



# Post Event Report

## Business Integrity Principles: Driving Implementation for Sustainability

Date: 26 September 2018

Location: Rosh Rayhaan by Rotana, Riyadh, KSA



# Programme Overview

## 01

Anti-  
Corruption  
Best  
Practices

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

### 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**– We hold roundtable events across the Gulf Region with a focus on sharing and promoting integrity practices within organisations.

**Student Case study Competition** – The Pearl Initiative Conducts 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. .

Programme partner:

**SIEMENS**  
*Ingenuity for life*



# Event Overview

- This event was a part of Roundtable event series under the Siemens Integrity Initiative programme. The Pearl Initiative organised an interactive roundtable session to bring together subject matter experts and business leaders to discuss the importance of integrity best practices.
- The roundtable aimed to bring high-level constituents to engage in a discussion, share ideas on practically implementable anti-corruption measures and how they help organisations build their business sustainability.

## Key Information

**Number of Attendees:** 25 Attendees

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

### Attendee Feedback:

- Event quality – Excellent
  - Registration process – Good
  - Content and networking – Excellent
- \* Data captured using attendee feedback forms



# Strategic Objectives

The goal of the event was to shed light on the practices that have assisted organisations to add values to their businesses by adopting sustainable and effective business integrity principles.

Key topics discussed were:

- How organisations can build and maintain strong, sustainable, efficient and cost-effective business integrity frameworks.
- The Pearl Initiative's Gulf Corporate Integrity Programme: How to enhance the business integrity capabilities of businesses in the Gulf Region.



# Panelists



**Waleed M. Alghosoon, Sr. Manager, International Trade Legal Affairs, SABIC**

Mr. Waleed Alghosoon is a Sr. Manager for International Trade within SABIC Legal Affairs in Riyadh, Kingdom of Saudi Arabia. Waleed started his career at Tawniya, the leading insurance company in Saudi Arabia. He also spent three years working for an international law firm in Riyadh. Waleed earned his LLB from King Saud University in Saudi Arabia and his LLM in international trade from Stirling University in the United Kingdom.



**Yousef Walker, Director and Chief Legal Counsel in the GCC and Levant, PepsiCo**

Mr. Yousef is a UK qualified lawyer with more than 10 years' experience in the GCC. This includes having supported Kuwait Alshaya's Group of Companies in opening and operating many GCC and Western franchises throughout the MENA Region and beyond, and currently acting as PepsiCo's head of Legal for their Snack operations in the GCC and Levant.



# Panel Discussion



The panel discussion entailed a conversation on the following:

- Integrity related initiatives implemented within their respective organisations and their direct positive impact on their businesses. Discussion revolved around tangible benefits of successful implementation of integrity practices to eliminate the most common operational and financial risks
- The challenges faced by organisations to implement integrity frameworks, along with key aspects that are often overlooked for more nascent organisations, such as 3<sup>rd</sup> party compliance, communication to stakeholders and insufficient employee training.
- Overall, Business integrity initiatives must be seen by the organisations not as a cost but rather as a long term investment to improve the operation, efficiency and sustainability of a business.



# Panel Discussion

Due-diligence exercises on third-party vendors and contractors are as crucial to the organisation's business success as self-imposed frameworks.

You may find a board member who is looking to get into your industry, and they may participate to learn more about your business.



**Waleed M. Alghosoon**

There is no one function that can drive integrity within organizations but rather a combination of different measures to get the right business decision.

By their very nature most companies are ethical with ethical employees who want to do the right thing too. The challenge lies in educating them about how to put such systems in place.



**Yousef Walker**



# Closing Remarks

The closing remarks for the event were delivered by **Carla Koffel, Executive Director, the Pearl Initiative**. Ms. Koffel thanked the panelists for sharing their experiences and expertise on the topic. And introduced the Gulf Integrity Indicator and its benefits the indicator provides to the organisations.







# On-Site Impressions

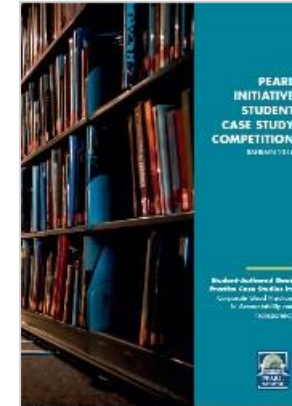




# Appendices



# Appendix 1: About Siemens Integrity Initiative



Through education, incentivisation, and by building a community that develops and shares good integrity practices, the Pearl Initiative aims to lead the way in encouraging the implementation of better integrity and transparency standards in private companies in the Gulf Region. The programme aims to develop practical tools that support companies in implementing better integrity standards

In 2017, this programme created a 'Gulf Integrity Indicator'; and informative educational publications, a case study competition and publications, and hold multiple roundtables, workshops and university lectures.

**The Gulf Integrity Indicator** is a tool provides which provides a comprehensive, yet straightforward framework for companies to measure their performance relative to international benchmarks and regional leading practices. The assessment benefits the organisation in aligning its strategy to the integrity practices implemented by the organisation. It is a voluntary assessment, which respects the confidentiality of the information shared by the organisation and collected by PI.



# Appendix 2: Event Agenda

Time	Details
9:30	<p><b>Coffee and tea</b></p> <p><b>Welcome remarks</b>  <b>Carla Koffel</b>  <i>Executive Director of Pearl Initiative</i></p>
10:00	<p>Welcome note and introduction to the event objective, speaker and the Pearl Initiative.</p> <p><b>Fireside chat / Interview</b>            An overview of the elements involved in an effective roll-out of a rigorous and continuously developed business integrity framework.</p>
10:15	<p><b>Speakers as follows:</b>  <b>Waleed Alghosoon</b>            Sr. Manager for International Trade- Legal Affairs, Saudi Basic Industries Corporation (SABIC)  <b>Yousef Walker</b>            Head of Legal, PepsiCo Snack Operations (GCC &amp; Levant)</p>
10:45	<p><b>Audience Q&amp;A with the Speaker</b></p>
11:00	<p><b>Audience Focused Group Discussion</b></p>
11:30	<p><b>Closing remarks</b>            Identifying tools, references, and other forms of support available to companies to facilitate their implementation of integrity practices such as Gulf Integrity Indicator.</p>
11:45	<p><b>End of Round table</b></p>





# 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

**REGISTER TODAY!**

Join us for a discussion on the impact and benefits of implementing rigorous integrity practices to your organisation.

Rosh Rayhaan by Rotana, Riyadh, KSA | 26 September, 2018 9:00 - 12:00

**Business Integrity Principles:**  
Driving implementation for sustainability

**Waleed M. Alghosoon**  
Senior Manager, International Trade Legal Affairs  
SABIC

26 September, 2018

Rosh Rayhaan by Rotana, Riyadh, KSA

**REGISTER TODAY!**

**Business Integrity Principles:**  
Driving implementation for sustainability

**Yousef Walker**  
Head of Legal,  
PepsiCo Snack Operations  
(GCC & Levant)

26 September, 2018 9:00 - 12:00

Rosh Rayhaan by Rotana, Riyadh, KSA

**REGISTER TODAY!**

**Business Integrity Principles:**  
Driving implementation for sustainability

Effective integrity practices have become essential in today's global business environment. Join subject matter experts and industry leaders for a roundtable session to discuss how their implementation promotes sustainable business.

**Waleed M. Alghosoon**  
Senior Manager, International Trade Legal Affairs  
SABIC

**Yousef Walker**  
Head of Legal,  
PepsiCo Snack Operations  
(GCC & Levant)

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

**تسجيل الحضور**

تعد الموضوعات التي ستتم مناقشتها خلال هذه الندوة ذات أهمية كبيرة بالنسبة لجميع المؤسسات والشركات وكذلك جميع الأفراد المسؤولين عن تنفيذ ممارسات نزاهة أشمل وعلى نطاق أوسع في شركاتهم ومؤسساتهم.

فندق رويح ريجان من روتانا الرياض، المملكة العربية السعودية | 26 سبتمبر 2018 9:00 - 12:00

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

**وليد الغصون**  
مدير أول الشؤون القانونية للتجارة الدولية، سايبك

26 سبتمبر 2018 9:00 - 12:00

فندق رويح ريجان من روتانا الرياض، المملكة العربية السعودية

**تسجيل الحضور**

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

**يوسف والكر**  
مدير ورئيس الشؤون القانونية في دول مجلس التعاون الخليجي والمشرق العربي، بيبسيكو

26 سبتمبر 2018 9:00 - 12:00

فندق رويح ريجان من روتانا الرياض، المملكة العربية السعودية

**تسجيل الحضور**

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

أصبحت اليوم ممارسة النزاهة جزء أساسي في بيئة الأعمال العالمية، انضم إلينا في جلسة حوارية تجمع خبراء و قادة في الصناعة لمناقشة ممارستهم التي تعزز نموذج الأعمال المستدامة.

**يوسف والكر**  
مدير ورئيس الشؤون القانونية في دول مجلس التعاون الخليجي والمشرق العربي، بيبسيكو

**وليد الغصون**  
مدير أول الشؤون القانونية للتجارة الدولية، سايبك



# Appendix 4: Post-Event Coverage

## Press Release

[AI Press Business News release](#) (26 September, 2018)

- Released by the Pearl Initiative

### HOW INTEGRITY SUSTAINS THE BUSINESS PANORAMA IN THE GULF REGION

CATEGORY: EVENTS AND CONFERENCES



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events corporate business



As part of a collaboration project with Siemens to raise awareness and encourage the adoption of integrity practices in businesses across the Gulf Region, the Pearl Initiative, the leading independent organisation that encourages Gulf businesses to adopt higher standards of corporate governance, organised a roundtable with SABIC and PepsiCo today (Wednesday) to discuss the value of implementing integrity practices towards contributing to more sustainable organisations.

Titled "Business Integrity Principles: Driving Implementation for Sustainability", the roundtable took place at the capital of the Kingdom of Saudi Arabia, Riyadh, and was composed of experts from SABIC, represented by Waleed M. Alghosoon Senior Manager, International Trade Legal Affairs, and PepsiCo, represented by Yousef Walker, Director of Legal, PepsiCo GCC & Levant Foods; and was led by Carla Koffel, the Executive Director at the Pearl Initiative.

Opening the roundtable, Carla Koffel explained attendees and participants on Pearl Initiative's objectives and plans towards promoting positive corporate governance practices through integrity, highlighting current challenges faced by organisations in the Gulf Region, as well as the benefits of addressing these challenges. Koffel also presented key facts and remarks around the Pearl Initiative's upcoming activities as well as recent findings throughout its integrity programme.

"The budget to implement integrity practices has doubled from 25% to 50% over the last five years, according to a report published by the Organisation for Economic Cooperation and Development (OECD) in 2015. Our integrity programme and roundtable addresses the opportunities which private companies can avail in the Gulf Region through transparency, accountability and good governance; and how these practices can function positively within the region's current GDP growth, which was