

2019 USLAW NETWORK/TELFA  
**CROSS-BORDER**  
BUSINESS & TRANSACTIONS  
EXCHANGE

WEDNESDAY, SEPTEMBER 25  
MANDARIN ORIENTAL, WASHINGTON, D.C.

**RISK,  
REPUTATION,  
ETHICS AND  
GOVERNANCE:**  
HOW TO USE GOVERNANCE  
RULES AND GOOD PRACTICE  
TO DELIVER TO THE BOTTOM LINE



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The Cross-Border Business and Transactions Exchange is created for management professionals and in-house counsel operating in multiple jurisdictions or considering expansion into new markets. The client-centric event features dynamic roundtable discussions in addition to peer-to-peer networking. Attendees will have the opportunity to share specific experiences with pre-eminent business attorneys from across North and South America, Europe and Asia who have expertise in a multitude of industries and practice areas.

USLAW NETWORK hosts this event in partnership with TELFA (Trans European Law Firm Alliance). This is the fourth staging of the event and, like 2018, will be held the day before USLAW kicks off its Fall 2019 USLAW NETWORK Client Conference also at the Mandarin Oriental, Washington, D.C.

## RISK, REPUTATION, ETHICS AND GOVERNANCE: HOW TO USE GOVERNANCE RULES AND GOOD PRACTICE TO DELIVER TO THE BOTTOM LINE

Enron, WorldCom, RBS, Parmalat, BHS, Patisserie Valerie, Ted Baker, Uber, Talk Talk, Cambridge Analytica, Facebook, Instagram, Weinstein, Vogue, Kelvin, #MeToo and more. The list could go on.

Each has been brought lower, and in some cases some have been brought down, because of ethical and cultural failings, whether in the management of business risk, misuse of data or lacking internal controls resulting in fraud. In each, in the minds of customers and the public, fundamental flaws in the “DNA” of the businesses and their managers allowed such calamities.

In a world that demands openness and transparency, the old business adage: “Decide, implement, deny” is now both wholly inappropriate and harmful. So, what should be the role of ethics within business in the 21st Century?

Could ethics be the key to protecting a company from risks and reputational harm, as well as be a driver of better performance? Is regulation needed to bring about positive change?

What is the role of regulation in determining behaviors? Do companies and managers behave ethically out of fear of regulatory intervention or for some higher reason? What can be done to change the behaviors of those whose standards fall?

The 2019 USLAW NETWORK/TELFA Cross-Border Business and Transactions Exchange will encompass all of the above in lively and informative discussions that will address the legal and business implications of good and bad behavior in and beyond the boardroom.



USLAW  
CORPORATE  
PARTNERS



# SCHEDULE OF EVENTS

WEDNESDAY • SEPTEMBER 25

## RISK, REPUTATION, ETHICS AND GOVERNANCE: HOW TO USE GOVERNANCE RULES AND GOOD PRACTICE TO DELIVER TO THE BOTTOM LINE

**11:00 A.M. – 12:00 P.M.**

Invited Client/Guest Registration

**12:00 P.M. – 1:30 P.M.**

Lunch and Keynote Speaker for All 2019 Cross-Border Exchange Attendees

**1:30 P.M. – 5:00 P.M.**

Educational Sessions for USLAW NETWORK/TELFA Cross-Border Exchange

### THE CASE FOR OPERATING ETHICALLY?

#### GOOD ETHICS AND GOOD CORPORATE GOVERNANCE: ARE THESE ESSENTIAL FOR THE BOARD ROOM OR JUST A “NICE TO HAVE?”

Business ethics comprise the moral and ethical beliefs and value systems which direct behaviors and decision making. Ethical requirements have been embodied into law ever since Moses began stone masonry on Mount Sinai. In our modern era, many ethical requirements are codified into law – e.g. duties to creditors, minimum wage, FCPA, UK Bribery Act, anti-trust, data protection, human rights and environmental regulation. Every corporation's leadership team has a vital role to play because the ethical stance of any business is only effective when it begins with the “tone from the top.” Through management philosophies based on ethical principles of business and behavior, an example and statement of purpose is set for all to follow. When done well, this then permeates through the organization and its supply chain guiding employees and others in making the right decisions for themselves and the business. Rather than slowing down the speed of corporate action, clear ethics and governance can lead to faster decision making, increased productivity and higher morale. A business that demands high standards of business ethics, will also require high-performing employees who are more likely to stay in a business that is itself high-performing, as this will build the brand. This interactive program will include headline grabbing examples from global business while focusing on corporate governance, rules and practices that can impact a company's many stakeholders and have a direct impact on the company culture, reputation and financial success.

### LEGAL CARROTS AND STICKS DRIVE THE CASE FOR ETHICAL BUSINESS

The governance landscape is one of both regulatory intervention and good business sense. Some will act well, regardless of any incentive or penalty, either because it is appropriate, good business sense or simply conscionable. Others may not. There are laws that promote good behavior by imposing penalties (including prison): FCPA, UK Bribery Act and the regulation of remuneration in financial services to name just a few. In this interactive session, we will consider various laws and discuss how you can reward good behavior in order to promote ethical behavior, even if it means paying an executive or employee a bonus for doing their job right. Come ready to opine and discuss!

### KEEPING SECRETS SECRET: HOW TO ENSURE THAT CONFIDENTIAL INFORMATION REMAINS CONFIDENTIAL

You have worked hard and have developed and protected a great product that cannot be kept under lock and key, otherwise you will never monetize it. But can you effectively protect all your business secrets? What tactics will your competitors deploy to look inside your corporate treasury? Leave the front door locked – but always be mindful of the tactics others may use to climb in through the windows. There are several legal games that can be played and risks to be identified and managed. This session will focus on the strategies that may be used, whether you are a poacher or a gamekeeper, to protect a company's key assets which, in our technological age, are increasingly both people and confidential information and proprietary trade secrets.

**5:00 P.M. – 6:00 P.M.**

Closing Reception





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## ABOUT USLAW NETWORK



In today's global marketplace, legal needs often transcend geographic boundaries. To operate globally, you need to have an edge locally. This requires an in-depth understanding of local cultures, economies, laws, governments, trends and business climates. This kind of edge not only enhances your competitive position, but also allows you to anticipate – and even influence – changes in the market, and to react quickly and effectively.

Clients with these types of complex needs turn to USLAW NETWORK (USLAW) member firms to represent them in the courtroom and the boardroom, next door and across the United States and around the world. USLAW member firms are some of the most highly respected law firms in their respective jurisdictions. Each member firm is admitted only after substantial due diligence and is rigorously reviewed to ensure they meet USLAW quality service standards.

The collective expertise of USLAW member firms is impressive. National and international law firms, while they may have scores of offices, do not have access to the depth of the legal resources available through USLAW. As well, our lawyers know and respect each other. Through friendship, networking and resource-sharing, USLAW attorneys develop the type of cooperation and client-focused service that corporations demand of their legal counsel.

## ABOUT TELFA



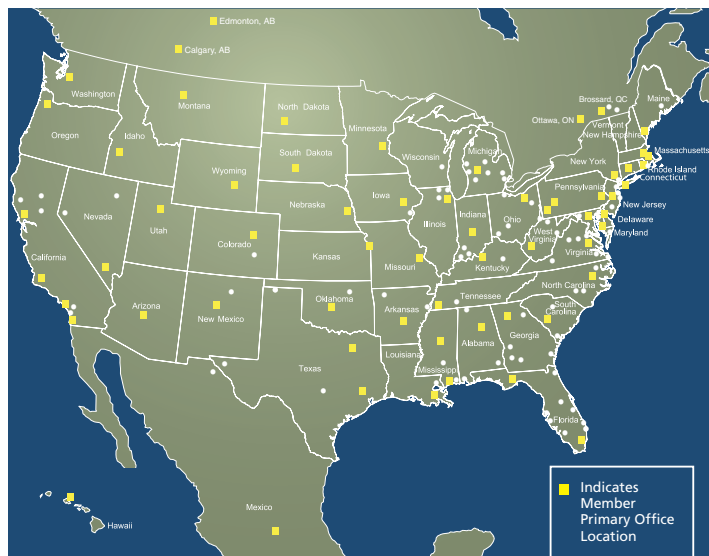
TELFA was established in 1990. The members meet regularly to discuss issues of major importance to their clients.

The TELFA model is based on the recognition that smaller practices with low overheads, high flexibility and local expertise are more suited on a continent composed of a majority of smaller markets. Its member firms respond effectively to local situations and cultures without the inefficiencies in the large international law firm model.

TELFA has built an impressive reputation which attracts high-caliber firms. Many of its current members are firms which are quoted in *Chambers Global Guide*, *Chambers UK*, *A Client's Guide to the Legal Profession* as well as The Legal 500 recommended law firms and lawyers worldwide directory, *Legal 500 EMEA* and *Martindale Hubbell*.

Each member has built an outstanding reputation in its own jurisdiction as a leading commercial law firm, sharing an international focus to its practice. Membership is systematically reviewed for quality through members' and clients' feedback and apart from simply being good practitioners, members are also expected to demonstrate their commitment to the alliance.

USLAW's affiliation with TELFA offers USLAW member firms and their clients access to top-quality, qualified counsel in Europe.



# REGISTRATION

WEDNESDAY, SEPTEMBER 25  
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## 2019 USLAW NETWORK/TELEFA CROSS-BORDER BUSINESS & TRANSACTIONS EXCHANGE

Register online at:  
<http://web.uslaw.org/2019-cross-border-exchange/>

Email registration  
information to:  
[jennifer@uslaw.org](mailto:jennifer@uslaw.org)

Mail registration  
form to:  
Jennifer Randall  
USLAW NETWORK  
Cross-Border Business  
and Transactions  
Exchange  
3111 N University Drive  
Suite 400  
Coral Springs, FL 33065  
USA

Fax registration  
form to:  
(800) 231-9110

For questions,  
please call  
(800) 231-9110  
ext. 3 or email  
[jennifer@uslaw.org](mailto:jennifer@uslaw.org)

REGISTRATION  
DEADLINE:  
TUESDAY  
SEPT. 17, 2019

☐ **YES** I WILL ATTEND THE USLAW | TELFA CROSS-BORDER BUSINESS AND TRANSACTIONS EXCHANGE

FULL NAME (E.G., JOSEPH A. SMITH)

NICKNAME ON BADGE

TITLE

COMPANY NAME

ADDRESS

CITY, STATE, COUNTRY, ZIP

PHONE

FAX

EMAIL



Register online at <http://web.uslaw.org/2019-cross-border-exchange/>

