

# Corporate Social Responsibility: A Business Perspective

## Maximising return on your social investments through ethical business practices to enhance your bottom line

Prince Hotel & Residence,  
Kuala Lumpur

1st & 2nd March 2007

### Key Benefits of Attending:

- Reaping the benefits of CSR through the right social investment decisions
- Maximising ROI in your social investments
- Enhancing sustainable development through stakeholder engagement and communication
- Building trust through transparency: the linkage between corporate governance and CSR
- Measuring and reporting your social investments
- Conforming to the future standards for reputation and competitiveness: Staying in business
- Going beyond legal compliance: CSR as an integral part of business strategy, operations and decision making
- Understanding and implementing ethical corporate branding strategies to cover environmental protection, communities, marketplace and the workplace

### Also hear from renowned practitioners and experts from around the region

**Tay Kay Luan** Country Head  
ACCA Malaysia

**R. Kumar** Chairman & Chief Executive Officer  
Philips Group of Companies, Malaysia

**Armand Zantman** Regional CSR Advisor  
Amerada Hess

**Dr Geoffrey Williams** Managing Director  
OWW Consulting

**Chris Knop** Director of Customer Contact Centres  
Shangri-La Hotels and Resorts

**Abby Tan** Director, Corporate Affairs  
Merck Sharp & Dohme

**Oliver Roll** General Manager - Customer Relations & Marketing  
Microsoft Asia Pacific

**Richard Welford** Professor  
Hong Kong University

Director  
CSR Asia

**Vibhas Ratanjee** Senior Strategic Consultant  
The Gallup Organisation

**"It's not about how a firm spends money, but how the firm makes money."**

Anonymous

CSR is about institutionalising a way of doing business, which provides the corporation and its future management with a sustainable base for future earnings and operations.

  
marcusevans

### What leaders are saying about the importance of CSR for organisations:

*"It can be expected that PLCs, which practise CSR, are likely to attract investors..."*

**Datuk Seri Abdullah Ahmad Badawi** Prime Minister of Malaysia  
(Excerpt from Budget 2007 Speech, 1 September 2006)

*"CSR, if and when applied correctly, can deliver potential benefits that include better trust and reputation that can enhance business competitiveness"*

**Tan Sri Nor Mohamed Yakcop** 2nd Finance Minister of Malaysia  
(Excerpt from The Edge, 18 September 2006)

*"Companies must realise that CSR is a good business proposition because they would have better reputation, brand value, sales and customer loyalty."*

**Datuk Zarinah Anwar** Securities Commission Chairman  
(Excerpt from The Star, 27 July 2006)

### Featuring award winners in corporate social responsibility practice:

**Christina Koh** Senior Vice President, Corporate Communications & Sustainability  
DHL Express  
2006 Winner of PRISM Excellence Award for Best Corporate Social Responsibility

**Dr Anjan Ghosh** Regional Director - Public Affairs, Asia-Pacific  
Intel, Penang  
2006 Winner of CSR Management Award by Business Ethics USA

**Jeffrey Ochoa Tarayao** Head, Community Relations and Social Responsibility  
Globe Telecom Philippines  
2006 Winner of Asian CSR Award for Support and Improvement of Education

**Sally McMartin** Senior External Affairs Manager  
Newmont Asia Pacific Region

**Anant Nadkarni** Vice-President - Group CSR, Tata Council for Community Initiatives  
Tata Group  
2005 Winner of Golden Peacock Award for Corporate Social Responsibility - Tata Sponge  
2005 Winner of Green Governance Award - Tata Chemicals  
2004/2005 Winner of Corporate Community Services Award - Tata Steel

**\* ACCA members are entitled to 16 CPD Units**

### Endorsers



### Media Partners



### Supporting Organisation

CSR<sup>ASIA</sup>

### Supporting Publication



**\*Early Bird & Group Discounts**  
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# Thursday 1st March 2007

## 0830 Registration & coffee

## 0900 Opening & welcome remarks from the Chairperson

**Christina Koh** Senior Vice President Corporate Communications & Sustainability  
DHL Express

## 0915 Session One - Case Study

### Reality check: The evolution of corporate social responsibility

- Understanding the new concerns and expectations from citizens, consumers, public authorities and institutions in the context of globalisation and large scale industrial change
- Realising that social criterias are increasingly influencing the investment decisions of individuals and institutions both as consumers and as investors
- Focusing on the increased concern about the damage caused by economic activity to the environment
- Consideration of the transparency of business activities brought about by the media and modern information and communication technologies

**Tay Kay Luan** Country Head  
ACCA Malaysia

*Kay Luan is responsible for sustaining the market reputation and growth of ACCA qualifications, service and operations management of national office, thought leadership and development of stakeholders' engagements. He is a columnist for CSR Momentum in The Edge Weekly business paper. A graduate of the London School of Economics and Political Science, Kay Luan was previously with Price Waterhouse, Andersen Consulting and the Hay Group.*

## 1000 Session Two - Case Study

### Going beyond legal compliance by incorporating corporate social responsibility as an integral part of business strategy, operations and decision making

Being socially responsible means not only fulfilling the applicable legal obligations, but also going beyond compliance and investing "more" into human capital, the environment and relations with stakeholders.

- Recognising that CSR should not be seen as a substitute to regulation or legislation
- Improving the relevance of CSR in all types of companies, sectors and size
- Implementing integrated management of CSR

**Abby Tan** Director, Corporate Affairs  
Merck Sharp & Dohme

## 1045 Morning refreshments & networking break

## 1115 Session Three - Case Study

### Going beyond philanthropy: Why is CSR more than just community service

- Aligning community investment with business strategies
- Benefiting from internal leadership development, increased employee satisfaction and opportunities for innovative product development
- Utilising core strengths to revitalise the economic and social engines of local communities, thereby leading to long-term sustainable improvements

**Christina Koh** Senior Vice President, Corporate Communications & Sustainability  
DHL Express

*Christina is responsible for DHL's corporate affairs strategy targeted to help the company deliver its business results through a consistent, focused communications approach across its 41 countries and territories in Asia Pacific. Christina's primary focus is to direct local country public relations activities and internal communications ensuring that the Asia Pacific region is aligned with overall group and shareholder direction. With the parent company's latest acquisition of Exel, Christina is combining her corporate affairs and change communications expertise to reinforce DHL's leadership positioning in the logistics industry. In addition to her corporate communications function, she also drives the company's corporate citizenship initiatives and strategies.*

## 1200 Session Four - Case Study

### Reaping the benefits and value of CSR by making the right social investment decisions

Social investments are contributions made to innovative non-profit organisations in ways that enable them to effectively apply solutions to complex social problems

- Weighing the right social investment fit
- Determining the expectations for social returns
- Identifying the preferences of organisational missions (health, education, environment)

**Dr Anjan Ghosh** Regional Director - Public Affairs, Asia-Pacific  
Intel, Penang

*Anjan Ghosh is the Head of Intel's Public Affairs operations in the Asia Pacific. He is responsible for Intel's relationships with external communities and stakeholders, especially in Government, Academia and Industry. He also manages Intel's corporate responsibility programs in the region, covering ICT policy, digital inclusion and education. Prior to joining Intel, Anjan has held various positions in governing councils of industry associations and universities' governing advisory boards. He also headed the Management Consultancy Division of Tata Consultancy Services in Bombay, managing several assignments in UK, Europe, India and the Middle-east.*

## 1245 Networking Lunch

## 1400 Session Five - Case Study

Sustainable CSR through integration in the corporate strategy

- The integral part of corporate governance, strategy, risk management and reputation
- Enabling technologies in addressing the bottom of the pyramid
- Developing strategic philanthropy
- Overview of two cases of CSR integration in the context of two social development challenges

**Jeffrey Ochoa Tarayao** Head, Community Relations and Social Responsibility  
Globe Telecom Philippines

*Jeff Tarayao is the Head of Globe Telecom's Community Relations Department, which manages the enterprise-wide corporate social responsibility programs of the company. He holds leadership positions in the fields of strategic communications and community relations. Jeff is tasked to integrate and implement various Corporate Social Responsibility (CSR) programs under its flagship program, Globe Bridging Communities - a program he helped establish in 2004. Today, the program is a successful business model that synergises business planning, engineering, marketing and community relations in Globe.*

## 1445 Session Six - Case Study

### Making business sustainable: the role of governance and CSR

- Understanding the need to have good governance policies and procedures in place as part of CSR
- Leveraging on good governance to manage risks associated with the environment, human rights and labour standards
- Promoting good governance in the region and gaining confidence in stakeholder

**Anant Nadkarni** Vice-President - Group CSR, Tata Council for Community Initiatives  
Tata Group

*Anant facilitates CSR for Tata companies through a network called the Tata Council for Community Initiatives [TCCI]. Earlier, Anant worked with Tata Motors, in different functions after graduating in Accountancy & Economics and Masters in Business Administration from Pune. With this Council at TATAs, he has developed the country's only CSR guidelines and also helped the Confederation of Indian Industry and the UNDP India to develop the Social Code for Business and enroll over 70 companies outside the Tata group.*

## 1530 Afternoon refreshments and networking break

## 1600 Session Seven - Case Study

### CSR & its contribution to further enhancement of the brand

- Focusing on the right CSR strategies that can build brand equity
- Protecting and enhancing brand reputation
- Securing competitive advantage and boosting brand value in the global market

**R. Kumar** Chairman & Chief Executive Officer  
Philips Group of Companies

## 1645 Closing remarks from the Chair and end of Day One

## Why you cannot miss this event

CSR is not about building schools or giving out scholarships. It is part of doing business that companies should not regard as being an obligation. CSR is an extension of its efforts in fostering a strong corporate governance culture and ultimately, it is about ensuring the sustainability of business via good business practices as both would influence corporate strategy and draw on the same elements of accountability, honesty, transparency and sustainability. This conference aims to equip you with proven strategies to maximise returns on your social investments through ethical business practices to enhance your bottom line.

## Who should attend

- CEOs
- Presidents
- GMs
- CSR Managers
- Operations Managers
- Marketing Managers
- Media Managers
- MDs
- Directors
- Social Investment Advisors
- Corporate Affairs Managers
- PR Managers
- Risk Managers

## About the Media Partner

New technologies, new tools and new approaches have been developed, and entire architecture shifts are underway. Widespread connectivity and rapid change requires business processes to adapt – keeping the underlying technical infrastructure aligned with how the business operates and running the business in ways that leverage new capabilities.

CXOs (the whole gambit of senior management, including CEO, COO, CFO, HR, and marketing) face major challenges and opportunities as they work to keep IT aligned with ever-changing corporate business strategies.

CXO will help C-Level executives in their decision-making process and in the development of IT strategies, directions and architectures.

**0830 Registration & coffee****0900 Welcome remarks from the Chairperson**  
**Vibhas Ratanjee** Senior Strategic Consultant  
**The Gallup Organisation****0915 Session One - Case Study**  
**Benefiting from engaging stakeholders in CSR choices and decision making**

A business does not exist in isolation. It relies on a multitude of relationships with customers, employees, suppliers, communities, investors and others -- in other words, stakeholders. By staying connected to the parties who have an actual or potential interest in or effect on the business and understanding their views and taking them into consideration, being accountable to them when accountability is called for, and using the information gleaned from them to drive innovation. This session will outline the benefits from engaging stakeholders and these will include building social capital, reducing risks, fuelling innovation and many more

**Oliver Roll** General Manager - Customer Relations & Marketing  
**Microsoft APAC**

*Oliver Roll, formerly Director of Marketing and Corporate Affairs, Microsoft UK joins the Asia Pacific Regional team as General Manager, Marketing. Oliver has a long tenure and rich experience of marketing at Microsoft and represents the Asia Pacific region as a core member of Microsoft's Global Subsidiary Marketing Leadership Team (GSMLT). His leadership role is in demonstrating the business value of Microsoft software and building long-term relationships with customers. He also works with key stakeholders to manage Microsoft's reputation in the region.*

**1000 Session Two - Case Study**  
**Identifying and engaging stakeholders**

Stakeholder engagement is more than about talking to interested parties. Companies that practice good CSR will know that stakeholders should help them in the process of defining what CSR is in the locations and industries, which they operate. But standards and indices are now also requiring that companies fully explain their approach to structured stakeholder dialogue. Therefore, in order to get an accurate picture of your stakeholder concerns it is important to identify, prioritise and engage them in an effective way. In this session Richard Welford will present a unique six-stage methodology for stakeholder engagement developed by CSR Asia that will:

- Help you identify a representative sample of stakeholders
- Prioritise stakeholders
- Engage stakeholders
- Map their concerns
- Consider their concerns
- Respond

This approach will enable you to be confident that you are responding to stakeholder priorities in a sound and scientific way that will provide you with information for strategic CSR practices and reporting requirements.

**Richard Welford** Professor  
**Hong Kong University**  
Director  
**CSR Asia**

*Professor Richard Welford is Director of the Corporate Environmental Governance Programme at the University of Hong Kong and a founding Director of CSR Asia. He has considerable expertise of international business and has lived in both Europe and Asia. He has worked for the Samsung Corporation in Korea and carried out research for the UN in South East Asia. He currently advises the Swire Group and Cathay Pacific and has worked as a consultant to a number of brand name multinational corporations. He has written 15 books and over 100 articles relating to globalisation, international business, environmental management, human rights and social responsibility. He has carried out a number of surveys on corporate social responsibility and sustainable development across the world making him one of the few people to be able to evaluate exactly the state of play with regard to CSR. He heads up the research based think tank CSR Asia in Hong Kong offering information, training and consultancy to leading businesses in Asia.*

**1045 Morning refreshments & networking break****1115 Session Three - Case Study**  
**Understanding the key differences in stakeholder relationships and leveraging on their individual benefits**

Companies are increasingly learning their way into sustainability issues - whether it be the rapid growth of ethical finance, the increasing interest of consumers in certified sustainable products and services, or the downward (and occasionally lateral or upward) pressure on supply chain partners to demonstrate environmental and social responsibility. There is evidence of a strong correlation between good stakeholder relationships and business success however businesses must bear in mind that different industries will derive different benefits from stakeholder relationships. This session will discuss the ways and means to understand and satisfy the expectations of multiple stakeholders who have diverging and sometimes conflicting interests and turn them into benefits for the business

**Chris Knop** Director of Customer Contact Centres  
**Shangri-La Hotels and Resorts**

*Chris Knop is the Director of Customer Contact Centres for Shangri-la Hotels and Resorts, overseeing regional call centre and CRM operations in Hong Kong and Kuala Lumpur. He has held several senior management call centre roles with Shangri-La over the last 5 years, and prior to that managed a conferencing call centre for Worldcom in Hong Kong. Chris is an executive committee member of the Hong Kong Call Centre Association, and holds corporate social responsibility committee positions for Shangri-La and the Australian Chamber of Commerce.*

**1200 Session Four - Case Study**  
**Why your investors want good CSR - the importance of Socially Responsible Investment**

Socially Responsible Investment is worth an estimated RM14 trillion globally and is rising fast. Companies that practice good CSR can benefit from this huge source of new investment and those that have poor CSR performance will increasingly find it difficult to attract and retain investors over time. This presentation will cover:

- What is SRI and why is it important
- The size and scope of global SRI
- The potential for SRI in Malaysia
- The importance of CSR in the investment decision
- The essential role of good CSR Reporting
- How to attract SRI funds
- Why SRI will be increasingly important for Malaysian firms in the future
- Incorporating CSR Practice into your Investor Relations Strategy

**Dr Geoffrey Williams** Managing Director  
**OWW Consulting**

**1245 Networking Luncheon****1400 Session Five - Case Study**  
**Engaging the environment and its relationship with your bottom line**

- Developing environmentally and socially responsible products and services
- Explaining the environmental, social and economic performance of the business to the stakeholders and consider their ideas/views in the development of the business
- Committing to a standard code of business principles that provides a framework for the business and the stakeholders to measure progress on environmental issues

**Sally McMartin** Senior External Affairs Manager  
**Newmont Asia Pacific Region**

**1445 Session Six - Case Study**  
**Engaging the community and its relationship with your bottom line**

Key considerations for successful community engagement center around the level of engagement required, the need for engagement, when to engage and how to engage. All of these considerations need to be evaluated against the overall objectives for engaging with a community

- Development of a community engagement strategy
- Conducting a risk versus opportunity analysis of the situation
- Making decision about when to engage with a community by considering a cost and benefit analysis and the ideal and non-ideal conditions for public participation
- Developing a dialogue with key stakeholders and identifying key components of successful community engagement processes

**Armand Zantman** Regional CSR Advisor  
**Amerada Hess**

**1530 Afternoon refreshments and networking break****1600 Session Seven - Case Study**  
**Paying it forward - Engaging stakeholders to create economic and social value**

How far does the simple concept of 'paying it forward' contextualise Corporate Social Responsibility (CSR)? How many business organisations are 'paying forward' to the people they hire, the customers that buy their products and the communities in which they exist? This session will present the case of a one of the largest and most well known Chemicals and Pharmaceuticals Company in the world - the German company, Merck AG. The Thailand operations of Merck AG in collaboration with The Gallup Organisation - a leading management research firm, have created a unique and compelling process of increasing social value for the community they exist in by focusing first on creating and sustaining stakeholder engagement.

- Engaging employees through a focus on CSR
- Creating customer engagement through actively involving customer in social philanthropy projects
- The business imperative of focusing on customer and employee engagement - the 'business case' for focusing on CSR

**Vibhas Ratanjee** Senior Strategic Consultant  
**The Gallup Organisation**

*At Gallup, Vibhas works in South East Asia and India with clients across a wide range of Manufacturing and Service companies to help them achieve successful business outcomes and maximise their human potential. Vibhas has twelve years of experience in the area of employee engagement management, leadership development as well as customer engagement and service quality measurement and management. Prior to Gallup, he spent seven years with various consulting companies working in areas of customer and service quality management, employee motivation and leadership development.*

**1645 Closing remarks from the Chair and end of conference**

I would like to thank everyone who has helped with the research and organisation of this event, particularly the speakers and their staff for their support and commitment.

**Leong Pei Chyi**, Conference Producer