

16-17
SEPTEMBER
2014



10 years of
RESPONSIBLE BUSINESS SOLUTIONS

KOWLOON SHANGRI-LA,
HONG KONG

CSR ASIA | Summit



CSR Asia Summit 2014

10 years of responsible business solutions

16th - 17th September 2014
Kowloon Shangri-La | Hong Kong



ANNUAL FLAGSHIP EVENT HOSTED BY **CSR ASIA**

Now in the eighth year the Summit is recognised as the most innovative and thought-provoking conference on corporate social responsibility in the region. The Summit is held in a different country each year and brings together a unique mix of business, government and civil society to address pressing concerns and understand important emerging trends. Previous events: Hong Kong (2007, 2010), Thailand (2008, 2013), Malaysia (2009, 2011) and China (2012).

CSR ASIA SUMMIT 2014: TEN YEARS OF RESPONSIBLE BUSINESS SOLUTIONS

The 2014 Summit marks CSR Asia's 10th Anniversary. It is an opportunity to look back and assess the progress made in Asia and look forward to new opportunities for a more sustainable future.

OBJECTIVE

The CSR Asia Summit is:

- the platform for business leaders and experts to discuss key sustainability issues
- the place to identify solutions that integrate CSR into core business
- a networking opportunity to build relationships with key partners
- an opportunity to gain reputation benefits from being involved

DETAILS

Date	15 September 2014 (Pre-summit training) 16-17 September 2014 (Main Summit)
Theme	10 years of responsible business solutions
Location	Kowloon Shangri-La, Hong Kong
Target number of participants	600
Website	http://csr-asia.com/summit2014/

PREVIOUS SPEAKERS INCLUDE:



DATO' YUSLI Mohamed Yusoff
Chief Executive Officer
Bursa Malaysia Berhad



MARK DICKENS
Head of Listing Division
Hong Kong Exchanges & Clearing Limited



TONY TYLER
Chief Executive
Cathay Pacific Airways



CY LEUNG
Asia Pacific Chairman
DTZ



SUPHACHAI CHEAVANONT
President & Chief Executive Officer
True Corporation Plc



DATO' ABD WAHAB MASKAN
Group Chief Operating Officer
Sime Darby Berhad



IRENE DORNER
Deputy Chairman & CEO
HSBC Bank Malaysia Berhad



LYN KOK
President & Chief Executive Officer
Standard Chartered Bank (Thai) Plc

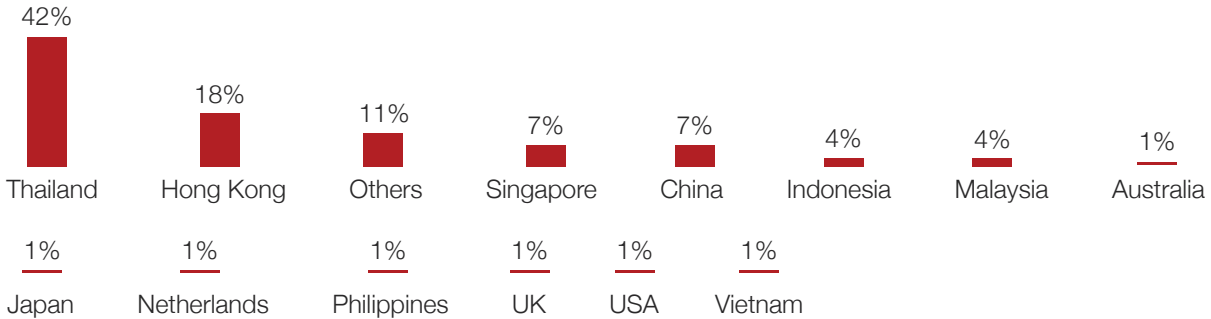


CHARAMPORN JOTIKASTHIRA
President and CEO
The Stock Exchange of Thailand

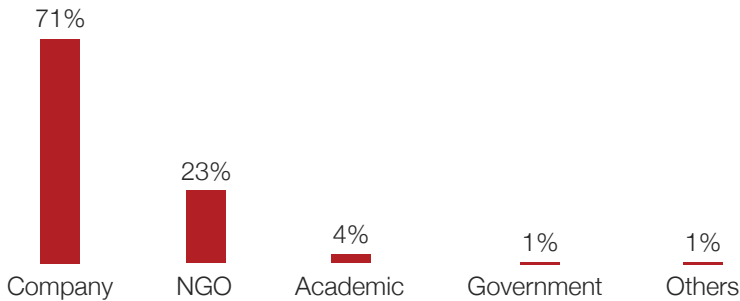
DELEGATE PROFILE

The CSR Asia Summit 2013 held in Bangkok, Thailand attracted 450 delegates. 90% from within the Asia-Pacific, and 71% were corporate representatives.

DELEGATE BREAKDOWN by country



DELEGATE PROFILE



DELEGATE ROLE



	2010 HONG KONG	2011 KUALA LUMPUR	2012 BEIJING	2013 BANGKOK	2014 HONG KONG*
Total delegates	416	401	455	450	600
Local delegates	47%	29%	49%	42%	45%
International delegates	53%	71%	51%	58%	55%
Countries/regions	26	32	31	31	>30

* Projection

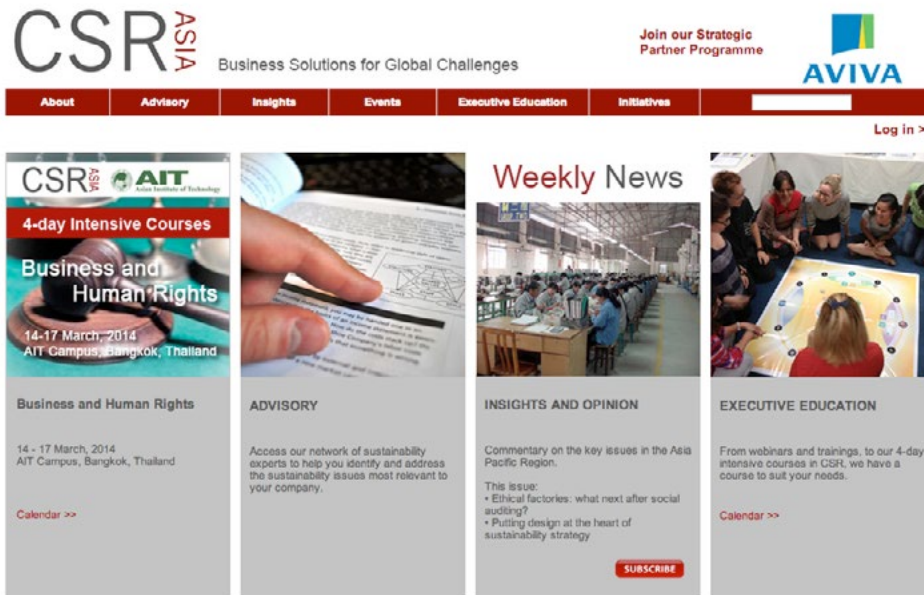
BESPOKE

If your company has specific marketing and sponsorship goals, we can offer bespoke opportunities at the CSR Asia Summit 2014. We provide varied opportunities for corporate involvement including but not limited to issue-focused sponsorship, tours, conference apps, networking activities, flights, carbon offsets, show bags, speaker souvenirs, equipment/facilities, printing or any other product or service that has a corresponding cash value. We understand that every corporation is different so the Summit team welcomes any further ideas you may like to discuss and build into a possible partnership. **Don't miss the chance to position your company amongst the leaders in the CSR industry in Asia.**

SPONSORSHIP

	PLATINUM	GOLD	NGO MARKET-PLACE	LUNCH	DINNER	NETWORKING	MOBILE APP & WI-FI	SILVER
	USD 45,000	USD 35,000	USD 25,000	USD 20,500	USD 25,000	USD 20,500	USD 15,500	USD 10,500
BRAND EXPOSURE								
Summit brochure	√	√	√	√	√	√	√	√
Delegate pack	√	√	√	√	√	√	√	√
Backdrop	√	√	√	√	√	√	√	√
Website	√	√	√	√	√	√	√	√
E-promotions	√	√						
Brand placement	Delegate badges		Exhibition room	Lunch venues	Dinner venue	Reception venue	Mobile app & Wi-Fi signage	
SPEAKING OPPORTUNITIES								
	Keynote and one breakout	Panel discussion, priority speaking at Summit	One breakout	One breakout	5-minute at the Dinner, priority speaking at Summit	5-minute at the Cocktail, priority speaking at Summit	Priority speaking at Summit	
OFFLINE MARKETING								
Delegate pack	Full page	Full page						
Advertisement	4C	4C						
Exhibition booth	Free	Free	USD 2000	USD 2000	USD 2000	USD 2000	USD 2000	USD 2000
Pull-up Stand			NGO tabletop	Lunch venue	Dinner venue	Reception venue		
Poster display			√	√	√	√	√	√
SUMMIT PASSES								
Free	8	5	3	3	3	3	2	1
Discounts	50% off Unlimited	40% off Unlimited	30% off up to 5	30% off up to 5	30% off up to 5	30% off up to 5	30% off up to 2	30% off up to 2
ADDITIONAL								
Strategic partner membership	Free for 2 years	Free for 1 year						
Media promotion	√							

SUMMIT OUTREACH



CSR ASIA HOMEPAGE

The CSR Asia website provides up-to-date industry articles, issue based research papers and client reports. The website attracts more than **6,000** unique visits every month.

CSR ASIA WEEKLY

CSR ASIA EDM

CSR Asia *Weekly* is sent by email every week - it covers the latest trends, stories and expert viewpoints on CSR. CSR Asia *Weekly* goes to 18,000 worldwide subscribers.



DIRECT MARKETING

Dedicated emails featuring the Platinum and Gold sponsor brands is sent to all current registrants, past attendees and CSR Asia *Weekly* subscribers. Information includes the latest programme agenda, new sponsors & speakers, networking and social events.



CSR ASIA PAGES

A LinkedIn campaign to promote the 2014 Summit. Summit topics are promoted and explored prior to the event. Key speakers are highlighted and introduced.

REACHING BEYOND

CSR ASIA HOMEPAGE

CSR Asia enjoys good relationships with a broad range of groups and media outlets which have provided advertising and cross promotional opportunities. Those partners who have actively promoted our Summit include those listed below. Support has included: Bespoke television commercials, membership emails, website promotion and more.



OFFICIAL PUBLIC RELATIONS PARTNER SINCE 2008



Ruder Finn Asia, a subsidiary of Ruder Finn Inc., one of the world's largest privately-owned PR networks, combines the strength of a global agency with the flexibility and speed of smaller boutique agencies. Founded in 1989, Ruder Finn Asia is a recognized leader in communications in the Asia-Pacific region and one of the top international PR agencies in China. It offers innovative, strategic public relations campaigns through offices in Singapore, Hong Kong, China and India and partners throughout the region. Ruder Finn Asia represent multinationals in areas including healthcare and life sciences, technology, corporate and financial communications, issues and crisis management, automotive, consumer marketing, arts, travel and tourism.

<http://www.ruderfinnasia.com/>

PRINT MEDIA COVERAGE FOR CSR ASIA SUMMIT



CSR ASIA SUMMIT 2013 - BANGKOK

JUNE | Bangkok to host CSR Asia Summit (Micenet Asia)

JUNE 18 | Thailand will host the 7th annual CSR Asia Summit (Eduzones PR News)

JUNE 19 | Kingdom to host 7th CSR summit, corporate responsibilities in focus (The Nation)

JULY 31 | Private sector in Asia to drive growth and development of a comprehensive responsibility. In preparation for the CSR Asia Summit (Thai Bangkok News)

JULY 31 | Private sector in Asia to drive growth and development of a comprehensive responsibility (Thai Media PR)

AUGUST 2 | Local newspaper coverage (Naew Na)

AUGUST 2 | Asian private sector focuses more on accountability, inclusion (The Nation)

AUGUST 14 | CSR Asia announces "CSR Asia Summit 2013" to be held in Bangkok 17-18 September (ETB News)

WHAT DO DELEGATES SAY?

The annual CSR Asia Summit is simply the most important event of its kind in the region. Its mix of NGOs, academics and practitioners from both big and smaller companies creates a fantastic environment for learning and networking.

 *Kenth Kaerhoeg*
Group Communications Director, Coca-Cola Pacific

Once again a very good event that provided valuable insights.

 *Steven Bartholomeusz*
Senior Manager CSR, Sarawak Energy Bhd

In my experience, this is the only CSR conference in the region worth attending. A huge note of congratulations to the CSR Asia staff. Terrific effort. Very impressive / engaged staff.

 *Rebecca Roth-Biester*
CSR Manager, Asia Pacific, Clifford Chance

This is the first time I attend the CSR Asia Summit. I found it is very useful and interesting in both its content and framework with networking session. Thank you organizers and sponsors.

 *Le Thi Ngoc My*
CSR Manager, Vietnam Brewery Limited

Coming from the UK I had no expectations of how this conference would play out. I've been so pleased to see the energy and passion of people and organisations here, and this has been one of the best CSR conferences I've been to.

 *Joanne Goddard*
Senior CR Manager, Aviva Plc

A wonderful networking opportunity, interesting speakers.

 *Christoffer Brick*
Manager, GIZ

An engaging and broad programme guaranteed to enable all practitioners in this field to learn, network and leave invigorated to carry on with their important work.

 *Andrea Currie*
Technical Manager Coles Supermarkets

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