

# ECEI

12TH ANNUAL EUROPEAN  
COMPLIANCE & ETHICS INSTITUTE  
18–20 MARCH 2024 • AMSTERDAM

**GET READY FOR INSPIRATION, INNOVATION, AND NEW IDEAS!**

We're excited to return to Amsterdam for the 12<sup>th</sup> Annual European Compliance & Ethics Institute (ECEI) in March. This energizing conference offers updates, emerging trends, and insights on issues unique to European compliance management, as well as the chance to interact and network with peers and industry leaders.

**STRENGTHEN YOUR KNOWLEDGE • NETWORK • CREDENTIALS**



Choose from 40+  
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optional CCEP-I<sup>®</sup> exam

**Learn more**  
[corporatecompliance.org/2024ECEI](https://corporatecompliance.org/2024ECEI)



With 40+ educational sessions, more than 60 Europe-based and global speakers, and hundreds of attendees from across Europe and beyond, the 12th Annual ECEI promises to deliver valuable insights and a wealth of information that can help you drive success in your organization. Topics include:

- Mergers & acquisitions
- Anti-corruption
- Building a culture of compliance & ethics
- Conflict of interest
- Third-party risk & due diligence
- Multinationals
- EU Whistleblowing Directive
- ESG
- AI tools
- Supply chain risk
- Data privacy

The ECEI's educational sessions are organized by knowledge level (basic, intermediate, and advanced) and will provide you with the opportunity to earn live Compliance Certification Board (CCB)<sup>®</sup> continuing education units (CEUs).

This year's conference includes a variety of learning and networking opportunities:

- Educational breakout sessions and general session presentations on topics of interest
- Monday night reception
- Face-to-face networking during meals and breaks
- On-site certification exam option
- In-person connections with solution providers

## SCCE's mission

Society of Corporate Compliance and Ethics<sup>®</sup> (SCCE) exists to champion ethical practices and compliance standards and to provide the necessary resources for ethics and compliance professionals and others who share these principles. SCCE members benefit from unique professional development opportunities, connections with our membership community, access to industry-leading resources, and discounts on 60+ educational events, publications, and CCB certification fees.



# Interested in becoming certified?

The Certified Compliance & Ethics Professional-International (CCEP-I)<sup>®</sup> exam will be offered at the European Compliance & Ethics Institute on Wednesday, 20 March, 2024

**Exam check-in:** 14:00–14:30 CET

**Exam Time:** 14:30–17:00 CET

**Cost:** SCCE Members - \$350 | Non Members - \$450

**Individuals must be preapproved to sit for the exams.** To qualify, 20 CCB CEUs and the necessary work experience are required.

Compliance & Ethics Institute sessions qualify as follows: one clock hour equals 1.2 CCB CEUs.

For more information on how to apply for the CCEP-I exam, visit the website [corporatecompliance.org/certification](http://corporatecompliance.org/certification).

**Questions?** Email: [ccb@compliancecertification.org](mailto:ccb@compliancecertification.org)

**CCEP-I**<sup>®</sup>  
CERTIFIED COMPLIANCE & ETHICS  
PROFESSIONAL-INTERNATIONAL



# Schedule at a glance

ALL TIMES LISTED ARE IN CENTRAL EUROPEAN TIME (CET)

## Monday, 18 March

08:00 – 08:50 CET	Welcome Coffee ( <i>Foyer Okura</i> )
08:50 – 09:00 CET	Welcome and Opening Remarks
09:00 – 10:00 CET	<b>GS1 AI: New Challenges and Opportunities for Compliance &amp; Ethics Professionals</b> – Intermediate
10:00 – 10:20 CET	Break
10:20 – 11:35 CET Concurrent Sessions	<b>M101 All Together Now: Post Acquisition Compliance Program Integration</b> – Advanced
	<b>M102 Fraudsters' Guide To Fraud Risk Management</b> – Intermediate
	<b>M103 Reading “Le Piège Americain” (“American Trap”): The Context Before and After</b> – Intermediate
Healthcare Track	<b>MH104 Doing Business Ethically: A Novartis Case Study</b> – Intermediate
11:35 – 11:55 CET	Break
11:55 – 13:10 CET Concurrent Sessions	<b>M201 From Superhero to Compliance League: How to Team-Up with Stakeholders</b> – Intermediate
	<b>M202 Practical tips to build and keep your compliance program tailored to your company's needs</b> – Basic
	<b>M203 Retaliation - the Reality: Insights and Strategies to Get from Passive Anti-retaliation Policy to a Determined, Data-Driven Active Anti-retaliation Programme</b> – Intermediate
Healthcare Track	<b>MH204 Managing the Compliance and Ethics Risks of Medical Educational Events</b>
13:10 – 14:30 CET	Lunch ( <i>provided</i> )
13:10 – 14:30 CET	SpeedNetworking ( <i>optional</i> )
14:30 – 15:30 CET Concurrent Sessions	<b>M301 Case Challenges for CECOs: A Classroom Conversation</b> – Advanced
	<b>M302 Foghorn or Siren Song? Roadmap for Multinationals on How to Approach the New EU Whistleblowing Requirements</b> – Intermediate
	<b>M303 Think Global, Act Local? Or Not? When to Regionalize Your Program and When Not To!</b> – Intermediate
Healthcare Track	<b>MH304 Managing Bribery Risk In Healthcare</b> – Intermediate
15:30 – 15:50 CET	Break
15:50 – 16:50 CET	<b>GS2 What Happens When The Gray Zone Meets the Behavioral Code?</b> – Basic
16:50 – 18:00 CET	Networking Reception ( <i>Exhibit Hall</i> )

## Tuesday, 19 March

07:30 – 08:30 CET Concurrent Sessions	<b>EB1 Speak-Up Programs: Global Regulatory (and Cultural!) Considerations</b> – Intermediate
	<b>EB2 ISO Compliance: What's In It for Me?</b>
	<b>EB3 Rethinking Third Party Due Diligence: Strategies for Integrating and Streamlining Your Know Your Customer / Know Your Partner Compliance Program</b> – Intermediate
08:30 – 09:00 CET	Welcome Coffee ( <i>Foyer Okura</i> )
09:00 – 10:00 CET Concurrent Sessions	<b>T101 Decoding Human Rights for Compliance: Mateco's Learning Curve on the Journey to Sustainability Due Diligence</b> – Intermediate
	<b>T102 Corporate Use of Third-Party Artificial Intelligence (AI) Tools</b> – Intermediate
	<b>T103 Leading Compliance Programs and Protecting Brands: Lessons in Managing and Mitigating Risks of Doing Business amongst Red Flags</b> – Intermediate
Healthcare Track	<b>TH104 Roundtable on Emerging Healthcare Compliance &amp; Ethics Challenges in Europe</b> – Intermediate
10:00 – 10:20 CET	Break
10:20 – 11:35 CET Concurrent Sessions	<b>T201 Compliance Fatigue: How Do We Manage It?</b> – Advanced
	<b>T202 How to sell Ethics &amp; Compliance in your Organization</b> – Advanced
	<b>T203 Supply Chain: How CS3D and CSRD Are Going to Influence and Change Commercial Relationships</b> – Advanced
11:35 – 11:55 CET	Break
11:55 – 12:55 CET Concurrent Sessions	<b>T301 New Countries, New Pressures, New Horizons</b> – Advanced
	<b>T302 Shadowy Hackers, a Gaming Convention and Netflix: How META Got Engineers Excited about Compliance Training...and How You Can Too.</b> – Basic
	<b>T303 Protecting the Free Flow of Personal Data: Which Tools Do You Use?</b> – Intermediate
12:55 – 14:00 CET	Lunch ( <i>provided</i> )
14:00 – 15:00 CET	<b>GS3 Next Generation Compliance</b> – Intermediate
15:00 – 15:20 CET	Break
15:20 – 16:20 CET Concurrent Sessions	<b>T401 What ESG, Financial Crime, and Compliance Have in Common in Trade and the Supply Chain</b> – Intermediate
	<b>T402 Implementing an Integrated Governance Model: A New Approach</b> – Advanced
	<b>T403 Incentives: Don't Do It Like Grandpa</b> – Intermediate
16:20 – 16:40 CET	Break
16:40 – 17:40 CET Concurrent Sessions	<b>T501 The Conduct &amp; Culture Toolbox of the Netherlands Compliance Officers Association: English Version Now Available for Free</b> – Intermediate
	<b>T502 Interactive Policies: Using Technology to Enhance Decision-Making</b> – Intermediate
	<b>T503 Does the Current Ethics Training Level Up the Integrity of the Organization?</b> – Advanced

## Wednesday, 20 March

07:30 – 08:00 CET	Welcome Coffee ( <i>Foyer Okura</i> )
08:00 – 09:00 CET Concurrent Sessions	W101 Compliance Is Not a Joke but It Can Be Fun – Intermediate
	W102 Third-Party Risk Management Risks in APAC – Basic
	W103 Moving Roles: How to Make an Impact from Day 1 – Intermediate
09:00 – 09:20 CET	Break
09:20 – 10:20 CET Concurrent Sessions	W201 Leveraging Metrics: From Dashboards to Advanced Compliance Analytics – Intermediate
	W202 ESG: Paving the Path to Sustainable Success – Intermediate
	W203 Beyond Monitoring: Evolving Your Compliance – Advanced
10:20 – 10:40 CET	Break
10:40 – 11:40 CET Concurrent Sessions	W301 What Gets Measured Gets Improved: 5 New Ways to Shape a More Ethical Culture with Behavioural Risk Assessment – Intermediate
	W302 Leveraging Technology in Mature and Developing Compliance Programs – Intermediate
	W303 Transitioning from Traditional Regulatory Compliance to Strategically Oriented Ethics & Integrity Program – Intermediate
11:40 – 12:00 CET	Break
12:00 – 13:00 CET Concurrent Sessions	W401 Gifts and Entertainment – Intermediate
	W402 CSRD: Business Compliance Clear and Simple? Demystifying the Directive and Seizing Opportunities – Intermediate
	W403 Competition & Compliance – Intermediate
14:00 – 14:30 CET	Exam Check-In: Certified Compliance & Ethics Professional–International (CCEP-I) <sup>®</sup> ( <i>optional</i> )
14:30 – 17:00 CET	On-Site Certified Compliance & Ethics Professional–International (CCEP-I) <sup>®</sup> Exam ( <i>optional</i> )

08:00 – 08:50 CET

**Welcome Coffee** (*Foyer Okura*)

08:50 – 09:00 CET

**Welcome and Opening Remarks**

09:00 – 10:00 CET

## GS1 AI: New Challenges and Opportunities for Compliance & Ethics Professionals

*Level: Intermediate*

**MODERATOR:**

SUSAN DU BECKER, Director, Risk & Compliance, Microsoft

**PANEL:**

KURT MICHAELS, Chief Integrity and Compliance Officer, Volkswagen

ISABEL BARBERA, AI Advisor & Privacy Engineer, Co-founder of RHITE

JOHN BOWMAN, AI Ethics Market Strategy Lead, CPO, IBM

- Learn the current state of AI development, what it is and isn't
- Gain a better understanding of the risks involved
- Understand the opportunities for compliance

10:00 – 10:20 CET

**Break**

10:20 – 11:35 CET

**CONCURRENT SESSIONS**

### M101 All Together Now: Post Acquisition Compliance Program Integration

*Level: Advanced*

ELLEN HUNT, Principal Consultant & Advisor, Spark Compliance Consulting

KAREN BERTHA, Director, Corporate Ethics, V2X

LAURENCE HOULBERT, Compliance Director, nVent

- Futurecasting: The importance of having a seat at the due diligence table
- It's a done deal, now what? Developing an integration plan
- Culture clash: Strategies for aligning different compliance cultures

### M102 Fraudsters' Guide To Fraud Risk Management

*Level: Intermediate*

JOHN GILL, President, Association of Certified Fraud Examiners

- High-level overview of the new Fraud Risk Management Guide
- Examples of risk management failures using clips from actual fraudster interviews
- How to improve your organizations fraud risk assessment

### M103 Reading “Le Piège Américain” (“American Trap”): The Context Before and After

*Level: Intermediate*

DANIEL WENDT, Member, Miller & Chevalier Chartered

JAN KNOP, Head of Ethics and Compliance, Airbus Commercial

VIRGINIE LIAUTAUD, Head of Compliance – Europe and Latin America, Ericsson

- Discuss how Frederic Pierucci's book “La Piège Américain” is a key landmark in EU anti-corruption enforcement, leading to the creation of the Sapin II Law in France
- Review context for the various Alstom investigations and enforcement actions, including against individuals including Pierucci and others, and Alstom's merger with GE
- Survey what has happened since the publication of the book, looking at where the key people are now, lessons learned, and related developments

**HEALTHCARE TRACK**

### MH104 Doing Business Ethically: A Novartis Case Study

*Level: Intermediate*

SUMAIYA SADIA HUDA, Global Policy Director, ERC, Novartis

- What led to the journey towards the new policy and system
- Major changes and how it impacts business in being more ethical
- System and approach to country requirements
- Implementation and Aspirations

11:35 – 11:55 CET

**Break**

11:55 – 13:10 CET

**CONCURRENT SESSIONS**

### M201 From Superhero to Compliance League: How to Team-Up with Stakeholders

*Level: Intermediate*

NÁDEGE ROCHEL, HealthCare Compliance Officer

JAD MHANNA, Senior Compliance Officer, Ericsson

- Unite & conquer, the importance of team-up
- Our Compliance League successes: best practices sharing
- Suit-up! Create your Compliance league

### M202 Practical tips to build and keep your compliance program tailored to your company's needs

*Level: Basic*

SUSAN DUBECKER, Sr. Director, Risk & Compliance, Microsoft

LARA BONORA, Group Compliance, Generali

- Leadership & management
- Adaptations, modifications & continuous improvement
- Localization & exception management

### M203 Retaliation - the Reality: Insights and Strategies to Get from Passive Anti-retaliation Policy to a Determined, Data-Driven Active Anti-retaliation Programme

*Level: Intermediate*

KEITH READ, Chief Compliance & Ethics Officer (Former), British Telecom (BT)

SARA COLE, Risk Advisor, Kroll

- Learn about the realities of retaliation including the 'Gender Punishment Gap', Diversity and Inclusion
- Explore how to derive unconventional and unseen data and insights crucial to your anti-retaliation programme
- Explore how to derive unconventional & unseen data and insights crucial to your anti-retaliation programme

## HEALTHCARE TRACK

### MH204 Managing the Compliance and Ethics Risks of Medical Educational Events

*Level: Intermediate*

FERNANDO MORALES OLIVERA, VP, Ethics & Compliance, EMEA and LATAM BD

ANDREA CARDOSO, Director International Corporate Compliance, AtriCure, Inc.

- The importance of ensuring health care professionals are properly trained
- How to manage the compliance aspects
- Meeting transparency obligations

13:10 – 14:30 CET

**Lunch (provided)**

13:10 – 14:30 CET

### SpeedNetworking (optional) – Sponsored by skillcast

Join us for a fun and fast-paced way to network! You'll leave the session with new compliance contacts and connections. Pre-registration is required, and space is limited, so register early to secure your spot. A takeaway lunch is provided for pre-registered attendees only. To register for SpeedNetworking [click on this link](#).

14:30 – 15:30 CET

## CONCURRENT SESSIONS

### M301 Case Challenges for CECOs: A Classroom Conversation

*Level: Advanced*

CARLOS DESMET, Professor, UC Louvain, Louvain School of Management, Belgium

GRETCHEN WINTER, Clinical Assistant Professor, University of Illinois

- Discuss two different ethical cases on corporate governance, human rights, and international corruption in large, globally operating European companies
- Identify ways to manage an organisation operating in multiple jurisdictions governed by various regulatory agencies during an ethical crisis
- Evaluate approaches for assessing risk and developing options to manage those challenging issues

### M302 Foghorn or Siren Song? Roadmap for Multinationals on How to Approach the New EU Whistleblowing Requirements

*Level: Intermediate*

CLARA BECERRA, Senior Compliance Analyst, TD SYNTEX

DR. TOBAIS KRUIS, Sr. Director, Ethics & Compliance, Europe - Global Competition Counsel, TD SYNTEX

- Coordinate and leverage ERM and E&C periodic risk assessments while better utilizing resources
- Provide better, more comprehensive results with a less burdensome process that resonates with Boards
- Stay up to date and relevant by adding ESG materiality and risk assessments to your risk assessment

### M303 Think Global, Act Local? Or Not? When to Regionalize Your Program and When Not To!

*Level: Intermediate*

SUSAN DUBECKER, Director, Risk and Compliance, Microsoft

KRISTY GRANT-HART, CEO, Spark Compliance

ANTOINETTE KEANE, Executive Director, Associate General Counsel, Legal and Compliance, Europe and International, Jazz Pharma

EUAN PEEBLES, Director of Compliance, DaVita International

- Learn to evaluate where to make the program uniform and where to allow changes
- Understand how to effectively deal with “that’s not the way it’s done here” and other objections
- Hear specific examples and lessons learned from leaders who’ve successfully navigated the path

## HEALTHCARE TRACK

### MH304 Managing Bribery Risk in Healthcare

*Level: Intermediate*

HANNAH LAMING, Partner, Squire Patton Boggs

- Typologies of bribery in healthcare
- Enforcement trends
- Designing a robust compliance framework to manage risk in your organisation

15:30 – 15:50 CET

**Break**

15:50 – 16:50 CET

### GS2 What Happens When The Gray Zone Meets the Behavioral Code?

*Level: Basic*

RICHARD BISTRONG, CEO, Front Line Anti Bribery

ANNA ROMBERG, Co-Author, The Gray Zone

BENJAMIN VAN ROOIJ, Co-Author, The Behavioral Code

In this session, Richard Bistrong, CEO, Front-Line Anti-Bribery, will interview Anna Romberg, Co-Author, The Gray Zone, and Professor Benjamin van Rooij, Co-Author, The Behavioral Code. In this interactive interview, they will address:

- Does incentivizing ethical conduct actually work in practice?
- How can we mitigate consensus cultures, where ‘healthy’ friction and dialog, which can lead to better ethical outcomes, is not welcomed?
- Is it even possible to be 100% ethical?

16:50 – 18:00 CET

**Networking Reception (Exhibit Hall)**

07:30 – 08:30 CET

## CONCURRENT SESSIONS

### EB1 Speak-Up Programs: Global Regulatory (and Cultural!) Considerations

Level: *Intermediate*

ANDRÉS IBANES, Business Ethics Compliance Officer, Iberoamerica Division, Securitas

MARCO GOLDBERG, Managing Director, EQS Group

BECKY BURTLESS-CREPS, Senior Director, Advisory, Rethink Compliance

- Complying with changing global regulations: Key requirements
- Operating a global speak-up program: Leading practices for multinational organizations
- Transforming your speak-up program: Cultural differences across the globe

### EB2 ISO Compliance: What's In It for Me?

Level: *Intermediate*

BARBARA PRZEDPELSKA, Europe Compliance Manager, CRH

- Introduction to ISO 37301, an international standard for compliance management systems (CMS)
- Key benefits to your compliance programme, corporate culture and values
- Do DOJ and ISO overlap?

### EB3 Rethinking Third Party Due Diligence: Strategies for Integrating and Streamlining Your Know Your Customer / Know Your Partner Compliance Program

Level: *Intermediate*

SUZANNE MONTEER, Director, Third Party Risk Compliance, OneTrust

- Understanding the multitude of “know your customer” (KYC) and “know your partner” (KYP) regulations administered by various government agencies
- Rethinking “KYC/KYP”: Developing and implementing a comprehensive KYC/KYP program that addresses broad compliance risks, including anti-bribery and anti-corruption, sanctions, and export control
- Implementing a scalable KYC/KYP compliance program to navigate the challenging and ever-changing regulatory landscape

08:30 – 09:00 CET

Welcome Coffee (*Foyer Okura*)

09:00 – 10:00 CET

## CONCURRENT SESSIONS

### T101 Decoding Human Rights for Compliance: Mateco's Learning Curve on the Journey to Sustainability Due Diligence

Level: *Intermediate*

URSULA SCHMIDT, Internal Audit & Compliance Consultant, Schmidt Advisory

NICOLAS SWIATEK, Head of Legal, Compliance and Sustainability, DPO, Mateco Holding

- Understand human rights compliance challenges internationally in a widening regulatory landscape
- Learn about options and choices for human rights due diligence practices along the supply chain
- Gain insights on monitoring & audit strategies – from testing the water to something that works

### T102 Corporate Use of Third-Party Artificial Intelligence (AI) Tools

Level: *Intermediate*

SEGEV SHANI, Chief Compliance Officer, Neopharm Ltd.

- Most organizations and employees use third-party AI tools which expose them to potential risks
- Organizations should develop a risk-based governance model of the use of AI managed by the compliance function
- Compliance oversight of AI transforms the compliance role to proactive oversight of technologies rather than laws

### T103 Leading Compliance Programs and Protecting Brands: Lessons in Managing and Mitigating Risks of Doing Business amongst Red Flags

Level: *Intermediate*

WADE THOMSON, Partner, Jenner & Block

AMY KOVALAN, Corporate Vice President & Chief Compliance Officer, McDonald's Corporation

CHRISTINE BRAAMSKAMP, Partner, Jenner & Block

DR. SEBASTIAN LOCHEN, Group General Counsel, Head of Legal & Compliance, CCO, Thyssenkrupp AG

- Discussion of how to value compliance work, and how to communicate that value to stakeholders within companies
- Lessons from due diligence/investigations involving known risks and incorporating those lessons into compliance programs going forward

## HEALTHCARE TRACK

### TH104 Roundtable on Emerging Healthcare Compliance & Ethics Challenges in Europe

Level: *Intermediate*

NADÉGE ROCHEL, Health Compliance Officer

ALINE LAUTENBERG, Associate General Counsel, MedTech Europe

JULIE BONHOMME, Director Legal & Compliance, EFPIA

- What's new and what's coming in Europe?
- Any emerging Ethical considerations?
- What are the priorities of EFPIA and MedTech Europe for 2024 and beyond?
- What would it mean for a Compliance professional?

10:00 – 10:20 CET

Break



10:20 – 11:35 CET

## CONCURRENT SESSIONS

### T201 Compliance Fatigue: How Do We Manage It?

*Level: Advanced*

CECILIA FELLOUSE-GUENKEL, General Manager, Compliance for Good

- Convergence: answering fragmentation of Diagnosis: Recognizing the symptoms and addressing them
- Tips and tricks: What do we do about it?
- What to do in the long term?

### T202 How to sell Ethics & Compliance in your Organization

*Level: Advanced*

PAULINE BLONDET, Co-owner & Chief Operating Officer, Upright Solutions

CAROLINA SILVA, Head of Ethics & Compliance, Bridgestone EMEA

- Why are so many companies with robust ethics and compliance programs caught with their hand in the cookie jar?
- Normative Ethics approach vs. Behavioral Ethics approach
- How do people make decisions, and can someone learn integrity?

### T203 Supply Chain: How CS3D and CSRD Are Going to Influence and Change Commercial Relationships

*Level: Intermediate*

MARIA LANCRI, Attorney, Partner, Squair

ROBERT SMITH, Director Business Compliance and Ethics, Serco Group plc

- Understand the core requirements of CS3D and CSRD and their impact
- Through case examples on human rights and environment consider the challenges of meeting these requirements
- Explore how to leverage supplier relationships to support compliance with CS3D and CSRD

11:35 – 11:55 CET

## Break

11:55 – 12:55 CET

## CONCURRENT SESSIONS

### T301 New Countries, New Pressures, New Horizons

*Level: Advanced*

JONATHAN ARMSTRONG, Partner, Cordery

KEVIN PATERSON, Assistant General Counsel and DPO, Insight Direct (UK) Ltd

MARY SHIRLEY, Chief Compliance Officer, Masimo Corporation

- Learn from experts on the risks in going into new markets
- Hear practical tips on dealing with compliance & culture across the world
- Develop a list of questions to show your colleagues how to assess compliance risk

### T302 Shadowy Hackers, a Gaming Convention and Netflix: How META Got Engineers Excited about Compliance Training... and How You Can Too.

*Level: Basic*

TY FRANCIS, Chief Advisory Officer, LRN

SAMER JANNOUN, Regional Ethics & Compliance Manager, Head of Special Oversight Program, Meta

GUILLEM CASOLIVA I CABANA, Booking.com

HELEN KADJAR, Business Integrity Director, Unilever

- How did META transform their compliance training to an engaging Netflix-style education series?
- How can organizations adapt their existing training to be more impactful?
- What does great training look like, and how can you measure its effectiveness?

### T303 Protecting the Free Flow of Personal Data: Which Tools Do You Use?

*Level: Intermediate*

JULIETTE VAN BALEN, Partner, IP Advocaten

ROBERT BOND, Senior Counsel, Privacy Partnership Law

SELIN OZBECK CITTONE, Data Protection Partner, KPO+ Privacy and Beyond

- Comparing and contrasting Standard Contractual Clauses, Binding Corporate Rules, and the EU-US Data Privacy Framework
- Assessing the value of codes of conduct and certification schemes
- The future for mutual recognition mechanisms such as Cross Border Privacy Rules and OECD data free flow with trust

12:55 – 14:00 CET

## Lunch (provided)

14:00 – 15:00 CET

## GS3 Next Generation Compliance

*Level: Intermediate*

### MODERATOR:

YVONNE HILST, Head of Corporate Integrity, BW Offshore

### PANEL:

KRISTY GRANT-HART, CEO, Spark Compliance

ØISTEIN JENSEN, Chief Sustainability Officer, Odfjell SE

BRETT HUDSON, Global Head – Corporate Ethics & Compliance, Novartis

ALBERTO VALERO, Compliance Officer, Ericsson

- Understand the role that collective action may play in the future and how some are using it now
- Better understand how leveraging human behavior can change the approach to compliance.
- Defining our role in the ESG era

15:00 – 15:20 CET

## Break

15:20 – 16:20 CET

## CONCURRENT SESSIONS

### T401 What ESG, Financial Crime, and Compliance Have in Common in Trade and the Supply Chain

*Level: Intermediate*

MICHELLE FISSER, Founder, Compliance in Motion

ESTHER BERKELAAR, Global Lead Portfolio Risk – Trade & Commodity Finance, Rabobank

- How do leading corporates in different sectors handle the new ESG and Due Diligence requirements for the Supply Chain
- The impact of Financial Crime programs including Bribery and Corruption
- The use of Technology in the process including AI supporting the Compliance requirements

### T402 Implementing an Integrated Governance Model: A New Approach

*Level: Advanced*

GUILHERME RIOS, Regional Audit & Compliance Officer, APAC & EME, Vale

- Challenges and opportunities of having Corporate Integrity, Whistleblower Channel and Internal - Audit areas integrated
- Necessary safeguards to ensure an integrated model that abides by the Three Lines of Defence principles
- Making good use of valuable information, synergies and data analytics to boost your influence agenda

### T403 Incentives: Don't Do It Like Grandpa

*Level: Intermediate*

PAUL ZIETSMAN, Regional Compliance Manager for Southern Europe, Middle East and Africa, SAP

IAN MOOLMAN, Ethics & Business Integrity Manager, Emirates Global Aluminum (EGA)

- Why Grandpa's incentives are killing your compliance program
- What metrics and incentives to use to ensure that you are not rewarding employees to merely go through the motions
- What will the DOJ say about your incentives program?

16:20 – 16:40 CET

## Break

16:40 – 17:40 CET

## CONCURRENT SESSIONS

### T501 The Conduct & Culture Toolbox of the Netherlands Compliance Officers Association: English Version Now Available for Free

*Level: Intermediate*

GEERT VERMEULEN, CEO, ECMC (Ethics & Compliance Management & Consulting)

KEN VAN DER WOLF, Business Conduct Counsel a.i., Heineken

MARIT BOON-STRIEKWOLD, CEO, MB Ethics

- Why ethics & compliance officers must address culture and conduct
- How can we put this into practice? Demonstration of the toolbox
- Unboxing culture & conduct tools: Let's exercise with one or two tools

### T502 Interactive Policies: Using Technology to Enhance Decision-Making

*Level: Intermediate*

JANNICA HOUBEN, Vice President, Global Legal Transformation, TD SYNEX

TRAVIS WAUGH, Director, Training, Policy & Communication, TD SYNEX

- Create automated tools that offer custom policy guidance based on specific details of a situation
- Go beyond guidance by building interactive approval forms and triggering automated actions
- Use data to measure the impact of tools and improve the overall quality of your compliance programs

### T503 Does the Current Ethics Training Level Up the Integrity of the Organization?

*Level: Advanced*

SILVIA VIG, Compliance and Ethics Consultant, CODUPO Compliance

- Why are so many companies with robust ethics and compliance programs caught with their hand in the cookie jar?
- Normative Ethics approach vs. Behavioral Ethics approach
- How do people make decisions, and can someone learn integrity?

07:30 – 08:00 CET

## Welcome Coffee (*Foyer Okura*)

08:00 – 09:00 CET

### CONCURRENT SESSIONS

#### **W101 Compliance Is Not a Joke but It Can Be Fun**

*Level: Intermediate*

STEFANIE TORKI, Compliance Manager, TTI, Inc.

- Learn how to create compliance communication that reaches people
- Write a code of conduct that people read
- Where do you draw the line when it comes to fun? Risk assessment, measures, monitoring

#### **W102 Third-Party Risk Management Risks in APAC**

*Level: Basic*

TAL FREILICH, Vice President, Group governance risk and compliance, DKSH

- Tailoring a risk-based approach for third-party risk management in a high-risk region like APAC is a challenge (but it's possible!)
- How to include responsible procurement and TPRM - how does it work together?
- How to build a TPRM program in a company that mostly acts as a third-party intermediary?

#### **W103 Moving Roles: How to Make an Impact from Day 1**

*Level: Intermediate*

KAREN NIGHTINGALE, Group Ethics & Compliance Director

- Don't rush in and start changing things: Take time to understand the lay of the land first
- Just because something worked at your last role doesn't mean it will work at your new place
- Invest more time than you think in building relationships and understanding the business

09:00 – 09:20 CET

## Break

09:20 – 10:20 CET

### CONCURRENT SESSIONS

#### **W201 Leveraging Metrics: From Dashboards to Advanced Compliance Analytics**

*Level: Intermediate*

GUILLEM CASOLIVA | CABANA, Booking.com

NITISH UPADHYAYA, Director— Behavioral Insights, Ropes & Gray LLP

ZACH COSEGLIA, Managing Principal and Head of Innovation of R&G Insights Lab, Ropes & Gray

- Understanding the main advantages and limitations of traditional descriptive compliance analytics: Dashboards
- Using data to identify the hidden patterns in behavior and measure the performance of compliance programs
- Case studies to show how to measure effectiveness of training, communications, and ethics ambassadors/champions

#### **W202 ESG: Paving the Path to Sustainable Success**

*Level: Intermediate*

ANDRÉ PARIS, Corporate Governance, Risk Management & Compliance Director, Conselho Nacional do Sesi

- In-depth overview of ESG factors and their significance in today's business landscape
- Learn best practices for integrating ESG into compliance frameworks and strategies
- Understand how to align ESG goals with organizational objectives

#### **W203 Beyond Monitoring: Evolving Your Compliance**

*Level: Advanced*

RUDOLF ALTENA, Head of compliance EMEA/ APAC, Braskem

- Monitoring closure and then?
- Evolving organizational maturity
- Looking ahead: Managing future challenges

10:20 – 10:40 CET

## Break

10:40 – 11:40 CET

### CONCURRENT SESSIONS

#### **W301 What Gets Measured Gets Improved: 5 New Ways to Shape a More Ethical Culture with Behavioural Risk Assessment**

*Level: Intermediate*

VERA CHEREPANOVA, Award-winning global ethics and compliance professional, published author and thought leader

- How organizations can go beyond general culture/employee surveys and apply more advanced methods to reliably measure and improve workplace culture
- 5-step framework to set up a behavioral risk assessment capability, including identifying areas prone to behavioral risks, conducting subculture audits, and ultimately creating an organization's behavioral risk map
- What's wrong with traditional culture assessments, why surveys are not "truth," and what are the ways to make them work better

#### **W302 Leveraging Technology in Mature and Developing Compliance Programs**

*Level: Intermediate*

RENU JHA, Founder and Principal, Ethic Ally Compliance and Audit Solutions

FREDERIC GERNIERS, Group Compliance Manager, NV Bekaert

- Tech solutions and data analytics help in addressing the Board and Regulatory expectations
- Right-sizing solutions: From manual processes to deploying AI, API & Robotics in a lean department
- Technology designed innovatively improves collaborations between functions and supports business

## W303 Transitioning from Traditional Regulatory Compliance to Strategically Oriented Ethics & Integrity Program

*Level: Intermediate*

SALVADOR DAHAN, Director and Chief Risk Officer, UN World Food Programme

- Beyond fraud and corruption: Transforming your traditional ABC program into a holistic process incorporating emerging Integrity-related risks
- How to connect your program to the organizational culture, strategy, and long-term objectives
- Embedding ethics & compliance into your ESG framework

11:40 – 12:00 CET

**Break**

12:00 – 13:00 CET

### CONCURRENT SESSIONS

## W401 Gifts and Entertainment

*Level: Intermediate*

ARAZ ALASGAROV, Corporate Governance & Compliance Director, Neqsol Holding

NARMINA GARDASHKHANOVA, Head of Compliance, Neqsol Holding

- What are the essential elements of gifts and entertainment policy?
- How to encourage transparency on gifts and entertainment?
- How to deal with dilemmas?
- Best practices and less good practices

## W402 CSRD: Business Compliance Clear and Simple? Demystifying the Directive and Seizing Opportunities

*Level: Intermediate*

JONATHAN CHIBATA, Director, Barrister, Squire Patton Boggs (UK) LLP

TERRY KING, Regional Director, EMEA/APAC, Guidepost Solutions

- Stripping back the political noise: understanding the opportunities for businesses that get ahead of the curve
- Having a good understanding of the practical steps of an initial assessment
- Have a good insight into what immediate steps are required on the path to compliance

## W403 Competition & Compliance

*Level: Intermediate*

CLAUDIA KOKEN, Attorney at Law, Amsterdam World Trade Center

- Competition & Compliance, (why) does it matter?
- Competition & Compliance: What's happening in the EU?
- A separate competition compliance program is key to your business

14:00 – 14:30 CET

**Exam Check-In: Certified Compliance & Ethics Professional–International (CCEP-I)<sup>®</sup> (optional)**

14:30 – 18:00 CET

**On-Site Certified Compliance & Ethics Professional–International (CCEP-I)<sup>®</sup> Exam (optional)**

### SECTION 1 Attendee Information

Mr  Mrs  Ms  Dr  Other \_\_\_\_\_

First Name \_\_\_\_\_ MI \_\_\_\_\_ Last Name \_\_\_\_\_

Credentials (CHC, CCEP, etc.) \_\_\_\_\_ Job Title \_\_\_\_\_

Organization (name of employer) \_\_\_\_\_

Street Address \_\_\_\_\_ City/Town \_\_\_\_\_

State/Province \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_ Country \_\_\_\_\_

Work Phone \_\_\_\_\_ Email (required) \_\_\_\_\_

### SECTION 2 Registration

#### Options

<input type="checkbox"/> Member*	\$1,079 USD + VAT
<input type="checkbox"/> Non-Member*	\$1,329 USD + VAT

\*Online registration fee and VAT will be charged together as one charge.

Sub Total \$ \_\_\_\_\_

ADD 21% VAT \$ \_\_\_\_\_

#### Add SCCE Membership

<input type="checkbox"/> First Time SCCE Membership**	(\$225)
<input type="checkbox"/> Renew Your Current or Expired SCCE Membership***	(\$325)

\*\*Add SCCE Membership now and get the member rate for the conference.

\*\*\*Save by joining today (first-time members only). Dues renew at \$325.

#### Group Discount

<input type="checkbox"/> Group Discount for 3 or More****	(\$50)
<input type="checkbox"/> Group Discount for 10 or More****	(\$100)

\*\*\*\*Subtract the discount amount from your registration price.

See "Group Discount" for more details.

TOTAL (BEFORE ANY APPLICABLE TAXES) \$ \_\_\_\_\_

#### Dietary Needs Request

Gluten Free  Kosher Certified  Lactose Intolerant  No Red Meat/Pork  Nut Allergy  
 Shellfish/Seafood Allergy  Vegan  Vegetarian  Other \_\_\_\_\_

On-site Attendee Mobile Phone (for emergency on-site use only) \_\_\_\_\_

Emergency Contact (name & phone) \_\_\_\_\_

**SCCE Membership:** By selecting Registration + First-Time Membership, you agree to the full membership terms and conditions, including the use of your information, viewable at [corporatecompliance.org/membership-terms-and-conditions](http://corporatecompliance.org/membership-terms-and-conditions). Visit [corporatecompliance.org/privacy](http://corporatecompliance.org/privacy) to see the full use of your information or to opt out.

**Opt Out:** Select if you would like to opt out of the following:

Online Member Directory: SCCE's member directory lists first and last name, organization, title, address, and phone number.

**Group Discount:** Registration for group discounts should be submitted online in one transaction. If your registrations include a Registration + First-Time Membership, please contact Member Services for assistance. Note that discounts will not be applied retroactively if more registrants are added at a later date, but new registrants will receive the group discount. If submitting via email or mail, registration forms (one for each participant) must be sent together to ensure the discount is applied.

**Registration FAQs:** Visit [corporatecompliance.org/faqs-national-person](http://corporatecompliance.org/faqs-national-person) for answers to frequently asked questions (FAQs) about your registration.

### SECTION 3 Payment

Register online with credit card payment at [corporatecompliance.org/2024ECEI](http://corporatecompliance.org/2024ECEI)

Mail a check to SCCE, 6462 City West Parkway, Eden Prairie, MN 55344 USA (contact SCCE for applicable tax and total)

Invoice me Purchase Order Number (attach PO) \_\_\_\_\_

Wire transfer requested

To register with a check, wire transfer, or purchase order, or to pay with a credit card over the phone, please contact SCCE for an invoice with applicable taxes. Due to PCI compliance, do not provide credit card information via email.

**Registration is not complete until full payment is received. Tax may apply. Access to the event will not be allowed until all fees have been paid. SCCE reserves the right to cancel your registration if we do not receive payment by the start date of the event. Payments received with incorrect amounts will be returned.**

Email [helpteam@corporatecompliance.org](mailto:helpteam@corporatecompliance.org) or call SCCE at +1 952.933.4977 or 888.277.4977.

### SECTION 4 Acknowledgements

By submitting this registration, you agree to the full event Terms and Conditions, viewable at [corporatecompliance.org/event-terms-and-conditions](http://corporatecompliance.org/event-terms-and-conditions), including the use of your information that may be shared with conference exhibitors, attendees, speakers, affiliates, and partners for promotional and/or networking purposes. Visit [corporatecompliance.org/privacy](http://corporatecompliance.org/privacy) to see the full use of your information or to opt out.

By registering for this event, you grant SCCE, or anyone authorized by SCCE, the right to use or publish, in print or electronic format, any photographs or video containing your image or likeness for educational, news, or promotional purposes, without compensation.

## Conference Location

Hotel Okura Amsterdam  
Ferdinand Bolstraat 333  
1072 LH Amsterdam  
The Netherlands

Make hotel reservations online and use group code SCCE2024.

1. Go to the [SCCE Hotel Booking Link](#)
2. Enter your arrival date and departure date
3. Enter the amount of rooms and the amount of people
4. Click on Show Availability

The group rate is €249.00 per night for a standard room rate and including the luxury breakfast buffet; rates quoted are for single occupancy. Double occupancy breakfast supplement is €25.00 per night. The room rate is including 9% VAT and subject to 7% city tax per room per night, plus an additional tourism tax of €3.00 per person per night.

The cutoff date to receive the group rates is 15 February 2024, or once the group block is full, which may be prior to this date. All reservations must be accompanied by a first night room deposit or guaranteed with a major credit card. Cancellation available until 30 days prior to arrival date. In case of no-show, late cancellation or early departure, the hotel has the right to charge the cost of the total reservation value.

PLEASE NOTE: Neither SCCE nor any hotel it is affiliated with will ever contact you to make a hotel reservation. If you receive a call soliciting reservations on behalf of SCCE or the event, it may be fraudulent. We recommend you make reservations directly with the hotel using the phone number or web link in this brochure. If you have concerns or questions, please contact SCCE at +1 952.933.4977 or 888.277.4977.