

BBLF and BAMCO Marked World Values Day

Representatives of leading companies and experts discussed the importance of values for the well-being of companies and society as a whole

Sofia, 26 October 2017. How can values help make Bulgaria a better place to work and live in? The issue was in the focus of the international discussion that the Bulgarian Business Leaders Forum (BBLF) and the Bulgarian Association of Management Consulting Organisations (BAMCO) held on 26 October 2017 at Hilton Sofia.

With the event BBLF and BAMCO marked – for the first time in Bulgaria – World Values Day. World Values Day was established in 2016 by a number of NGOs in the UK and was soon embraced by a number of countries. A year later Bulgaria, too, joined them: the discussion on values and their role for the well-being of companies and society as a whole drew an audience of over 30 members and supporters of the two organisations, and experts.

„Principles and values that show us the way and determine our actions are an integral part of our individual lives but also an element in the business strategy of a growing number of companies. As a responsible business community and owner of the Business Ethics Standard, BBLF encourages responsible business conduct and sharing experience in applying good corporate practices”, BBLF Chairman Iravan Hira said opening the event.

The event was co-chaired by Gergana Mantarkova, Chairperson of BAMCO and KPMG Bulgaria’s Managing Partner. “Technologies will continue to change rapidly the way we live and work. Very soon the workforce will span in five generations who will perceive and share the world in completely different ways. The success of any organisation will depend on its ability to unite around common values and will be measured more by its impact on the world than its impact on the bottom line,” she commented.

Charles Fowler, Member of the Steering Group of the UK Values Alliance and Chairman of the Human Values Foundation that launched World Values Day made a keynote speech. „In 2016 what started off as an idea in fact reached 21 million people around the world. With today’s discussion Bulgaria joins the 90 countries that marked the day in 2017”, the British expert said. “Values, being aware of them and living by them is the key to long-term success of organisations: businesses, charities, governmental institutions. They are our legacy to our children and grandchildren”, he added.

The event was moderated by BBLF Board member Maria Shishkova. Representatives of leading companies across industries discussed the role of high professional and ethical standards in the development of companies, organisations and society as a whole. Guests also shared insights into how they put their vision, mission and culture into action as well as the benefits and efficiency of corporate citizenship.

The event received media coverage in [Bulgaria on Air TV](#), [Manager News](#), [economy.bg](#).

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