

# SRI in ASIA

The Association for  
Sustainable and  
Responsible  
Investment in Asia



## *Singapore Values - Value for Singapore*



*Invites you to:*

### ***A Seminar on Sustainable and Responsible Investment (SRI)***

***Date: Monday April 8th 2002, 2 - 6:30 pm***

***Venue: Raffles Hotel, East India Rooms***

#### ***Session One: The Investment Proposition***

SRI is a fast growing global investment methodology. It is both applicable and well suited to Singapore.

International experts will explain:

- How to place SRI values across portfolios.
- How to manage portfolios to maximize returns within SRI risk parameters.
- How to attract capital to SRI portfolios.

#### ***Session Two: The Business Case***

Sustainable and Responsible Business practices are an opportunity not a challenge. Business leaders will explain:

- How better corporate social responsibility results in improved reputation and image.
- How SRI is a new and powerful source of capital.
- How cleaner production can lead to bottom line improvements.

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## ***What is SRI?***

Sustainable and Responsible Investment (SRI) is a market based response to the challenge of achieving sustainable economic development. By integrating wider concerns such as social justice and environmental sustainability into the investment process, SRI yields both financial and societal benefits.

SRI allows for product differentiation. There is no one SRI product but rather it is a methodology that allows for a particular value set to be applied across a portfolio. Consumer choice is helping drive the flow of funds. In the US alone there is now \$2.34 trillion invested.

SRI policies can generate outperformance. The Domini Social Index (the longest running SRI index) has outperformed the S&P 500 on a three five and ten year basis.

SRI disclosure is now mandatory in several countries including the UK and Australia. Other countries such as Sweden are actively pushing their public sector investments into SRI portfolios.

## ***What is ASrIA?***

ASrIA is not for profit membership association dedicated to promoting Sustainable and Responsible Investment within the Asian capital markets.

ASrIA is creating a community of interested individuals and organisations who want to increase the value of SRI for the region. Through the website, [www.asria.org](http://www.asria.org), and through conferences, workshops and seminars, ASrIA will continuously drive the learning process and is a unique resource for all members.

## ***The Seminar : Singapore Values - Value for Singapore***

This seminar confirms Singapore's place at the cutting edge of Asian asset management by introducing one of the newest and fastest growing investment methodologies. It will examine how SRI can be used to reflect Singaporean and wider Asian values in the investment process. It will also demonstrate that SRI is a value driven proposition delivering sustainable economic growth.

International speakers will share their experience of employing SRI strategies globally, while Singaporean experts will demonstrate its viability locally. Speakers come from a variety of disciplines and backgrounds allowing for a wide discussion of SRI and include:

- ❑ ***Kirsteen Morrison*** : Head of Henderson SRI Fund Management. Kirsteen currently manages SRI funds for one the largest SRI money managers. On a daily basis she seeks to maximise investment returns within an SRI context.
- ❑ ***Anne Maree O'Connor*** : Head of Morley SRI Research. With over 10 years SRI research experience, Anne Maree leads the SRI research efforts of the UK's second largest investor.
- ❑ ***Tessa Tennant*** : Chair of ASrIA. Tessa was the co-founder of the UK's first ecology fund in 1988. With over 15 years of experience in SRI she has advised the UK Government, HRH Prince of Wales, and the United Nations on sustainable investment.
- ❑ ***Madeleine Lee*** : Founder of the UOB UNIFEM Fund. Madeleine established the first SRI retail fund in Singapore in 1999.

## ***RESERVE YOUR SEAT TODAY!***

Please note; attendance is by invitation only. To reserve your seat at this free seminar, please email Euan Marshall, ASrIA Business Development Director at [euan@asria.org](mailto:euan@asria.org)

**Further details regarding the seminar and ASrIA can be found on the website at [www.asria.org](http://www.asria.org)**