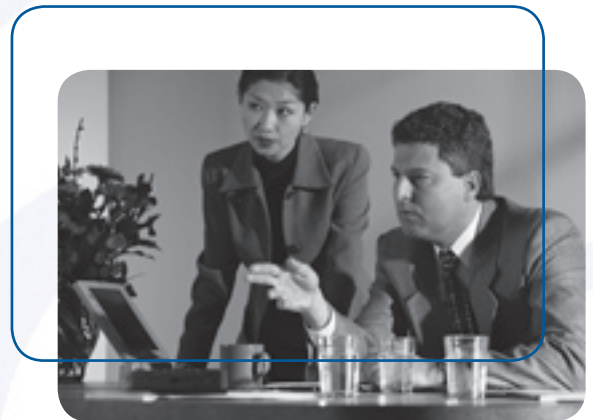
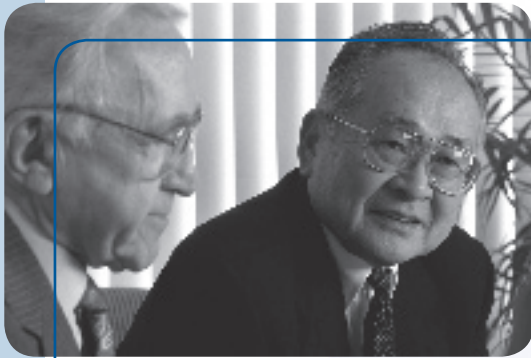




Working Group on
Risk and Ethics in Asia-Pacific

*Effectively Managing
Legal and Reputational Risk
in Asia*





Meeting the challenge of increased accountability

Effectively Managing Legal and Reputational Risk in Asia

The rush of foreign investment in the Asia-Pacific basin and the region's economic transformation are giving rise to new questions of how companies can effectively manage legal and reputational risk.

This new working group will identify region-specific as well as general problems and discuss organizational structures, methods and policies that can effectively respond to them.

In managing risk and developing ethics programs and policies, companies accustomed to Western business practices are finding that they must be responsive not only to the expectations of diverse Asia-Pacific constituencies but also to the concerns of multiple foreign stakeholders and NGOs.

These many different voices are adding an important dimension to enterprise risk. For example, in addition to the need to deliver standard financial results, many organizations are facing growing demands for an accounting of social and environmental performance.

To respond to these and other challenges, this working group will seek to develop important new perspectives regarding effective governance, risk analysis, and ethics programs and policies.

The Conference Board's new Working Group on Risk and Ethics will bring together leading corporate executives, consultants, and educators for a series of discussions and presentations, culminating in the creation of a report that will present best practice recommendations for multinationals and local companies operating in Asia.

Working Group Program Director

Ronald E. Berenbeim, Principal Researcher, The Conference Board, will be the working group's Program Director. An authority on business ethics and corporate governance and citizenship issues, Berenbeim is the author of 34 Conference Board publications. During 2001-2003 he directed a World Bank project on East Asian private sector anti-corruption programs and is the co-author (with Jean-Francois Arvis) of *Fighting Corruption in East Asia – Solutions from the Private Sector* (published in 2003 by The World Bank).

Conference Board Working Groups

are unique networks of 15-20 senior executives from leading organizations. These executives come together to develop the intellectual capital that provides companies with the practical information they need to strengthen their performance in today's global business environment. Participants take part in a series of consultative meetings - both in-person and online - to formulate and carry out research initiatives needed to achieve the working group's objectives.

Issues

On the Table

A key benefit of this Working Group will be the focus on practical solutions to real challenges, as well as the opportunity for Working Group members to share in candid and confidential dialogue. Members will also help shape the research and meeting agendas. Current themes and topics under consideration include:

- Ethics programs and the role of the board
- How to conduct compliance risk analysis
- Effective company business conduct programs for minimizing legal and reputational risk (for example, corrupt practices)
- Achieving benchmark standards for multinational corporate behavior in conducting business in Asia-Pacific (UN, OECD, ISO)
- Managing supply chain issues (for example, ethical sourcing and audits)
- Maintaining company business conduct standards in joint ventures

Using survey research, two Working Group sessions, and select case materials, the group will develop models for different approaches to managing the ethics and risk challenges present in Asia-Pacific business practice.

Through discussions of actual experiences and company approaches to specific problems, the working group's final report will make a key contribution to the discussion of enterprise risk and ethics problems and solutions in Asia-Pacific.

The final report will include:

- A discussion of key issues and challenges
- Practical experience-based models that can provide a foundation for company action and policy
- Compliance risk analysis methods and protocols

Who Should join?

Working Group participants will include senior Asia-Pacific corporate governance, risk assessment and management and ethics program senior executives.

Companies may choose to send one or two senior professionals from related areas. Group size will be limited to allow high levels of participation.

Benefits of participation:

By sponsoring and participating in a Conference Board Working Group, you will take an active role in creating a body of knowledge about strategic business practices worldwide.

You will be able to:

Work personally with senior Conference Board researchers to design and develop studies and guidelines that will be vital to your company's needs and interests.

Gain timely access to proprietary research findings. Working group participants affirm that meeting exchanges have valuable internal and external business application use.

Exchange experiences, ideas, and insights with other leading companies. Working Group participation will identify your company as a sponsor of cutting edge research and afford you an opportunity to network with other Risk and Ethics thought leaders.

In so doing, Working Group members provide a vital contribution to The Conference Board's research reports, Executive Action series, surveys, conferences, and councils.

For more information,
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Working group schedule

Between December 2004 and February 2006 the Working Group on Risk and Ethics in Asia-Pacific will hold two in-person meetings and two web conferences. The Conference Board research staff will prepare meeting summaries and respond to member information requests.

Schedule

Inaugural Meetings	December 2004	Tokyo, Singapore, Shanghai
Questionnaire	April-November 2005	
Other Meetings	July 2005	
	October 2005	
Research Report	January 2006	
Press Briefings	February 2006	

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