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For Immediate Release

## **CSR Asia: Sustainability and CSR Contributes To Economic Recovery**

**Kuala Lumpur, Malaysia, 28 September 2009** – Companies that embed and establish corporate social responsibility (CSR) strategies as part of their overall business stand to build long-term competitive advantage and are better poised to weather fluctuations in global and local economies. This premise will underpin central themes discussed at CSR Asia Summit 2009, held on 27th and 28th October in Kuala Lumpur.

CSR Asia, a social enterprise that focuses on sustainable business practices in Asia, is holding its 7th annual Summit in Malaysia for the first time, recognising Malaysia's rising leadership in driving the CSR agenda among the private sector. The Summit, a two-day gathering of more than 300 delegates from private, public and NGO sectors, will consist of plenary sessions and workshops to share insight and discuss key issues and challenges facing companies doing business in Asia Pacific.

The programme agenda covers a wide spectrum of key social and environmental issues facing local and multinational corporations doing business in today's business environment in which passionate consumers, NGOs and other activists are highly networked and organised to either act as advocates or adversaries on various social causes. Among the topics in the Summit programme are climate change, gender and workplace diversity, market transparency and governance, and labour standards.

"CSR Asia is delighted to organise our flagship event in Kuala Lumpur this year. CSR has become increasingly important and more visible in Malaysia as we observe more companies understanding that sustainability and CSR can help weather economic turbulence, contribute to recovery and create competitive advantage.

"We hope that the Summit will not only dispel the common misconceptions about corporate social responsibility, but also encourage business leaders to share best practices that will help to promote sustainable business in Malaysia and the region," said Richard Welford, Chairman of CSR Asia.

Welford continued to say that CSR is about going beyond legal compliance.

"The fundamental thrust of corporate social responsibility is to look at the impact that business has on four core streams which are workplace and community, market place and transparency, Asian CSR and the environment. CSR addresses material business issues around these areas, such as labour relations and practices, health and safety at work, corporate governance and environmental

degradation.

“CSR is also about being highly conscious of how external elements affect one’s business. Climate change is a prime example of how external factors are affecting business,” Welford added.

In addition to Welford, other keynote speakers at the Summit will be Datuk Yusli Mohamed Yusoff, CEO, Bursa Malaysia and Mohd Azhar Osman Khairuddin, Senior General Manager, Legal & Corporate Affairs Division, Petronas; Irene Dorner, Chairman and CEO at HSBC Bank Malaysia will present a special talk on gender and diversity issues at lunch on the second day

### **More Insight At Inaugural CSR Bazaar**

This year’s Summit will feature the CSR Bazaar, at which a number of executives from different industries will share best practices and real-world tips that will help companies engage in and navigate the complex stakeholder landscape.

The *CSR Bazaar* is a unique new programme that will bring together a selection of interesting presentations and case studies presented concurrently. Delegates will be able to freely move around to different counters to gain insight on sustainability and CSR practices.

The pioneer *CSR Bazaar* will highlight climate change and food security, as well as participatory approaches to CSR. Rising food prices pose a risk to the stability of many economies in the region, and will be further exacerbated by climate change. Information about climatic threats to food security in developing economies is still extremely limited. The role of business in assisting governments and NGOs to tackle these issues will be discussed. The rise of social media and how the rise of Generation Y can be powerful influencers at the top or in the grassroots on global issues, and how it is affecting the nature of CSR in the region.

### **Summit Registration**

Registration for CSR Asia Summit 2009 is open to business executives, CSR practitioners, and others concerned with managing risk across public, private and NGO sectors. Leading corporations and NGOs are supporting CSR Asia Summit 2009. The main sponsors of the Summit this year are Dell, Talisman Energy, Coca Cola, DNV, Kulim, HSBC, Disney, HSBC, China Light & Power. The Summit has also received strong support from Bursa Malaysia, Astro, ACCA and Wild Asia. Edelman is the official Public Relations Partner for CSR Asia Summit 2009

A full programme is available at [www.csr-asia.com/summit09](http://www.csr-asia.com/summit09).

### **About CSR Asia**

CSR Asia is the leading social enterprise that focuses on sustainable business practices in Asia. Established in 2004, it is driven by the vision to provide companies and their stakeholders with timely

and reliable information, training, research and consultancy services for sustainable business practices. To date, there have been six other CSR Asia Summits organised worldwide, with last year's event held in Bangkok. The first CSR Asia summit was held in Shenzhen, China in 2005, focusing on the issue of supply chain and CSR.

**About Edelman**

Edelman, the official Public Relations Partner for CSR Asia Summit 2009, is the largest independent public relations consulting firm globally, as well as a pioneer and leader in the new world of digital and social media.

CSR Asia Summit 2009 has a Linkedin group to allow delegates, speakers and individuals to engage in interesting debate online: [http://bit.ly/csrasia\\_linkedin](http://bit.ly/csrasia_linkedin)

For more information on the Summit and to register online, visit [www.csr-asia.com](http://www.csr-asia.com).

**Media Contacts****CSR Asia: (+60-3) 2072-2130**

- Gabriel Chong; [gabriel.chong@csr-asia.com](mailto:gabriel.chong@csr-asia.com)

**Edelman: (+60-3) 2287-8689**

- Rachel Lee, ext 208; [rachel.lee@edelman.com](mailto:rachel.lee@edelman.com)
- Karen Hoh, ext 100; [karen.hoh@edelman.com](mailto:karen.hoh@edelman.com)

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