
PRESS RELEASE**Registration kicks off for regional CSR event
Business leaders to put their brains together to push beyond the boundary**

2 May, 2008 – More than fifty CSR leaders will meet in Bangkok, Thailand to discuss the regional corporate social responsibility (CSR) agenda in November this year at the annual CSR Asia Summit.

The event will discuss cutting-edge CSR issues, strategies and tools which will help define the future business landscape.

This year's theme is "*CSR: The next agenda – Pushing the boundaries of environmental and social responsibility,*" and there will be over thirty workshops covering CSR topics central to responsible business including partnerships for sustainable development, supply chain challenges, community investment, social innovation, poverty reduction, the evolving regulatory environment, measuring and monitoring CSR, the environment, climate change and biodiversity.

Amidst a growth in the number of conferences on corporate social responsibility and sustainable development, Richard Welford, Chairman of CSR Asia, sees a niche: "Businesses in Asia are recognising their stakeholders' demands for corporate responsibility, and but few events have been able to provide regional perspectives on the issues that matter to the Asian context. Our Summit aims to bring together a pool of expert speakers and delegates, who are at the forefront of these issues."

According to Welford, more than fifty expert speakers across different sectors will put together thirty interactive break-out sessions. "We have already secured fifty speakers across Asia as of today, and we expect the final number of speakers to go well beyond that.

"We are reputed for bringing in quality speakers; this year we would strengthen the breadth and depth of our discussions to engage with the delegates"

Welford said that unlike many similar conferences which turn out to be public relations events, the CSR Asia Summit is positioned to be a highly informative, innovative and thought-provoking event, which seeks to make a difference.

"But apart from that, delegates can be reassured that the Summit will serve as a unique networking ground, given the profile and number of the delegates there," he added.

Major global CSR leaders such as Hewlett Packard, Coca-Cola, Total and UBS have agreed to sponsor the event. CSR Asia is now liaising with a few other multinationals which have shown keen interest in committing to corporate responsibility and is tapping into the Thai market to solicit more local participation.

“The Thai market is promising because there has been a growing interest in CSR there. We hope the Summit will stimulate more debates locally, which will lead to further advancements for the Thai business community as well as across Asia more generally,” said Welford.

“CSR in the Asian region has too often been equated to corporate philanthropy, charitable support or employee volunteerism. We want to push companies beyond this narrow understanding, and take bolder steps to engage with the community and the world’s emerging challenges.”

The two-day summit will, for the first time, feature four half-day pre- and post-conference training events on stakeholder engagement, community investment and impact measurement, supply chain management and dealing with the new era of social media.

For more information about the CSR Asia Summit, please visit www.csr-asia.com/summit08 or contact Jimmy Huen, Events & Marketing Manager, at jhuen@csr-asia.com or (852) 3579 8079.

About CSR Asia:

CSR Asia is the leading provider of information, training, research and consultancy services on sustainable business practices in Asia. Operating as a dynamic social enterprise, CSR Asia occupies the unique middle ground between civil society organizations and fully commercial consultancies. This enables us to provide independent and cutting edge services and expert insight into the Corporate Social Responsibility (CSR) issues facing companies in Asia. Through our three main offices in Hong Kong, Shenzhen and Singapore, CSR Asia builds capacity and promotes awareness of CSR in order to advance sustainable development across the region. For more information, please visit www.csr-asia.com.

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