



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
- 14:00-16:00 **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’
- 16:00-16:30 *Break*
- 16:30-18:15 **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) – Business 2.0: beyond nationalism – how interculturality opens new ways for business
- Wolfram VOGEL (Epex Spot)
- Rainer GRÖBEL (IG-Metall)
- Claude MATHIEU (Faurecia)

18:15-19:00 **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;; managing the digital revolution; Answering identity and religious differences through secularism/‘laicity’ or ‘communitarianism’

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)
- Philippe TRIMBORNE (Orange)
- Steve JEFFERYS – Populism, the 'left behind' and Corporate Social Responsibility
- Stephen BEVAN (IES) – ‘Meaning’ at work
- Paul MAYER (Tetra Pak)
- Jozef NIEMIEC (ETUC) – ETUC responses to emerging challenges
- Adam DINHAM, Professor at Goldsmiths, University of London, Professor of Religious Literacy @ VID University, Oslo, Chair of the British Sociological Association, Honorary Stephenson Professor @ the Sheffield Institute of Interdisciplinary Biblical Studies

13:00-14:30

Lunch

14:30-18:30

Session 3 – Developing corporate cultures: working with different/opposite cultures; culture and corporate social responsibility; 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
- Hervé BORENZSTEJN (Heidrick & Struggles) – Transforming cultures
- Jean-Christophe SCIBERRAS (Solvay) – A common culture for the company’s ecosystem?
- Jérôme JULIA (Kea&Partners) – The objectification of organizational cultures: how is it coming along?
- The ‘HR NEW GENERATION’ group’s point of view With Laurent REIBSCHUNG (Air France) and Claudio CAMMARERI (Sanofi)

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