



TITLE OF THE PANEL: Digital Transformation and Industry 4.0 - A holistic approach to the impact of exponential technologies on society, economics, regulator and business model.

Abstract: Based on the citizens' perception, the physical and virtual worlds are merging. Both interact, and influence each other. Not only an opportunity, but also risk, as the usage of biased data and algorithms may lead to ethical pitfalls and negative effects on society. A change in technology has a direct impact on environment and society, for example the design of office-space, restaurants, commercial centers, traffic and the development of the smart-city.

The cooperation between governments, private industry and universities has to ensure that developments stay inside democracy and human benefit. For example, on the business side, employees request from their employers that business behavior is aligned with their personal values. Holistic concepts, as the 400-year-old Japanese business philosophy "Sanpo Yoshi" define a sustainable concept, creating an equilibrium between company, customer and society as a whole. Internal functions as Ethics, Compliance or GRC ensure that such concepts receive the required respect and lead to according actions.

PROPONENT: Felipe Dal Belo (University of São Paulo)

CHAIR: Felipe Dal Belo

MAIN TOPIC/SCOPE: Industry 4.0

PANELISTS (NAME, SURNAME, AFFILIATION):

- **Felipe Nunes Dal Belo** – Board Member, Professor and Lecturer (Industry 4.0) _ University of São Paulo
- **Patrick Henz** – Committee Member Digital Reality Initiative
- **Dra. Amada María Arley Orduña** – **Universidade** - Complexity Science Center of UNAM

SHORT BIO AND PASSPORT-PHOTO OF CHAIR AND PANELISTS:



Felipe Dal Belo: Felipe Dal Belo plays multiple functions in the Corporate as Sr. Advisor for Digital Governance, Risks and Compliance at Kroll | Duff & Phelps, as well as Academic Professor and Board/ Committee Member at University of Sao Paulo and other Business Schools.

Has worked as a Director and executive for 18 years in the sectors of Finance and Corporate Consulting, Pharmaceuticals, Consumer Goods, Beverages & Food, IT & Telecommunications, and advisor working in the areas of Governance, Risks & Compliance.

Acted as Vice President of Compliance for Telecom Italia (TIM - Italy and Brazil), was Compliance & Audit Officer for The Coca-Cola Company (USA and LatAm), served at Johnson & Johnson as LatAm Business Development Leader and developed projects for process improvement at Sanofi-Aventis.

PhD candidate in Artificial Intelligence and Data Science at USP, graduated from Harvard Business School, Columbia University, Kellogg Management School, Fundação Dom Cabral, UNICAMP, FGV, IESE.

Member of the Scientific Council of (CRC-USP) Member of the Lab of Risks and Finances at FEA (USP), He acted as Advisor for Grant Thornton, Guest Professor at Fundação Dom Cabral, Professor of the Discipline of Digital Compliance at PUC-Campinas and coordinator of MBA courses.

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Patrick Henz: Patrick Henz started his career in Compliance at the end of 2007, becoming responsible for the implementation of the Siemens Anti-Corruption program in Mexico and several Central American & Caribbean countries. Together with these tasks, he gained valuable insights into global Compliance systems, with a focus on Latin America. Since 2009, as Compliance Officer he is responsible for effective Compliance programs; based on integrity, respect, passion & sustainability. With these means, he defines Governance, Risk & Compliance (GRC) as pro-active function, being perceived as guardian, expert and facilitator. He is author of "Tomorrow's Business Ethics – Philip K. Dick vs. W. Edwards Deming" and committee member of the IEEE Digital Reality Initiative.

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Dr. Amada María Arley Orduña

Independent Consultant on Online Dispute Resolution & Artificial Intelligence. Collaborator at the Complexity Science Center of UNAM (C3) to design Technology Legal Projects. Collaborator of the Working Group for ABA / NCTDRI / ICODIR ODR Project, of the National Center for Technology & Dispute Resolution and the American Bar Association. Consulted by to the Secretariat of the Asia-Pacific Cooperation Fund (APEC). External Consultant for the Federal Agency of Consumer Affairs. External Consultant for the Mexico City Superior Tribunal of Justice (Tribunal Superior de Justicia de la Ciudad de México). Author of the book "Beyond NAFTA, SPP, What is it and where are we going?" and "Basic Workshop Negotiation and Mediation" Author of several articles in national and international journals.

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