



SRI in ASIA



**SRI Leaders In Asia:
THE PEOPLE AND THE ISSUES**

ASrIA ANNUAL CONFERENCE 2004

15-16 JULY 2004 AT THE GOODWOOD PARK HOTEL, SINGAPORE

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Welcome Letter From:
TESSA TENNANT
 Chair, ASrIA, Association for
 Sustainable & Responsible
 Investment in Asia

Dear Friends

It is a true pleasure to invite you to join us in Singapore. We chose to hold our third international conference in the City after polling ASrIA's members for their preferred south-east Asia location. The response to date is very encouraging, and we have recently had to move to the bigger premises of the Goodwood because the numbers attending are more than we originally anticipated.

In the last eighteen months sustainable investment activities have grown rapidly in Japan and Australia. The key point about the first day is to draw out the main drivers to this growth and the implications for the rest of the region. As you can see from the Agenda, we have identified several aspects of SRI to examine on the second day. The topics are not ad hoc. They have been chosen because of their relevance to this part of the world and the discussions will shape ASrIA's ongoing work programme, just as they did after our Tokyo conference.

Special thanks go to the International Finance Corporation for giving us such an early vote of confidence in sponsoring the conference. When asked why they chose to do so, Tim Kraus, IFC Senior Manager in Hong Kong said, "ASrIA conferences are critically important. They are the place to meet the experts and to learn how the investment community can assist in tackling some of Asia's most fundamental development challenges". I cannot put it better than that.

We aim for delegates to leave the conference inspired with new ideas and contacts and with practical actions they can apply. So book early to avoid disappointment. I look forward to welcoming you to the Lion City.

Best regards,

Tessa Tennant, Chair, ASrIA

AN INVITATION

**ASrIA's 2004 ANNUAL CONFERENCE -
 Asia's premier SRI MARKETPLACE**

2004 SPECIAL FOCUS

- * SRI Materiality
- * Performance Attributes of SRI Funds
- * Microfinance in Asia
- * Private Equity Financing for Sustainable Enterprise
- * Investing in Sustainable Forestry
- * SRI and Pensions

JOIN THE SRI LEADERS

SRI leaders 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.

SHARE BEST PRACTICE

In addition to updates and briefings on SRI from an Asian perspective, you can learn the latest about tools and strategies for SRI. Participate in defining SRI best practice in Asia.

TRENDS

Asian consumers and investors are becoming more aware of the need for corporate responsibility and SRI. Previously unpublished market surveys will be presented alongside a range of invaluable data on SRI trends.

KEY ISSUES

What are the major issues shaping the SRI agenda and which groups are mounting the most effective campaigns? Many environmental and social factors translate into investment risks and opportunities. The biggest risk you can take is to remain uninformed.

3 DAYS FOR THE DIARY

Please visit www.asria.org/conf for full details

PRE-CONFERENCE MEMBERS DINNER

Wednesday 14 July

THE CONFERENCE:

Thursday 15 July

Who and What is Driving SRI in Asia

Friday 16 July

Marketplace: SRI Tools for Asian Markets

PROMINENT SPEAKERS INCLUDE:

- | | |
|---|---|
| Eiichiro Adachi | Ken Larson |
| Japan Research Institute | Hewlett Packard |
| William Anderson | Liu, Kai Ming |
| Adidas | Migrant Workers Community College |
| Melissa Brown | Julie McDowell |
| <small>Association For Sustainable & Responsible Investment In Asia</small> | Standard Life |
| Vince Chaney | David Morrow |
| Trucost Plc | Calvert Group Limited |
| Patrick Choo | Kai Nargolwala |
| Kingsway | Standard Chartered Bank Singapore |
| Chong, Chan Yau | Masayasu Ohi |
| Oxfam | Daiwa Asset Management |
| Paul Costello | Duncan Paterson |
| New Zealand Superannuation Fund | Centre for Australian Ethical Research |
| Jean-Philippe de Schrevel | Frank Pegan |
| Blue Orchard | Catholic Superannuation Scheme, Australia |
| Patrick Doherty | Denis Pery |
| New York Employees' Retirement System | Opportunity International Network |
| Bijan Foroodian | Roland Pfeuti |
| Innovest Strategic Value Advisors | SAM Venture Capital |
| Stephen Frost | Indraneel Roy |
| City University of Hong Kong | Hewitt Associates |
| David Gait | David Russell |
| First State Investments UK | University Superannuation Scheme |
| Sean Gilbert | Liam Salter |
| Global Reporting Initiative | Worldwide Fund for Nature Asia |
| Davis Golding | Howard Shaw |
| ShoreCap International Ltd. | Singapore Environmental Council |
| Tom Haugen | Sahala Sianipar |
| Li & Fung | Golin/Harris |
| Masafumi Hikima | Nigel Sizer |
| Nikko Asset Management | The Nature Conservancy |
| Paul Hoff | Rajesh Srivastava |
| FTSE | Rabobank |
| Tara Holeman | Marc Stuart |
| Business for Social Responsibility | Eco Securities |
| Carrie Johnson | Dylan Tanner |
| PAIA Consulting | Environmental Resources Management Japan Ltd. |
| Ian Jolly | Tessa Tennant |
| Grantham Mayo Van Otterloo & Co. | <small>Association For Sustainable & Responsible Investment In Asia</small> |
| Mariko Kawaguchi | Dr. Alireza Tourani-Rad |
| Daiwa Institute of Research | Auckland University of Technology |
| Dr. Aqueel Khan | Sunny Verghese |
| <small>Association for Stimulating Know-how (ASK)</small> | Olam International |
| Peter King | Patrick Vizzone |
| Asian Development Bank | Rabobank |
| Tim Krause | Vineet K. Vohra |
| International Finance Corporation | Global Consumer Group |
| Bart Jan Krouwel | Richard Welford |
| Rabobank | University of Hong Kong |
| Claudia Kruse | Jonathan Wootliff |
| ISIS Asset Management plc | Corporate Responsibility Consultant |
| Leon T. Ku | Takayuki Yamamoto |
| Taiwan Stock Exchange | Development Bank of Japan |
| Rachel Kyte | Hauman Yeung |
| International Finance Corporation | <small>Association For Sustainable & Responsible Investment In Asia</small> |

Feedback from our Second Annual Conference in Japan:

"ASrIA continues to be the most compelling, interesting and informed voice today on the future of SRI in Asia."

Cinnamon Dornsife, Director of Financial Markets, Forest Trends

"Through 2 day's conference, I think that I found a secret key to open the door of SRI marketing in Japan. People have a dream in SRI and at the same time we have to walk into reality. SRI includes these extremely different factors. Thinking of it, I'm going to share SRI's value in Japan here with individual investors."

Tadashi Hayami, Senior Fund Manager, Asahi Life Asset Management Co., Ltd.

"I want to again congratulate you on a superb conference. It is clear there is much 'heavy lifting' yet to do in Asia. You have made a marvelous start from virtually nothing in terms of SRI structure in Asia."

Barbara Krumsiek, President, Chief Executive Officer and Co-Chairperson, Calvert Group, Ltd.

CONFERENCE AGENDA

Full Details on Speakers, Panel Discussions and Parallel Sessions on the website:
www.asria.org/conf

THURSDAY 15 JULY

Who and What is Driving SRI in Asia

Responsible business and investment practice is spreading daily from the boardrooms in Europe and the US to impact businesses on-the-ground in Asia. As operations and production lines shift to Asia, many global companies strive to implement global business strategies with sustainability at the fore and many smaller Asian companies struggle to meet international standards in best practice. This day is designed to assess the status of SRI in the region and the penetration of global business principles into Asia. There will also be a focus on methodologies for developing SRI specifically in the Asian context.

- 8:30am **REGISTRATION**
- 8:45am **OPENING & WELCOME**
- 9:00am **KEYNOTE SPEECH**
How Global SRI Standards Translate into a Strategy for International Banks
- 9:25am **SPEAKERS PANEL**
The Asian SRI Business Case
- 11:00am **COFFEE BREAK**
- 11:30am **SPEAKERS PANEL**
Australia and Japan —
Lessons from Asia-Pacific's SRI Leaders
- 1:00pm **LUNCH**
- 2:00pm **SPEAKERS PANEL**
Globalization = The Asian Supply Chain
- 3:00pm **SPEAKERS PANEL**
Who Cares? What the Asian Public think about Business Responsibility
- 4:00pm **TEA BREAK**
- 4:30pm **NGO ROUNDTABLE**
Key Issues and Campaigns — Who is Leading the Charge on Which Issues
- 6:30pm **COCKTAIL RECEPTION**
Venue: Burkill Hall, Botanical Gardens

Sponsored by FTSE



FRIDAY 16 JULY

Marketplace: SRI Tools for Asian Markets

With interest in SRI growing in Asia, companies and investors are beginning to do the hard work of identifying and analyzing SRI variables in the Asian context. This day is intended to highlight a range of practical issues which promise to shape the SRI agenda. What are the most important SRI issues for key Asian sectors? How do SRI researchers do their work and what can you do to identify material risks? Looking at things from the end investors' perspective, what do recent studies tell us about how SRI funds perform. Away from the conventional fund arena, what progress is being made in innovative areas such as the micro-finance and private equity sectors?

- 8:45am **KEYNOTE SPEECH**
- 9:15am **SPEAKERS PANEL**
Social and Environmental Audits —
Real Disclosure vs. Greenwash
- 10:30am **COFFEE BREAK**
- 10:45am **PARALLEL SESSIONS**
(full details at www.asria.org/conf)
- Materiality —
What are the Big Risks for Asian Companies and How Should they be Analyzed
 - Alternative SRI Investments —
An Update on Asian Micro-Finance and Community Investment
- 12:00pm **PARALLEL SESSIONS**
(full details at www.asria.org/conf)
- SRI Corporate and Fund Performance —
The Data Emerges
 - What Investors Need to Know about Asia's Deforestation Crisis
- 1:15pm **LUNCH**
- 2:30pm **SPEAKERS PANEL**
SRI Issues for Asian Private Equity Funds —
Which Standards, Who Verifies, How to Realize Value
- 3:45pm **SPEAKERS PANEL**
If We Build it Will They Come? What Types of Global Private Equity Investors are Interested in SRI
- 4:30pm **TEA BREAK**
- 5:00pm **CLOSING REMARKS**

CONFERENCE REGISTRATION FORM

Full registration details and on-line registration can be found at:
www.asria.org/conf/reg

ASrIA Annual Conference

**Goodwood Park Hotel,
22 Scotts Road,
SINGAPORE 228221**

Complete this Registration form and send to:
(Please photocopy for additional bookings)

**ASrIA
701 Hoseinee House
69 Wyndham Street
Central, Hong Kong**

Tel: (852) 2891 9298, (852) 2982 1287
Fax: (852) 2575 6802, (852) 3105 9707
Email: sweeta@asria.org
Website: www.asria.org/

First Name _____

Surname _____

Title _____

Company/Organization _____

Address _____

Telephone _____

Fax _____

Email _____

I WISH TO ATTEND THE FOLLOWING:

- Conf. Day 1 Thur 15 July
 Conf. Day 2 Fri 16 July

Fee Calculation

| | 15 July only | 16 July only | Both days |
|---------------|-----------------|-----------------|--------------|
| ASrIA Members | \$150 | \$150 | \$300 |
| Non-Members | \$300 | \$300 | \$600 |

Team Discounts are available for five or more people at 10% off the registration fee.

TWO OPTIONS FOR PAYMENT:

(Tick which is applicable. Please carefully note full name of our organization when making payment)

- Charge to my credit card:**
Credit card payments only available on-line. Please see www.asria.org/conf/reg
- Bank Transfer (in US\$)**
Association for Sustainable & Responsible Investment in Asia Ltd.
The Hong Kong & Shanghai Banking Corporation Ltd.
1 Queens Road, Central, Hong Kong
Acc No. 500-763339

Hotel Accommodation

Goodwood Park Hotel

22 Scotts Road, Singapore 228221
Ms Ivy Soon, Reservation Manager
Tel: 65-67301811/1844
Fax: 65-67339250
rmresv@goodwoodparkhotel.com.sg
<http://www.goodwoodparkhotel.com.sg>

Grand Hyatt Singapore

10 Scotts Road, Singapore 228211
Room reservations
Tel: +65 6235 4111
Fax: +65 6734 0375
reservations.sg@hyattintl.com
<http://singapore.grand.hyatt.com>

York Hotel

21 Mount Elizabeth Singapore 228516
Mr Dino Lim, Senior Sales Manager
Tel +65 6830 1127
Fax: +65 6738 5810
salesmkg@yorkhotel.com.sg
<http://www.yorkhotel.com.sg>

Fees do not include hotel accommodation. For reservations, contact the hotel directly and mention the ASrIA Conference. ASrIA has made special arrangements with the venue as well as two additional hotels close by.

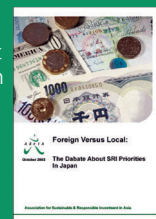
ASrIA FACTS

- ◆ A not-for-profit membership association, registered in Hong Kong and dedicated to promoting corporate responsibility and sustainable and responsible investment (SRI) practice across the Asia region
- ◆ Over 100 members including investment institutions managing over US\$2 trillion in assets
- ◆ During the last year, over 20 events organised around the Asia Pacific Region in partnership with other groups
- ◆ Speaking at many other events in Asia and Globally
- ◆ Wide-ranging research on SRI issues, most recently



SRI in Asian Emerging Markets Sustainable Economy

China: The Investment Agenda for Building an Environmentally Sustainable Economy



Foreign Versus Local: The Debate About SRI Priorities in Japan

- ◆ Network of people and organisations committed to developing SRI in Asia
- ◆ Heightened profile for SRI with continuing TV, radio and print media coverage
- ◆ ASrIA's website, www.asria.org, is the primary resource for SRI in Asia, attracting over 2,400 page views per day and 5,000 subscribers to the regular e-bulletin

INVESTING IN THE PRESENT FOR THE FUTURE

Sustainable and Responsible Investment (SRI), also known as Socially Responsible Investment, is investment which takes account of wider concerns, such as social justice, economic development, peace or a healthy environment, as well as the usual financial considerations.

SRI strategies now exist for many aspects of finance, including mutual funds investing in stockmarkets, bond funds, private equity funds, index funds, pension fund services, bank lending practices, insurance products and community investment options.

The most successful SRI strategies provide investors with Triple Bottom Line returns:

- ◆ Financial returns that compare well to the returns of conventional investments
- ◆ Social and Environmental rewards that go beyond the direct financial return to the investor

SRI is a positive economic choice about the way we live and the world we live in.

"Spirit of CSR - Time For Action", 12-13 July, Singapore. Organised by the Singapore Centre for Corporate Social Responsibility in partnership with the Social Venture Network. <http://www.centreforcsr.org.sg/AsiaPacCSR/>
(Please note that ASrIA Conference delegates who register for the CSR/SVN event by 21 June 2004 pay a discounted price of S\$680). Read more from our event page: <http://www.asria.org/news/events/107776251/>