



SUSTAINABLE INITIATIVES IN CHALLENGING TIMES

The World CSR/SRI Conference & Workshop 2010 brings together a panel of international corporate leaders and business executives to exchange knowledge on Sustainable Initiatives in Challenging Times.

The first day of the programme will focus on Corporate Social Responsibility, with the second day concentrating on Social Responsible Investment. The programme culminates on its final day, with an engaging Workshop on CSR and SRI where delegates converge to exchange ideas and share knowledge.

Some of the topics covered at the World CSR/SRI Conference & Workshop 2010 include:

- Utilising CSR as a tool for development and competitiveness.
- Responsibility to the environment.
- Investing with environmental, social and governance (ESG) issues in mind.
- Building value for investors by integrating CSR.
- Using SRI benchmarks to chart progress.

BENEFITS OF ATTENDING

Acquire knowledge and know-how on implementing responsible best practices for your organisation.

Establish business opportunities with peers.

Network with international thought leaders and entrepreneurs.

Evaluate growing global, regional and national CSR and SRI trends.

Positioning your organisation on the forefront of CSR and SRI initiatives.

WHO SHOULD ATTEND

Corporate Leaders, Entrepreneurs and Investors

Finance Directors and Officers

Business and Investment Consultants

Investment and Private Equity Managers

Bankers and Financiers

Academic Scholars and Researchers

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World CSR/SRI 2010 SPEAKERS



RICHARD GUNAWAN

Vice President, Business & Sustainability for LRQA Asia (Hong Kong)

LRQA is part of the Lloyd's Register group, a registered charity in the UK. Globally LRQA has verified a number of CSR reports for multinational corporations. Before Richard's recent appointment to LRQA Hong Kong, he was a part of the LRQA team in Australia. In addition to CSR, Richard has been actively promoting the adoption of international standards such as ISO 14001 and OHSAS 18001 to improve environmental practices and employees' welfare. Outside his corporate life, Richard dedicates his time to academic institutions in Asia and Australia. He is often invited to speak at university forums and is actively involved in educating students on making a positive contribution to society.



PAUL ZAMAN

Founder and CEO, Qualvin Advisory Pte Ltd (Singapore)

Paul Zaman has more than 25 years of experience in the high technology sector as a strategy consultant and has held senior management roles. He has extensive expertise in equity markets and was head of Asian Telecommunications Equity Research for ING Baring (Singapore). Paul is also a recognised global advisor to governments on Information Technology and Telecommunications strategy and execution. He is a long-standing member of both the Singapore and the Australian Institute of Directors and is an author, speaker and coach on triple bottom line performance and social responsibility. Paul leads investment analysis and deal enrichment for private equity deals and mentors C-Level executives on strategic investor relations.



MATTHIAS GELBER

Recipient of the Greenest Person on the Planet Award 2008, environmental speaker and entrepreneur (Germany)

Matthias Gelber is an internationally recognised environmental speaker and trainer, with experience in 38 countries in both the public and private sector. Matthias came ahead of 600 international participants in Canada to win the Greenest Person on the Planet Award 2008. A native of Germany, Matthias holds a Masters in Environmental Science in the UK, and is co founder of Maleki GmbH, a German-based start-up company specialising in low carbon footprint, high performance green building materials. Matthias has trees planted in his name in Thailand, Japan and Panama to offset his carbon emissions in his daily living and travels. Matthias currently resides in Kuala Lumpur and is working on an initiative to have 1 million trees planted worldwide. He is also the founder of the Facebook-based group Eco Warriors Malaysia.



UJJWAL K. CHOWDHURY

Dean of the Symbiosis International University

Director of Symbiosis Institute of Media & Communication (India)

Ujjwal is Dean of the Faculty of Media, Communication and Design at Symbiosis International University, a private multi-institutional University in Pune, Maharashtra, India. He has held previous posts as a media advisor for the Nippon Foundation and for the Goodwill Ambassador of World Health Organisation, working out of Delhi and Geneva. He holds a Masters in International Relations and is also Managing Editor of the Indian diaspora magazine, New Global Indian (www.newglobalindian.com). Ujjwal has spoken at numerous media, environment and human rights seminars, including an address at the United Nations Human Rights Commission, Geneva, on issues relating to human rights violations of people affected by leprosy even after being cured.



YAHYA KAMALIPOUR, PhD

Head, Department of Communication and Creative Arts

Director, Center for Global Studies, Purdue University (USA)

Dr. Yahya Kamalipour is professor of mass and international communication, head of the Department of Communication and Creative Arts, and Director of the Center for Global Studies, Purdue University Calumet, Indiana, USA. His areas of interest and research include globalisation, media impact, international communication, advertising, cultural diversity, stereotyping, Middle East media, and new communication technologies. He has delivered invited speeches in every continent, interviewed by numerous global media, and published 14 books, including *Global Communication* and a forthcoming volume on the controversial 2009 Iranian elections. In addition to serving on the advisory and editorial boards of a number of prominent communication journals and professional organisations, Yahya is the founder and managing editor of *Global Media Journal*, co-founder and co-editor of *Journal of Globalization for the Common Good*, and founder of the *Global Communication Association*. He earned his Ph.D. in Communication at the University of Missouri-Columbia. With 30 years of teaching and administrative experience, he has been at Purdue University Calumet since 1986.



ERIC MOUSSET, PhD

Founder and CEO of TCE Co., Ltd (Cambodia)

Dr. Eric Mousset graduated in 1994 (Ph.D.) from Paris-6 "Pierre et Marie Curie" University, France. Innovation, entrepreneurship, and Industry-Academia linkage development have been the common threads of his consultant career path, across Europe, Australia, and South-East Asia. In 2006, Dr Mousset set a new challenge for himself and chose to experience the reality of emerging economies from within. His contribution to the Cambodian business environment has mostly revolved around fruitful consulting on SRI, social entrepreneurship, and CSR. His current responsibilities include: founder/manager of TCE Co., Ltd —Cambodia's premier CSR/SRI consultancy; Director at Cambodia's IT Industry Association; Director at the International Institute for Scientific Research; and postgraduate academic development at Phnom Penh-based PUC and RULE Universities, including lecturing change-making courses such as Business Ethics, Organisational Development, Change Management, and International Entrepreneurship.

Day One : 04 May : Tuesday



Corporate Social Responsibility Conference

PROGRAMME

08.00 am Arrival and Registration of Delegates / Welcome Coffee & Tea

08.45 am Arrival of invited VIPs

09.00 am OFFICIAL OPENING CEREMONY

Welcome Speeches by Organising Committee

09.15 am Opening Keynote Address

09.45 am COFFEE BREAK / INFORMAL BUSINESS INTERACTION

10.00 am TRACK ONE: ENVIRONMENT & CLIMATE CHANGE

How Companies Responsibly Face Challenges and Capitalise on opportunities.

This session will analyse CSR as a tool for competitiveness. Speakers will discuss lessons learned from the current economic situation and how CSR can help businesses become more resilient to financial crises. The discussion will highlight the need to incorporate practices related to the environment and climate change management in order to improve competitiveness and strengthen business performance from the inside out.

11.30 am TRACK TWO: MARKETPLACE, GOVERNANCE & ETHICS

Global Approach: Responsible Initiatives in North America, Latin America, Africa and Europe.

The challenges and opportunities that each country faces are varied. Thus, companies in different regions execute different initiatives to improve their competitiveness, minimise their environmental impact and contribute to equitable development. In this session, speakers will share case studies from North America, Latin America, Africa and Europe.

01.00 pm NETWORKING LUNCHEON & PRAYER BREAK

02.15 pm TRACK THREE: WORKPLACE & LABOUR

Economic Inclusion: Diversity in the Workplace

Companies/organisations recognise diversity as an asset that allows the company to reach new markets, attract talents and innovate. The session will cover issues related to the incentives and motivations for companies to have a diverse and inclusive workforce. Speakers will showcase examples of good practices and will discuss the role of business leaders have in promoting diversity.

03.45 pm NETWORKING COFFEE BREAK

04.00 pm TRACK FOUR: SOCIAL & COMMUNITY

CSR as a Tool for Development

Businesses have a significant impact on the socio-economic conditions of the communities in which they operate. This session will explore how a responsible company can contribute to social issues and be a partner for sustainable development. Speakers will analyse how CSR can be a tool for development by promoting job creation and economic inclusion of marginalised groups and individuals.

05.30 pm Certificate Presentation

End of Day One

Day Two : 05 May : Wednesday



Socially Responsible Investment Conference

08.30 am Arrival and Registration of Delegates / Welcome Coffee & Tea

09.00 am TRACK ONE: ARE WE THERE YET?

The Outlook for the Economy and Equity Market
Listen to the characteristics of high-quality companies, and analyse the qualities that make them strong candidates for institutional clients' core portfolios.

10.30 am NETWORKING COFFEE BREAK

10.45 am TRACK TWO: ESG ISSUES (ENVIRONMENTAL, SOCIAL & GOVERNANCE)

Transforming the Investment Landscape

The world of ESG investing is rapidly transforming. A broader range of investors are now involved in the discipline of sustainable investment. New products, alternative asset classes, and innovative approaches have expanded the range of what investors can do in the field. This panel of experts will describe and explore how endowments are pioneering new approaches in ESG investing; how consultants work with their clients to identify and create mission investing practices; and how innovative integration of governance information has led to new investment opportunities.

12.15 am NETWORKING LUNCHEON & PRAYER BREAK

01.45 pm TRACK THREE: BRANDS AND CSR

How Integration Builds Value for SRI Investors

Everybody acknowledges a strong relationship between brand/reputation and sustainability, yet quantifying this link has been elusive. This panel offers a look at the latest findings and methodologies for putting hard numbers behind the interdependence of brand and Corporate Social Responsibility (CSR), and for distributing it to retail investors and consumers.

03.15 pm NETWORKING COFFEE BREAK

03.30 pm TRACK FOUR: THE UPSIDE DOWN BOTTOM LINE

Measuring SRI Progress by SRI Benchmarks

The SRI movement betrays its own values and priorities by making its primary measurement of investment progress non-SRI market indexes. The panel speakers will describe and explore the development of appropriate benchmarks for total SRI performance, such as the absolute return of social progress, measurable indicators of the betterment of human life, and the quantification of environmental health.

05.00 pm CLOSING CEREMONY

Certificate Presentation

Photography Session

Day Three : 06 May : Thursday



Workshop 1: CSR - Transforming Mindsets

How to Acquire Knowledge to Advocate CSR in Companies



08.30 am Arrival and Registration of Delegates / Welcome Coffee & Tea

09.00 am Workshop Begins

12.30 pm Workshop Ends
Certificate Presentation

12.45 pm **NETWORKING LUNCHEON & PRAYER BREAK**

01.45 pm Arrival and Registration of Delegates / Welcome Coffee & Tea



Workshop 2: SRI - The Global Financial Crisis

Industry Responses and Next Steps for Responsible Investors



02.00 pm Workshop Begins

05.30 pm Workshop ends
Certificate Presentation

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VENUE:

Prince Hotel & Residence Kuala Lumpur

(Opposite Pavilion Kuala Lumpur)

Add : No.4 Jalan Conlay
50450 Kuala Lumpur
Malaysia

Tel : +603-2170 8888

Fax : +603-2170 8999

Web : www.princehotelkl.com



ABOUT RUSS CONSULTING:

RUSS Consulting is an integrated marketing solutions consultancy based in Kuala Lumpur and backed by 30 years of experience; specialising in Training, Mentoring and Coaching alongside Branding, Media Profiling, and Corporate Responsibility.

At RUSS, we revolve around the letter 'R' – Responsibility, Relationships, within Reach.

RUSS Consulting Sdn. Bhd.

Add : No. 26-3, Jalan 28/70A
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50480 Kuala Lumpur
Malaysia

Tel : +603-2300 0795

Fax : +603-2300 0295

Web : www.russconsulting.com.my



RUSS Consulting is a signatory of the United Nations Global Compact.



▶▶ REGISTRATION FORM

Please [√] where applicable:

<input type="checkbox"/>	Mr	<input type="checkbox"/>	Mdm	<input type="checkbox"/>	Ms	<input type="checkbox"/>	Other title:	
Name:								
Organisation:								
Designation:								
Mailing Address:								
Postcode:								
State:								
Country:								
Office Phone:								
Mobile Phone:								
Fax:								
Email:								



DELEGATES FEE:

CONFERENCE:

- Both Days RMI,990.00
 One Day (Select one) C1 C2 RMI,200.00

WORKSHOP:

- Whole day RMI,300.00
 Half day (Select one) W1 W2 RM750.00

EARLY BIRD FEES:

- 20% discount (Deadline: 15th February 2010)
 -10% discount (Deadline: 15th March 2010)

GROUP DISCOUNT:

- 3 pax and above - 25% discount
 (Not applicable with other discounted fees)

Total amount due for registration:

CONFERENCE SECRETARIAT:

Address: No. 26-3, Jalan 28/70A,
Desa Sri Hartamas,
50450 Kuala Lumpur, Malaysia
 Phone: +603-2300 0971
 Fax: +603-2300 0295
 Email: nurul.russconsulting@gmail.com
 Website: www.russconsulting.com

▶▶ PAYMENT METHOD:

Payment must be made to RUSS Consulting Sdn Bhd, and received before the event, by one of the following methods:

1. BANK DRAFT / CHEQUE

Account Name: **RUSS CONSULTING SDN BHD**
 Note:

- For bank draft, request for clearing at a local bank in Kuala Lumpur, Malaysia.
- Attach a copy of registration form with the bank draft/cheque.
- Send payment and form to:

RUSS CONSULTING SDN BHD
 No. 26-3, Jalan 28/70A 50450
 Desa Sri Hartamas
 Kuala Lumpur, Malaysia

2. BANK TRANSFER / ONLINE TRANSFER

Account Name: RUSS CONSULTING SDN BHD
 Account No: **5147 2110 7404**
 Account Bank & Address:

MAYBANK No. 21 & 23,
 Jalan 23/70A,
 50450 Desa Sri Hartamas,
 Kuala Lumpur, Malaysia

Note:

- For online transfer, request details to be online with the transfer form. This is to identify the sender/transmitter on bank receipts.
- Fax a copy of the registration form to **+603-2300 0295** or email at **russ.consulting@gmail.com** to expect online payment.

It is the responsibility of the Delegates to ensure the Organisers received the payment in full without any deduction for bank charges. If any, such charges will be treated as outstanding due to the Organisers.

TERMS AND CONDITIONS OF REGISTRATION

PAYMENT INFORMATION

- Conference fees are due in full at registration.
- Registrations are not considered complete until payment is received.
- Fees are payable in Malaysian Ringgit (MYR) currency only.
- Registration will be accepted at RUSS CONSULTING SDN BHD before or on 5th April 2010.

CANCELLATIONS AND SUBSTITUTIONS

- Cancellations are not allowed and there will be no refund of any fees paid.
- Attendee substitutions may be made from the same company at anytime and must be submitted in writing.

EXCLUSION

- The fee does not include accomodation, traveling costs to and from the Conference venue and other unspecified taxes, if any.
- It excludes daily or hourly parking at the Conference venue.

LIMITED LIABILITY

- In the event of cancellation of conference our liability will be limited only to full repayment of fees paid.

I agree to be bound by the Terms and Conditions of Registration.

Signature :

Date :