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COMPANIES

SOCIAL NETWORKS : A double-edged sword

Since their appearance on the Internet some five years ago, social networks are now a feature of the corporate world as well. LinkedIn, Video, Facebook, Twitter, discussion groups and micro-blogging have all led to a substantial increase in the volume of information available within and concerning companies. Everyone can now take center stage and interact with others, both inside and outside the company. 40 % of companies use the participatory applications of web 2.0. Their objectives are essentially to increase their notoriety, establish communities who write about the history of the company, promote products, avail of real-time feedback on commercial campaigns and, of course, win over new clients. Web 2.0 tools are also used to cross-pollina-

te employee experiences and, very often, to deepen and enrich them, allowing new ideas to emerge, as well as providing time-saving efficiencies thanks to more effective information exchange. SMEs and VSEs are the most active in the process. Social networks have also allowed for major shifts in the recruitment process providing HR managers with additional sources of information on candidates.

A new source for monitoring systems

The scope of research for monitoring and tracking systems, using the instruments of web 2.0, has increased dramatically. Beyond traditional sources, a plethora of information from 'human sources' has emerged. This is a very effective way to gain information on ongoing

projects in a given sector of activity. However, monitoring the web 2.0 increasingly requires the work of analysts trained to sieve through the information. Just because a CV is posted does not mean that it is reliable. The work of skilled monitors is essential. If companies see many advantages in the use of social networks, they should not overlook the fact that it also brings with it increased exposure. Information is a dynamic phenomenon and includes a series of risks; penetration strategies can be conducted to question employees and cause great harm to an employer. The reputation can be damaged by attacks mounted and disseminated through social networks. In this way, web 2.0 is only a tool. It benefits those who use it wisely.

EDITORIAL BY PIERRE-JACQUELIN ROMANI

DIRECTOR OF BUSINESS DEVELOPMENT
AND OPERATIONS,
GEOS BUSINESS INTELLIGENCE

▶ Managing the latest technological innovations in modern communications has become an important issue. Command of these tools allows companies to improve their performance, using enhanced communications technologies to extol the name of the company and its products and the acquisition of information on the various players in a given market. However, companies must remain vigilant with regard to the emerging risks connected with reputational issues and information leaks through channels that are often beyond the control of management or company personnel. This is the characteristic of web 2.0, which places the individual center stage instead of the organisation. It is necessary to exercise caution when on a decentralised system, where each individual stakeholder in a project, whether it be a company employee or an external partner, may be led to communicate, even in an indirect manner, on a given project. Though it is illusory to think that one can have complete control over or censor the content of social networks, an organisation can introduce measures to regain command over its communications strategy. Monitoring and tracking content on the organisation and its activity allows a company to plan ahead, to inform and train personnel on best practices and on the risks incurred for them and their organisation.

LATIN AMERICA GEOS AT FIDAE AERONAUTICS TRADE FAIR

▶ The GEOS Group, represented by Romain Dumont, Director of the Group's Latin American branch, will take part in the XXXth International Air and Space Show, FIDAE, which will be

held in Santiago, from March 27th to April 1st, 2012. This biannual Chilean event is considered to be the most important trade fair in the sector in Latin America. It features, in particular, pavilions displaying aeronautic and homeland security equipment.

MARITIME IVTH MARISK FORUM AT CITÉ DES CONGRÈS IN NANTES

▶ Thibaut Eude, Maritime Security Project Manager, will address the forum with a review of the threat of sea piracy during the IVth Forum on the Prevention of Maritime and Port Terminal Risk.

INVITATION TO TENDER SECURITY FOR EU DELEGATION IN COLOMBIA

▶ GEOS has won the tender to provide security to the European Union's delegation, as well as the provision of security for the Head of the Delegation, based on the delivery of integrated security services.

GERMANY

PARCEL BOMB SENT TO DIRECTOR OF DEUTSCHE BANK

▶ The Federazione Anarchica Informale (FAI) has claimed responsibility for the parcel bomb sent to Josef Ackermann, CEO of the bank. The next day, a similar package exploded, injuring the Director General at his office at a tax collection agency in Rome. The FAI has carried out this type of attack since the beginning of the 2000s.

KAZAKHSTAN

STATE OF EMERGENCY IN OIL TOWN

▶ At least 16 people were killed and more than a hundred more injured during clashes in the cities of Janaozen and Chetpe, following a seven-month long strike by oil workers that came after 2,000 other workers were made redundant. The violence took place on December 16th, the country's Independence Day. A state of emergency



declared on December 17th has been extended to January 31st. The Public Prosecutor has opened an inquiry into suspected use of excessive force by police officers. The governor of the region and several senior managers of state-owned company Kazmounaigas have been dismissed..

MEXICO

SEVERAL CARTEL LEADERS ARRESTED

▶ Gilberto Morales Castrejon "Commander Gil", n°1 of the Acapulco cartel was arrested by the federal police, one week after the capture of Raul Fernandez "El Lucky", one of the heads of Los Zetas by a unit of the Mexican Navy. In total, thirty people, either members or associates of the cartels were arrested in December 2011.

ZIMBABWE

US SANCTIONS AGAINST DIAMOND INDUSTRY

▶ Two diamond mines in the region of Marange, among the largest in the world, have been placed on a black list by the US Treasury Department. The Kimberley Process commission had authorised them to operate last November. With this new measure, Washington intends to step up pressure on President Mugabe.

ECUADOR

CHEVRON FINED 18 BILLION DOLLARS

▶ The lawsuit against the American firm in Ecuador had draw on for 18 years. The prosecution accused the corporation of using obsolete and environmentally harmful drilling techniques on fields operated by Texaco, since bought by Chevron, between 1964 and 1990. The group is to appeal the decision at the International Court in the Hague.

STABILITY

Burma on the path to normalisation

Burma government signals new openness

In itself, it represents a mini-revolution. President Thein Sein has signed a law authorising demonstrations. This is the logical outcome of the official disbandment of the ruling Junta last March which handed over power to a transitional government made up of former generals, following sixty years of dictatorship since Independence. At the beginning of January, the party of renowned opposition leader, Aung San Suu Kyi, was authorised to take part in parliamentary elections to be held next April. Political prisoners have been released since the autumn of 2011 and further decisions to release other prisoners may be decided in February. However, Rangoon does not appear quite ready to forgive all the leaders of the Saffron Revolution of 2007, despite the "historic" visit

made by the Secretary of State of the United States, Hillary Clinton, and pressures exerted by the EU and UN which want all political prisoners released (estimated at between 500 and 1,600 people). These prisoners are still viewed by many figures in positions of authority as traitors rather than as opponents. The country's vast natural resources (50 million barrels of oil reserves and 283.2 billion m3 of gas have always meant that Burma has never been completely sidelined from the geopolitical issues of the day. *The challenge for the new Burma will be to strike a balance between defending the country's interests, opening up to the democratic process, growing the economy which is undergoing a major privatisation drive, and dealing with the appetites of major powers, both near and far.*

LIBYA

MORE CLASHES BETWEEN MILITIAS IN TRIPOLI

▶ As the number of deadly gun battles between rival factions spreads in the capital, tension rose still higher when anti-aircraft cannons were used between the Misratah militia and a rival group based in Tripoli. A colonel of the former Regular Army has been appointed to resolve the issue.

Ivorian military police established

The President Alassane Ouattara, has announced the creation of a military police to hunt down « renegade » elements of the Republican Forces of Ivory Coast (FRCI). Ouattara created the FRCI to help him win power. His decision comes in the wake of the death of five civilians and one soldier, during clashes between militia men and civilians. After this tragedy, seven members of the FRCI were brought before a military court. The President's clear instructions appear to have been heeded and the 48 hour deadline given to soldiers to regulate their situation appears to have brought benefits. The soldiers who had not yet done so, have now returned to their barracks, handing the various highways where they had manned checkpoints over to the gendarmerie. However, all has not

been resolved, in particular outside the main towns and cities. At the beginning of January, the inhabitants of Abobo were shocked to see a group of young men wearing the t-shirts of the FRCI enter the town, where they manhandled and robbed the townspeople. There has been a increasing number of incidents between soldiers and civilians, former militia members or supporters of the former President Gbagbo over the last months, in particular in Abidjan where four people died and 15 others were wounded at the end of December. *Nine months after the fall of his arch rival and following his party's comfortable victory in the parliamentary elections, peace has not fully returned. The situation may improve in 2012, with a focus on relaunching the country's economy.*

CHINA

INTERNATIONAL PATROLS ON THE MEKONG

Beijing has announced that joint patrols with Burma, Laos and Thailand have begun to secure navigation on the Mekong River. Several Chinese vessels were attacked and 13 crew members were killed last October, after their ship was boarded by pirates..

**IRELAND
WIND POWER
INDUSTRY
IN ESPIONAGE SCANDAL**

▶ Industrial Info, based in Galway, has accused Chinese wind turbine manufacturer Sinovel Wind of corporate espionage. The charges have undermined the entire wind power project in Ireland that was scheduled to produce 1000 megawatts. Contracting authority Mainstream Renewable Power (MRP) has decided to suspend operations until the situation has been clarified.

**SOUTH AFRICA
UNFAIR COMPETITION
IN MEDICAL
SECTORE**

▶ Melomed Hospital Holdings has sued its rival Rondebosch Medical Centre. The accusation concerns the use of documents on its patient fee policy. The plaintiff has owned three hospitals since 1989 while its competitor first opened for business last September.



**UNITED STATES
CYBER ATTACK ON
CHAMBER OF
COMMERCE**

▶ Private data on three million members of the largest business lobby group were hacked in an attack that took place in May 2010. The attack was conducted by networks in China.

**CANADA
COUNTERFEIT GOODS
SOLD IN THE
CORRIDORS OF METRO**

▶ Several kiosks leased in Montreal metro stations were found recently to be selling counterfeit luxury goods (Louis Vuitton, Gucci etc). A manager at a Quebec web site that specialises in fashion called the authorities inquiring about this strangely tolerant attitude.

**EUROPE
CRACKDOWN AGAINST
COUNTERFEIT FOOD
STUFFS**

▶ Operation Opson, launched by Europol in ten European countries, led to the seizure of 13,000 bottles of olive oil, 30 tonnes of tomato sauce, 77 tonnes of cheese, some 12,000 wine bottles, 5 tonnes of seafood and nearly 30,000 various sweet breads. The operation was carried out to protect consumers, heading up to the holiday season.

American lawmakers tackle economic crime

Two new bills being prepared in Washington

At a time when lawsuits over patents, strategic information theft and cyber attacks are all severely impacting the American economy, lawmakers have decided to ratchet up their legislative arsenal. Two bills, the Economic Espionage Penalty Enhancement Act and the Counterfeit Drug Penalty Enhancement Act, are being supported by both Democrats and Republicans in the House. The first bill will increase maximum prison sentences for the theft of trade secrets from 15 to 20 years. The second raises prison sentences for traffickers of fake medicines from 10 to 20 years. The bills have been approved by the Legislative Study Committee, the first important step before the bill is brought to the Senate floor. Senator Coons, a Democrat from

Delaware, and co-author of the bills, has praised the progress made, declaring that "people who steal ideas from American companies are not only in breach of intellectual copyright, they are stealing jobs, and when it comes to fake medicines, they are putting lives in danger". In Congress, the same subjects are being debated, with the Committee for Intelligence approving the Cyber-Intelligence Sharing and Protection Act. The theft of economic secrets has been a federal crime in the United States since 1996. *The United States have historically been ahead of the field when it comes to the protection of their national economic interests. These laws will no doubt inspire lawmakers in other parts of the world. The question is, « when »?*

Threats to petroleum industry

During the XXth World Petroleum Congress (WPC) held in Doha, many experts highlighted the vulnerability of the industry in the face of cyber attacks. All agree that electronic threats have multiplied and grown more lethal. Hackers are now capable of preparing their attacks for months at a time, collecting information on their targets in order to penetrate and take control over systems that are of vital importance to the world economy. The computer worm Stuxnet and its derivative, Duqu, have shown that such remote control is now possible. This is what occurred during the attack on the Iranian nuclear system. There are two main kinds of cyber criminals active today. The first group are strictly criminal. They seek to destroy an industry.

The second type of hacker is motivated by monetary gain. Taking control over computer systems allows cyber pirates to obtain valuable information and data in the area of Research and Development, and, potentially, to disrupt crude oil production. Certain hackers have even more precise attacks in mind, which allow them, when successful, to speculate on oil company share prices and on the price of crude oil. Whatever their motives, these attacks can cause major industrial disasters, fires, casualties, all with serious economic consequences. In less than two years, all the oil companies have been forced to take this new risk into account. *Beyond this specific sector, it is the global economy as a whole that is threatened.*

**CHINA
FAKE GILLARDEAU
OYSTERS SERVED
AT TOP RESTAURANTS**

▶ For connoisseurs, Gillardeau oysters are unparalleled. Several top tables in China, however, have fallen foul of fake versions of the renowned product. A network produced copies of Gillardeau's packaging in order to sell off seafood from Australia and New Zealand.

**INDONESIA
CANADIAN NATIONAL
RECEIVES HEAVY
PUNISHMENT**

▶ A Canadian engineer was sentenced at a Court of First Instance to three years in prison. The defendant, as well as the Prosecutor who had only sought a one year prison sentence, will appeal the decision which they believe is excessive. It is the first time that a case of industrial espionage has come to trial in Indonesia and in the region. The engineer is accused by his employers, a subsidiary of Asia Pacific Resources International Limited (APRIL Group), one of the largest paper manufacturers in Southeast Asia, of illegally copying high-value information belonging to the company. Aged 63 years of age, the engineer is in ill health and has lost 20 kilos since he was arrested.

GEOS Business Intelligence collects, processes and distributes the information that you require to allow you to grow your business abroad and to better assess your business environment.

Market Access Tracking

Your requirements :

- Identify the players in a given sector (decision-makers, competitors, producers, distribution networks, opinion leaders, partners) ;
- Analyse the main trends and/or the political aspects and regulatory dynamics of a market ;
- Detect any risk affecting your facility.

Our solutions :

- Analysis of favourable, hostile and neutral groups ;
- Drafting of a cartography of market players ;
- Notification of any changes to the political and regulatory landscape and assessment of risks that might affect your market entry strategy.

Counterfeit Tracking

Your requirements :

- Monitor and protect your intellectual property ;
- Gather evidence for a successful lawsuit or negotiation.

Our Solutions :

- Establishment of a tracking system to analyse and monitor acts of counterfeiting or fraud ;
- Solutions for a range of situations such as in-house fraud (embezzlement, misappropriation of company funds, breach of trust, corruption), external fraud (patent violation, misuse of a brand, cybercrime), counterfeit and black markets, money laundering, unfair competition, etc.

Competitive Tracking

Your requirements :

- Plan ahead for the strategies and tactics of your competitors ;
- Understand their perception of the market ;
- Steer your decisions.

Our solutions :

- Permanent monitoring of the latest news and operations of your competitors and markets ;
- Drafting of a monitoring bulletin (collection, processing, synthesis and capitalisation) drawing from a wide range of information sources ;
- Integration of a quality process and a dedicated project team.

Informational & Reputational Risk Tracking

Your requirements :

- Safeguard and protect the image of your company ;
- Protect your reputation ;
- Detect information leaks and other data vulnerabilities.

Our solutions :

- Regular quantitative and qualitative analysis of available content relating directly or indirectly to your organisation and business.
- Identification of points and channels of influence. Analysis of potential opportunities and threats.

Contact : **Pierre-Jacquelin Romani**, Director of Business Development and Operations, GEOS Business Intelligence
Pj.Romani@groupegeos.com

www.groupegeos.com

Subscription information : alertes@groupegeos.com
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Alertes GEOS Group monthly news letter on international and competitive risk. Contact : Audrey Chalopin, GEOS, Communications Manager, 45/47 Bd Paul Vaillant Couturier 94200 Ivry sur Seine, Tel : + 33 (1) 77 74 15 10, Fax : + 33 (1) 53 14 75 81. Email : a.chalopin@groupegeos.com
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