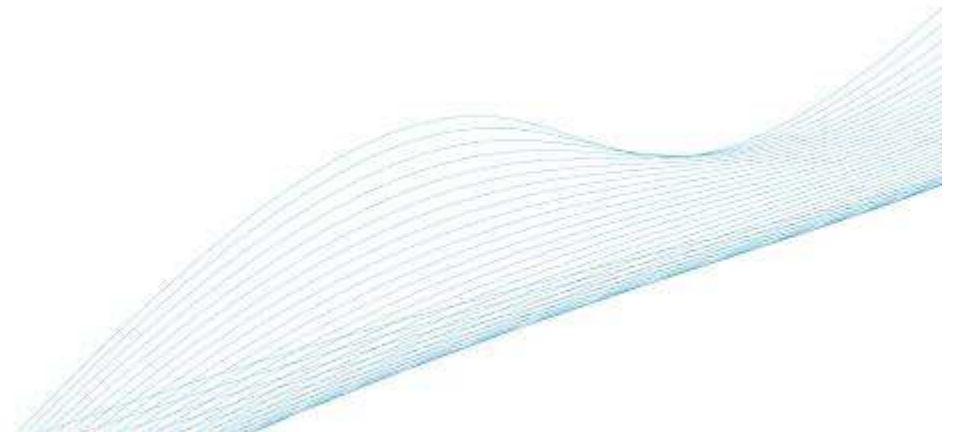


# Control Risks

Doing business in Central and Eastern Europe  
– major risks, challenges and opportunities

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# Control Risks



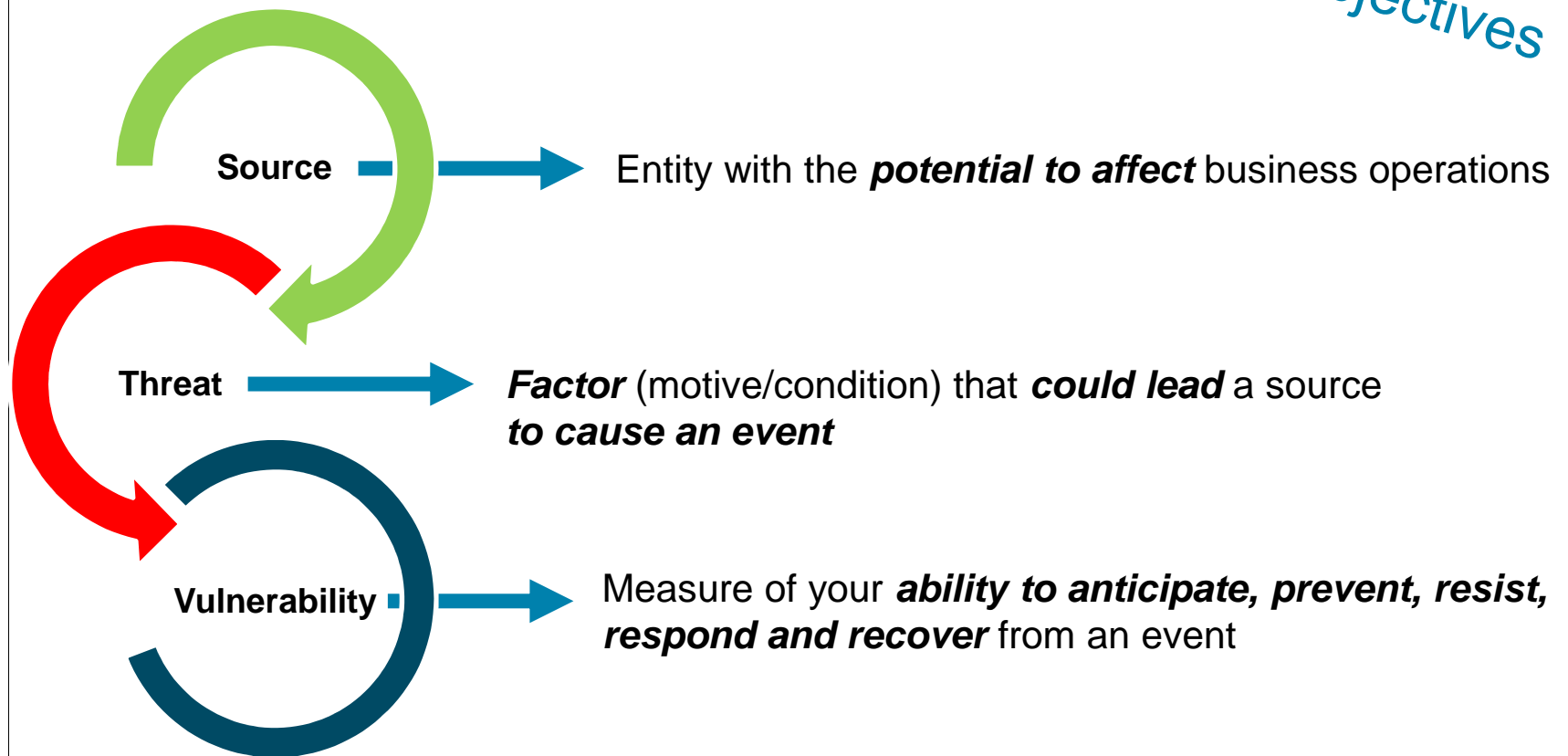
We help our clients to understand and manage the risks of operating in complex or hostile environments

Abu Dhabi | Al Khobar | Algiers | Amsterdam | Baghdad | Basra | Beijing | Berlin | Bogotá | Copenhagen | Delhi | Dubai  
Erbil | Hong Kong | Houston | Islamabad | Jakarta | Johannesburg | Lagos | London | Los Angeles | Mexico City | Moscow  
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## Control Risks

How to assess risk?

**Risk is the likelihood of an event combined with its impact on objectives**



## Central and Eastern Europe – risks and opportunities

### **Economy and business opportunities in CEE**

- Fragile recovery from the global financial crisis
- Continued business opportunities; further development required

### **Main challenges to successful business operations**

- Public administration still ineffective at times
- Influence of the political sphere on business
- Rise of public protests
- A culture of governance developing, yet persistent corruption
- More sophisticated business environment, more complex operational risks
- Biased media reporting poses reputational risks

## Discussion

- How has the hierarchy of challenges in CEE changed in the recent years?
- Which risks cause the greatest concern for the management?
- What are the biggest obstacles for you in managing risks in CEE?

