

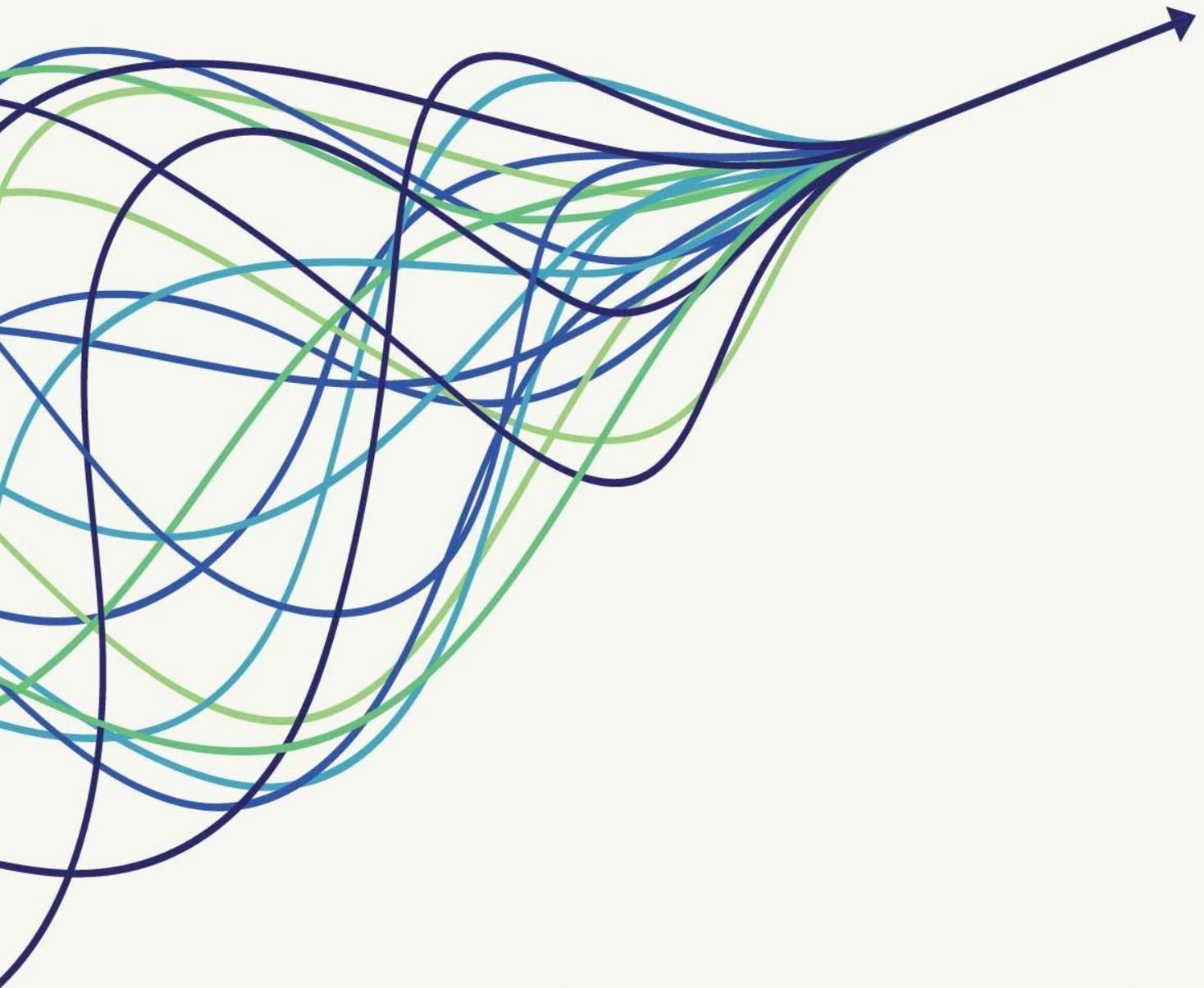


BUSINESSat**OECD**

Business and Industry Advisory
Committee to the OECD

Cutting Complexity

A Simplification Agenda for
Growth, Productivity, and Competitiveness



Annual Consultation with OECD Leadership and Ambassadors
Bio Book
February 2026

Opening Remarks

Charles (Rick) Johnston

Managing Director, Citi Global Government Affairs



Charles (Rick) Johnston is the Managing Director of Citi Global Government Affairs, responsible for geopolitical analysis, issue advocacy, and management of Citi's relationships with governments and political figures worldwide. Rick Johnston has advised government leaders and multinational corporations on commercial and strategic transnational issues. Rick Johnston has served in various legal advisory roles, including as Counsel to the U.S. International Trade Commission and the U.S. Senate Finance Committee. Rick Johnston is Vice-Chair of the U.S. Council for International Business.

2 - Scene Setting

Whitney Y. Baird

President and CEO, United States Council for International Business (USCIB)



Whitney Baird is President and CEO of the United States Council for International Business (USCIB), the leading voice of American business in global economic policy. An accomplished diplomat with a distinguished career in international affairs, Baird is a passionate advocate for open markets, trade, and the role of business in promoting economic prosperity and social progress.

Baird's extensive experience in government and business has fostered a deep understanding of the challenges and opportunities facing the global economy. Prior to joining USCIB, Baird served as the Principal Deputy Assistant Secretary for the Bureau of Economic and Business Affairs at the U.S. Department of State, leading efforts to promote American economic interests abroad in close collaboration with U.S. businesses, foreign governments, and international organizations. Baird also led the U.S. Mission to the Organization for Economic Cooperation and Development (OECD) as Chargé d'Affaires from 2020-2022, representing American interests in this key forum on economic policy, trade, and development.

During her diplomatic career, Baird was appointed Minister Counselor for Economic Affairs at U.S. Embassy London, Director of Multilateral Trade, Director of European Union Affairs, Deputy Assistant Secretary of State for West Africa and Security Affairs, and Acting Deputy Assistant Secretary for Western Europe and European Union and Regional Affairs. She also served at U.S. Embassies in Madrid, Dakar, Lome, and Yaoundé, earning distinction as the recipient of the Secretary's Career Achievement Award and multiple Superior Honor Awards.

Baird holds a Master's degree in International Security Studies from the National Defense University and a Bachelor's degree in Political Science from the University of North Carolina.

Steffen Kampeter

CEO, Confederation of German Employers' Associations (BDA)



Graduated in economics at the Westphalian-Wilhelms University of Münster. Research assistant at the Institute for Transportation Science at the University of Münster, employee at Preussag AG. Member of the Board of Trustees of the Bibliotheca Hertziana - Max Planck Institute for the History of Art in Rome, treasurer of the German Friends of Yad Vashem e.V., former member of the Supervisory Board of Deutsche Bahn AG and Deutsche Bahn Mobility Logistics AG, former member of the Board of Directors of Deutsche Welle. From 2012 to 2016 District Chairman of the CDU Ostwestfalen-Lippe and Deputy State Chairman of the CDU North Rhine-Westphalia. Member of the Bundestag from 1990 to 2016. From 1999, chairman of the CDU/CSU parliamentary group in the Budget Committee. From 2005 to 2009, budget policy spokesman for the CDU/CSU parliamentary group, from 2009 to 2015, Parliamentary State Secretary to the Federal Minister of Finance. Since July 2016 Chief Executive Officer of the Confederation of German Employers' Associations (BDA). Member of the ZDF Television Council since January 2018. Member of the Board of Directors of GLOBSEC since July 2025.

Kiyotaka Morita

Director, International Affairs Bureau, Keidanren



He joined Keidanren in 1997. From 2001 to 2003, he was seconded to Permanent Mission of Japan to the International Organizations in Geneva as Advisor where he was in charge of WTO negotiations on Trade in Services. On returning to Keidanren, he has dealt with several issues including climate change negotiations under the UNFCCC, WTO Reform, economic partnership agreements including CPTPP and RCEP, infrastructure development, and international labour policy under the ILO.

As Visiting Professor of Hitotsubashi University School of International and Public Policy, he focuses mainly on international economic law. His publications include the following: *Policies Towards Tackling Climate Change and Their Compatibility with the WTO* (Springer 2016), *Development of Case Law in Investor-State Dispute Settlement (ISDS)* (Hitotsubashi Journal of Law and Politics 47, 2019), *Business and Human Rights* (Hitotsubashi Journal of Law and Politics 51, 2023).

He holds B.A. (1995) and M.A. (1997) from Hitotsubashi University Faculty of Law.

Fernando Treviño Nuñez

Executive Board Member, Business at OECD (BIAC)



Fernando Treviño is a distinguished legal professional and founding partner of Rivadeneyra Treviño y De Campo, S.C. With an impressive 37-year tenure in corporate legal activities and Private International Law, he has collaborated with global industries across diverse sectors. Currently serving as the Vice President of Labor and International Affairs at COPARMEX, he plays a crucial role in representing the Mexican private sector at *Business at OECD*.

With a rich history of leadership roles, Treviño served as the President of the Mexico-United States Chamber of Commerce (Puebla chapter) from 2006 to 2012, followed by his presidency at the Business Coordinating Council of Puebla (CCE) until 2016. As a founding member of the National Network of Lawyers LEXMEX, he made significant contributions to the legal landscape. His international engagements include memberships in the International Bar Association and the Mexican-German Chamber of Commerce and Industry.

Currently involved with the Fundación Empresarios por Puebla and the Mexican Bar Association (BMA), Treviño remains committed to various social works for private and ecclesiastical charitable institutions. His extensive experience and dedication mark him as a prominent figure in both legal and business spheres, fostering international collaborations and contributing to the growth of Mexican businesses on the global stage.

3 - Cutting Complexities: A Simplification Agenda for Growth, Productivity and Competitiveness

Part 1: Cutting Red Tape: Simplifying the Way of Doing Business

Randolf Bursian

Executive Board Member, Business at OECD (BIAC)



Randolf Bursian is an experienced senior HR and program management leader with more than three decades of expertise in the chemical industry. Since 2023, he has served as Head of Program Evonik Tailor Made and is a member of the extended Executive Board at Evonik Industries AG. Throughout his career, he has held multiple global leadership roles, including Global Head of HR Business Management, Global Head of Compensation & Benefits, and Head of Human Resources and Social Affairs across Evonik and its predecessor companies.

Beginning his career at Hüls AG in the early 1990s, Randolf advanced through HR partner, administrative, and leadership positions, shaping key people-management strategies both in Germany and internationally. His educational background includes training as an Industrial Business Management Assistant and professional certification in human resources management.

In addition to his corporate responsibilities, he contributes actively to national employer and industry organizations, serving on the boards of the Federal Employers' Association of the Chemical Industry, the Employers' Association of Chemistry in the Rhineland, and the Institute of the German Economy.

Hanni Rosenbaum

Executive Director, Business at OECD (BIAC)



Hanni Rosenbaum is the Executive Director of *Business at OECD* (BIAC). In this role, she leads our business diplomacy efforts with the OECD and its members, guides the strategy and policy engagement of our Paris-based office, and ensures *Business at OECD* adequately reflects the views of their national member organizations in our communications with the OECD and stakeholders. She works together with their Executive Board to drive our mission forward and oversees our budget.

She previously worked at the Nürburgring/Circuits International in Germany, the European Parliament in Brussels, and Brussels-based global recycling industry association, BIR. She holds advanced degrees in French and English, in applied economic sciences from the Hautes Etudes Commerciales in Brussels and in international relations from the Centre for Diplomatic and Strategic Studies in Paris.

She joined *Business at OECD* in 1997 and held positions of increasing responsibility. She is fully fluent in English, French and German, and speaks Russian. She also has a black belt in karate and is involved in community projects teaching French for foreigners.

Patrik Kovacs

Chair, Business at OECD (BIAC) SME Committee



Dr. Patrik Kovacs is an international businessman, investor and economic diplomat, who is globally active in international business development and policy affairs. Among his investments one of his main business activity is to globally develop, sell, build and buy companies.

He is Co-President of the Hungarian National Employers Organization (VOSZ) which represents 46% of the Hungarian GDP and the founder and President of the Young Entrepreneurs Association of Hungary, which has contributed to the creation of more than 4,14% of all the Hungarian companies in year 2014. In this process with his organization, he has contributed to create 1322 companies in the past 5 years.

He is one of the most appreciated and demanded expert in the field of youth entrepreneurship development and governmental policies related, hence he has drafted and advised adoption on many successful programs applicable for implementation on national, EU and global level.

As Honorary President at the largest Young Entrepreneurs Organization of the European Union (JEUNE), he is actively building bridges between young businessman of Europe and rest of the world.

Patrik is member of several boards of international business organizations with active involvement in World Economic Forum, United Nations ILO, EuCham and European Commission, as well as member of the Business20 (B20) Digitalization Taskforce.

In 2018 he became the Vice-president and since 2020 he is the President of the SME and Entrepreneurship Committee of *Business at OECD* (the Business and Industry Advisory Committee of OECD), where he supports the work to create better economic policies for OECD governments and countries, which represent 65% of global GDP.

Andreas Bohrer

Executive Board Member, Business at OECD (BIAC)



Andreas was appointed Chief Legal & Corporate Affairs Officer and Member of the Executive Committee of Lonza Group. Andreas has served as Lonza's Group General Counsel and Company Secretary since 2015. During his tenure, he has overseen the company's Legal, Ethics & Compliance and IP functions, alongside Sustainability and ESG, Enterprise Risk Management, Insurance Management and Public Affairs. Between 2020 and 2022, Andreas led Lonza's global Coronavirus Task Force, playing a pivotal role in the company's response to the Covid-19 pandemic.

In addition to his executive responsibilities at Lonza, Andreas represents Lonza as the Chair of SwissHoldings, a Board Member of Scienceindustries, and a Member of the Board Committee of Economiesuisse in the industry associations that are relevant to Lonza Group.

Before joining Lonza, Andreas was General Counsel and a member of the EC for the Novartis Animal Health Division. He began his career at international law firms in New York, Zurich, and Geneva, and later spent seven years at UBS, holding a range of senior positions within the Legal function.

Ulrik Vestergaard Knudsen

Co-Chair, Business at OECD (BIAC) Digital Policy Committee



Ulrik Vestergaard Knudsen joined Netcompany as Chief Corporate Affairs Officer on 1 February 2025. He previously held the position of Deputy Secretary-General at the OECD, where, from January 2019, he was responsible for the organization's policies on digital and technological transformation, global relations, gender equality, trade, and agriculture. Prior to that, he served as Permanent Secretary at the Danish Ministry of Foreign Affairs starting in 2013.

Earlier in his career, Ulrik worked at Vodafone as Group Director for International Affairs and also held roles as EU Sherpa and National Security Advisor at the Prime Minister's Office. Throughout his career in the Foreign Service, he has had postings in Moscow, Washington, London, and Paris. Ulrik Vestergaard Knudsen holds a master's degree in economics from the University of Copenhagen.

Karen Westley

Executive Board Member, Business at OECD (BIAC)



Karen is a senior leader in ESG and corporate sustainability in the energy sector and is skilled in business approaches to climate change, greenhouse gas management, environmental practices, social performance, social investment, small business development, energy access and NGO partnering.

Karen joined Shell in 2005 where she is VP Sustainability and has previously held a wide range of leadership positions spanning both sustainability and commercial areas. Her many career highlights have helped to robustly embed climate, nature, and social performance into Shell's Powering Progress strategy.

Karen is also Shell's liaison delegate to the World Business Council for Sustainable Development (WBCSD) and has been an IPIECA Executive Committee member for 5 years.

Prior to Shell, Karen spent her early career working for CARE International, a large international humanitarian organisation, where she partnered with communities to develop and support resilient livelihoods in the context of natural disasters and armed conflict. Karen holds a BS in Human Biology from Stanford University and an MSc in Tropical Ecology from Yale University and is a certified professional coach.

Bettina Schaller

Chair, Business at OECD (BIAC) Employment Committee



Bettina Schaller heads the Group Public Affairs activities and chairs the Responsible AI Committee of the Adecco Group.

She is President of the World Employment Confederation (WEC), the voice of private employment services. She is also Chair of the *Business at OECD* Employment, Labour and Social Affairs Committee, Co-Chair of the B20 Future of Work and Education Task Force, a Member of the B20 International Business Advocacy Caucus as well as a Steering Group Member on the World Economic Forum (WEF) "Center for New Economy and Society" and a Steering Group Member of the Global Apprenticeship Network (GAN).

Bettina is a 2011 Young Leader of the American Swiss Foundation (ASF) and Member of the ASF Board Board. Bettina is a Member of the Asia Society Switzerland Advisory Board. And Bettina sits on the Advisory Board of the "Geneva Center for Science and Diplomacy" "Geneva Process" with engages to build a Global Curriculum for Science and Diplomacy and the South Africa based I AM ME Social Impact Platform and Inclusive Transformation Movement.

Bettina is a Founding Member of "The Boardroom" launched in 2021, a Swiss initiative aimed at driving Board Diversity and developing the pipeline of Future Women Leaders.

Since 2017, Bettina has been named a "Staffing 100 Europe Influencer" and into the International 50 of the "Global Power 100 - Women in Staffing". In 2022, 2023 and 2025 Bettina was recognized as a Latin America 25 Top Leaders in Staffing.

Part 3 - Dealing with Distortions: Addressing Government Intervention in Global Markets

Emma Marcegaglia

Executive Board Member, Business at OECD (BIAC)



Emma Marcegaglia is Deputy Chairman and CEO of Marcegaglia Steel and subsidiaries operating in the steel processing sector. She is also Chairman and CEO of Marcegaglia Investments, the holding company that controls the Group's diversified activities. Marcegaglia is the national leading industrial group with significant global projection and turnover: 8 billion euros, 36 plants across 4 continents, 15,000 customers and 7,800 employees. Graduated with honours in Business Administration at Bocconi University in Milan, she attended the International Management Program MBA at the New York University.

Alongside her commitment in the group, she held, often as first woman in history, several important top management positions among which: President of Confindustria (2008-2012, first woman and the youngest in nearly 100-year history), President of the Luiss University (2010-2019, first woman ever), President of Business Europe (2013-2017 renewed for two terms, again first woman), President of Eni (2014-2020, first woman appointed by the Italian government to lead a public company), B20 Italy Chair (2021), B7 Italy Chair (2024). Member of the Executive Committee of Business at OECD (BIAC), deputy Chairman of ISPI - Italian Institute for International Political Studies, member of the Board of Bracco Spa and Gabetti Property Solutions.

Maria Helena Antolin Raybaud

Executive Board Member, Business at OECD (BIAC)



María Helena Antolín Raybaud is the Vice President of CEOE and the President of its Sustainable Mobility Council. She holds a degree in International Business from Eckerd College and an MBA from Anglia University and the Polytechnic University of Valencia. She was Vice President of Antolín until December 2023, where she held roles in industrial marketing and strategy. She is a member of several boards, including DANOSA and the advisory board of Banco Sabadell in the central region, and is also a member of the board of the Royal Board of the Royal Collections.

She has served as an External Director at Iberdrola until the end of 2024 and is now an External Director at Iberdrola International Energy.

She participates in advisory boards such as FTAB (family business consultancy), LYC (communications company), and collaborates as a mentor in the PwC Woman to Watch program.

Alberto Salas

Executive Board Member, Business at OECD (BIAC)



Alberto Salas is a distinguished Chilean businessman, trade association leader, corporate director, and academic. He holds a Civil Mining Engineering degree from the Universidad de Chile and a diploma in Corporate Finance from the Universidad Adolfo Ibáñez.

He currently serves as an Executive Board Member of Business at OECD (BIAC), and Director for Cía. Minera Valle Central S.A., ENAEX S.A., Amerigo Resources Ltd., the Sociedad Nacional de Minería (SONAMI), and CEIBO Tech. He is also the President of the Chile-Bolivia Business Council, the Inter-American Mining Society (SIM), and the Asia-Pacific Chamber of Commerce.

Alberto Salas has held leadership positions as President of the SONAMI, the Confederación de la Producción y el Comercio (CPC), Sociedad Química y Minera de Chile (SQM S.A.), and the Instituto Nacional de Capacitación Profesional (INACAP). He was also a full member of the APEC Business Advisory Council (ABAC) and served as Pro-Tempore President of the Consejo Empresarial de la Alianza del Pacífico (CEAP).

Additionally, Alberto Salas has served on the boards of prominent organizations such as Teck, ZOFRI S.A., and ENAMI. He has contributed to academia at the Universidad de Chile and Universidad Arturo Prat. He also founded the Lirima bilingual school in Iquique, which is now the highest-performing school in the Tarapacá region.

Winand Quaedvlieg

Chair, Business at OECD (BIAC) Investment Committee



Winand Quaedvlieg is Head of the Brussels Office of VNO-NCW and responsible for the overall EU lobby of VNO-NCW.

Before he was Deputy Director International Economic Affairs in VNO-NCW and responsible for international trade and investment policy and international corporate social responsibility. He has been Chair of BIAC's Investment Committee since 2012. He is also a former Vice Chair of the BUSINESSEUROPE International Relations Committee.

He was a member of the Commission on European Integration (CEI) of the Advisory Council on International Affairs (AIV) of the Netherlands' Ministry of Foreign Affairs and lecturer on EU External Economic Policy, Master Programme European Union Studies of Leiden University.

He studied Dutch and European law in Nijmegen (NL) and Nancy (FR).

He was nominated Officer in the French Ordre National du Mérite in 2011.

4 - Global Alignment: The Role of OECD Outreach

Phil O'Reilly

Managing Director, Iron Duke Partners



Phil is the Managing Director of Iron Duke Partners. He is a global business leader and advocate. He is Chair of the Board of Business at OECD, (a representation of businesses in OECD member states), based in Paris. Phil is involved in the work of the B20 - advising G20 leaders. He is formally a member of the APEC Business Advisory Council (ABAC). He has acted in a governance or advisory capacity to a number of New Zealand and overseas organisations in areas as diverse as trade, sustainability, diversity, pay equity, manufacturing, tertiary education, child poverty and the future of work. Until recently, Phil was a member of the Governing Body of the International Labour Organisation (ILO) based in Geneva. Previously he was Chief Executive of BusinessNZ, New Zealand's leading business advocacy group, representing thousands of businesses of all sizes.

Kasemsit Pathomsak

Vice Chairman, Board of Trade of Thailand



Mr. Kasemsit is currently the President and Chief Executive of Merchant Partners Securities Ltd., a SEC licensed securities company in Thailand that he and his family acquired in 2005. Mr. Kasemsit is also the Executive Chairman of Pathomsak Holdings Company Ltd., his private family investment holding company with businesses that range from financial services, property development, travel, hotel, and export.

Socially, Mr. Kasemsit is Vice chairman of the International Chamber of Commerce Thailand, ICC, where he also serves as the Vice Chairman for the Commission on Financial Services and Insurance. He is also a special advisor to the Thai Parliament House Standing Committee on Commerce.

Kasemsit was the President of BT Securities Company Ltd. (a subsidiary of the Thai government owned bank) before he joined the family office. Kasemsit was formerly the Country Director for Investment Banking of Credit Lyonnais Securities Asia (Thailand) Ltd., and prior to his role at CLSA, he was appointed Advisor to the Minister of Commerce by H.E. Dr. Supachai Panitchpakdi, the current Secretary-General of the United Nation Conference on Trade and Development or UNCTAD and Former Director-General of the World Trade Organization (WTO) and Deputy Prime Minister and Minister of Commerce of Thailand.

Mr. Kasemsit attended Harvard Business School OPM Executive Program and received his Master of Science in Finance from Bentley College in Massachusetts and his Bachelor of Science in Business Administration from Northeastern University in Boston, USA.

Angel Machado

President & CEO, Canon Medical Systems Argentina S.A.



Angel Machado is a seasoned executive with extensive experience leading domestic and international organizations across the banking, medical technology, and logistics sectors. A graduate of Universidad del Salvador's Law School with postgraduate qualifications in finance, banking, and international trade, he has held key leadership roles for more than three decades. His career includes serving as Executive Director of Banco de la Provincia de Córdoba, Managing Director and later CEO of Griensu S.A., President of Griensu do Brasil S.A., and Vice-President of United Logistic Company S.A. [Angel Mach...do CV 2026 | PDF]

Since 2018, he has been President and CEO of Canon Medical Systems Argentina S.A., the local subsidiary of Canon Medical Systems Corporation (Japan). Beyond his corporate leadership, Angel has contributed significantly to professional and industry organizations, including serving as President of CADIEM, Member of the Board of the Argentine Chamber of Commerce and Services, and Chairman of the Argentina-Japan Business Cooperation Committee. His contributions were recognized in 2017 when he received The Order of the Rising Sun, Gold Rays with Neck Ribbon, awarded by the Emperor of Japan.

Irena Weber

Chief Director, HUP



Irena Weber, born in 1973, graduated from the Faculty of Economics in Zagreb. She began her career in the financial market in 2000 at the investment bank CA IB d.d. (Creditanstalt Investment Bank), where she worked until 2008. She led and participated in numerous restructuring and privatization projects, mergers, and acquisitions in Croatia and the region.

In mid-2008, she moved to Hypo Alpe-Adria-Bank d.d. (now Addiko Bank d.d.), joining the team responsible for the bank's restructuring and the preparation of the reprivatization process. She led the Investment Banking Department, Corporate Banking Department, and later the Retail Banking Department.

In 2016, she assumed the position of a member of the management board at KentBank, responsible for the Corporate Banking Sector, Small and Medium-sized Enterprise (SME) Banking Sector, Legal Affairs Sector, and IT Sector. She introduced and implemented internet and mobile banking at KentBank.

In May 2017, she was engaged in the Extraordinary Administration of the Agrokor Group as an executive director responsible for non-core assets. From March 2018, as the Deputy Extraordinary Commissioner, she actively participated in the negotiation and implementation of the settlement, as well as negotiations with Agrokor's creditors. Upon the establishment of Fortenova Group, she held the position of Deputy CEO and Chief Operating Officer. She left Fortenova Group in October 2019.

Irena Weber assumed the position of CEO of HUP (Croatian Employers' Association) from her role as a member of the management board at Inspire Investments, a company managing private capital and alternative investment funds. She is a licensed investment advisor and a licensed securities broker. She is a regular participant and panelist at professional conferences, seminars, and events, and has attended numerous internal and external training sessions and educational programs. Irena is fluent in English and French.



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Established in 1962, *Business at OECD* (BIAC) is the officially recognised institutional business voice at the OECD. We stand for policies that enable businesses of all sizes to contribute to economic growth, sustainable development, and societal prosperity. Through *Business at OECD*, national business and employers' federations representing over 10 million companies provide perspectives to cutting-edge OECD policy debates that shape market-based economies and impact global governance. Our expertise is enriched by the contributions of a wide range of international sector organisations.

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