

# **Sub-Regional Round Table Promoting Private Sector Integrity in MENA countries: Role of Business Associations**

*Organised by  
the MENA-OECD Investment Programme  
in cooperation with  
the Center for International Private Enterprise (CIPE)*



**5-6 February 2013  
Venue: Intercontinental Hotel  
Amman, Jordan**

## **Background**

The governments and businessmen in the MENA countries are increasingly aware that reducing corruption is key to unlocking the potential of the private sector to lead the economic growth. While governments have the leading responsibilities in creating favourable business climates and fighting corruption, businesses should play an important role as well. They can create demand for anti-corruption actions by governments and can ensure integrity of their own operations.

The MENA-OECD Investment Programme provides assistance to the MENA countries in their efforts to promote business integrity through its regional activity “Strengthening Integrity in Business in Arab Countries” (SIBAC). This activity is supported by Sweden and Siemens. The objective of the Programme is to raise awareness and promote the implementation of international anti-corruption and integrity standards and to share good practice on business integrity in the MENA region.

Over the past several years, the SIBAC delivered an important number of activities, including regional and national roundtables to support multi-stakeholder dialogue about business integrity measures, and training seminars for governmental and non-governmental actors about collective and company specific actions to fight bribery and to strengthen business compliance. These activities were implemented in close cooperation with the governments and business partners from the MENA region and together with the UNDP Regional Programme on Anti-Corruption and Integrity in Arab Countries and other international partners.

To engage and assist in the development individual or collective actions by the business community of the MENA region, the SIBAC has launched a MENA-OECD Business Integrity Network. The Network brings together businesses and their associations with the aim to share experiences and good practices.

## **Objective**

Building on the activities which were implemented to date to raise awareness about business integrity and to identify measures which can be taken by the governments and by the private sector in the MENA region, this meeting will focus on measures that can be taken by business associations to support the implementation of these measures. The objective of the meeting is the following:

- To share experiences of the business associations from the participating countries about actions they took to promote business integrity;
- Identify possible follow-up actions that can be taken on a regional level to support national business associations in promoting business integrity.

## **Participants**

The meeting will bring together 2-3 representatives from business associations and companies from the MENA region, with the focus on the Deauville Partnership countries as well as from the Gulf Cooperation Council countries. The meeting will also be open for

the participation of business associations and companies from Iraq, benefiting from their presence due to a back-to-back meeting on Iraq. Business associations from selected OECD countries will also be invited together with the experts from relevant international organisations.

## **Logistics**

The meeting will be conducted in English with simultaneous interpretation into Arabic. The meeting will be organized at the Hotel Intercontinental.

## **Contacts**

For further information about the meeting, please contact Mrs. Olga Savran, Senior Anti-Corruption Advisor, MENA-OECD Investment Programme at [olga.savran@oecd.org](mailto:olga.savran@oecd.org).

**Tuesday, 5 February 2013**

<b>09:00-09:15</b>	<b>Opening</b>
	<p>On behalf of the organisers, the OECD representative will welcome the participants, present the objective of the meeting and introduce its agenda.</p> <p><u>Opening remarks:</u></p> <ul style="list-style-type: none"> <li>• <b>Mrs. Nicola Ehlermann-Cache</b>, Deputy Head, MENA-OECD Investment Programmes</li> </ul>
<b>09:15-10:30</b>	<b>Session 1: International anti-corruption and business integrity standards and practice</b>
	<p>Experts from the OECD countries will share their experience about practical measure that companies and business associations can take to promote business integrity.</p> <p><u>Moderator:</u> <b>Mrs. Nicola Ehlermann-Cache</b>, OECD</p> <p><u>Presentations:</u></p> <ul style="list-style-type: none"> <li>• <b>Mr. François Vincke</b>, ICC Co-Chair of the Anti-corruption Commission: Emerging international standards and good practice of business integrity, including public-private consultations, reporting channels, company compliance programmes and other measures</li> <li>• <b>Mr. Demokan Konyaligil</b>, Coca-Cola Beverages, Turkey (TBC): Internal ethics and compliance measures in companies</li> <li>• <b>Dr. Juanita Olaya</b>, Independent Research and Consulting on Governance and Anti-Corruption: Role of business associations in promoting business integrity, training programmes, sector integrity standards and collective actions</li> </ul> <p>Questions and answers</p>
<b>10:30-11:00</b>	<b>Coffee Break</b>
<b>11:00-13:00</b>	<b>Session 2: Experience in promoting business integrity in MENA countries</b>
	<p>Experts from companies and business associations from the several MENA countries will present their experience in promoting business integrity, including concrete examples of public-private dialogue, company compliance efforts and collective actions supported by associations. A moderated discussion will aim to identify the good practices which can be promoted across the region.</p> <p><u>Moderator:</u> <b>Mrs. Nicola Ehlermann-Cache</b>, OECD</p> <p><u>Presentations:</u></p> <ul style="list-style-type: none"> <li>• <b>Mr. Laith Al-Qasem</b>, Chairman of Arabian Business Consultants for Development (ABCD), Jordan</li> <li>• <b>Mr. Mohamed El Sawy</b>, Egyptian Junior Business Association (EJBA), Egypt</li> <li>• <b>Mrs. Bouchra Ghiati</b>, General Confederation of Moroccan Enterprises (CGEM)</li> <li>• <b>Mr. Majdi Hassen</b>, Arab Institute of Enterprise Executives, Tunisia</li> <li>• <b>Dr. Hisham Awartani</b>, Executive Director, Palestinian Governance Institute</li> </ul> <p>Moderated discussion</p>
<b>13:00-14:00</b>	<b>Lunch</b>

<b>14:00-16:00</b>	<b>Session 3: Role of business associations in promoting integrity in the MENA countries</b>	
	The meeting will be invited to split into two working groups to allow for active involvement of all participants. To launch the discussion, several MENA countries will be invited to share their experiences in promoting business integrity. Following the presentations, participants will be invited to discuss which measures can be promoted across the region	
	<u>Working Group 1</u> : Collective actions  <u>Moderators</u> : <b>Mr. François Vincke</b>	<u>Working Group 2</u> : Compliance programmes  <u>Moderators</u> : <b>Mr. Abdulwahab Alkebsi</b> , MENA Regional Director, CIPE
<b>16:00-16:30</b>	<b>Coffee Break</b>	
<b>16:30-17:00</b>	Presentation of the reports from the working groups	

<b>Wednesday, 6 February 2013</b>		
<b>09:30-11:00</b>	<b>Session 4: Developing a work plan for MENA Business Integrity Network</b>	
	In this session, the Secretariat of the MENA-OECD Investment Programme will present a proposal to the participants about the possible future work plan for the MENA Business Integrity Network with the aim to support business associations from the region in their efforts to promote business integrity. The participants will be invited to comment this proposal and to make additional suggestions.  <u>Moderator</u> : <b>Mr. Abdulwahab Alkebsi</b> , CIPE  <u>Presentation</u> : <ul style="list-style-type: none"> <li>• <b>Mrs. Olga Savran</b>, Senior Anti-Corruption Advisor, MENA-OECD Investment Programmes: Possible elements of the work plan for the MENA-OECD Business Integrity Network</li> </ul> Moderated discussion	
<b>11:00-11:30</b>	<b>Coffee Break</b>	
<b>11:30-13:00</b>	<b>Closing</b>	
	A round table discussion main conclusions and next steps  <b>H.E. Mr. Anders Ahnlid</b> , Ambassador of Sweden to the OECD is expected to join the session of the meeting to address the participants with a closing remarks to highlight the priority given by the OECD member states to fighting corruption in business transactions, and to confirm the support they provide to the MENA countries to promote business integrity.	
<b>13:00</b>	<b>Farewell Lunch</b>	

## **THE ORGANISATION FOR ECONOMIC CO-OPERATION AND DEVELOPMENT (OECD)**

The OECD is a unique forum where 34 member governments work together to address the economic, social and environmental challenges of globalisation. The OECD is also at the forefront of efforts to understand and help governments address emerging policy issues such as finding new sources of growth, building skills, and restoring public trust in government and business. The OECD provides a setting where governments can compare policy experiences, seek answers to common problems, identify good practice and work to co-ordinate domestic and international policies. It increasingly engages with a number of non-members who have become important actors in today's global economy.

### **THE MENA-OECD INVESTMENT PROGRAMME**

The MENA-OECD Investment Programme was established in 2005 at the request of participating MENA governments to assist them in implementing business climate reform for investment, growth and employment in the region. It is one of two pillars of the MENA-OECD Initiative on Governance and Investment for Development, which helps MENA governments design and implement reforms to modernise public governance structures, strengthen the business climate and foster transparency – issues which have taken on increasing importance in light of recent events in the region.

**For more information, please visit:**

[www.oecd.org/mena/investment](http://www.oecd.org/mena/investment)

### **THE CENTER FOR INTERNATIONAL PRIVATE ENTERPRISE (CIPE)**

The Center for International Private Enterprise (CIPE) strengthens democracy around the globe through private enterprise and market-oriented reform. CIPE is an affiliate of the U.S. Chamber of Commerce and one of the four core institutes of the National Endowment for Democracy. Since 1983, CIPE has worked with business leaders, policymakers, and journalists to build the civic institutions vital to a democratic society. CIPE's key program areas include anticorruption, advocacy, business associations, corporate governance, democratic governance, access to information, the informal sector and property rights, and women and youth.

**For more information, please visit:**

[www.cipe.org](http://www.cipe.org)