



**ETHISPHERE**<sup>®</sup>  
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## GLOBAL ISSUES, LOCAL PERSPECTIVES

### WHO SHOULD ATTEND?

- Corporate compliance officers
- General counsels
- Government and regulatory officials
- FCPA attorneys and consultants
- NGOs and nonprofit directors
- Other top executives

### DELEGATE BENEFITS

- Update on implications of Brazil's Clean Company Act
- Insight into tailoring ethics programs for Latin America
- Tools, strategies and examples to apply to daily work
- Network and speak with leading practitioners

#### WHEN

July 16-17, 2014

Starting at 9:00 am



#### WHERE

São Paulo, Brazil

Hotel Unique

## JOIN SENIOR EXECUTIVES AND TOP GOVERNANCE PRACTITIONERS AT THE PREMIER LATIN AMERICA ETHICS AND GOVERNANCE EVENT

On July 16-17, 2014, the Ethisphere Institute will host the second annual Latin America Ethics Summit in São Paulo, Brazil offering delegates a local perspective on global issues.

### KEY TOPICS

- *Leadership*
- *Anti-Corruption*
- *Ethics and Governance Programs*
- *Compliance*
- *Data Privacy and Intellectual Property*
- *Reputation Management*

### PRICING

	US Dollar	Brazilian Real	If Registered By
<b><i>Advanced Early-Bird</i></b>	\$400 USD	R\$900	May 23
<b><i>Early-Bird</i></b>	\$500 USD	R\$1100	June 13
<b><i>Standard</i></b>	\$600 USD	R\$1325	July 17

[www.LatinAmericaEthicsSummit.com](http://www.LatinAmericaEthicsSummit.com)



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## DAY 1 – JULY 16, 2014

8:00am - 9:00am	<b>Day 1 Networking Breakfast</b>	2:25 pm - 3:20 pm	<b>SESSION 4: Building a Sustainable &amp; Successful Culture of Integrity</b> This session will explore tools, techniques and practical advice on how an organization can build a strong culture of integrity that will breed business success. The panelists will focus on how to spot and solve two of the most dangerous risks an organization can face: leadership and culture failure, as well as how to develop ethical leadership – not only at the organizational top but also in the middle and at the grassroots.
9:00 am	<b>Day 1 Welcoming Remarks</b> Ethisphere introduces the 2014 Latin America Ethics Summit		
9:00 am - 9:55 am	<b>MODERATED KEYNOTE: What do Latin America's Leaders Worry About?</b> A discussion with senior leaders on the current impressions of doing business in Latin America, as well as the ethical risks and opportunities unique to the region that can have an impact on brand, reputation, and the overall success of a company.		
9:55 am – 10:50 am	<b>SESSION 1: Brazil's Clean Company Act: What Companies Need to Know in 2014</b> Brazil's Clean Company Act went into effect on January 29, 2014. How have companies fared? Are compliance processes up-to-date or do serious gaps remain across many? Are enforcement efforts as transparent as businesses need them to be, or are there still many unanswered questions? This diverse panel will offer perspectives from regulatory, company, and legal leadership to gauge the progress made since the Act's effective date.	3:20 pm – 3:40 pm	<b>Day 1 Afternoon Networking Break</b>
		3:40 pm - 4:35 pm	<b>SESSION 5: The Data Dilemma: Protecting Information and Intellectual Property, How Concerned Do Companies Need to Be?</b> A company may be on very solid ground having incorporated robust anticorruption practices into its compliance program. However, what can often more quickly lead to a company crisis is the breach of its data and the IP that can be taken with it. There is no ignoring that some of the biggest threats to a company of any size today are virtual. And they can come from within Brazil, another Latin America country, or on the far side of the globe. What are companies doing to ensure the proper protections are in place? This panel of senior leaders with deep understanding of data security practices will share the latest trends and the issues that are often the greatest threat to a company's reputation.
10:50 am – 11:10 am	<b>Day 1 Morning Networking Break</b>		
11:10 am – 12:05 am	<b>SESSION 2: How Can Multinationals Tailor their Ethics Programs for Latin American Considerations?</b> For companies doing business in and outside of Latin America, what factors do they need to consider so that the company's compliance and ethics program, Code of Conduct and other policies (such as communications) are positioned to be effective in Latin America? What are the ethical, cultural and legal considerations across the Latin America business landscape that must be considered by multinational companies implementing an appropriate and effective ethics program?		
12:05 pm - 12:30pm	<b>KEYNOTE ADDRESS: Leaders on Ethics</b> A conversation with a well-respected thought leader on ethics.	4:35 pm – 5:30 pm	<b>MODERATED KEYNOTE: Lessons from Leaders of Latin American-based World's Most Ethical Companies</b> Ethisphere and representatives from WME company honoree share best practices, compliance trends, and continuous efforts necessary to achieve recognition and worldwide considerations for overcoming obstacles that can prevent companies from embracing and preserving ethical culture and practices.
12:30 pm - 1:30 pm	<b>Networking Luncheon</b>		
1:30 pm - 2:25pm	<b>SESSION 3: Rule of Law: Lessons for Companies on Encouraging Consistent Enforcement of Laws across Latin America</b> The discussion will feature experts from leading multinational organizations discussing how companies with strong cultures of ethics can help encourage consistent enforcement of laws by regulators across Latin America. Topics will cover countries of particular concern, as well as lessons and best practices that other companies in Latin America can adapt in order to help effect positive change.	5:30 pm	<b>Day 1 Closing Remarks</b>  <b>Ethisphere closes Day 1 of the 2014 Latin American Ethics Summit</b>
		5:45 pm – 7:15 pm	<b>Rooftop Reception</b> Enjoy cocktails and snacks while mingling with attendees and speakers from the 2014 Latin America Ethics Summit.

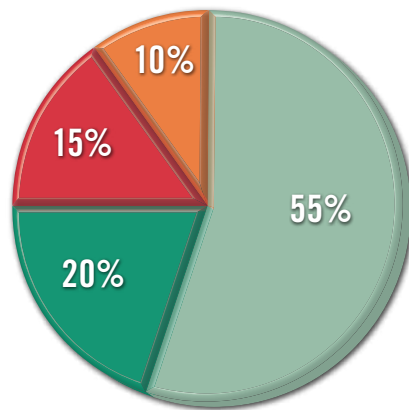
## DAY 2 – JULY 17, 2014



8:00 am - 9:00 am	<b>Day 2 Networking Breakfast</b>
9:00 am	<b>Day 2 Opening Remarks</b> Ethisphere opens Day 2 of the 2014 Latin America Ethics Summit
9:00 am – 9:50 am	<b>MODERATED KEYNOTE:</b> <b>Crisis and Reputation Management: What You Need To Know But Hope to Never Use</b> Any organization is one phone call or one email away from a crisis. And the crisis is only one news report away or one social media feed away from the world knowing. Hear from leaders who have been on the front lines of crisis management and how they were able to overcome hurdles to place the company in the best position to restore its reputation. What level of support was enlisted internally? What communications needed to be carefully crafted? How did they rehabilitate their compliance and ethics program to mitigate future risks?
9:50 am - 10:40 am	<b>SESSION 1: Corruption Enforcement: Dealing with Disparity During Periods of Investigation and Unique Efforts Across Latin America Countries</b> A panel featuring both company leaders and regulatory officials discuss how enforcement efforts can take a very different turn across borders. No matter how prepared you are in one country may matter little when working with officials in a neighboring country. What best practices can organizations put in place to minimize the distortion, and how can enforcement agencies better collaborate to consistently manage the dialogue during times of investigation.
10:40 am – 11:00 am	<b>Day 2 Morning Networking Break</b>
11:00 am – 11:50 am	<b>SESSION 2: Managing Third Party Relationships and Preserving Integrity Across the Supply Chain</b> With business conduct and regulation across Latin America reaching a new level of complexity, how do organizations ensure that its compliance and ethical standards are properly cascaded to the many relationships an organization has across the supply chain? This expert panel will share best practices around due diligence, relationship management, and risk assessment.
11:50 am - 12:40 pm	<b>SESSION 3: Using Ethics as Competitive Advantage</b> A panel of experts representing multinational companies based in Latin America will discuss how they have had to adapt their compliance and ethics programs to international cultures and expectations as their companies expanded overseas. The speakers will discuss how ethics played a competitive advantage in their organizations' expansion.
12:40pm – 1:30 pm	<b>MODERATED KEYNOTE: What's Next? 2014 Challenges in Latin America</b> An interview with a senior executive and thought leader from Latin America will cover ethics and compliance expectations throughout the region for 2014 and beyond.
1:30 pm	<b>Summit Closing Remarks</b> Ethisphere closes the 2014 Latin America Ethics Summit



## AUDIENCE BREAKDOWN



**55%** - *Legal and Compliance Professionals*

**20%** - *White Collar Attorneys*

**15%** - *CEOs/Directors/Senior Executives*

**10%** - *Academics/NGOs*

## PAST DELEGATE COMPANIES INCLUDE:

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	INVISTA		

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## VENUE

### Hotel Unique

Avenida Brigadeiro Luís Antonio, 4700

Jardim Paulista - São Paulo, Brasil

(11)3055-4710

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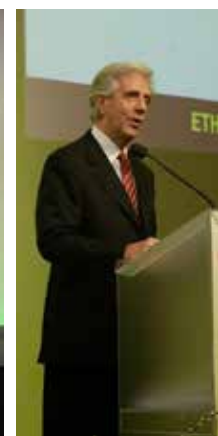
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## HIGHLIGHTS FROM LAST YEAR'S EVENT

See more photos at [latinamericaethicssummit.com](http://latinamericaethicssummit.com)



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