November 20, 2002

Press release

Transparency Azerbaijan (TA) are pleased to announce a Regional Business Ethics Conference, organized with financial and administrative support from Transparency International. The conference will be preceded by a series of meetings on Friday, November 22 with representatives of Azerbaijan NGOs and international foreign community.

The event also includes a major workshop on Saturday, 23 November, 2002, 09.30 – 18.00 convened at Nakhchivan Room, Hyatt Regency, 1-st floor for representatives of the Azerbaijan businesses, Government of Azerbaijan Republic, foreign oil companies, Azerbaijan based international NGOs and Azerbaijan NGOs. The workshop will be chaired by Mr. Miklos Marschall, Executive Director, Transparency International and Mr. Sabit Bagirov, chair of board, Transparency Azerbaijan. The keynote speaker Prof. Wes Cragg, chair and president, Transparency International Canada. Other speakers are Anna A. Ossipova, Consultant, Honest Builders Business Club, St-Petersburg, Russia, Sergey Zlotnikov, President – Civic Foundation "Integral" /TI – Kazakhstan, Amalia Kostanyan, Chairwoman CRD / TI Armenia Tariel Zivzivadze, Marnet Administrator, Georgian Business Marketing Network, Sanar Mammadov, Head of Education Department, Azerbaijan Marketing Society, Vagif Gaziev, teacher of Ethics, Civics and History, N.Tusi Gymnasium, Rena Safaralieva, Executive Director, TI Azerbaijan. The workshop will be summarized by Stian Christensen, CIS coordinator, Transparency International. Speakers will present various aspects of business ethics to the Azerbaijan audience.

On November 24, Sunday experts will convene an expert group meeting to discuss a draft outline of university textbook on business ethics. On November 25 Prof. Wes Cragg will give presentation at Western University.

This project is a logical continuation of an ambitious plans of TA to introduce business ethics principles into practices of businesses in the region. TA hope that international companies operating in the region will assist their local counterparts to build their business operations on ethical grounds. As an NGO TA are trying to educate local businesses in the business ethics area. Participants of the project are
planning to prepare a business ethics text book for local universities. The text book will be prepared by local experts and edited by our Western colleagues. Then the text book will be translated and adapted to meet needs of each country – participant of the project. As a second step TA is planning to begin a series of training in business ethics and publication of ethical guide book for Azeri businesses. This project will be supported by Norwegian embassy in Azerbaijan.

Rena Safaralieva, executive director of Transparency Azerbaijan said: “Our ultimate goal is to establish in Baku a regional Business Ethics Center that will offer training, design and introduce business ethics codes for local businesses. In the long run, implementation of ethical corporate management principles by businesses is beneficial for everyone – businesses themselves, the state, consumers and the society as a whole.”