



KOREA JAPAN  
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 INDIA MALAYSIA  
 SINGAPORE  
 SRI LANKA  
 BRUNEI  
 INDONESIA PAPUA NEW GUINEA

**2007**

**CSR Asia Summit**

**What investors are focusing on:  
20 top issues guaranteed to damage  
or enhance business**

**CSR** ASIA

Venue: Hotel Nikko, Hong Kong  
Date: 1-2 November 2007

Indonesia · Taiwan · Singapore  
 Thailand · Myanmar · Laos · Nepal · Japan  
 China · Hong Kong · Taiwan · Mongolia  
 China · Philippines · Malaysia · Cambodia · Vietnam · New Guinea  
 India · Pakistan · Indonesia

# ABOUT THE SUMMIT

## PROMINENT SPEAKERS:

Awareness of Corporate Social Responsibility (CSR) has grown recently and the push for companies to get involved in tangible CSR initiatives is coming from a range of different stakeholders.

**The CSR Asia Summit 2007** will provide you with cutting-edge information about risks, opportunities, CSR strategies and initiatives that can make your business a leader. Experts will examine risk areas and provide concrete evidence through case studies and practical experience. Delegates will be able to choose from 18 panels and facilitated sessions including:

- Stakeholder Dialogue:** How do you find out what stakeholders wants?
- Climate Change and Carbon Footprinting:** Figuring out your risks and solutions
- Shareholder Activism:** Getting governance in gear
- Hidden Damage or Opportunity:** Transport and logistics
- Asia Online:** The internet's opportunities and challenges for business
- IPR:** Financial risks from fakes and frauds
- Climate Change:** The spotlight on renewables
- Ethical Sourcing:** Can you ever make a good 5 dollar t-shirt?
- Human Trafficking:** Forced labour does exist
- Tackling Transparency:** Beyond the glossy report
- Engaging SRI Investors:** What do investors want?
- Public Health and Hepatitis B:** The challenge for business in Asia
- Drying up or Drowning:** Water risks in Asia
- Discrimination and Diversity:** What does this mean in Asia?
- The Case for Conservation:** What are businesses doing to protect biodiversity?
- Service Sector Sweatshops:** Are hotels acting responsibly?
- Facing the Challenges:** Product responsibility and food safety
- Voluntary Standards:** Obey the law or adopt standards?
- Culling Corruption:** Why this is a business issue
- The Case for Community Investment**

These are complex issues that potentially pose a risk to business and brand. The summit will break these issues down and provide you with different perspectives on how to tackle them. Delegates are guaranteed to come away with a checklist of the questions they should be asking themselves and the issues and material concerns they need to be dealing with.

## JOIN US NOW!

### Key benefits of attending this event:

#### Network with high profile delegates and speakers

The CSR Asia Summit will provide a rare opportunity to tap into the knowledge of global and Asian experts and practitioners in the field of social, environmental and corporate governance risk issues.

#### Key CSR issues

The intensive two-day event will explore the 20 top issues that are shaping the CSR agenda in Asia. Many environmental and social factors translate into investment risks and opportunities that have the potential to damage or enhance business.

#### Share best practice

With over 40 experts speaking at the summit, you will be exposed to best practice case studies, tools and strategies that will help you address your corporate social responsibility challenges and make your business a leader.

#### Join the SRI Leaders

Leaders in socially responsible investment are emerging across the region and global practitioners are focusing on the Asia factor. Don't miss this rare opportunity to meet the people shaping SRI in Asia.

#### CSR Trends in the fashion and lifestyle industry

CSR Asia will launch the results of the first Global Survey of CSR activities in over 1,500 fashion and lifestyle companies from 10 countries. The results will enable companies to evaluate and compare their perceptions and activities related to social and environmental issues.

**Anna Wu**  
Equal Opportunities Commission

**Teresa Au**  
HSBC

**Melissa Brown**  
ASRIA

**Dr. Kim Sang-Jo**  
Solidarity for Economic Reform

**Kay McArdle**  
Goldman Sachs

**Rebecca MacKinnon**  
The University of Hong Kong

**Stephen Frost**  
CSR Asia

**Linden Coppell**  
Cathay Pacific

**Liam Salter**  
WWF Hong Kong

**David Arkless**  
Manpower Inc.

**Linda Zhang**  
Chinese Foundation for Hepatitis  
Prevention and Control

**Simon Powell**  
CLSA Hong Kong

**Kenth Kaerhoeg**  
Coca-Cola Pacific Group

**Rita Sully**  
Hewlett-Packard

**Richard Welford**  
CSR Asia

**K K Chan**  
CLP Holdings Ltd

**Ravi Fernando**  
MAS Holdings

**Nicholas Blank**  
Kroll

**Shane Spurway**  
Fortis bank

**Glenn Frommer**  
MTR Corporation

**Richard Caines**  
IFC

**John Bray**  
Control Risks

**Omar Merican**  
Bursa Malaysia

**Reza Azmi**  
Wild Asia

# PROGRAMME

Thursday, 1st November 2007

**DAY 1**

9:00 am	Opening speech CSR Asia Directors: - <i>Overview of the state of play of CSR in Asia</i> - <i>Turning Risk into Opportunity</i>
9:45 am	Keynote speeches: Anna Wu, Former Chairperson of the Equal Opportunities Commission Teresa Au, Head of Corporate Responsibility and Sustainability Asia Pacific Region, HSBC
10:30 am	Morning tea break
11:00 am	Keynote speech Melissa Brown, Executive Director of ASrIA - <i>Engaging SRI Investors: What Do Investors Want?</i>
11:30 am	Discussion panel with keynote speakers
12:30 pm	Lunch

## CONCURRENT DISCUSSIONS

	Emerging Trends in CSR	Supply Chain Issues	Environmental and Social Risks
2:00 pm	<p><i>Shareholder Activism:</i> Getting governance in gear</p> <p>Panel Speakers: <b>Lauren Compere</b>, Director of Shareholder Advocacy - Boston Common Asset Management</p> <p><b>Kim Sang-Jo</b>, SER Executive Director - Solidarity for Economic Reform</p>	<p><i>IPR:</i> Financial risks from fakes and frauds</p> <p>Panel Speakers: <b>Nicholas Blank</b>, Associate Managing Director - Kroll (Shanghai)</p>	<p><i>Discrimination and Diversity:</i> What does this mean in Asia?</p> <p>Panel Speakers: <b>Kay McArdle</b>, Global Leadership and Diversity for Asia Ex-Japan - Goldman Sachs</p> <p><b>Anna Wu</b>, Advisor to Shantou University Law School - Shantou University</p>
3:30 pm	Afternoon tea break		
4:00 pm	<p><i>Asia Online:</i> The internet's opportunities and challenges for business</p> <p>Panel Speakers: <b>Rebecca MacKinnon</b>, Journalism and Media Studies Centre - The University of Hong Kong</p> <p><b>Roland Soong</b>, Webmaster, EastSouthWestNorth - EastSouthWestNorth blogger</p>	<p><i>Human trafficking:</i> Forced labour does exist</p> <p>Panel Speakers: <b>David Arkless</b>, Senior Vice President, Corporate Affairs - Manpower</p> <p><b>Roger Plant</b>, Head, Special Action Programme to Combat Forced Labour - International Labour Organisation</p>	<p><i>Hidden Damage or Opportunity:</i> Transport and logistics</p> <p>Panel Speakers: <b>Jeff Denchfield</b> Senior Director of Global Sustainability - Mattel Inc</p>
5:30 pm	Cocktail networking event		
6:30 pm	Launch of survey results of CSR in the fashion industry End of Day 1		

HK Office: CSR Asia, 12A Wing Cheong Commercial Bldg, 19-25 Jervois Street, Sheung Wan, Hong Kong  
Hong Kong Tel: (852) 3579 8079 Fax: (852)3579 8080  
Singapore Office: CSR Asia (Singapore) 271B New Bridge Road, Chinatown, Singapore 088748  
Singapore Tel: (65) 6438 0677 Fax: (65) 6438 6800

# PROGRAMME

Friday, 2nd November 2007

## DAY 2

### CONCURRENT DISCUSSIONS

9:00 am

#### Emerging Trends in CSR

**Tackling Transparency:**  
Beyond the glossy report

Panel Speakers:

**Melissa Brown**,  
Executive Director  
- ASrIA

**Maria Fatima Reyes**,  
Chair, Sustainability Reporting and  
Assurance Committee  
- Philippine Institute of Certified Public  
Accountants

#### Supply Chain Issues

**Facing the Challenges:**  
Product responsibility and food safety

Panel Speakers:

**Jean Michel Offe**,  
Director of Food and Beverage  
- Shangri-La Hotels & Resorts

#### Environmental and Social Risks

**Climate Change and Carbon  
Footprinting:**  
Figuring out your risks and solutions

Panel Speakers:

**Linden Coppell**, Environmental Manager  
- Cathay Pacific

**Liam Salter**, Head, Climate Programme  
- WWF Hong Kong

**Ricardo Pineda**, Director, Worldwide  
Manufacturing Engineering  
- Plantronics

10:30 am

Morning tea break

11:00 am

**Culling Corruption:**  
Why this is a business issue

Workshop:

**John Bray**,  
Director, Toyko office  
- Control Risks

**Public Health and Hepatitis B:**  
The challenge for Business in Asia

Panel Speakers:

**Stephen Frost**,  
Director  
- CSR Asia

**Linda Zhang**,  
Programme Officer  
- Chinese Foundation for Hepatitis  
Prevention and Control

**Drying Up or Drowning:**  
Water risks in Asia

Panel Speakers:

**Simon Powell**, Head of Regional Research,  
Power, Gas and Utilities  
- CLSA

**Kenth Kaerhoeg**,  
Group Communications Director  
- Coca-Cola Pacific Group

Lunch: sponsor, HP, to speak over lunch: The Case For Community Investment  
Speakers: **Rita Sully**, Corporate Social Responsibility Manager, Asia Pacific & Japan - Hewlett-Packard  
**Marina Martin Curran**, Director - Villardi Consulting

12:30 am

### CONCURRENT DISCUSSIONS

#### Emerging Trends in CSR

**Stakeholder Dialogue:**  
How do you find out what  
stakeholders want?

Panel Speakers:

**Richard Welford**,  
Director  
- CSR Asia

**Rita Sully**,  
Corporate Social Responsibility Manager,  
Asia Pacific & Japan  
- Hewlett-Packard

#### Supply Chain Issues

**Ethical Sourcing:**  
Can you ever make a good  
5 dollar t-shirt?

Panel Speakers:

**Conor Boyle**,  
Assistant Programme Manager  
- ILO Better Factories Cambodia

**Emer Diviney**,  
Research & Policy Coordinator - Ethical  
Business with the Brotherhood of St  
Laurence (BSL) Australia

**Ravi Fernando**, UN Global Compact Focal  
Point (Sri Lanka) and Director, Corporate  
Branding & Strategic CSR  
- MAS Holdings

**Andrea Oschetti**, Managing Director  
- Tri-Source Asia Ltd

#### Environmental and Social Risks

**Climate Change:**  
The spotlight on renewables

Panel Speakers:

**K K Chan**,  
Managing Director, Renewables  
- CLP Holdings Ltd

**Shane Spurway**,  
Director, Carbon Markets Asia  
- Fortis bank

2:00 pm

3:30 pm

4:00 pm

**Voluntary Standards:**  
Obey the law or adopt standards?

Panel Speakers:

**Glenn Frommer**,  
Sustainability Development Manager  
- MTR Corporation

**Omar Merican**, Chief Operating Officer  
- Bursa Malaysia

Indonesian Business Link

**Joel Posters**,  
Head of Sustainable Development  
- ABN AMRO

**Service Sector Sweatshops:**  
Are hotels acting responsibly?

Panel Speakers:

**Carmen Melanía Madriñán**,  
Executive Director  
- ECPAT International

**Suchada Saengarun**,  
Junior Graduates and Mobility  
Coordinator-Asia  
- ACCOR Asia

**The Case for Conservation:**  
What are businesses doing to  
protect biodiversity?

Panel Speakers:

**Yvonne Sadovy**, Professor  
- The University of Hong Kong

**Richard Caines**, Manager  
Environmental and Social Development,  
East Asia and Pacific  
- IFC

**Reza Azmi**, Director & Founder  
- Wild Asia

5:30 pm

End of Day 2

HK Office: CSR Asia, 12A Wing Cheong Commercial Bldg, 19-25 Jervois Street, Sheung Wan, Hong Kong

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Website: [www.csr-asia.com/summit07/index.html](http://www.csr-asia.com/summit07/index.html)

# ABOUT THE SUMMIT



hotel nikko hongkong

Address:

72 Mody Road, Tsimshatsui East,  
Kowloon, Hong Kong

## Hotel Accommodation

Accommodation is not included in the conference fee. To reserve accommodation at the conference venue, please contact Winnie Ho / Felix Lie at hotel Nikko at (852) 2313 4521 or [felixlie@hotelnikko.com.hk](mailto:felixlie@hotelnikko.com.hk) and make it clear that you are attending the **CSR Asia Summit 2007** event.

## ABOUT US

**CSR Asia** is the leading provider of information, training, research and consultancy services on sustainable business practices in Asia. Operating as a dynamic social enterprise, CSR Asia occupies the unique middle ground between civil society organisations and commercial consultancies. This enables us to provide independent, cutting edge services and expert insight into the corporate social responsibility (CSR) issues facing companies in Asia. Through our three offices in Hong Kong, Shenzhen and Singapore, CSR Asia builds capacity and promotes awareness of CSR in order to advance sustainable development across the region.

## Be Our Sponsor

If your organisation would like to demonstrate its commitment to corporate social responsibility, why not sponsor this event? Sponsorship package included. Please contact Jacqui Dixon at [jdixon@csr-asia.com](mailto:jdixon@csr-asia.com) to discuss sponsorship and other opportunities. Benefits of becoming a sponsor include:

1. An invaluable networking opportunity with our speakers and delegates most of whom come from high profile companies and organizations
2. Reputation appeal for your brand
3. Additional benefits according to the different sponsorship option chosen

## Our Sponsors & Partners:

Jade Sponsor:



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### Media Sponsors:

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Media Sponsor



Media Sponsor



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### Supporting Partners:



# Conference Fees

	Full price	NGO / Student
<b>Early bird 1 (20% discount)</b> - up to 1 August 2007	US\$ 470 / HK\$3,600 / €360	US\$ 310 / HK\$2,400 / €240
<b>Early bird 2 (15% discount)</b> - up to 1 September 2007	US\$ 500 / HK\$3,900 / €390	US\$ 330 / HK\$2,600 / €255
<b>Early bird 3 (10% discount)</b> - up to 1 October 2007	US\$ 530 / HK\$4,100 / €410	US\$ 350 / HK\$2,700 / €270
<b>Full price:</b>	US\$ 590 / HK\$4,600 / €460	US\$ 390 / HK\$3,000 / €300
<b>Group discount:</b>	Register three delegates, receive one complimentary ticket	

## Conference Registration Form

CSR Asia Summit 2007 - 1,2 November 2007  
Hotel Nikko HK

<b>Full name:</b> (Person handling reg.)			
<b>Business Title:</b>			
<b>Organisation:</b>			
<b>Tel:</b> (please include country codes)		<b>Fax:</b>	
<b>Email:</b>			
<b>Address:</b>			

### Additional delegates:

Delegate Name: (If different to above)	Position:	Email:	Tel:	Fax:

### Conference Fees:

(Fee includes lunch, refreshments and conference materials)

	Standard rate			Concession rate (NGO, students)		
		Number of tickets	Total		Number of tickets	Total
<b>Early Bird 1</b> (20% discount) - up to August 2007	US\$ 470 / HK\$ 3,600 / € 360	<b>X</b>		US\$ 310 / HK\$ 2,400 / € 240	<b>X</b>	
<b>Early Bird 2</b> (15% discount) - up to September 2007	US\$ 500 / HK\$ 3,900 / € 390	<b>X</b>		US\$ 330 / HK\$ 2,600 / € 260	<b>X</b>	
<b>Early Bird 3</b> (10% discount) - up to October 2007	US\$ 530 / HK\$ 4,100 / € 410	<b>X</b>		US\$ 350 / HK\$ 2,700 / € 270	<b>X</b>	
<b>Full price</b>	US\$ 590 / HK\$ 4,600 / € 460	<b>X</b>		US\$ 390 / HK\$ 3,000 / € 300	<b>X</b>	
<b>Group discount:</b>	(register three delegates, receive one complimentary ticket)					<input type="checkbox"/>

(This form only provides for up to 5 delegates. To register more than 5 delegates, please use additional forms)

PLEASE FAX THIS FORM TO: (852) 3579 8080 OR EMAIL: [SUMMIT@CSR-ASIA.COM](mailto:SUMMIT@CSR-ASIA.COM)

*Terms & Conditions: Delegates within an organisation may transfer places without any charge, but transfer of places outside an organisation is strictly forbidden. Cancellations after 28 September 2007 will incur an administrative charge of 25%. Cancellations made after 8 October 2007 will be charged the full fee. All cancellations must be made in writing or will be charged the full fee. The organisers reserve the right to make changes to the programme without prior notice.*