

Seventh Annual Conference and General Meeting
ASEF University Alumni Network (ASEFUAN)
Hanoi, Vietnam
31 July – 5 August 2008

Corporate Social Responsibility in Asia

Organised by
ASEFUAN



Endorsed by
ASEF



Co-organiser

VASS



Local partner

CSR Vietnam Forum



DAY 1: THURSDAY, 31/7/2008

ARRIVAL/REGISTRATION AND WELCOME DINNER

- 10:00 - 17:00 - Arrival and Registration
Participants are required to check-in at the ASEFUAN desk
- 16:00 – 17:00 - Welcome and icebreaking session
- 19:00 – 21:00 - **WELCOME DINNER – SPONSORED BY VINATRA**
Venue: Sen Restaurant
No. 10, Lane 431 Au Co Rd., Tay Ho, Hanoi
Dress code: Casual

DAY 2: FRIDAY, 1/8/2008

CONFERENCE: CORPORATE SOCIAL RESPONSIBILITY IN ASIA

- 7.00 – 8.00 - Breakfast
- 8.15 - **Departure of the bus for conference venue**
- Note:** Please remember it is extremely important to be on time for the conference day because we will have other guests at the conference, especially distinguished guests who will make welcome speeches. Hanoi has serious problem with traffic jam in the morning and the hotel of AGM is quite far away from the conference venue.
- Dress code: Smart casual
(It isn't necessary to wear suit during the conference. However, shirt and tie for men are appreciated)

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| 8.30 – 8.55 | Registration |
| 9.00 – 9.30 | Welcome speeches Speakers: - Representative from Ministry of Foreign Affairs - Ambassador Cho Won-il, Executive Director - Asia Europe Foundation - Representative from VASS |
| 9.30 – 9.45 | General introduction about CSR in Asia Speaker: Ngo Thi Minh Huong – Founder/Board of Advisor Center for Development and Integration – Vietnam CSR Forum |
| 9.45 – 10.00 | Global Compact Initiative Speaker: Representative from UNDP |
| 10.00 - 10.30 | Comparative CSR: The case example of Singapore and implications for other Asian countries Speaker: Melissa Ong – Research Fellow Centre on Asia and Globalization, Lee Kuan Yew school of Public Policy |
| 10.30 – 11.00 | Tea break: SPONSORED BY SPANISH EMBASSY IN VIETNAM |
| 11.00 - 11.30 | CSR environment in Asia Speaker: Isaac Martín-Barbero - Economic and Trade Counselor Spanish Embassy in Vietnam |
| 11.30 – 12.00 | TOPIC: TO BE CONFIRMED Speaker: Bui Nhat Quang Vietnam Academy of Social Science |
| 12.00 – 12.30 | Q&A |
| 12.30 – 14.00 | Lunch: SPONSORED BY SPANISH EMBASSY IN VIETNAM |
| 14.00 - 14.30 | A Case study in Vietnam Speaker: Tran Vu Hoai – Corporate Relations Unilever Vietnam |

14.30 – 15.30 PANEL DISCUSSION: CSR & BUSINESS STRATEGY AND OPERATIONS

Business Strategy

- What are societal demands on corporate responsibility? What are the appropriate actions from a business strategy perspective?
- How can firms integrate growing public expectations for improved environmental performance with a successful competitive strategy?

Business Operation

- What is the impact of CSR initiatives on human capital development?
- How does CSR impact investor relations and how should CSR issues be communicated to investors?
- How can the “culture of CSR” be cascaded across all levels in an organization?

Involvement of non-business stakeholders

- employees and communities
- civil society
- international organisations

Panelists:

- **Representative from local Vietnamese company**
- **Representative from an international company**
- **Nguyen Thi Tong - Director - Center for Development and Integration**
- **Representative from GTZ Vietnam**
- **Representative from VCCI**

15.30 – 16.00 Tea break: SPONSORED BY EMBASSY OF SPAIN IN VIETNAM

16.00 – 16.30 A CASE STUDY OF CSR IN VIETNAM

Speaker: **Representative from local Vietnamese company**

16.30 – 16.45 CONCLUSION

16.45 – 17.15 Presentation of Lee Kuan Yew School of Public Policy

Speaker: **Elaine Lew - Manager, Student Recruitment & Alumni Relations**

17.15 END OF CONFERENCE

19.00 – 21.00 Dinner – SPONSORED BY UK EMBASSY IN VIETNAM

- Venue: Residence of British Embassy's Deputy Head of Mission
16 Ly Thuong Kiet, Hanoi
- Dress code: Smart casual
(Note: It isn't necessary to wear suit during the dinner but shirt and tie for men, evening dress for women are appreciated.)

DAY 3: SATURDAY, 2/8/2008
ANNUAL GENERAL MEETING

- 07:00 – 08:30 - Breakfast
- 08:30 - Departure of the bus for conference venue
 - Dress code: Smart casual
- 09:00 – 12:30 - PLENARY SESSION: WELCOME AND ANNUAL REPORT**
- Venue:
- 09:00 – 09:15 - Welcome remarks
- 09:15 – 09:20 - Election of the Chair of the Annual General Meeting (AGM) and designation of two Rapporteurs
- 09:20 – 09:50 - Presentation of summary of discussion of the sixth AGM
- 09:50 – 10:20 - Presentation of the Annual Report by the Executive Committee (EXCO)
- 10:20 – 10:45 - Tea Break**
- 10:45 – 11:00 - Presentation and approval of Auditors' report
- Consideration and approval of the Annual Report, including a Statement of Accounts
 Open Discussion
 - Future of ASEFUAN
- 11:00 – 12:00**
- 12:00 – 12:30 - Presentation of Vietsoftware International (Co-sponsor)**
- 12:30 – 14:00 - Lunch
- Venue: Quan Ngon restaurant
 18 Phan Boi Chau
- 14:00 – 18.00 - Visit Temple of Literature and free sight seeing
- 18.30 – 19.30 - Water puppet show
- 19.30 - Bus leaving for dinner venue
- 20.00 – 22.00 Dinner – SPONSORED BY VIETSOFTWARE INTERNATIONAL**
- Venue: Season BBQ – 54 Ly Thuong Kiet, Hanoi
- 22.00 – 23.00 Jazz music**

DAY 4: SUNDAY, 3/8/2008
ANNUAL GENERAL MEETING: PROJECTS AND ACTIVITIES

- 07:00 – 08:30 - Breakfast
- 08:30 - Departure of the bus for conference venue
- 09:00 – 10:10 - **PLENARY SESSION: OVERVIEW AND BRAINSTORMING**
- 09:00 – 09:15 - Session Introduction
- 09:15 – 09:45 - Presentation of Project Reports
- 09:45 – 10:00 - Q&A
- 10:00 – 10:45 - **WORKSHOPS ON ACTIVITIES**
- Including drafting of reports for the concluding plenary session
- WORKSHOP 1 - Annual Conference and General Meeting 2009
- WORKSHOP 2 - Local Chapter Meetings 2008 – 2009
- WORKSHOP 3 - Academic Activities and Exchanges
- WORKSHOP 4 - Corporate partnerships and sponsorship
- 10:45 – 11:15 - Tea Break
- 11:15 – 12:00 Workshop Reports
- 12:00 – 13:00 - Lunch : **SPONSORED BY GTZ VIETNAM**
 Venue: Lang Ngoi restaurant
 27 Ngoc Khanh
- 13:00 – 13:45 - **WORKSHOPS ON PROJECTS**
- WORKSHOP 1 - Project Development / Future direction of ASEFUAN
 (Forum to discuss new ideas for projects or ASEFUAN's future)
- WORKSHOP 2 - Asia-Europe Society
- WORKSHOP 3 - Model ASEM
- WORKSHOP 4 - Culture Capsule
- 13:45 – 14:30 Presentation of Reports
- 14.30 – 15.00 Election of new EXCO**
- 15:00 – 18:00 - Visit Museum of Ethnology
- 19:30 - Bus departure for dinner venue**
- 20.00 – 21:30 - Dinner**
 Venue: Ashima hot pot – 60 Giang Van Minh

POST AGM

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| <p style="text-align: center;">DAY 5: MONDAY, 4/8/2008 CULTURAL PROGRAMME: HALONG BAY</p> |
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07:30 – 08:30 - Breakfast

Venue:

CHECK OUT OF THE HOTEL

08:30 - Departure of the bus for Halong bay

12.00 - Arrival in Halong bay

12:30 – 14:00 - Lunch

19.00 – 21:00 - Dinner
- Overnight on boat

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| <p style="text-align: center;">DAY 6: TUESDAY, 5/8/2008 CULTURAL PROGRAMME: HALONG BAY</p> |
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11.00 Check out the boat and Departure of bus for Hanoi

17.00 ARRIVAL IN HANOI

- Note: For the night of 5/8/2008, if any participants continue to stay in Hanoi, you should arrange for your own accommodation

** End **