

'Businesses aren't ready to deal with risk'

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In the context of the events in Egypt, it may surprise many to know that generally, companies do not pay enough attention to threats coming from outside or inside the company, until the crisis appears. It is wrong to assume that if they don't operate in complex markets, regions or countries, there's no need for threat prevention, feels Rodrigo Quintero, K2 Global Consulting's new Managing Director in Bahrain.

"But the fact is that we all live in a globalised world, and anything that happens locally can have global effects.

What happened in Egypt is a good example; no one was predicting that this movement would spread from Tunisia to other countries and regions," added Mr. Quintero who's an expert in security and crisis management.

Elaborating on the events in Egypt, Mr. Quintero said it was an example of how unpredictable and volatile reality can become.

"As I mentioned, before the crisis started in Tunisia, no one could have predicted what was going to happen in Egypt or in



some other Arab countries in the region. It will not only affect companies operating there, but will also affect the economy of the entire region. It is not only a political issue."

Speaking exclusively to *DT*, the consultant shed light on managing risks and business continuity planning.

Edited excerpts of the interview:
What is business continuity

planning and why is it important?

Mr. Quintero: Risk assessment is the basis on which to build any business plan and of course it has to be elaborated before taking any final investment decision. Business Continuity Planning (BCP) guarantees the continuity of the main activities of the company if any emergency or crisis suddenly appears. While risk assessments are preventive meas-

ures (to avoid any unknown risk), BCP covers mitigation measures as well.

At K2 Global Consulting, we help our clients right from the starting of their company's investment programme to the very end of the process, helping them implement measures, methods and procedures in order to guarantee all of their assets.

What makes for a good BCP plan?

Mr. Quintero: The best BCP should be able to reduce the impact of risks to minimum levels, where the residual risk could be assumed through complementary measures without allocating extra funds. It must guarantee the continuity of the main functions or activities of the company in order to preserve their operations. A BCP has to be built on correct assumptions, address all the threats in a realistic way and allow periodic drills in order to detect any change in the situation that might appear and affect the company. The ability to anticipate, respond and adapt is the goal of any BCP.

What are the major risks for businesses in the year ahead?

Mr. Quintero: In any business,

not to consider the risks as major threats is the worst policy if the goal is to preserve their assets.

Considering what's going on around the world, there are several risks that stand out and that may affect countries and companies:

- The economic crisis, which has mainly impacted developed countries and the possibility of an economic collapse in several European countries.

- Political instability in emerging countries (recipients of developed country investment) and
- Terrorism.

Explaining how K2 Global Consulting operates, Mr. Quintero said, "We believe that with our experience in handling the most complex and sensitive risk matters the world over, our consulting services will provide needed support and assistance to both local and foreign companies and entities operating in the Middle East and neighboring countries. K2 Global Consulting has much experience working in different environments for a variety of customers from corporations, governments, organisations, sovereign nations, to individuals (businessmen)."