

---

# 7TH ANNUAL CONFERENCE OF THE EUROPEAN HRD CIRCLE

---

## 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.

## PROGRAM

**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** – **Global / national corporate cultures**; balancing global, regional and national cultures.

*Chaired by Claude MATHIEU (Faurecia) and Paul MAYER (Tetra Pak)*

**Round table**

## PROGRAM

- Aline CHAMBARET (Saham Group) – Diversity a: DNA to build the company
- Olivier BRETON (All Contents) – Is interculturality an obstacle or a driving force for businesses?
- Rainer GRÖBEL (IG-Metall) – Workers' Representation in Germany: A Benefit for HR Management and Valuable Contribution to Productivity
- Claude MATHIEU (Faurecia)
- Abdellah CHENGUITI (AGEF Nationale) – Managing teams in an international context (focus on the cultural dimension)

**18:15-19:15**

**Guest speaker** – Philippe D'IRIBARNE (Engineer and sociologist, Director of research at CNRS)  
**Managing corporate values and diverse national cultures**

**19:30**

*Cocktail and dinner*

## PROGRAM

Friday, May 19, 2017

---

**08:30-11:30**

*including break*

**Session 2 – Addressing emerging challenges through corporate cultures:** promoting gender equality; filling generational gaps; managing the digital revolution.

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

### **Introduction**

Avivah WITTENBERG-COX (20-first) – Building Gender Bilingual Leaders

Kira MARRS (ISF Munich) – The digital Transformation and the Future of Work: New Opportunities for Women?

### **Round table**

- Jérôme NANTY and Gilles GATEAU (Air France KLM)
- Philippe TRIMBORN (Orange) – Be agile!
- Steve JEFFERYS (London Metropolitan University) – Populism, the 'left behind' and Corporate Social Responsibility
- Stephen BEVAN (IES) – Faith & Meaning at work
- Paul MAYER (Tetra Pak) – Age diversity; allowing millennials to voice their opinion in the corporate firm
- Józef NIEMIEC (ETUC) – ETUC responses to emerging challenges

**11:30-12:45**

**Guest speaker** – Adam DINHAM, Professor at Goldsmiths University of London, Professor of Religious Literacy @ VIL University, Oslo, Chair of the British Sociological Association Honorary Stephenson Professor @ the Sheffield Institute of Interdisciplinary Biblical Studies

**Answering identity and religious differences through secularism/'laicity' or 'communitarianism'**

## PROGRAM

**13:00-14:30**

*Lunch*

**14:30-17:00**

*including break*

**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) – The Vinci business case

Philippe LI (Kim & Chang) – The strength of Korean cultures

### **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 Marion DUBOS (Orange)

**17:00-17:30**

*Break*

**17:00-18:30**

### **Conclusion**

Cornelia HULLA, Philippe VIVIEN and Bernard PERRY

**19:30**

*Porto tasting and dinner with Fado at 'The Hunting Lodge'*

## **PROGRAM**

**Saturday, May 20, 2017**

---

**10:00-12:00** Conference with Christian MONJOU: Gardens and corporate cultures

**12:30-14:30** *Lunch at the hotel*

**15:00** *Departure from the hotel*

**15:00-22:00** Visiting the **Montserrat** castle in Sintra with Christian MONJOU followed by a visit, wine tasting and dinner at the **Quinta das Carrafouchas** vineyard

