



Post Event Report

Business Integrity Principles: Driving Implementation for Sustainability

Date: 14 November 2018

Location: Abu Dhabi Chamber, Abu Dhabi, UAE



Programme Overview

01

Anti-
Corruption
Best
Practices

Building communities and resources to encourage the implementation of better integrity and transparency practices in the Gulf Region.

Programme partner:



Activities:

Gulf Integrity Indicator – A tool that provides a comprehensive, yet straightforward framework for companies to measure their performance relative to international benchmarks and regional best practices.

Collective Action Community – Convene roundtable events across the Gulf Region sharing and promoting best practice integrity systems and policies within organisations.

Student Case study Competition – Hold a student Case Study Competition for University business students in the Gulf Region to submit Case Studies of corporate good practices in accountability and transparency.



Event Overview

- The Pearl Initiative organised an interactive seminar as part of its event series under the Anti-Corruption Best Practices programme supported by the Siemens Integrity Initiative.
- The seminar brought together high-level constituents to discuss how organisations could use technology to effectively implement and enhance integrity systems and policies within an organisation.
- Key topics of discussion are listed below:
 - How technology could be used to better monitor, detect and investigate fraud and corruption while conducting business
 - The role of technology in building and maintaining strong, sustainable, business integrity frameworks
 - The Pearl Initiative's Anti-Corruption Best Practices - How to enhance the business integrity capabilities of businesses in the Gulf Region

Key Information

Number of Attendees: 25 Attendees

Profile of Attendees: Business professionals from Audit, Legal and Compliance backgrounds

Attendee Feedback*:

- Event quality – Good
- Content and networking – Good

**Data captured through attendee feedback forms*



Panelists



Neal Ysart, Director, Forensic Technology & Discovery Services , EY MENA

Neal leads EY's cybercrime investigations team in the MENA region, having joined EY from HSBC, where he spent three years leading a team conducting complex due diligence investigations on the bank's global banking and markets clients. Prior to that Neal spent 14 years as a management consultant where he specialized in leading teams that help organisations recognise, identify, investigate and manage the threat of cyber, security, integrity and financial crime risks in areas such as cyber and insider threats, fraud, bribery and corruption, corporate malpractice, due diligence, identity theft, AML, Sanctions and Terrorist Financing (STF).

Prior to his consulting career Neal served as a Police Officer on a Scotland Yard squad for 16 years where he was responsible for a number of stated cases and legal precedents in what was then the new field of internet investigations.



Ateed Hijazi, Senior Consultant, EY MENA

Ateed Hijazi is a Senior Consultant at EY MENA and is EY's lead Arabic open source researcher. He holds a Bachelor Degree in Economics from the University of Toronto. Ateed has a wide range of experience in open source research and corporate intelligence gathering methods and works with clients across numerous sectors helping them conduct effective third-party due diligence and risk management with timely data inputs. The areas of risk that he focuses on are integrity and compliance reporting to major multi-national and local clients by assessing targets' reputational, adverse media, and commercial and personal history for sanction concerns, reputational risks, and regulatory issues, enabling clients to make better informed decisions and address complex, cross border challenges.



Seminar Discussion



The seminar discussion included the following items:

- The pivotal role organisational culture plays a in shaping the framework of ethical conduct of business within an organisation
- The manner in which firms are increasingly subscribing to the latest technological infrastructures to allow them to be more effective in their implementation of organisational integrity
- The way in which data analytics can be used towards implementing corporate integrity best practices especially when it comes to keeping up to date with global trends
- The value of Artificial Intelligence (“AI”) when combined with individual operational expertise. Employee profiles can be understood in a new light, and customised training can be designed using such information



Seminar Discussion

Organisations do not require a massive budget to implement integrity; it comes from the organisational culture of the company.

Data Analytics is the future of integrity practices in helping organisations keep up with trends and best practices.



Neal Ysart

Transforming written policies into operational practices is a key challenge for integrity implementation within organisations.

Artificial Intelligence along with the operational expertise of compliance can assist in providing on time customised training.



Ateed Hijazi



Closing Remarks

The closing remarks for the seminar were delivered by **Carla Koffel, Executive Director, the Pearl Initiative**. Ms. Koffel introduced the Gulf Integrity Indicator as a tool to review internal integrity policies within an organisation and highlighted the value it can bring to organisations.

Ms. Koffel concluded by thanking Messrs. Ysart and Hijazi from EY MENA for sharing their experiences and expertise on the topic.





On-Site Impressions





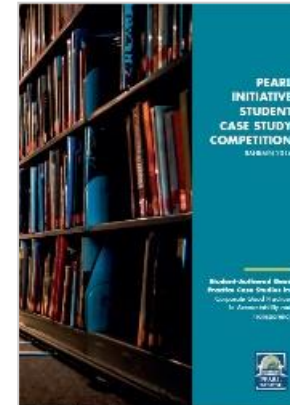
Appendices



Appendix 1: About Siemens Integrity Initiative

The Anti-Corruption Best Practices Programme has been developed in an effort to influence the mindset and behaviour of business leaders and students across the Gulf Region. This is achieved through education, incentivisation and by further building a local community that is developing and sharing good integrity practices.

As part of this programme, the Pearl Initiative has developed the Gulf Integrity Indicator (“GII”), a tool designed to promote and improve business integrity practices amongst Private Sector organisations operating in the Gulf Region. It provides a comprehensive, yet straightforward framework for companies to measure their current performance relative to international benchmarks and regional leading practices.





Appendix 2: Event Agenda

09:30am – 10:00am Meet and Greet

10:00am – 11:30am Presentation by the subject matter expert

An overview of the elements involved in an effective roll-out of a rigorous and continuously developed business integrity framework addressing disclosure, transparency and risk management.

Insights from the speaker's experience and expertise on implementation of integrity best practices.

11:30am– 12:00pm Audience Q&A with the Speaker

12:00pm Coffee & Networking



Appendix 3: Pre-Event Coverage

Social Media Coverage

A comprehensive social media campaign using the following posts was rolled out for two months the Pearl Initiative on our social media accounts.

Business Integrity Principles: Driving Implementation for Sustainability

In collaboration with Abu Dhabi Chambers

Wednesday | Nov 14 | 9am to 12pm
Abu Dhabi Chamber Tower

RSVP Today!

مبادئ النزاهة في قطاع الأعمال: تعزيز تطبيق مبادئ النزاهة لضمان تحقيق الاستدامة

بالتعاون مع غرفة تجارة وصناعة أبوظبي

الأربعاء | 14 نوفمبر | من 9 صباحاً وحتى 12 ظهراً
مبنى غرفة تجارة أبوظبي

سجلوا حضوركم اليوم!

Business Integrity Principles: Driving Implementation for Sustainability

Wednesday | Nov. 14 | 9am to 12pm
Abu Dhabi Chamber Tower

Join us at our upcoming seminar with our distinguished speakers

Neal Ysart, Director, Forensic Technology & Discovery Services, EY MENA
Ateed Hijazi, Senior Consultant, EY MENA

مبادئ النزاهة في قطاع الأعمال: تعزيز تطبيق مبادئ النزاهة لضمان تحقيق الاستدامة

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انضم إلينا في ندوتنا القادمة مع متحدثين مميزين

نيل يسارت، مدير إداري، إنستيت أند يونغ – الشرق الأوسط وشمال أفريقيا
عتيد حجازي، مستشار أول، إنستيت أند يونغ – الشرق الأوسط وشمال أفريقيا



Appendix 4: Post-Event Coverage

Press Release

[MENA Herald](#) (14 November, 2018)

- Released by the Pearl Initiative

Pearl Initiative Spotlights Technology-driven Business Integrity Practices to Regional Leaders

Wednesday 14 November 2018



Abu Dhabi - MENA Herald: Pearl Initiative - the leading Gulf business-led, non-profit organisation promoting a corporate culture of accountability and transparency as a key driver of competitiveness across the Region, today delivered a seminar titled "Business Integrity Principles: Driving Implementation for Sustainability" at Abu Dhabi Chamber of Commerce and Industry.

Facilitated by Neal Ysart, Director at EY MENA's Forensic Technology & Discovery Services, and Ateed Hijazi, Senior Consultant at EY, the seminar focused on the current state of business integrity, while also exploring the future of compliance and monitoring to better manage business risks and improve overall business performance.