

Keynote Speakers:

Tony Tyler
COO, Cathay Pacific
Airlines

Marina Dotallevi
UN World Tourism
Organisation

Lyndall De Marco
Prince of Wales
International Business
Leaders Forum (IBLF)

Dr. Kitiya Pornsjada
UNICEF

**David Campion &
Michael Kwee**
Banyan Tree Hotels and
Resorts

Kate Lloyd-Williams
International Finance
Corporation (IFC)

Dr. Harold Goodwin
International Centre for
Responsible Tourism

Richard Welford
Hong Kong University and
CSR Asia

Geoff Manchester
Intrepid Travel

Marcus Endicott
Advisor to Explorer

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CSR in the Travel, Tourism and Hospitality Industries

25-26 July, 2006

InterContinental Hotel, Singapore

CSR ASIA



CSR in the Travel, Tourism and Hospitality Industries is the first global conference to focus on the Corporate Social Responsibility (CSR) efforts of companies in this sector. Hosted By CSR Asia in partnership with the International Business Leaders Forum (IBLF), this two-day conference will convene prominent industry leaders to share their experiences and address critical social and environmental challenges facing company growth and local development. Discussions will be centered on issues affecting the Asia Pacific region, grouped into four key themes:

CSR and the Tourism Agenda:

- UN World Tourism Organisation's Global Code of Ethics
- Integrating the Triple Bottom Line: Social, Environmental and Financial

CSR Challenges: Learning from Industry

- Aviation
- Hotel Companies
- Tour Operators

Eco-tourism and the Environment

- Sustainable siting, design and construction
- Benchmarking and Certification
- Partnership Models

Community Investment

- Supporting local projects and local communities
- Promoting CSR throughout the supply chain

Key benefits of attending the event:

- Understand the role of CSR in developing the travel, tourism and hospitality industries in Asia
- Identify key social, environmental and cultural issues confronting these industries' sustainability
- Improve capacity to manage future risks as they arise
- Learn about international standards such as the Global Code of Ethics and how to implement them across the organisation
- Gain practical ideas and best practices from leading companies and practitioners
- Engage with local communities and groups to promote sustainable tourism
- Access different recognition schemes and benchmarking opportunities
- Network with fellow delegates to share perspectives and experiences

Business
Traveller

INTERCONTINENTAL
HOTELS GROUP

BANYAN TREE
HOTELS
AND RESORTS



CATHAY PACIFIC

Who should attend?

This conference has been organised with special consideration toward corporate needs on implementing effective CSR. It will also address the needs of relevant governmental bodies keen to promote sustainable investment in the region, as well as thought leaders contributing to the dialogue on "sustainable tourism".

Potential delegates include:

Corporate

Chief Executive Officers
Managing Directors
CSR Managers and Directors
HR Managers and Directors
Risk Managers
Corporate Communications
Public Relations Professionals
Leaders of small and medium enterprises

Inter-Governmental, Central and Local Governments

International and regional bodies
Ministries of Trade and Industry
Tourism Ministers
Foreign Offices

Academic Institutions

University Representatives
Researchers
Students

Non-Governmental Organisations (NGO) and Civil Society Organisations (CSO)

Executive Directors
Program Managers

About the organisers

CSR Asia

CSR Asia works with companies and those interested in CSR to provide information and develop tools for promoting CSR in the Asia Pacific region. CSR Asia informs people about CSR issues as they arise through its daily internet news service and weekly newsletter.

CSR Asia provides consultancy services to assist companies with CSR strategies and the implementation of best practice. CSR Asia publishes reports, provides training and education on CSR issues, facilitates independent stakeholder dialogue and undertakes contract research. For more information, visit www.csr-asia.com

International Business Leaders Forum (IBLF) and the International Tourism Partnership

The International Business Leaders Forum is an international non-profit organisation set up in 1990 by HRH The Prince of Wales and a group of chief executives of international companies. Its mission is to promote responsible business leadership and partnerships for social, economic and environmentally sustainable international development, particularly in new and emerging market economies.

The International Tourism Partnership (ITP) is IBLF's tourism programme, assisting travel and tourism companies in defining and building a leadership role in sustainable practices. It does so through contribution to policy dialogues, pioneering new approaches to the changing business and development agenda, and by providing practical solutions for responsible business. The programme delivers expertise and support, acting as a catalyst for the delivery of partnership approaches to development challenges. For more information, visit www.iblf.org

Registration form and cost

The conference fee is **US\$585 (SG\$950)** per delegate. Limited spaces for NGOs and students are available for **US\$350 (SG\$570)**. The fee includes morning and afternoon refreshments and lunchtime meals. To register, please fax a completed form to (65) 6333 8729. If you need an electronic copy, please email Erin Lyon at elyon@csr-asia.com.

Name:	
Position:	
Organisation:	
Address:	
Email:	
Phone / Fax:	
Special dietary requirements:	

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 April 2006 will incur an administrative charge of 25%. Cancellations made after 31 May 2006 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.