



7th Annual Conference of the European HRD Circle

18-20 May 2017

Hotel Martinhal, Cascais, Lisbon

BUSINESSES IN SOCIETY AND SOCIETY IN BUSINESSES

Embracing Global Trends into Corporate Cultures

A forum of experienced European HR Directors with guest speakers and representatives from the European Commission, ETUC and other partners. A key event to expand a European HRD network to share good practices, be the voice of HR in Europe and publish concrete proposals.

Thursday, May 18, 2017

- 10:30-12:00 Check-in and registration
11:00-12:00 *Board meeting*
- 12:00-13:15 Welcome lunch
- 13:30-14:00 **Introduction**
Yves BAROU – Corporate cultures, social responsibility and competitiveness
- 14:00-15:00 **Keynote speech**
Francois JULLIEN (Philosopher) introduced by Marc SMIA (Kea&Partners)
Businesses’ cultural transformation: a conceptual toolbox, or how to develop ‘the commons’ rather than ‘communitarianism’
- 15:30-15:45 *Break*
- 16:00-18:00 **Session 1** – Globalisation and ‘de-globalisation’ of corporate cultures: balancing global, regional and national cultures; creating value through mergers and acquisitions
Chaired by Claude MATHIEU (Faurecia) and Paul MAYER (Tetra Pak)
- Round table**
- Aline CHAMBARET (Saham Group)
 - Olivier BRETON (All Contents)
 - Wolfram VOGEL (Epex Spot)
 - Rainer GRÖBEL (IG-Metall)
 - Claude MATHIEU (Faurecia)
 - Jérôme JULIA (Kea&Partners) – The objectification of organizational cultures: how is it coming along?
- 18:00-19:00 **Guest speaker** – Philippe D’IRIBARNE (Engineer and sociologist, Director of research at CNRS)
Managing corporate values and diverse national cultures

19:00 *Cocktail and dinner*

Friday, May 19, 2017

08:30-11:15 **Session 2** – Addressing emerging challenges of corporate culture: promoting gender equality; filling generational gaps; answering identity and religious differences through ‘secularism’/‘laicity’ or ‘communitarianism’; managing the digital revolution.

Chaired by Bernard PERRY (Transearch) and Xavier BROSETA (BOLLORE)

Introduction by Avivah WITTENBERG-COX (20-first) and Kira MARRS (ISF Munich)

New opportunities for woman due to digitalisation

- Round table**
- Jérôme NANTY and Gilles GATEAU (Air France KLM)
 - Ludovic GUILCHER (Orange)

11:15-11:45 *Break*

11:45-13:00 “Religions and businesses”
Debate between Caroline FOUREST and Adam DINHAM

13:00-14:30 *Lunch*

14:30-18:30 **Session 3** – Developing corporate cultures: working with different/opposite cultures; culture and CSR; a culture for insiders or the corporate ecosystem?

Chaired by Cornelia HULLA (Mondi Group) & Dirk SCHNEEMANN (Euraccess GmbH)

Introduction Franck MOUGIN (Vinci) - A business case
Philippe LI (Kim & Chang) – The Korean case

- Round table**
- Cornelia HULLA (Mondi Group)
 - Bernhard WEBER (ICEP) – CSR as an approach to establish parts of the European corporate culture in emerging countries to the benefit of business and society

- Paul MAYER (Tetra Pak)
- Jozef NIEMIEC (ETUC)
- Hervé BORENZSTEJN (Heidrick & Struggles) – Transforming cultures
- Jean-Christophe SCIBERRAS (Solvay) – A common culture for the company’s ecosystem?
- The ‘HR NEW GENERATION’ group’s point of view

18:30-19:30 **Conclusion** with Cornelia HULLA and Philippe VIVIEN

19:30 *Porto tasting and dinner with Fado at ‘The Hunting Lodge’*

Saturday, May 20, 2017

- 10:00-12:00** Conference with Christian MONJOU about corporate cultures
- 12:30-14:30** *Lunch at the hotel*
- 15:00-18:00** Visiting the **Montserrat** castle in Sintra with Christian MONJOU
- 18:30-22:00** Visit, wine tasting and dinner at the **Quinta das Carrafouchas** vineyard