

Corporate Social Responsibility: Business Solutions for Global Challenges

Kuala Lumpur, 30 October 2009 – CSR Asia, the leading social enterprise that focuses on sustainable business practices in Asia, concluded its 7th annual summit in Kuala Lumpur, Malaysia. Recognising Malaysia's increasing leadership in driving the corporate social responsibility (CSR) agenda, the summit aimed to encourage the sharing of best practices, and addressed the rising importance of adopting CSR to build a sustainable business. In response to the current economic landscape, the summit was timely themed "Sustainable business as the road to recovery".

"We are seeing a growing number of companies in Malaysia proactively implementing CSR initiatives and making sustainability a core value proposition in their businesses. This is a positive sign for CSR in the region. Despite the economic downturn, CSR remains relevant in today's changing economic landscape as it addresses material business issues, such as labour relations, the environment, health and safety, corporate governance and human rights. CSR can create positive change and value to businesses, community and society," said Richard Welford, Chairman, CSR Asia.

More than 300 delegates representing private, public and NGO sectors participated in the two-day summit. The summit also saw a host of key opinion leaders adding their voice to the conversation, including Yusli Mohamed Yusoff, CEO of Bursa Malaysia; Mohd Azhar Osman Khairuddin, Senior General Manager, Legal & Corporate Affairs Division, Petronas, and Irene Dorner, Chairman and CEO at HSBC Bank Malaysia.

This year's summit included new elements that offer deeper insight into topical CSR issues. The CSR Bazaar drew wide attention as executives from different industries shared best practices, case studies and strategic recommendations in approaching the complex stakeholder landscape. It was an innovative programme that encouraged delegates to mingle and participate in discussions. The World Café was another new feature, allowing delegates to participate actively in roundtables and share key ideas about CSR. The results from the discussions were later summarised in the plenary session, setting the agenda for the coming year and inspiring delegates to kick start their own CSR activities.

"We at CSR Asia are really excited to see what changes will take place next year. We believe after this summit, our delegates are better equipped to implement business strategies that reflect the changing values of society towards CSR today," Welford added.

The 2010 CSR Asia Summit will be held in Hong Kong.

Recognising sustainable frontiers & forging new relationships

In conjunction with the CSR Asia Summit 2009, two events focusing on corporate responsibility and sustainability issues were held in Kuala Lumpur. The Wild Asia Responsible Tourism Award held on the 28th October, recognises the creation of sustainable destinations in Asia.

There was also the launch and workshop of the *Responsible Practices for Better Business Manual*, hosted by the Embassy of Netherlands (29th October). The launch was graced by H.E. Paul Bekkers, Ambassador of the Netherlands, with the guide designed for Malaysian companies that are

looking to be suppliers to Dutch businesses. It provides information about responsible practices in the workplace, marketplace, environment and the community.

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.

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