2015 Agenda

Compliance, Reputation, Performance

2014 Agenda

GOOD TO GREAT 3.0

2013 Agenda

Healthy and Sustainable Company
2015 GOOD COMPANY CONFERENCE

GOOD COMPANY

Compliance
- Businesses which deviate from law, system and ethics are bound to go out of business (Enron, World Com, Hanbo, etc.).
- Businesses which shed wrong practices have hope.
- Clean minds of CEO, executives and employees determine the future.

Reputation
- Reproached businesses can not make a global enterprise.
  - Digital marks stay permanently.
  - Build up Social Trust Capital.

Performance
- Incompetent CEO clings to short-term outcomes.
- Transparent leadership vitalizes a business.
- Profits are produced from the minds of customers and employees.
• **Compliance**
  - Are compliance management and ethical management in force?

• **Reputation**
  - Are good reputations reaped from customers and employees?

• **Performance**
  - Are optimum profits produced?
“While it takes 20 years to build up reputation, it only takes 5 minutes to lose it.” (Warren Buffett)

“In August, 2006, everyone from team leader to team members were fired as a result, the whole team was disbanded. That’s because the fact that the team leader and the team members received department store gift certificates from subcontractors and were provided inappropriate entertainment at a drinking party.” (risk management principle of blank company’s president)

“You’d better watch out when things are going smoothly. The enemy is always lurking inside. Consolidate compliance system and never put yourself in a hurry.” (A letter sent by a veteran businessman L to a financier P on a roll)

“To remain as a competent CEO in Korea, you should be good at many circus tricks to cross prison walls. Ethical risk management is that tough a task as in the catch phrase of a movie saying that your morality is put on a test when the telephone rings” (CEO of blank company)

In 2014, Korean society was hot with 'Bossing-around controversy.' Outburst of pent-up anger came from everywhere in the society. In 2015, the financial world is holding its breadth because of the 'all-out war against corruption' in Korean society.

Have you ever anguished recently over vision and strategy on the uncertain future? Have you recently met a person who can exert influence for vision and strategy, or attended such meetings?

Good Company Conference 2015 will present strategies (compliance, reputation, profits) of the highest priority to become a good enterprise, and solutions A to Z required to become a 100-year enterprise.

With Best Regards,

Gwon Daiwoo
President of Sisa journal
### Program

**Date and time**  May 27(Wed), 2015 / a.m. 8:30  
**Place**  Grand ballroom, Hyatt Hotel

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<tr>
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| **08:30-09:00** |         | Reception | Gwon Daiwoo  
President of Sisa Journal |          |
| **09:00-12:00** | lecture 1 | Opening address | Gwon Daiwoo  
President of Sisa Journal |          |
|               |         | Greeting | Oh Jongnam  
Advisor for Kim & Chang |          |
|               |         | Special speech | Jin Wungseop  
Director of Financial Supervisory Service | Bossing-around enterprise and transactions in financial circle (Why compliance?) |
|               |         | Keynote speech | Baik Yongho  
Former commissioner of Fair Trade Commission  
Former commissioner of National Tax Service | When an enterprise suppresses greeds, will sales and profits dwindle? (Compliance or performance?) |
|               |         | Greetings | Oh Jongnam  
Advisor for Kim & Chang | Conference moderator |
| **12:00-13:00** |         | Lecture 1 | Andrea Bonime-Blanc  
(CEO of GEC LISK) | Reputation risk and how it relates to creating a high integrity, resilient company |
| **13:00-18:00** |         | Lecture 2 | Tim C. Mazur  
(Former COO of ECOA) | Ethics and compliance: Pursuing excellence in 2015 and beyond |
|               |         | Lecture 2 | Kim Byeongdo  
Professor of Business School at Seoul National University | Love for company and compliance |
|               |         | Lecture 3 | Jeong Gyeontaik  
Kim & Chang lawyer | Price for failing to block the sin with a hoe (Compliance, its challenging task) |
|               |         |         |          |          |
|               |         | Case presentation 1 | Choi Gyuibok  
Representative director | Dream and challenge toward future enterprise (with focus on smart work) |
|               |         | Case presentation 2 | Lee Hyeongwoo  
Representative director | Building the strongest sales organization with 0 won for operating expenses |
|               |         | Korea Good Company Index presentation | Kim Dowon  
Managing director of Insightgroup | Korea good company index |
|               |         | Special Session | Lee Jeseok  
Advertisement genius | Advertise a good company |
|               |         |         |          |          |
Kim Byeongdo
Professor of Business School at Seoul National University
PhD from Graduate School of Business Management at Chicago University
Former president of Business School at Seoul National University

Jin Wungseop
Director of Financial Supervisory Service, MS in economics from New York State University
Former president of Korea Finance Corporation

Baik Yongho,
Professor of Graduate School of Policy Science at Ewha Women’s University
PhD in economics from New York State University
Former policy director for presidential office

Andrea Bonime–Blanc
CEO of GEC USK Columbia Law School
Board of directors for Monitoring council of ethics and compliance

Tim C. Mazur
Professor of enterprise ethics at Wyoming Business College
MBA from George Washington University
Former COO of ECOA

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Former COO of ECOA

Jeong Gyeongtaik
Kim & Change lawyer Authority in compliance
Law School of Harvard University

Case presentation I
Choi Gyubok
Representative director of Yuhan–Kimberly

Case presentation II
Lee Hyeongwoo
Representative director of Midas IT

Korea Good Company Index presentation
Kim Dowon
Managing director of Insightgroup

Conference implementation
Oh Jongnam
Advisor for Kim & Chang
Former secretary general for UNICEF Korea committee
Former finance economy secretary of presidential secretariat

The 26th anniversary of the foundation of Sisa journal
Preview of gala performance <All that Bizet, All that opera>

Mezzo–soprano
Baik Jaieun
• MM from Graduate School of Mannes College of Music
• BM from Department of Vocal Music at Seoul National University
• Winner of Metropolitan opera competition

Tenor Kim Dongwon
• Graduated form College of Music at Chung–Ang University
• Completed from Diplom and best performer course of Karlsruhe National College of Music in Germany
• Top ranking at Coburg vocal music competition in Germany

<All that Bizet, All that opera> will be performed at concert hall of Seoul Arts Center on August 30th
Compliance, Reputation, Performance