












Day One : 14 JANUARY 2009 WEDNESDAY

AM 08.00	Registration & Morning Coffee & Tea
8.45 	Guest-Of-Honour Address Dr Geh Min Immediate Past President Nature Society (singapore)
09.00   	Regional Panel: Where Is The World At In Terms Of CSR? The Good, The Bad And The Ugly <ul style="list-style-type: none"> ● Regional perspectives on CSR ● How are large corporations faring in terms of CSR? ● Emerging Trends And Challenges for SMEs- The Way Forward! Panel Speakers Dr Amin Khan Managing Director MASwings Sdn Bhd, A Subsidiary Of Malaysian Airline System Bhd, Malaysia Mr Micheal Chiam Member Of The Malaysian Mirror Committee Of Social Responsibility And nominated expert for the Industry Stakeholder Group, Council Member Of The Malaysian Employers Federation And Human Resource Bureau Chairman Of SMI Association In Malaysia Dato Mohamed Iqbal Executive Director Farlim Group (M) Bhd And Secretary -General Of The Asean Business Forum And Secretary Of Malaysia-Japan Economic Association (MAJECA)
09.45 	Analysing The Importance Of Creating Internal & External Corporate CSR Culture <ul style="list-style-type: none"> ● The Growing Importance Of CSR in the 21st Century ● Where do you need to start? ● Maintaining And Expanding your CSR initiatives Mr Bob Grove Managing Director, Southeast Asia Edelman Group, Singapore
10.15	Networking Session & Refreshment Break
10.45 	The Correlation Between CSR And Financial Performance³ <ul style="list-style-type: none"> ● CSR as a business tool ● CSR as a risk management tool ● CSR as a building brand awareness tool Dr Geoffrey Williams Founder & Managing Director, Singapore/ Malaysia OWW Consulting Pte Ltd
11.15 	Why do investors increasingly consider environmental, social & governance issues in their investment decisions? <ul style="list-style-type: none"> ● Growing importance of responsible investment ● Overview of the PRI guidelines ● Next steps Mr James Gifford Executive Director UN PRI, United Kingdom

<p>11.45</p> 	<p>Competitive Advantage and CSR</p> <ul style="list-style-type: none"> ● The Evolution And confusion Of CSR - How contextual trends are shaping the CSR Agenda ● Defining Materiality For Competitive Advantage - How aligning corporate-critical issues with stakeholder expectation defines a credible CSR strategy ● Structuring For Competitive Advantage - How internal organization and external partnerships influence CSR ROI ● Communicating For Competitive Advantage - How moving from data gathering to credible and readable reporting enhances stakeholder engagement <p>Mr Steve McCoy Founder & Managing Director Counterpoint Professional Services Sdn Bhd, Malaysia</p>
<p>PM 12.15</p>  	<p>Soft Laws and Professional Practices for CSR</p> <ul style="list-style-type: none"> ● CSR Components: hard laws, soft laws and social contribution ● The essence of soft laws in the CSR context ● Soft laws, business ethics and codes of conducts ● Soft laws for professionals and entrepreneurs. <p>Dr Sopon Pornchokchai President Thai Appraisal Foundation & Board Member, Thai Chamber of Commerce, Business Ethics Board Member, ASEAN Valuers Association, Thailand</p> <p>Mr Tan Chong Huat Managing Partner & Head, Corporate & Securities Laws: Chief Representative, International China Practice KhattarWong , Singapore</p>
<p>12.45</p>	<p>Luncheon Break</p>
<p>1.30</p>  	<p>Addressing The Challenges Of Company Partnerships With NGOs, Government And The Community</p> <ul style="list-style-type: none"> ● How to choose social partnerships that will align with your businesses ● How to measure their effectiveness ● Identifying NGOs and forming effective partnerships ● Development principles and philosophy for community partnerships <p>Mr James Quek Executive Director World Vision International, Singapore</p> <p>Ms Victoria Great Associate Director, External Relations Procter & Gamble Asia Pte Ltd, Singapore</p>
<p>2.00</p> 	<p>Leading With The Heart: CSR as key component Of Transformational Leadership</p> <ul style="list-style-type: none"> ● CSR as an underlying concept for a “purpose-Passion-Performance” approach ● CSR as an intergrated part of the overall business strategy ● CSR as a measurable value creator for the organization & its stakeholders <p>Mr Heinz Landau Chairman & Managing Director Merck Ltd, Thailand</p>
<p>2.30</p> 	<p>Sichuan Shockwaves – Examples of CSR Initiatives</p> <ul style="list-style-type: none"> ● Case studies and experiences of sponsors and their CSR initiatives in the recent Sichuan outbreak in 2008? ● How we can involve International companies in CSR initiatives <p>Mr Bill Valentino Co-director Tsinghua-Bayer Public Health and HIV/AIDS Media Studies Program Research Fellow and Senior Guest Lecturer of Tsinghua University Boston College Center for Corporate Citizenship, Boston College Carroll School of Management Member of the International Advisory Board Management Fellow and Adjunct Professor</p>

<p>3.00</p> 	<p>Understanding Cross Cultural Differences And Impact On CSR</p> <ul style="list-style-type: none"> ● Are there differences between global and regional perspectives of CSR? ● Understanding the Challenges ● CSR: Genuine organisational transformation or another marketing gimmick? <p>Tunku Alizakri Alias Corporate Affairs Director DiGi Telecommunications Sdn Bhd, Malaysia</p>
<p>3.30</p>	<p>Refreshment Break</p>
<p>4.00</p> 	<p>Assessing The Value Of CSR Reporting:</p> <ul style="list-style-type: none"> ● Accountability and transparency: Drivers to improve corporate performance ● How to use your report as a tool for successful corporate governance ● Relationship between financial reporting & CR reporting ● How to use CR reporting to enhance your market leadership ● Implementation Of CSR Within the Company <p>Mr Henry Kang Corporate Responsibility Champion FEM Asia Pacific ST Microelectronics, Singapore</p>
<p>4.30</p> 	<p>How Senior Management Can Support Strategic Decision Making</p> <ul style="list-style-type: none"> ● Boardroom Perspectives On Sustainable Wealth Creation ● Current Awareness in the boardroom ● Current Action in the boardroom ● Actioning sustainability issues <p>Mr Paul Anthony Zaman CEO/Founder Qualvin Advisory Pte Ltd, Singapore</p>
<p>5.00</p> 	<p>Taking Corporate Social Responsibility To Heart: The Philippine's Experiences</p> <p>A Quick Look At Social Investments In The Philippines (Based On A Survey Done By The League Of Corporate Foundation)</p> <ul style="list-style-type: none"> ● Some of the Best Practices In Education, Environment and other Social Activities ● The Value Of Public Private Partnerships And Stakeholder Engagement ● The PETRON Experience <p>Ms Marilou G Erni Executive Director Petron Foundation & Chairman League Of Corporate Foundation</p>
<p>5.30</p>	<p>END OF DAY ONE CONFERENCE</p>
<p>7.00</p>	<p>CSR Gala Awards Dinner- A Night Of CSR Recognition</p> <p>The CSR Summit Asian Awards is for recognition of companies with outstanding Corporate Social Responsibility records. The event is to honor companies for delivering outstanding, innovative and world-class products, services, projects and programmes with a strong CSR element implemented in 2007/2008. These projects should demonstrate the company's leadership, sincerity and on-going commitment in incorporating ethical values, compliance with legal requirements, and respect for individuals, communities and the environment in the way they do business.</p> <p>The Award categories for this year are:</p> <ul style="list-style-type: none"> • Best Environmental Excellence Award • Best Community Programme Awards • Best Workplace Practices • CSR Leadership Awards