commerce and Trade

Mr. Ram Lakhina
Executive President,
Netherlands India
Chamber of Commerce
and Trade

Workshop 2: Resilience, adaptation and transformation in turbulent times

Hall P4B001 *One of the critical skills for sustainable success is the ability to bounce back from adversity, and adapt and transform strategies. How can we strengthen these qualities in these turbulent times?*

Moderator:

Mrs. Indu Kapur, Managing Director, Lugani Group, Germany

Speakers:

Dr. Lalit Khaitan
Chairman, Radico
Khaitan Limited

Mr. Michael Laurier
Chief Executive, Symphony
Environmental Technologies PLC

Prof. Maurizio Zollo
Professor in Strategy and Corporate
Responsibility, Bocconi University, Italy

Mr. Tom Gilb
Senior Partner, Result
Planning Limited

Contributors:

Mr. Nirj Deva
Member of
European
Parliament, UK

Grand Rabbi Marc Raphaël Guedj
Director, Fondation Racines et
Sources

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Dr. R. Martin Lees
Secretary General, Club of Rome



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Workshop 3: Shaping ethical leaders. Value-based education as a key?

Hall P5B001 *Value-based education has expanded from the traditional foundation of education as a mere focus on professional skills, to include a greater range of human talents, focusing on the personal skills needed for the emerging leader to use his/her full potential. Can a focus on value-based education guide us to a better future?*

Moderator:

Mr. Lex Mellink, Founder, Mellinksocialeveiligheid; Former Director, Royal Police Academy, The Netherlands

Speakers:

Prof. Dr. Mariëlle Heijltjes
Associate Dean,
Maastricht University
School of Business and
Economics

Prof. Dr. Walter De Brouwer
CEO & President, One Laptop per
Child Europe

Mrs. Monika Griefahn
Former Member of
German Parliament

Prof. Dr. Klaus Götz
Head, Centre for Human
Resource Management,
University of Koblenz-Landau

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Director of Programs, Club
of Madrid

Swami Pragyapad
International Art of Living
Foundation, India

16:30 – 17:00 Break

17:00 – 17:30 Reflections & the Road Ahead!
Hall A3E2

17:30 – 18:00 Call of the Youth
Hall A3E2 Presentation from the participants of the 3rd Ethics in Business - CCS World Youth Forum

18:00 – 18:30 Conclusions
Hall A3E2

20:00 Gala Dinner at the Sheraton Brussels Hotel (Place Rogier, 3, B-1210 Brussels, Belgium)
Horizon Club with Special Presentations & Reading of the Conference Resolution
30th Floor

Speaker:

Prof. Dr. Dr. Hans-Peter Dürr
Founder, Global Challenges
Network, Germany