



WCSR 2011

World Corporate Social Responsibility Symposium 2011

Creating A Virtuous Marketplace Towards A Sustainable Future

12th & 13th July 2011 ~ Renaissance Hotel - Kuala Lumpur, Malaysia

5% of the conference proceeds after deducting operating cost will be donated to Operation Smile

Conference

Creating A Virtuous Marketplace Towards A Sustainable Future

KEY BENEFITS

- **Discovering** the key success factors of an ideal CSR Strategy
- **Exploring** practical methods to conduct compelling CSR Campaigns
- **Leaning** the benefits of CSR Branding and Cause Related Marketing
- **Grasping** feasible industrial approaches to protect the Environment
- **Examining** the impact of corporate responsibility in shaping the Society
- **Understanding** the advantages of corporate ethics on the Economy
- **Analysing** the paradigm of effective CSR Reporting
- **Acquiring** knowledge to overcome the challenges in carrying out CSR



CONTACT INFORMATION

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Event Website:

www.evolution-asia.com/wcsr2011/wcsr2011.html



World Corporate Social Responsibility Symposium 2011

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Why You Should Attend?

The rising awareness of Corporate Social Responsibility (CSR) is changing the way businesses operate around the world. It is a driving factor that is shaping corporate strategies and business principles towards a more sustainable future. Business is no longer just about profitability, it is about the culture to create a compassionate marketplace. CSR acknowledges that companies have an impact on the society, environment and economy through their operations, products, services as well as through interactions with key stakeholders. It involves efforts to manage this impact in order to add value to the company and to improve social, environmental and economic wellbeing of the present and future. Hence, companies need to be proactive in their CSR initiatives in order to remain competitive in the industry.

Corporate Social Responsibility (CSR) is an essential business aspect that companies need to prudently strategise to ensure success and progress of the company's future direction. Approximately 80% of the top global brands are actively contributing towards CSR efforts, while many companies are still at the threshold of their CSR initiatives. This is the crucial time for companies to start or enhance their CSR programme, especially in the Asian region where most companies are still not exposed to the concepts of CSR or have not acquired the right knowledge to start a CSR campaign. The implementation of a proper CSR strategy will pave the way towards better business growth and sustainability. It provides better accountability of the Triple Bottom Line (TBL) that focuses on organisational success in improving the welfare of people, planet as well as profit and it is a good performance indicator in measuring the organisations wider impact.

The Corporate Social Responsibility (CSR) journey is a long path that requires continuous support from the corporate organisations. Environmental conservation efforts that have received enormous respond from corporate companies to prevent climate change includes carbon emission reduction, marine pollution control, wildlife protection, reforestation, waste management and other green energy technological improvisation. Social welfare contributions from corporate organisations towards social development includes sponsorship for education and culture, financial and technology assistants to less fortunate communities, relieve aid to victims of catastrophe, medical donations, health awareness and other initiatives to improve the lives of people. Economically, corporate organisations play an important role in maintaining an ethical business environment that emphasizes quality in products, work ethics and lifestyle. This is achieved through company CSR policies to provide an encouraging work environment, optimistic employment opportunities and an aspiration to improve the lives of our global community. The CSR objectives can be achieved through the way companies conduct their businesses. Cause Related Marketing (CRM), strategic partnership with charitable organisations and fund raising campaigns are some approaches to CSR that would add greater value to the corporate brand as consumers are becoming more supportive of companies with a better CSR reputation. Socially Responsible Investment (SRI) is also gaining more significance in the share trading market. CSR Reporting is an important mission that companies need to take on in today's competitive business world as more emphasis is now placed on the accountability of CSR efforts.

This conference provides participants with valuable insights from experts across various industries. Learn from their experience and share opinions on how to carry out an effective CSR campaign and to overcome the challenges to leverage between profitability and compassion. Gather practical information and skills to lead your organisation towards greater sustainability and stronger market value.

Who Should Attend?

Presidents, Vice Presidents, CEOs, CMOs, COOs, Directors, Managers, Heads, Leaders and Professionals of:

- Corporate Social Responsibility
- Sustainable Development
- Environmental Affairs
- Corporate Governance
- Corporate Communications
- Community Relations
- Corporate Affairs
- Public Relations
- Media Relations
- Branding
- Business Development
- Investor Relations
- Strategic Planning
- Human Resource
- Resource Development
- Risk & Compliance
- Marketing Communications
- Marketing

From the following industries:

- Banking & Financial Services
- Oil & Gas / Chemical / Petrochemical
- Healthcare
- Automotive
- Aviation
- Transportation
- Logistics
- Utilities
- Agriculture / Plantation / Environmental
- Construction & Property
- FMCG
- Computer & IT
- Telecommunications
- Service
- Advertising
- Consultancy
- Conglomerates & MNCs
- Government Institutions
- Others



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DAY 1

12 JULY 2011

8.30AM REGISTRATION / OPENING

8.45AM

Establishing Key Value Indicators (KVI) For Improving CSR Implementations

Key Value Indicators (KVI) is a method to measure the value of PR/CSR operations. It was developed by Taiwan Public Relations Association in 2010. In this presentation, Epson will discuss about establishing KVI to help evaluate CSR performance and obtain more resources for CSR initiatives, allowing the company to formulate a comprehensive and positive CSR circle of influence.

There are several aspects of KVI measurement

- 1) Direct Output: Media Exposure (quantity & quality) - charity money collection
- 2) Public Influence: Opinion of Target Audience - comments and response from public
- 3) Organization Benefits: Organization Goal Achievement - CMRs value creation, financial performance and award or certification approval.

- Why CSR? The necessity to have an official CSR team in the organization
- The difficulty of CSR promotion
- CSR KPI vs KVI
- Epson CSR Strategy vs Business Vision (the role of HQ and the mission of subsidiaries)
- Planning and carrying out effective CSR cause initiatives (Energy Saving Patrol, Projector Movie Fun & Green Ambassador)
- Enlarge CSR value by mutualism

Coco Wang Division Manager, Brand & Corporate Affair
– Epson Technology & Trading Ltd, Taiwan

9.45AM

Global Citizenship In Building A Knowledge Economy Through Educational Development

This session will see how global corporate citizenship can contribute for building a knowledge economy through educational development by collaborating with nonprofits and governments. The case studies of business leadership in education and training will be shown in charitable, strategic, industry specific and global arena in both institutional and non-institutional areas.

Angela Joo-Hyun Kang Founder & Executive President –
Global Competitiveness Empowerment Forum (GCEF),
South Korea

10.45AM MORNING REFRESHMENTS

11.00AM

CSR As A Tool To Enhance Competitive Advantage

CSR programmes, when fully integrated into the business strategy, will help a company enhance its brand and competitive advantage, and ensure its continued viability.

Carla May Beriña – Kim Head of Sustainable Development –
Manila Water Company Inc, Philippines

12.00PM

The Influence Of Coercive Isomorphism On Corporate Social Responsibility (CSR) Reporting And Reputation

The topic will analyse whether coercive isomorphism as imposed by regulatory authorities in Malaysia is an effective mechanism to promote CSR reporting and in turn increased the reputation of such companies.

Associate Prof Dr Faizah Darus Head (APCeS) & Director of
Academic Development (UiTM) – UiTM-ACCA Asia-Pacific
Centre For Sustainability (APCeS), Malaysia

1.00PM LUNCH BREAK

2.00PM

Corporate Initiatives In Nurturing A Caring And Healthy Community

Corporate Social Responsibility (CSR) is about building a caring society. It is important for corporate organisations to provide aid to the less fortunate communities as part of a socially responsible corporate citizen. Healthcare and medical support are crucial concerns that require great provisions from the corporate sector to assist the ailing, disabled, senior citizens as well as the entire community.

- Providing special infrastructure, amenities, facilities and services to assist senior citizens and disabled communities
- Contributing financially to provide medical care for the ailing
- Building healthy communities through healthcare awareness campaigns
- Current initiatives & future directions for mydentist™ CSR Program

Dr Melissa Foo Consultant Cosmetic Surgeon – MyDentist,
Malaysia

3.00PM

Bridging Communities Towards A Progressive Society

Sustainable development of agriculture has become a central focus for future human survival especially in a country like Papua New Guinea. However, we do know that agricultural sustainability is related to agricultural productivity and its stability, or about how it is influenced by demographic changes, such as increased population and expanded mobility, and people's growing demands for a modernized life style. Globalization and regional inequities are leading to export driven demand for agricultural lands which impact local ecosystems and food supply. By designing an agro ecological approach, in which natural and sociocultural environments, agricultural systems and demographic dynamics are considered, is a way of structuring subsistence and living systems. The diversity of adaptation has been part of these living systems whereby adaptation has been increased by including acceptance of cash cropping.

Dr Petra Meekers Group Sustainability Manager –
New Britain Palm Oil, Singapore

4.00PM AFTERNOON REFRESHMENTS

4.15PM

CSR From An NGOs Perspective

This topic will briefly introduce EcoKnights non-profit efforts and programmes. It will show a chronology of how corporates are now seeing NGOs from a new perspective, as a vehicle to advance their CSR causes and efforts. However, there are still some concerns among NGOs on the misuse of the term "CSR" and how sometimes, a CSR is just blatant green washing

Yasmin Rasyid President & Founder – EcoKnights, Malaysia

5.15PM CLOSE OF CONFERENCE



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DAY 2

13 JULY 2011

8.30AM REGISTRATION / OPENING

8.45AM

Value Adding Leadership Activities And Styles

Leaders have adapted their style of leading people over time and reinvented themselves depending on the need of an organization. In recent years, transformational leadership to cope with societal and technological advancements was at the forefront. The transformation placed stress on our resources and environment combined with generational shift moved the focus from change to making change sustainable with CSR at the very core of the issue.

- CSR & Brand Value
- Leadership

Arno Thony General Manager – Melia Kuala Lumpur, Malaysia

9.45AM

Formulating A Strategic Framework For CSR

- Strategic CSR Methodology
- Strategic CSR Models / Perspectives
- Formulating of Strategic CSR Models / Perspectives
- Processes involved in formulation of Strategic CSR Models
- Tools used for preparation of Plan
- Audit and Monitoring
- Review and Reporting

Col Prakash Tewari (Retd) Chairman CSR Committee – Bombay Chambers of Commerce and Industry, India

10.45AM MORNING REFRESHMENTS

11.00AM

Global Reporting Initiative (GRI) - The Emerging CSR Framework Of The Future

The growing importance of Corporate Social Responsibility (CSR) has incited the need for companies around the world to embark on a globally recognized CSR reporting framework. Global Reporting Initiative (GRI) is an international organisation that focuses on CSR value reporting of social, economic and environmental efforts. It is the global de-facto standard for CSR reporting. GRI guidelines applies to corporate businesses, public agencies, industry groups and governmental institutions to manage, measure, track and improve performance on sustainable issues.

- Overview of Global Reporting Initiative (GRI) - advocating support for causes of social, environmental and economic wellbeing
- Discovering the importance and benefits of CSR Reporting
- Compliance to internationally recognised standards of CSR Reporting towards improved credibility, consistency and comparability
- Relevance of the GRI Reporting Framework to various sectors and industries

Dr Roshima Said Senior Lecturer – Universiti Teknologi MARA (UiTM), Malaysia

12.00PM

Establishing A CSR Campaign That Enhances Your Brand

A case study to showcase the company's CSR platform, The Malakoff Community Partnerships, on how it created more value for the brand with its stakeholders

- Leveraging on 'real' CSR work through Media Campaign
- Do's & Don'ts on CSR Campaign
- Types of collaboration between stakeholders in CSR
- CSR messaging and communication

Yusop Rashid Head of Corporate Affairs & Communication – Malakoff Corporation Bhd, Malaysia

1.00PM LUNCH BREAK

2.00PM

Channeling Corporate Social Responsibility Initiatives Through Students–Corporate Partnerships

As youth engagement gets increasingly recognized worldwide for addressing critical social and development issues, organizations and companies may consider a new paradigm: Students – Corporate Partnerships. This is using students as key tools to driving the CSR agenda and treating them as partners than as the receiving end. A case study on a Botswana student council initiative will be used as an example of why students should be the new paradigm shift in Corporate Social Responsibility.

- Students: Why and How are they the right tools? - Agents to use
- Impacts of students initiated CSR programmes and activities: Economical, Social & Culture
- The Outcomes and Observations from the Case Study

Thato Kabelo Moruti LimKokWing University of Creative Technology, Malaysia

3.00PM

From CSR To Social Responsible Investing (SRI)

Moving from CSR which can be a compartmentalized corporate initiative towards a more encompassing company-wide initiative. A SRI focus proactively impacts the company's cash surplus as well as intended future project investment management.

Adnan Dato' Dr. Mahmood Merican Executive Director – MGIP Capital, Malaysia

4.00PM AFTERNOON REFRESHMENTS

4.15PM

Challenges And Issues In Implementing CSR Reporting

- Does CSR Reporting guarantee good corporate citizenship?
- Leveraging on investment and value of CSR Reporting
- Transparency and credibility in CSR Reporting
- Key driving forces and stakeholder consensus in CSR Reporting

NAME DESIGNATION, DEPARTMENT – COMPANY, COUNTRY

5.15PM CLOSE OF CONFERENCE



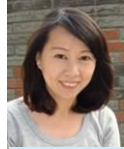
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SPEAKER PROFILES



Coco Wang Division Manager, Brand & Corporate Affair *Epson Technology & Trading Ltd, Taiwan*

Coco Wang has been working in Epson for more than 15 years, currently responsible for branding promotion, CSR/Environmental communication, media & government relationship, and legal & general affairs. Coco is skilled in public affairs and well communicated with various Communities such as art museums, environment associations and education field. One of Coco's beliefs is there is no enterprise can sustain with no contribution to society. The most valuable is to provide the core-competence to the development of your society and environment. That is exactly what Epson is doing right now. Coco

joined Taiwan Epson in 1995 and was promoted to Chief of Public Relations in 2000. Coco also held the position Manager of Corporate Communication in 2003 and Chief Officer of Brand & CSR Office in 2008. Currently she holds the position of Division Manager of Brand & Corporate Affair since 2010. In addition to business operation, Coco shares private time to work as a volunteer to provide her communication experience and know how, such as Taiwan Environmental Information Center, Contemporary Art Museum of Taipei, and Kuang Jen Culture & Education Foundation.



Angela Joo-Hyun Kang Founder & Executive President
Global Competitiveness Empowerment Forum (GCEF), South Korea

Angela Joo-Hyun Kang is Founder and Executive President of Global Competitiveness Empowerment Forum (GCEF) in Seoul, South Korea. She was Advisor of Presidential Council of Nation Branding of Republic of Korea and is currently serving as an advisor of Korea Human Rights Foundation, Community Relations Center under the Ministry of Health and Welfare, Better Social Enterprise Network, Korea Alternative Dispute Resolution Center.

Started her career from 1992, she worked in PR, international marketing and sales fields in private sector. After her nonprofit experience as a Strategic Alliance Manager of the Korean partner of the International Youth Foundation, she worked in CSR area with Center for Corporate Citizenship at Boston College, the Korea Corporate Citizenship Center, Federation of Korean Industries (FKI) and International Management Institute, National Human Rights Commission of Korea and UN Global Compact Korea Network. Ms. Kang holds a Master of Public Administration from Harvard Kennedy School, where she was an Asia Program Fellow as well as a Mason Fellow of the Edwards S. Mason Program in Public Policy and Management. She co-authored the South Korea section of "The World Guide to CSR" published in UK by Greenleaf Publishing. She is a frequent speaker on CSR topics for B2B, B2C and B2G corporations, the Business Ethics School of Federation of Korean Industries, the Europe Korea Foundation & European Chamber of Commerce Korea and Korea Trade-Investment Promotion Agency (KOTRA).



Carla May Beriña - Kim Head of Sustainable Development *Manila Water Company Inc, Philippines*

Carla May Beriña - Kim currently heads Manila Water Company's Sustainable Development - Corporate Social Responsibility department. As such she is in charge of making sure that the company's CSR programs continue to be aligned with and strategic to its business needs and objectives. She also sets strategic directions on the development, implementation and monitoring of CSR programs under the three focus areas: water provision to the urban poor, water education, and environmental protection. Last year, she wrote and produced the company's GRI G3 Level A Sustainability Report, making Manila

Water Company the first Philippine firm to reach that level in sustainability reporting. Carla was also appointed as the Executive Director of Manila Water Foundation, the additional CSR arm of Manila Water Company to cater to Base of the Pyramid (BOP) communities outside its service area in Metro Manila. Carla joined Manila Water in 2003 and served as a manager for various departments including Corporate Communications, as well as Regulation and Compliance. She has a degree in Chemical Engineering from the University of the Philippines.



Associate Prof Dr Faizah Darus Head (APCeS) & Director of Academic Development (UiTM)
UiTM-ACCA Asia-Pacific Centre For Sustainability (APCeS), Malaysia

Associate Prof Dr Faizah Darus is from the Faculty of Accountancy, Universiti Teknologi MARA (UiTM), Shah Alam and is currently the Director of Academic Development and Head of UiTM-ACCA Asia-Pacific Centre for Sustainability (APCeS) under the Accounting Research Institute (ARI). APCeS which was set-up in 2008 is a collaborative effort between UiTM and ACCA to promote corporate responsibility amongst businesses within the Asia-Pacific region. The

two main focal points of APCeS are: 1) To generate a cross-disciplinary understanding of corporate social responsibility (CSR) and how organisations can initiate and promote global sustainability principles and 2) To encourage academics to develop a comprehensive sustainability research capability within the Asia-Pacific region. Associate Prof Dr Faizah Darus has an MBA from University of Arkansas, USA. She obtained her PhD in Accounting from Adelaide University, Australia and has a professional degree from the Institute of Chartered Secretaries and Administrators (ICSA) UK. Her primary research interest is in financial reporting disclosure and her research projects cover areas of mandatory and voluntary disclosures in corporate reports, including director and executive remuneration disclosures, related party disclosures, corporate environmental disclosures, sustainability and assurance reporting, intellectual capital reporting, corporate governance and financial instruments disclosures. She has presented her research findings at various international conferences and has published numerous articles in international journals in the areas of financial reporting and CSR. She is also the co-author of the book Financial Accounting and Reporting in Malaysia and has been a chief examiner and member of the Education Committee of the Malaysian Institute of Chartered Secretaries and Administrators (MAICSA). She was also a member of the short-listing judging panel for the ACCA (MaSRA) Awards for 2009 and 2010 and has acted as an ad-hoc referee for the Accounting, Auditing & Accountability Journal (AAAJ), a journal ranked in SCOPUS.



Dr Melissa Foo Consultant Cosmetic Surgeon *MyDentist, Malaysia*

Dr Melissa Foo obtained her dental qualifications from the University of Melbourne in 2005. Upon returning, she served the government, and was posted to the Oral & Maxillofacial Surgery Department of Hospital Sungai Buloh, specializing in trauma & facial reconstruction. She attributes her passion for CSR & social awareness to her experience working with myriad patients; from those in rural fishing villages to Accident & Emergency and reconstructing late-stage facial tumours at the government hospital. She joined mydentist™ in 2010 and is a Consultant Cosmetic Surgeon at the Malaysian Academy of Cosmetic Dentistry.



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SPEAKER PROFILES



Dr Petra Meekers

Group Sustainability Manager

New Britain Palm Oil, Singapore

Dr. Meekers has a background in biochemistry and has international experience in quality management consultancy including environmental and social impact assessments. Being in Asia since 1998, she has been involved in the implementation of environmental systems and social frameworks for a diverse range of companies in Asia. Building bridges between clients and stakeholders, especially in relation to key environmental challenges across different cultural contexts. Providing tools to solve problems and create opportunities in relation to global supply chains having an understanding on the ground

implications. She focused on food, energy and agricultural sectors. In her current position she works for NBPOL Services Pte Ltd in Singapore as the Group Sustainability Manager and Senior Associate in Global Sustainability Associates. As the Group Sustainability Manager she is involved with managing the Corporate Social Responsibility strategy for the business. Her role includes developing group sustainability policy and strategy, working with the businesses and their key customers to identify opportunities for enhancing proposition around sustainability in the world commodity sectors, providing leadership in relation to the impact of the company's activities on society and advising the NBPOL CR Strategy Group on sustainability issues which is chaired by Dr. Simon Lord, Group Director Sustainability. Petra reports to Nick Thompson, Managing Director NBPOL Plantations and Services and Dr. Simon Lord, Group Director Sustainability NBPOL. Petra plays a key role in advising the Broad, Executive Team and Businesses on environmental and corporate responsibility matters. Prior to joining NBPOL, Petra worked as the Sustainability Manager Asia for a Dutch renewable energy company. In this role she was involved with the verification of the production of the sustainable biomass, working with the EU and country specific regulations policy regarding CO2 reductions and sustainability criteria, contributing to initiatives of the development towards sustainable indicators for agricultural and biofuel sector (e.g. RSPO, EU directive etc) and projects focusing on climate change.



Yasmin Rasyid

President & Founder

EcoKnights, Malaysia

Yasmin Rasyid is a biologist by profession and environmentalist by passion. She obtained a double degree (B.Sc) from Duke University in Marine Biology and Contemporary Religion, and also a M.Sc. in Biotechnology from University Malaya. She started her career as a Scientific Officer with the World Wide Fund for Nature Malaysia, before moving to serve the corporate sector as the Head of the R&D Department of a vaccine company in Kuala Lumpur. Realizing her strong passion for the environment and her existing efforts in providing free community-based environmental programmes, she decided to

leave the corporate sector and focus on environment-based outreach activities. In 2004, Yasmin established EcoKnights, a non-profit 501(c) environmental organization based in Kuala Lumpur. As the Co Founder and President, EcoKnights' core focus is on strategic and effective communications to elevate environmental consciousness among the general public. Dabbling with creative communication media, EcoKnights works with communities, youths and children via fun, interactive educational programmes to heighten their sensitivity to current environmental issues. Within her capacity, Yasmin is fond of working with communities and specifically youths and children, and offers free talks and lectures on the environment. She has travel extensively in Malaysia and abroad from invitations from various institutions of higher learning, and community associations, including corporate and government agencies. Over the years, EcoKnights (www.ecoknights.org.my) has grown in its existing capacity and programmes and has crafted several innovative CSR campaigns and projects with local and international corporate players. She currently lectures part time at University Malaya and University Tun Abdul Razak.



Arno Thony

General Manager

Melia Kuala Lumpur, Malaysia

Mr. Arno Thony was appointed the General Manger of Melia Kuala Lumpur in April 2006. Since then, he has steered Melia Kuala Lumpur using management styles that incorporate corporate social responsibility balancing the needs of all stakeholders to achieve sustainable growth and business development. With 30 years of hospitality background at hand, Mr. Thony has plenty to prove and carries with him a wealth of experience in the hotel industry. Prior to joining Melia Kuala Lumpur, he was the Resident Manager of Carlton Hotel, a Business Class Hotel in Singapore. His move to Kuala

Lumpur brings him back to Malaysia after seven years of absence since opening Eden Garden Hotel in Johor Bharu. Apart from Malaysia and Singapore, he has acquired significant international experience and has lived, worked and undertaken consultancy projects and assignments in a multitude of other Asian countries such as China, Hong Kong, Philippines, Thailand and his very own home country Switzerland. He is also a member of the Global Hotel Association. He earned his undergraduate degree from the Hotel Management School at Belvoirpark, Zurich and obtained his Master of Business Administration (MBA) from University of South Australia, Adelaide. He considers himself an intrapreneur, infusing an innovative and unconventional management style in the daily hotel operations. Under Mr. Thony's leadership, Melia Kuala Lumpur is significantly progressing which can be seen through the increase of the global brand visibility as well as continual business excellence and innovation reflected through and by the hotel's taglines "Passion for Service". It is through his dedication and redirection that Melia Kuala Lumpur achieved so many achievements in such a short span – the ASEAN Green Hotel Recognition Award 2008, EUROPA Award Highest Excellence in European Union-Malaysia Trade & Investment 2007, Hospitality Asia Platinum Award (HAPA) Engineering Department of the Year 2007/08, Green Globe Certification 2007/08 and Sol Melia Solidarity Award for Best CSR Project in 2007.



Col Prakash Tewari (Retd)

Chairman CSR Committee

Bombay Chambers of Commerce and Industry, India

An alumni of National Defence Academy, India, Col Prakash Tewari (Retd) is the DGM, CSR (Corporate Social Responsibility) and R & R (Resettlement and Rehabilitation) of Tata Power. He has been awarded the United National Educational, Scientific and Cultural Organisation (UNESCO) - Global Alliance for Disaster Reduction 2005 Award for distinguished professional leadership and personal commitment to ongoing programs in Asia. He was the the Director Policy (Ecology) in the Integrated HQ Ministry of Defence, India prior to joining the Corporate World. He is presently nominated as the Chairman

of the Bombay Chambers of Commerce and Industry, CSR Committee, Member Uttrakhand Centre for Climate Change, Kumaon University, Managing Trustee, Tata Power Community Development Trust, Managing Trustee, Mannat Foundation, Vice President and Board of Global Alliance for Disaster Reduction, USA and Member Working Group Indian Ocean, University of Melbourne, Australia. He was the Consultant with High Powered Committee of India for making the National Disaster Response Plan and Member for formulating "Disaster Management Plan" for various states. At the National level he was the institutional member nominee of National Board for Wild Life, Indian National Trust for Arts and Cultural Heritage and National A forestation Ecology Board. Tata Power has a number of existing and Greenfield Projects in various geographical regions. As DGM, CSR and R & R he is responsible for improving the quality of life of people in and around its current & prospective operational area. He does it by integration of environmental, social and corporate governance issues into long-range business strategy and operations to meet the expectations of customers, employees, partners, investors, communities and public at large.



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SPEAKER PROFILES



Dr Roshima Said

Senior Lecturer

University Teknologi MARA (UiTM), Malaysia

Dr Roshima Said (Ph.D) is a senior lecturer of Universiti Teknologi MARA (UiTM), Malaysia. Currently, she is an Accounting Coordinator for Faculty of Accountancy, Universiti Teknologi MARA Kedah, Malaysia. She also acts as Accounting Research Institute (ARI) Associates of University Teknologi MARA, Malaysia. She obtained a Ph.D in Corporate Governance. Her research interest is in the area of Corporate Governance, Corporate Social Responsibility, Corporate Reporting, Business Ethics and Financial Criminology. She has conducted a number of researches that were presented at international and

local seminars and published in proceedings and journals. She has written books on partnership accounting, modules of financial accounting and a chapter in Culture and Corporate Governance and a chapter in Governance in the Business Environment. She has also been appointed as reviewers for international journals and has acted as a guest editor of Social Responsibility Review. Currently, she is a member of Social Responsibility Research Network (SSRN).



Yusop Rashid

Head of Corporate Affairs & Communication

Malakoff Corporation Bhd, Malaysia

Yusop Rashid is Head of Corporate Affairs and Communication at Malakoff Corporation Berhad. Upon assuming the Department in 2008, Yusop played a key role in establishing Malakoff's CSR platform, the Malakoff Community Partnerships (MCP). MCP integrates all of Malakoff's existing and new CSR initiatives under one umbrella, hence, providing a long-term and holistic approach to the company's commitment on CSR. Apart from overseeing the implementation of the company's CSR programmes, Yusop is also responsible in communicating consistent messaging on MCP with its stakeholders, to

enhance brand awareness and corporate reputation. Within 2 years of MCP's establishment, Malakoff won Malaysia's PM's CSR Awards 2010 (Environment Category) and the "Social Empowerment Award" of the prestigious Asia Responsible Entrepreneurship Awards 2011 for South East Asia.



Thato Kabelo Moruti

LimKokWing University of Creative Technology

"Effecting A Paradigm Shift For The Youth" – At 24 Thato Moruti has actively encouraged and participated in youth development, especially during High school years. He is a copywriter, strategist, volunteer, and speaker brand and communications practitioner. He holds a Social Degree in Public Relations and about to graduate in BA (Hons) Professional Communications. Thato is also an event planner. Worked with Debswana Diamond Company: Public Relations intern team leader: researched on Image and reputation. Worked with Limkokwing University: Public Relations Trainee (Projects and events),

Botswana. Ambassador: Limkokwing University of Creative Technology Clubs and Associations Coordinator, Limkokwing University: established and managed various clubs and associations in LUCT Botswana. Nominee for the Botswana National Youth Council Executive Committee: Secretary General (Public Relations), 2009. Organized the 2006 Dance Extravaganza in Botswana, a dance competition that brought together children from around Gaborone (capital city of Botswana) to showcase talent. Appeared on local television and radio shows including Silent Shout TV show, Mascom Dumela, Yarona FM and RB2 advocating on youth and children issues. Spoken at different youth workshops and events including: speaking a senior school in Gaborone during the World Libraries Commemoration Day as a guest speaker, and other special days like the June 16 Commemorations. Author of A TROUBLED MIND. A book on perceptions and thoughts on youth challenges and abilities to do anything amidst all problems. He is a leader of many other projects, a self motivated and creative investor to youth minds. He is an aspiring motivational speaker.



Adnan Dato' Dr Mahmood Merican

Executive Director

MGIP Capital, Malaysia

Adnan is the Executive Director of MGIP Capital Sdn. Bhd. (MGIP Capital), the first exclusively Green or sustainable private equity management firm in Malaysia. Its mission is to mainstream investments in the Green Economy. MGIP Capital has Securities Commission (SC) registration approval to manage private equities investment and establish its own Green Development & Retrofitting Fund. Prior to working as a Tech Funding Advisor of a venture capital company, emphasizing ICT-based companies, Adnan worked as Vice President in the Corporate Dealing Team of K&N Kenanga Berhad, where his

responsibilities included managing the dealing team and marketing of listed equities to domestic and international institutional clients. Prior to that he was attached to the Corporate Finance Division as well as the Equities Research Division of the Arab-Malaysian Group. Adnan holds a Bachelor of Electrical Engineering degree majoring in Software Development from the University of New South Wales, Sydney, Australia. He also holds a Master of Business Administration majoring in Banking and Finance from the University College of Dublin, Ireland and a Certificate of Entrepreneurial Management from the University of Southern Australia. He was one of the invited speakers at the inaugural International Green Exhibition Malaysia (IGEM 2010) organized by the Ministry of Green Technology, Energy and Water. He is also an active speaker in ASLI organized conferences such as the Low Carbon Township Summit and Greater KL: Smart City of the Future Conference. Additionally, he is an external advisor to the Sustainability Cluster of the University Malaya and an invited stakeholder to the government's Low Carbon City framework and assessment system.