

**CORPORATE SOCIAL RESPONSIBILITY & GOVERNANCE CONFERENCE 2009**  
**“SPECIAL CSR RECOGNITION AWARD TO THE PRIME MINISTER FOR HIS**  
**CONTRIBUTION TOWARDS ENHANCEMENT OF THE CSR AGENDA IN MALAYSIA”**

**11<sup>th</sup> & 12<sup>th</sup> FEBRUARY 2009**  
**HOTEL ISTANA, KUALA LUMPUR**  
**SPECIAL ADDRESS BY**  
**YAB Datuk Seri Abdullah Ahmad Badawi**  
**Prime Minister of Malaysia**

**SUPPORTING PARTNERS:**

Malaysia has become a leader in Corporate Social Responsibility (CSR) not just in Asia but also around the world. The foundations of this success have been laid by a number of key initiatives including the Putrajaya Committee for GLC Transformation, the CSR reporting requirements for PLC's and a range of tax incentives aimed at promoting sustainable investment in environmental, social and governance activities.

By attending this conference you will gain a comprehensive understanding of how you can build on these foundations to align your CSR programmes with the strategic aims of your company. By integrating effective CSR programmes into your policies, management and products you can build added value both to your company and society at large.

Speakers include leading experts from Malaysia and around the world who will share their thoughts and experiences on how successful CSR policies can be designed and implemented.

Drawing on international best practice and insights from expert speakers including representatives from the United Nations, this conference aims to ensure that the CSR momentum in Malaysia is given a strong boost right from the start of 2009.

*“Public Listed Companies (PLC's) have achieved significant progress in CORPORATE GOVERNANCE Compliance. To inculcate the culture of Corporate Social Responsibility (CSR), PLC's are required to disclose their CSR activities. Such activities which are in line with the nation's socio-economic objectives include providing business opportunities to domestic entrepreneurs, awarding contracts to Bumiputra vendors, ensuring ethnic diversity of employment, as well as developing human Capital.*

*In addition, the CSR activities will include contributions towards the well being of the rakyat, especially the less fortunate. It can be expected that PLCs which practise CSR, are likely to attract investors, particularly large domestic and international institutional investors. In this regard, EPF and KWAP will, in their investment decisions consider PLCs with good CSR practices.”*

**“Excerpts from the Budget Speech 2007 By**  
**YAB Datuk Seri Abdullah Ahmad Badawi**  
**Prime Minister of Malaysia**

**DISTINGUISHED SPEAKERS:**

**TAN SRI DR RAMON NAVARATNAM**  
 Corporate Advisor, Sunway Group  
 President, Transparency International, Malaysia

**DR GEOFFREY WILLIAMS**  
 Managing Director,

**PUVAN J. SELVANATHAN**  
 Chief Sustainability Officer, Sime Darby Group,  
 Network Founder, Global Compact Local Network,  
 Malaysia

**HELINA LAM**  
 Associate Programme Officer, Private Sector. and Development  
 Section, Trade and Investment Division, UNESCAP

**DR. JOTHIMANI K.MUNIANDY**  
 Head Market Intelligence, Group Strategy,  
 Bursa Malaysia Berhad

**ANDREW J SEBASTIAN**  
 Head of Communications, Malaysian Nature Society

**BRIAN J. LARICHE**  
 Director,

The Liaison Combination Sdn Bhd  
**SIMON YEOH**

Executive Director,  
 Ernst & Young Tax Consultants Sdn.Bhd

**GIRISH RAMACHANDRAN**  
 Executive Director,

RSM Strategic Business Advisors  
**DR BALA SEKAR NADARAJAN**

Chief Executive Officer  
 Smart Business Consulting

**CORPORATE SOCIAL RESPONSIBILITY & GOVERNANCE CONFERENCE 2008**  
**“INTERNATIONAL CSR STRATEGIES & SOLUTIONS FOR DIRECTORS AND MANAGERS”**  
**11 FEBRUARY 2009 & 12 FEBRUARY 2009**  
**HOTEL ISTANA, KUALA LUMPUR**

**DAY ONE**

8:30am – 9:00am Registration of delegates

8:45am – 9:00am Welcoming address by YBhg Tan Sri Dato' Seri Megat Najmuddin Megat Khas  
President Malaysian Institute of Corporate Governance & Federation of Public Listed Companies

**MORNING SESSION**

9.00am – 9.45am **What is CSR and What Can it Achieve?**

- *What is CSR?*
- *Why CSR*
- *What can CSR achieve?*
- *Sunway's experience in CSR*
- *Future of CSR*

Tan Sri Dr Ramon Navaratnam  
Corporate Advisor, Sunway Group  
President, Transparency International, Malaysia

9:45am – 10:30am **The Business Impact of Good and Bad CSR**

- *What is the connection between good CSR and your company's bottomline?*
- *How can bad CSR damage your company's financial performance?*
- *What is the return? – the size of the Socially Responsible Investment (SRI) Market*
- *How and why CSR Ratings are important for your company*
- *The comparative performance of Malaysian companies on CSR Ratings*

Dr Geoffrey Williams  
Managing Director  
OWW Consulting

10:30am – 11:15am Coffee Break

11:15am – 12:30pm **The UN Global Compact and the Global CSR Agenda**

- *The UN Global Compact (UNGC) and its Global Network*
- *How the UNGC is Promoting CSR in Asia and the World*
- *The value of Environmental, Social and Governance Issues*
- *How the UNGC works and successes so far*
- *Getting involved in the UNGC Movement*

Helina Lam  
Associate Programme Officer,  
UNESCAP, Bangkok

12:30pm – 1:15pm **CSR & Environmental Reporting – Views From an NGO**

- *Introduction on Malaysia's Oldest Environmental NGO, How MNS was created, its milestones*
- *Our view of CSR, taking approach to our dealings with corporations*
- *Examples of on going projects undertaken by MNS, showcasing case studies*
- *Emerging Environmental issues*
- *Our wish and challenge for corporate Malaysia*

Andrew J Sebastian  
Head of Communications,  
Malaysian Nature Society

1:15pm – 2:20pm Lunchworkshop

**AFTERNOON SESSION**

2:20pm – 3:05pm **Social Returns on Community Engagement**

- *Corporate Community Engagement*
- *What is it actually?*
- *How to start?*
- *What's the benefit?*
- *Things to look out for*
- *Activity*
- *Calculating your Social Return of Investment*

Brian J. Lariche  
Director,  
The Liaison Combination Sdn Bhd

3:05pm – 3:30pm Refreshments / Networking

3:30pm – 4:15pm **Making a Difference through Corporate Social Responsibility. An MNC Perspective**

- *What motivates PETRONAS to be socially responsible Corporation?*
- *CSR – Understanding our essence and values*
- *CSR – A long term and sustainable approach*
- *CSR – An Holistic definition*

(Speaker to be confirmed)  
Multinational Oil & Gas Company  
Operating in over 30 countries

4:15pm – 5:00pm **Incorporating Socially Responsible Strategies Into Your Corporate Business Plan.**

- *Why profit is not the only purpose: Creating environmental, social and financial wealth*
- *How to achieve alignment between personal and business missions: Finding meaning and making a difference at work*
- *New paradigm business strategy: Systems thinking at work*
- *From transactional to transformational leadership*

Girish Ramachandran  
Executive Director  
RSM Strategic Business Advisors

5:00pm Closing of Day One

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**DAY TWO**

8:30am – 9:00am Registration

**MORNING SESSION**

9:00am – 9:45am **Corporate Social Responsibility and Malaysian PLCs**

- *An Overview of the status of CSR among Malaysian PLCs*
- *A case study of Bursa Malaysia*

Dr. Jothimani K.Muniandy  
Head Market Intelligence  
Group Strategy  
Bursa Malaysia Berhad

9:45am – 10:30am Refreshments / Networking

10:30am – 11:15am **Corporate Social Responsibility – Tax Perspective**

- *Doing business with a conscience*
- *Challenges of companies under current global economy and impact of their activities on society, natural environment, communities in which they operate*
- *Eligibility of various tax incentives for CSR initiatives*
- *Final thoughts and tax issues relating to CSR*

Simon Yeoh  
Executive Director  
Ernst & Young Tax Consultants Sdn. Bhd

11:15am – 12:00pm **Sustainable Globalisation**

- *Correlating globalisation and sustainability*
- *What sustainability strategies can companies pursue as they globalise?*
- *Leveraging ‘Responsible Competitiveness’ in emerging economies*
- *Leapfrogging into clean development*
- *Reconciling environmental, social and governance policies for a sustainable future*

Puvan J. Selvanathan  
Chief Sustainability Officer, Sime Darby Group,  
Network Founder, Global Compact Local Network, Malaysia

12:00pm – 12:45pm **Corporate Social Responsibility as an Initiative to Promote Good Corporate Governance & Transparency**

- *Corporate citizenship or Corporate Social Responsibility (CSR) Business Ethics or Transparency?*
- *How inventions measure a business through CSR and what they want?*
- *Developing and implementing CSR strategies for sustainability of the business and promoting transparency.*

Dr Bala Sekar Nadarajan  
Chief Executive Officer  
Smart Business Consulting

12:45pm – 1:30pm Lunch

**AFTERNOON SESSION**

**SPECIAL CSR AWARD PRESENTATION TO  
THE PRIME MINISTER  
& HIGH TEA**

- 1:30pm – 2:00pm **Registration of Delegates / Invited Guest**
- 2:00pm – 2:30pm Arrival of Prime Minister
- 2:45pm – 2:55pm Special Address by **YBhg Tan Sri Dato' Seri Megat Najmuddin Megat Khas**  
President Federation of Public Listed Companies & Malaysian Institute of Corporate Governance
- 2:55pm – 3:15pm Special Regulatory Address by **Ybhg Dato' Sri Zarinah Anwar**  
Chairman of the Securities Commission
- 3:15pm – 3:45pm Award Acceptance Speech by **YAB Dato' Seri Abdullah Ahmad Badawi**  
Prime Minister of Malaysia
- 3:45pm Presentation of CSR Award to the Prime Minister by **YBhg Tan Sri Dato' Seri Megat Najmuddin Megat Khas**  
President Federation of Public Listed Companies & Malaysian Institute of Corporate Governance
- 5:00pm Closing of Conference

**CORPORATE SOCIAL RESPONSIBILITY & GOVERNANCE CONFERENCE 2009**  
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**13th February 2009**  
**ISTANA HOTEL, KUALA LUMPUR**

**TRAINING SESSION**

**MEETING THE CSR REPORTING REQUIREMENTS USING INTERNATIONAL STANDARDS**

**Session One:**

**Introduction to CSR reporting using the GRI-G3 Standard**

The Global Reporting Initiative (GRI-G3) is the best practice standard for CSR reporting. It aims to make non-financial reports as clear and comparable as annual financial accounts. Using practical examples from GRI reports around the world, day-two will provide a detailed description of how the GRI works, what data is required and how you can meet the challenges of this new framework.

- The Global Reporting Initiative (G3) Guidelines – The International Gold Standard
- Defining report content: What aspects of CSR workshop activities should you report and how?
- Defining report quality: Materiality in CSR reporting – what does it mean?
- Setting the boundaries and scope of the report
- Structuring a CSR report for maximum impact

**Session Two:**

**Advanced CSR reporting to GRI-G3 Standards**

This session describes the central building blocks of the GRI framework – disclosure on management approach, the standard reporting protocols, understanding performance indicators – where to find the data and how to present it. The special reporting requirements for specific industrial sectors will also be examined and how the level of reporting can be measured using the GRI Application Level indicators.

- Disclosure on Management Approach – DMA
  - Economic
  - Social:
    - Labour Practices and Decent work
    - Human Rights
    - Society - Community
  - Product responsibility
  - Environmental
- Understanding performance indicators
- Sector supplements and application levels

**Session Three:**

**The final checklist**

The final session shows how the final touches can be added to make a world-class report. It covers the requirements and approaches to auditing and verification, how the CSR report can be used as the basis for development of company strategy and some of the best and worst reports available in the market.

- Using assurance and audits check your report – the importance of independent verification
- Using the GRI process to identify gaps in CSR strategy and opportunities for improving performance management
- Case studies of good and bad approaches to CSR reporting
- Effective methods for promoting your GRI report

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**ISTANA HOTEL, KUALA LUMPUR**

- Yes! Please register the following delegate(s) for this Event (Please photocopy for more delegates)
- I am unable to attend but please put me on your mailing list
- I claim 15% discount as a member of any of the following organisations (only **one** discount applies)

EUMCCI membership: \_\_\_\_\_ Malaysia Compact: \_\_\_\_\_ (tick if applies)

**Name:** (Dr/Mr/Mrs/Ms): \_\_\_\_\_  
**Job Title:** \_\_\_\_\_  
**Email:** \_\_\_\_\_  
 I hereby confirm my participation at the above conference/workshop:  
**Signature:** \_\_\_\_\_  
**Approving Manager:** \_\_\_\_\_  
**Job Title:** \_\_\_\_\_  
**Email:** \_\_\_\_\_  
**Company:** \_\_\_\_\_  
**Address:** \_\_\_\_\_  
 \_\_\_\_\_  
**Tel:** \_\_\_\_\_ **Fax:** \_\_\_\_\_  
**Booking Contact:** \_\_\_\_\_  
**Email:** \_\_\_\_\_  
**Nature of Business:** \_\_\_\_\_  
**Company Website:** \_\_\_\_\_  
**Bankdraft/Cheque No.** \_\_\_\_\_ **Amount** \_\_\_\_\_

**Important Notice:** I. Payment Terms: Following completion and return of the sales contract, full payment is required **within seven (7) working days receipt of invoice**. Cheques or Bank Drafts should be crossed and made payable to **Owens, Williams & Wood Consulting (OWW) Sdn Bhd**. PLEASE NOTE: Payment must be received prior to the conference date. We reserve the right to refuse admission if payment is not made on time.

II. Cancellation/Transfers: Cancellations must be received in writing by mail two (2) weeks before the conference in order to obtain a refund (Less 20% Administrative Charges) Thereafter the full conference fee is not refundable and will automatically entitle your organization to utilize the same credit amount for any future Conference/Forum/Training that is of interest to your organization conducted by OWW Consulting and credit voucher will be issued.

III. If you unable to attend, a substitute delegate is acceptable at no extra charge. Please provide the name and the position of the substitute delegate at least 2 days prior to the conference.

IV. The Organizer reserves the right to make any amendments or changes as may be necessary on the replacement of speaker, venue, agenda and topics of this conference.

V. Upon confirmation of registration, an invoice will be emailed as a proof of acceptance and confirmation of delegates' participation in the conference and the receipt and original invoice will be posted to the address as per the registration form, after the full payment has been made.

**5 EASY STEPS TO REGISTER**

I. **PHONE:** (603) – 2261 4310

II. **FAX:** complete and send this registration form to:  
 (603) – 2261 4359

III. **EMAIL:** [gary.nair@oww-consulting.com](mailto:gary.nair@oww-consulting.com)

IV. **MAIL:** this completed form together with payment to:  
**OWW Consulting Sdn Bhd**  
**Suite 2B-12-3, Plaza Sentral**  
**2 Jalan Sentral 5, 50470 Kuala Lumpur**

V. **WEBSITE:** [www.oww-consulting.com](http://www.oww-consulting.com)

**Your Investment for attending this Conference is:**

	Regular Fee	Early Bird Fee
		(Pay before 15 <sup>th</sup> January 2009)
<b>Conference</b>		
<b>Only</b>	RM 2,000.00	RM 1,700.00
<b>Training Workshop</b>	RM 1,500.00	RM 1,350.00

The fee includes lunch, refreshments and conference documentation. **Group Discount:** Enjoy a group discount of **10% for 3 or more delegates** registered at the same time from the same organization and of the same billing source.

**For Government Officials**  
 A Local Order or Letter of Approval to participate must be presented before the conference.

**ACKNOWLEDGEMENT OF REGISTRATION**

OWW Consulting hereby confirms the registration of the above delegate/s for the conference as stated.

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 .....

Approved by: .....

Date: .....