

The 9th AFCSR in KL is dedicated to the late Tun Ismail Ali, a highly ethical and truly values driven banker and corporate leader who was a Founding Member of the Board of Governors of the Asian Institute of Management.

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In collaboration with:

Asia's Foremost CONFERENCE and EXPO on CORPORATE SOCIAL RESPONSIBILITY ASIAN FORUM 2010

October 21 & 22, 2010 • Crowne Plaza Mutiara, Kuala Lumpur, Malaysia

Theme:

Improving Business Competitiveness through CSR

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Malaysian Partners: Business Ethics Institute of Malaysia • Chartered Institute of Management Accounts (CIMA)
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The most valuable CSR Experience in Asia comes alive this year in Malaysia!

9 Big solid reasons that will motivate you to register now!

- 1 Learn and share best CSR practices from 30 basic, intermediate and advanced special interest (concurrent) sessions led by a team of CSR practitioners, academicians and industry experts.
- 2 Gain insights from five Special Plenary Briefings that will excite your imagination and demonstrate what are the trends and opportunities to sustain CSR activities.
- 3 Benefit from the special tutorials and forums on the pre-conference day back to back with AFCSR! In depth pre-conference seminars about corporate foundations, media CSR workshop and more.
- 4 Build relationships (and your career) with hundreds of international delegates and experts on CSR management. Meet, interact and share experiences.
- 5 Update yourself on the latest in CSR plans, activities, solutions and service providers.
- 6 Discover why and learn from the finalists and winners of the Asian CSR Awards from the poster displays of all finalists.
- 7 Make or attend a session of your choice where participants are given opportunities to share their experiences at the user generated content "Meeting of Minds" sessions.
- 8 Be assured that you will benefit and get great service – AFCSR is now on its 9th year!
- 9 Enjoy Malaysia. Enjoy THE TALLEST TWIN TOWERS and aboard the Super-Charged AFCSR E-Train now!

When is the next time you will get an opportunity to attend an event on how CSR improves your competitiveness?



CONFIRMED PLENARY SPEAKERS TO DATE:

1. Mr. Jörg Hartmann, Executive Director, Centre for Cooperation with the Private Sector, German Technical Cooperation (Germany)
2. Mr. Michael M. Jacobson, Director of Corporate Responsibility, Intel Corporation (USA)
3. Mr. David Newbigging, Chairman, Cancer Research (UK)
4. Dato Paduka Timothy Ong, Acting Chairman, Brunei Economic Development Board (Brunei Darussalam)
5. Dr. Ralph Sorenson, Professor Emeritus, University of Colorado (USA)
6. Dato' Syed Ahmad Iddid, Convernor Triple A Network/ Kelab AIM Malaysia (Malaysia)
7. Mr. Jon Addis, Deputy CEO of HSBC Bank and Chairman, British Malaysian Chamber of Commerce (Malaysia)

Probably The best line up ever of international speakers at a CSR event in Asia

Confirmed International Speakers:

1. **Prof. Felipe B. Alfonso**, Vice–Chairman, Board of Trustees, AIM Scientific Research Foundation (Philippines)
2. **Datuk Dr. Syed Ali Tawfik al-Attas**, Director, Special Project - MPH Group (Malaysia)
3. **Mr. Hiroshi Amemiya**, Founder and CEO, Corporate Citizenship Japan Limited (Japan)
4. **Mr. Mohiuddin Babar**, Executive Director, BizCare (Bangladesh)
5. **Prof. Dato' Dr. Ibrahim Ahmad Bajunid**, Deputy Vice Chancellor INTI Laureate International Universities (Malaysia)
6. **Mr. Peter Brew**, Director - Asia Pacific, International Business Leaders Forum (Hong Kong)
7. **Prof. Reevany Bustami**, Professor, Universiti Sains Malaysia (Malaysia)
8. **Mr. Ronnel del Rio**, Deputy Spokesperson, Office of the Governor, Province of Batangas (Philippines)
9. **Dr. Rodolfo delos Reyes**, Managing Director, RAdelosReyes Management Consultancy (Philippines)
10. **Prof. Rene Domingo**, Professor, Asian Institute of Management (Philippines)
11. **Dr. Margaret Gfrerer**, Scientist and Advisor - Faculty of Economics, University of Indonesia (Indonesia)
12. **Badlisyah Abdul Ghani**, Chief Executive Officer, CIMB Islamic Bank (Malaysia)
13. **Dr. Bradley K. Googins**, Director Emeritus - Center for Corporate Citizenship (USA)
14. **Ms. Yashashree Gurjar**, Group Head - CSR, Avantha Group (India)
15. **Dato' Haji Sarip bin Hamid**, Member of Board Of Trustees, AIM Scientific Research Foundation (Malaysia)
16. **Prof. Ma. Elena Herrera**, Professor, Asian Institute of Management (Philippines)
17. **Mr. Boris Joaquin**, Publics in Ministry Director, World Vision Development Foundation (Philippines)
18. **Mr. Christopher Juniper**, Founding Co-Director, Natural Capitalism Solutions, Inc. (USA)
19. **Ms. Angela Joo-Hyun Kang**, CEO, Global Competitiveness Empowerment Forum (Korea)
20. **Ms. Yanti Koestoer**, Executive Director, Indonesia Business Links (Indonesia)
21. **Prof. Sirkka Korpela**, Professor, Columbia University (USA)
22. **Mr. Sam Y.S. Lee**, Chief Executive Officer, InnoCSR (China)
23. **Mr. Edmond P. Maceda**, Sustainability Consultant, Megaworld (Philippines)
24. **Mr. Raju Mandhyan**, Chief Facilitator, Inner Sun Consultants (Philippines)
25. **Syed Shahir Syed Mohamad**, President, Malaysian Trades Union Congress (Malaysia)
26. **Ms. Rikke Netterstrom**, Executive Director, CSR Asia (Malaysia)
27. **Mr. Abdul Aziz Md. Noor**, Country EHS Manager, Intel Technology Sdn Bhd (Malaysia)
28. **Dr. R. Palan**, Chairman & CEO, SMR Group (Malaysia)
29. **Prof. Jeffrey FK Phang**, Assistant Professor, Universiti Tunku Abdul Rahman (Malaysia)
30. **Mr. Rio Praaning Prawira Adiningrat**, Managing Partner PA CSR Ltd. (Belgium)
31. **Dr. Pragnya Ram**, Group Executive President - Corporate Communications, Aditya Birla Management Corpn. Ltd. (India)
32. **Mr. Kapil Rampal**, CEO, Creative Crest (India)
33. **Dato' Mohd Iqbal bin Kuppa Pitchai Rawther**, Chairman, Malaysian Institute of Management (Malaysia)
34. **Dr. Elizabeth Reilly**, Professor of Leadership - School of Education, Loyola Marymount University (USA)
35. **Dr. Francisco Roman**, Executive Director, AIM-RVR Center for Corporate Social Responsibility(Philippines)
36. **Mr. Joseph Scaria**, Associate Director , Habitat for Humanity International, Asia Pacific (Thailand)
37. **Dr. Faiz Shah**, Co-Founder, Responsible Business Initiative and Head-Development Management, Asian Institute of Technology (Thailand)
38. **Mr. Ola Jo Tandre**, Director, Telenor Group (Norway)
39. **Ms. Pearl Tiwari**, Vice President – CSR, Ambuja Cements Ltd. (India)
40. **Dr. Filemon A. Uriarte Jr.**, Executive Director, ASEAN Foundation (Indonesia)
41. **Mr. Sanjiv Vohra**, Trustee and Chairman, Philippine Business for Social Progress (Philippines)
42. **Mr. William Valentino**, VP CSR, Bayer Greater China, Bayer Limited (China)
43. **Ms. Ambreen Waheed**, Chair, South Asia Forum on Responsible Business (Pakistan)
44. **Mr. Mark Williams**, General Manager, Sagittarius Mines, Inc. (Philippines)
45. **Ms. Ada Wong**, Corporate Citizenship Manager, Community Business Limited (Hong Kong)
46. **Ms. Gabrielle Harris**, Executive Director, PlaNet Finance China (China)
47. **Mr. CY Yeung**, Director - Corporate Social Responsibility, Intel China Ltd (China)
48. **Prof. He Zhiyi**, Associate Dean - Antai College of Economics and Management, Shanghai Jiao Tong University (China)
49. **Dato Ghazali Yusoff**, Executive Chairman, Nusantara Technologies Sdn. Bhd. (Malaysia)

56 International Speakers. Visit <http://www.asianforumcsr.com/programs/speakers/>

Keep up with Worldwide Strategic CSR Th



Special Interest Sessions topics

*Preliminary program – may be subjected to some modifications

Choose the sessions that are right for YOU...

I. Strategic Business Competitiveness

1. A 10-step guide to make CSR enhance profit through improved corporate reputation
2. How to integrate CSR into business strategy to gain a competitive advantage
3. New Expectations and New Roles for Responsible Leaders and Responsible Companies
4. Using CSR to drive innovation and profits
5. CSR Indicators and Best Practices
 - a. How to develop performance indicators on the benefits of CSR to stakeholders, especially consumers
 - b. Best practices in Efficient and Socially Responsible Supply Chain Management

II. Workplace / HR Competitiveness

1. Improving productivity and generating cost savings because of CSR / Superiority of Diversity: Strategies of Unleashing Competitive power through Diversity Management
2. Understanding Responsible Leadership Models
3. Islamic Financial Institutions and CSR
4. Tools, tips and traps of an employee volunteer program
5. A short course on developing CSR leaders of tomorrow

III. Marketplace Competitiveness

1. How CSR builds brand value / Social Innovation: A Mindset for CSR
2. How CSR helps to form business alliances in global markets
3. Case studies of how social markets can be good for business
4. How consumers are responding to CSR initiatives / Understanding political and cultural differences in developing CSR initiatives
5. Conscious Capitalism

IV. Operational Competitiveness (Environment)

1. Strategic CSR Initiatives for Large Firms: Improving the Competitiveness of MSMEs
2. Competitiveness through CSR in the mining sector
3. CSR toolkit to improve competitiveness
4. The greener side of Green
 - a) CSR Greening Operations - What works and what does not, what's hot and what's not!
 - b) How to green your business (Revisited)
5. Strategic CSR Perspectives and Practices in Asia

Thinking and Experience.



V. Social benefits and Competitiveness (Community)

1. How to gain community support and involvement
2. A look at social innovation and entrepreneurship
3. A guide to benchmarking your social programs / Persons With Disability Sector, the Untapped Niche by the Corporate World
4. Case studies of how focusing on poverty and social empowerment can be good for business
5. What works and what fails in partnerships with community, government, employees, other businesses and with consumers

VI. Personal skills for CSR Managers

1. How to deal with Community Leaders and Government Policy-Makers
2. EQ for CSR Managers
3. Managing controversy
4. How to decide what CSR issues are crucial to you
5. Mind Mapping for CSR managers

Pre-Conference Seminars

There will be five Pre-Conference Seminars on Wednesday, October 20, 2010. These are Leaders Forum, Applied Creative Thinking for CSR Managers, 3D CSR Therapy – On the Couch with Doc Arby, Local Agenda 21 - Partnering with Local Governments for greater CSR impacts and Media Workshop.

A World Class Schedule for AFCSR 2010

(A time to work, a time to network and a time to have fun)

Thursday, October 21, 2010

Time	Activity
07:30 – 08:30	Registration
08:30 – 10:30	Plenary
10:30 – 11:00	Coffee / Networking Break
11:00 – 12:30	Special Interest Sessions A
12:30 – 14:00	LUNCH
14:00 – 15:30	Special Interest Sessions B
15:30 – 16:00	Coffee / Networking Break
16:00 – 17:30	Special Interest Sessions C
18:00 – 19:30	Grand Welcome Reception

Friday, October 22, 2010

Time	Activity
08:00 – 09:00	Registration
09:00 – 10:30	Plenary
10:30 – 11:00	Coffee / Networking Break
11:00 – 12:30	Special Interest Sessions D
12:30 – 14:30	LUNCH
14:30 – 16:00	Special Interest Sessions E
16:00 – 16:30	Coffee / Networking Break
16:30 – 18:00	Meeting of Minds
19:30 – 22:00	Gala Dinner and Asian CSR Awards

Saturday, October 23, 2010

Reserved Optional Field Visits



Presentations of the prestigious Asian CSR Awards.



Nominees from all over Asia will vie for Awards in five categories:

1. Best Workplace Practices
2. Concern for Health
3. Environmental Excellence
4. Poverty Alleviation
5. Support and Improvement of Education

Let your CSR efforts be known. Enter your CSR project or program today! Deadline of entries is on September 7, 2010. If your organization has an outstanding or innovative project or program in one of the categories listed, contact us at afcsr@exedraevents.com. You can also enter your project online at www.asianforumcsr.com.



Opportunity knocks at your door!

The **Intel-AIM Corporate Responsibility Award (IACRA)** is an integral component of the family of activities that comprise the Asian Forum on Corporate Social Responsibility (AFCSR) and the Asian CSR Awards, is continuing on its fourth year.

The INTEL-AIM Corporate Responsibility Award (IACRA) honors specific companies, and organizations in Asia for excellent CSR projects in one or more of the following areas:

•Education

– Improving Access to and Quality of Basic Education

•Community Involvement

– providing sustainable executive time and attention

•Environmental Stewardship

– taking the lead in improving the environment

•Poverty Alleviation through providing innovative use of ICT

IACRA recognizes a company or organization and not a specific CSR project or program as with the case with the Asian CSR Awards.

The 9th AFCSR in KL is dedicated to the late Tun Ismail Ali, a highly ethical and truly values driven banker and corporate leader who was a Founding Member of the Board of Governors of the Asian Institute of Management. It is a tribute from the Institute and Kelab AIM Malaysia to honor Tun Ismail Ali for promoting excellence in Asian management practices and leadership in banking and government linked companies. It was Tun Ismail Ali who conceived the Master in Management (MM) program at AIM, a one-year masters degree program for entrepreneurial and transformational managers that was first offered in 1975. Undoubtedly, Tun Ismail Ali is the "Father of Management Education in Malaysia."

Do you know how you are going to enjoy the Asian Forum more?

1. Raffle Draws

There will also be giveaways, raffles and what have you. Feeling lucky?

2. Massage Anyone?

Head, shoulder and foot massage center. We hope you won't skip any sessions to enjoy your massage...

3. AFCSR "Golden Moments"

See the best candid shots taken during the event. Smile!

4. Taste gourmet coffee and connect to the internet for free!

That's our kind of internet café. Is it yours?

5. A mobile charging station

We even provide a charging station – FREE

6. Fellowship night and cultural show

A wonderful evening of camaraderie and fun! This is the perfect place to meet new friends or to win prizes and enjoy great food.



The AFCSR guide to the tallest Twin Towers in the World



KUALA LUMPUR

A delightful mix of cross-cultural influences and traditions, Kuala Lumpur, the capital city, radiates an exciting, enticing charm, which will no doubt pique your interest throughout your stay. Let the city's warmth embrace you as you lose yourself in its unique blend of tradition, culture, old world charm and new world sophistication.

TOURS

Kuala Lumpur, affectionately known as KL, is an amazing cultural melting pot. Here, you will wander through communities of Chinese, Malays, South Indians, East Malaysian ethnic groups, Thais, Indonesians, Sikhs and a huge community of expats.

CLIMATE

The country experiences tropical weather year-round. Temperatures are from 21°C to 32°C. Higher elevations are much colder with temperatures between 15°C to 25°C (77°F).

TIME ZONE

Eight hours ahead of GMT and 16 hours ahead of U.S Standard Time.

ELECTRICITY

Voltage is 220 - 240 Volt AC at 50 cycles per second. Standard 3- pin square plugs and socket.

DINING OUT

You might be surprised to learn how much Malaysian techniques and tastes are part-and-parcel of your larder and eating-out experience. From coconut cream to piquant chillies, check its restaurants to see and taste exactly the food that you really want!

ENTERTAINMENT AND CULTURE

KL has a lively nightlife scene and a fascinating art and performance culture, which blends contemporary and traditional styles from many backgrounds.

WOW! Hotel for three nights **FREE** (if two overseas delegates register from the same company, and twin share)

Overseas delegates who register **TWO FROM THE SAME COMPANY** get one complimentary hotel room, twin sharing, for three nights at one of the designated satellite hotels.

- Does not apply to those who wish to have their own single room.
- Offer is only good until September 30, 2010.
- No pyramiding of discounts but partner and group discount applies. Pay only US\$520 each for two overseas delegates from the same company.
- Limited only for the first fifty (50) registrants Hurry!

We have worked hard to make this possible - it is an offer whose time has come. We hope you like it.

from <http://www.tourism.gov.my>

Make your hotel reservation early!

CONFERENCE HOTEL Crowne Plaza Mutiara

Room Type	Event Room Rate RM	USD Rate (Approx.)
Single Deluxe (includes one breakfast)	320++	USD 115
Double Deluxe (includes two breakfasts)	360++	USD 130

IMPORTANT: Room block fills quickly so please make your hotel and travel plans early. The hotel reservation is confirmed only after a guarantee of one night stay with the guest's credit card. Kindly send us your preferred hotel together with your credit card details (cardholder's name, credit card number, expiration date).

SATELLITE HOTELS (10 minutes away by taxi)

*Rates below are inclusive of single/double breakfast.

The Royale Bintang Hotel

Room Type	Event Room Rate RM	USD Rate (Approx.)
Deluxe Room (Single/Double)	230 net	USD 72

Hotel Capitol

Room Type	Event Room Rate RM (Single/Double)	USD Rate (Approx.) (Single/Double)
Superior Room	238/255 net	USD 75/80
Deluxe Room	260/280 net	USD 82/88

The Network of Partners that brings you the Asian Forum on Corporate Social Responsibility 2010

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GTZ is German Technical Cooperation, officially known as Deutsche Gesellschaft für Technische Zusammenarbeit (GTZ) GmbH, is a government-owned enterprise operating worldwide to support Germany's development-policy objectives. Our mission is to positively shape the political, economic, ecological and social development of partner countries. GTZ promotes complex reforms and change processes that improve people's immediate living conditions as well as their long-term prospects.



Corporate responsibility at Intel reflects our deep respect for people and for the world around us. It means achieving business success while acting with uncompromising integrity. It means listening to, learning from, and communicating openly with our stakeholders. We do not view corporate responsibility as something separate, but as integrated into how we do business— from providing a progressive workplace for our employees to setting ethical expectations for our suppliers to delivering more energy efficient products.

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