



Day Two : 15 JANUARY 2009 THURSDAY

AM 08.30	Registration & Coffee/ Tea Refreshments
9.00	Chairperson Opening Address
9.15	<p>Analyzing Current Trends In Sustainability And CSR:- Strategic Implications And Future Opportunities In Sustainability</p> <ul style="list-style-type: none"> ● The next "CLEAN" Industrial Revolution ● The core of the business strategy ● Next step to business excellence ● The next investment opportunity  <p>Ms Kaye Lim Vice President & Head Of Corporate Communications Lanxess Pte Ltd, Singapore</p>
10.00	<p>Case Study: Why Sustainability Matters And What Does It take to Run a Sustainable Business?</p>  <p>Dr Harry Miarsono General Manager, External Affairs & Sustainable Development PT. Kaltim Prima Coal, Indonesia</p>
10.30	Networking and Refreshment Break
11.00	<p>Case Study: YTL Corp Bhd's Commitment to CSR & CDM</p>  <p>Mr Ralph Justin Dixon Director, Environmental Investments YTL Corporation Berhad, Malaysia</p>
11.30	<p>Reputation Management</p> <ul style="list-style-type: none"> ● How CSR Tools And Skills Can Be Used to steward it, contemporary measurement and reporting?  <p>Mr Raza Zulfiqar Regional Head Of Communication, APAC Bristish Americian Tobacco, Hong Kong</p>
12.00	<p>Creating A Strong CSR Culture In Your Organisation</p> <ul style="list-style-type: none"> ● Where to begin? ● Who is responsible for ethics in your company? ● Setting a code of ethnics and a CSR plan – what's next? How to make CSR work? ● How to build and create an ethical culture?  <p>Ms Litz M. Manuel-Santana Director, Public Affairs / Human Resources Intergen / Quezon Power (Philippines) Limited Co</p>
12.30	Luncheon Break
1.30	<p>"The Right to Sight - Carl Zeiss Efforts Towards Prevention of Blindness".</p>  <p>Mr Ven Raman Managing Director Carl Zeiss, SouthEast Asia & India</p>

<p>2.00</p> 	<p>Case Study: Focusing On Building CSR Capabilities In Flextronics</p> <ul style="list-style-type: none"> ● Why is Corporate Social And Environmental Responsibility (CSEER) important to Flextronics And Electronics Industry? ● The CSEER approach & Strategy In Flextronics & How We Are Building Knowledge & Capabilities, internally And In The Supply Chain ● Successes & challenges In CSEER Deployment <p>Mr Tony Khaw Director, Operations Excellences Asia Pacific Flextronics, Singapore</p>
<p>2.30</p> 	<p>Building the sustainable enterprise of the future</p> <ul style="list-style-type: none"> ● CSR as a platform for competitive differentiation, helping organizations gain permission to enter new markets and attracting top talent. ● CSR findings from IBM's Global CEO Study 2008 and other surveys and client case studies illustrating best practices ● IBM's own experience with CSR within their organisation ● IBM's strategic approach to CSR that can provide both growth and cost savings in this new global economy. <p>Mr Steven Davidson, Vice President & Partner Asia Pacific and Greater China Leader Strategy and Change IBM Global Business Services , Hong Kong</p>
<p>3.00</p>	<p>NETWORKING & COFFEE BREAK</p>
<p>3.30</p>       	<p>Leaders In Corporate Social Responsible Panel:-</p> <ul style="list-style-type: none"> ● Developing CSR & sustainability practices in these sectors ● Identifying areas of prioritisation ● Sharing best practices ● Engaging in stakeholders ● Running collaborative projects on key issues ● Connecting Your business objectives with your social business ● Monitoring your community project <p>1) Pharmaceutical / Healthcare 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>2) Technology Mr Steven Davidson, Vice President & Partner, Asia Pacific and Greater China Leader Strategy and Change IBM Global Business Services, Hong Kong</p> <p>3) Transportation: Airlines Mr Gerry Oh Regional Vice President, Southeast Asia & Australia Jet Airways</p> <p>4) Transportation : Logistics / Transport Mr Goh Chee Kong Vice President, Corporate Marketing & Communications SMRT Corporation Ltd, Singapore</p> <p>5) Retail Mr Raza Zulfiqar Regional Head Of Communication, APAC Bristish Americian Tobacco, Hong Kong</p> <p>6) FMCG Ms Victoria Great Associate Director, External Relations Procter & Gamble Asia Pte Ltd, Singapore</p> <p>7) Banking / Investment Mr Muhammad Aurangzed Country Executive & Head, Global Banking & Markets (GBM) SEA & Pakistan The Royal Bank Of Scotland, Singapore</p>

Q& A Session : Speakers & Delegates

5.30

END OF DAY TWO CONFERENCE