

# ECP



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SHERATON HOTEL,  
ZURICH

## Economic Crime Prevention SWITZERLAND

# View the Agenda



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Global Trade Sanctions  
Director, *Carlsberg Group*

### **Why is Economic Crime Prevention important to you and your daily role?**

In my role, being globally responsible for sanctions and AML compliance in a multinational FMCG company, it's in my DNA to combat economic crime wherever I see a risk of it occurring. On top of securing regulatory compliance and preventing my company from being fined and suffering reputational damage, I think there is an increased understanding that preventing economic crimes from happening is a key element in protecting and/or building societies that are just and fair for all.

### **What significant legal & compliance developments are on the horizon?**

Artificial intelligence in legal & compliance seems to be the talk of the town these days, and while I see great potential for AI in legal & compliance, it is crucial to remember that you need to have the right culture to maintain and secure compliance within an organisation. Another development that could have significant impact are the steps taken in the EU to unify sanctions compliance between member states and significantly strengthen the role of the European Commission. If we imagine a setup similar to that on EU competition law anyone would understand the change that would drive.

### **What international cross border regulatory compliance issues should everyone be aware of? Why is this important to the inhouse counsels?**

With Europe's largest country subject to comprehensive sanctions your normal due diligence checks probably require a reassessment. Companies not only have to avoid sanctioned individuals and companies of which there are thousands, but also have to diligently ensure that exports and sourcing relating to Russia and adjacent countries is in line with both import/export restrictions and the recently introduced circumvention requirements. These regulatory requirements are comprehensive and affect companies and industries that typically are not subject to such restrictions thus putting them at risk of non-compliance.

### **What are you looking forward to at the Economic Crime Prevention Switzerland 2024?**

Getting the latest input and reflections from industry, regulators and professionals on crime prevention, probably inspiring enhancements and developments in my daytime work.

### **Can you give us one sentence to describe why this event is important to you?**

Being at the forefront of knowledge allows me to act on obstacles instead of reacting to them.