

The Leading Corporate Social Responsibility Conference in Asia for Professionals Exploring Innovative CSR Solutions

BEIJING, July 9, 2012 /PRNewswire-Asia/ -- The CSR Asia Summit 2012 will be held on 18th and 19th September 2012 in Beijing, China. Focusing on "Local Innovation for Global Challenges", the two-day conference will bring together over 500 international delegates to explore CSR challenges, opportunities and solutions aimed at China, Asia and beyond. It will present new ideas and insights for businesses, governments, CSR practitioners and non-profit organizations.

China is playing a different role in the world: transforming from the "world's factory" to a key market, a major economy and the home to world-class companies operating globally. Along with these changes, the CSR landscape in China has been changing too. We have seen a growing number of laws and regulations containing CSR elements and requirements supported by the government. We are seeing greater public awareness and informed debates about social and environmental issues through the media (including a highly active social media). These changes are challenging today's businesses to start thinking CSR more strategically, providing effective communications to stakeholders and thinking about innovative ways to achieve sustainable growth. It is crucial for international corporations in China to understand new laws and regulations, the changing behaviour of local customers and employees and new stakeholders' expectations in order to build their CSR strategic framework locally.

With this in mind, the CSR Asia Summit 2012 has developed four thematic streams catering to business needs: Challenges, Stakeholders, Disclosure, and Solutions. Over the two-day programme, participants can meet with businesses, government officials, CSR experts and academia and participate in the interactive discussions about key CSR issues in the region. Professor Mao Yu-shi, Economist and Founder and Standing Director of Unirule Institute of Economics; Mr. Tang Min, Counselor of the State Council, Executive Vice-Chairperson of China Social Entrepreneur Foundation and Mr. Michael Schreiber, President of GBCHealth are invited to deliver keynote speeches about the latest CSR landscape in China and Asia.

In addition to the main conference programme, the Summit will feature a new initiative called the CSR Marketplace, aiming to encourage a wider collaboration between businesses and NGOs in Asia and to achieve greater sustainable impact for society. It is a platform for 50 NGOs, social enterprises and foundations who will exhibit their innovative and sustainable business solutions for social and environmental challenges. Another highlight will be in the CSR Asia-GBCHealth Charity Gala Dinner, which aims at encouraging businesses to supporting better public health in China. All proceeds of the Gala dinner will be donated to three public health programmes: The "Seeing is Believing" programme of Standard Chartered Bank, Diabetes Awareness Pilot Program of GBCHealth, and the CHF AIDS Orphans Programme.

The CSR Asia Summit 2012 is celebrating its 10th year. In 2011, the Summit was held in Malaysia and attracted 401 delegates travelling from 32 countries and regions. Mr. Brian Ho, China Director of CSA Asia said: "The CSR Asia Summit is one of the most comprehensive and professional events in the field of CSR in the Asia-Pacific Region. We wish to share with the delegates' real-life experiences and challenges, to build capacity for Asian enterprises, and to assist them to achieve sustainable development." Mr. Tang Ming, Counsellor of the State Council, Executive Vice-Chairperson of China Social Entrepreneur Foundation and President of YouChange University, expressed confidence that the conference will inspire enterprises with different social innovations.

Before the conference commenced, four pre-Summit workshops will be organized for participants to gain knowledge and hear expert advice about the hottest areas of CSR in Asia. The exhibition during the conference is also an ideal platform for delegates to explore efforts and contributions of the different enterprises on CSR.

For more information and registration for CSR Asia Summit 2012, please visit <http://www.csr-asia.com/summit2012>.

CSR Asia is pleased to recognize PR Newswire Asia as the Official Newswire Partner of the Summit 2012

About CSR Asia

CSR Asia is the leading provider of information, training, research and advisory services on sustainable business practices in Asia. Operating as a dynamic social enterprise committed to corporate social responsibility (CSR), CSR Asia occupies the unique middle ground between civil society organisations 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 offices in Bangkok, Beijing, Edinburgh, Guangzhou, Hong Kong, Kuala Lumpur, Singapore, Sydney and Tokyo, CSR Asia builds capacity and promotes awareness of CSR in order to advance sustainable development across the region.

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