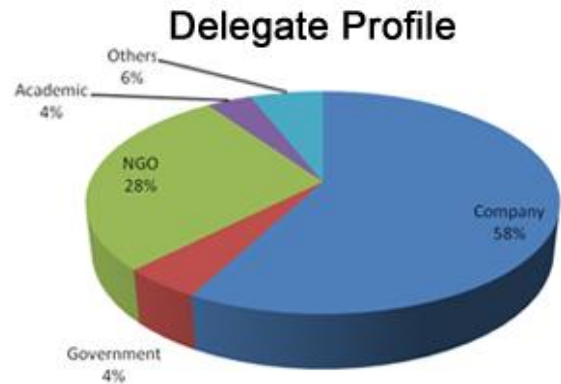
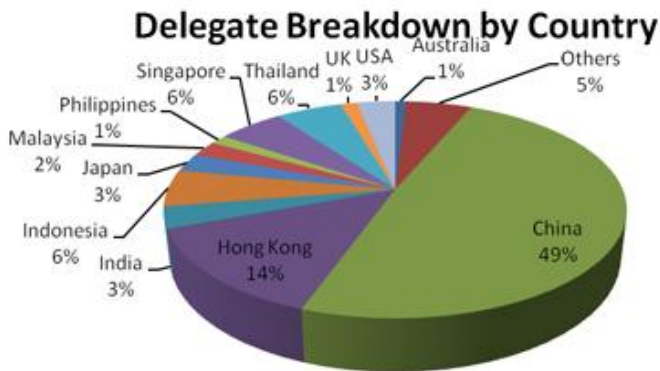




The CSR Asia Summit 2012 successfully held in Beijing



CSR Asia successfully held its 6th annual CSR Asia Summit on 18-19 September 2012 in Beijing, China. Hitting a record attendance of 455 delegates, 49% of them were from China which demonstrated a surging demand on CSR knowledge locally. 28% of delegates were NGOs, making the Summit a diverse stakeholder gathering. (Detailed delegate profile as below)



Richard Welford, the Chairman of CSR Asia, said in his opening remarks: “We have seen a lot of exciting developments in 2012 - the emphasis by governments to encourage CSR through regulation and voluntary initiatives has increased the number of companies adopting and reporting on their CSR initiatives. We have also seen a lot of efforts from the Chinese government in realising sustainable development in recent years.” Dr. Welford concluded that governments in Asia, especially





those in China and India, will play a leadership role on CSR internationally in the future; and social enterprises and companies will become the major forces in driving a new sustainability agenda.



Another keynote speaker, Mr. Tang Min, said that the concept of social enterprises is still immature in China. This new business model is still facing a number of challenges. According to Mr. Tang, there are three directions to work on to promote social enterprises in a large scale in the future. First is to raise the awareness of social enterprises amongst young people where YouChange already started to have lectures on social entrepreneurship in 11 universities. Secondly, there is a need for a more flexible investment model, for example, getting companies invest

1% of their profits in new social enterprises. And thirdly, more legislative support to social enterprises from the government.

Throughout the 2-day conference, the Summit included roundtable discussions linked to four themes: The CSR Challenges, Stakeholders, CSR Disclosure, and Solutions. Topics included from water recourses, climate change, energy issues, investors, community engagement, public health and CSR strategy. The challenges associated with sustainable development were debated and the role of multinationals and local companies discussed.



As well as the main conference programme, the CSR Asia Summit 2012 held its first “CSR Marketplace” where 50 local NGOs, social enterprises and foundations were invited to showcase their innovative solutions associated with sustainable development: and communicating and discussing with representatives from business their projects and programmes. This platform not only facilitated the interaction between NGOs and

corporations but also served as a valuable networking platform for NGO peers to exchange innovations and ideas.



The 2013 CSR Asia Summit will be held in Bangkok, Thailand and we are expecting 500 delegates. For more information about CSR Asia and the Summit, please visit www.csr-asia.com or subscribe our weekly newsletter.