

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

Corporate Social Responsibility in Asia
1st August 2008

Organised by
ASEFUAN



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CORPORATE SOCIAL RESPONSIBILITY IN ASIA

SPONSORSHIP PROSPECTUS

Dear Sir or Madam

The Seventh Annual Conference and General Meeting (AGM) of Asia-Europe Foundation's University Alumni Network (ASEFUAN) will take place in Hanoi in early August 2008. The topic of the conference is "Corporate Social Responsibility in Asia". Attendees of this event are approximately 70 prominent students and young professionals representing 38 member countries of Asia Europe Meeting process – ASEM. The conference will be held in the premises of Vietnam Academy for Social Sciences (VASS). Besides private sector sponsorship, this event will also be supported by the Delegation of European Union and some European embassies in Hanoi. Especially, this event is strongly supported by Asia Europe Foundation – ASEF (www.asef.org).

Whilst CSR has become increasingly important and integral part of business in Western countries, it is still a rather new concept in emerging economies in Asia, and especially in Vietnam. Although CSR issues have been on the agenda in Vietnam in recent years and there have been few high profile events addressing the issue, unfortunately still only in rare cases, local companies have adopted CSR principles as part of their businesses. This conference will explore into the state-of-art of CSR in Asia from both Western and Asian perspectives, discussing Vietnam as a case example, enabling participants to exchange information and experience of CSR's best practices as well as finding common ground for CSR practices between East and West.

Knowing that your company has a great record in CSR issues, we would like to offer you an outstanding possibility to cooperate with us. In addition to minor financial contribution, we hope that your company can contribute its expertise in CSR issues to the discussions of the conference.

By cooperating with us and sponsoring this event, your company will get an excellent opportunity to take part in the discussion, introduce your company's CSR policies and practices. Furthermore, your company will be able to address and get visibility amongst prominent young professionals and future leaders of Asia and Europe – not only as customers but also as possible future employees and experts of your company.

The ASEFUAN network was established in 2000 with over 500 members coming from 38 European and Asian countries. The members are prominent students at the end of their studies or young professionals working at good position in private and public sector in the field of business, law and social sciences. The Annual General Meeting–AGM, organized every year alternatively in Asia and Europe, constitutes the heart of the cooperation, bringing members together in the network to discuss timely topics of their interest and expertise. For more information on ASEFUAN as well as this special event, please visit www.asefuan.org or contact us at agm2008@asefuan.org

Please kindly find see more information on the conference agenda and sponsorship packages below.

We hope to hear from you at your earliest convenience.

Yours sincerely

The organizing committee
Annual General Meeting 2008
ASEFUAN

CORPORATE SOCIAL RESPONSIBILITY IN ASIA

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CONFERENCE AGENDA

9.30 – 11.00	PLENARY SECTION 1: CSR IN ASIA
9.30 - 10.00	<p>What is the role of CSR in Asia - CSR and the Asian context/values/factors:</p> <ul style="list-style-type: none">- What is CSR- Why it is a business necessity in Asia OR What is the role of CSR in Asia?- What is the impact of CSR on the Asian economy and society?- To what extent can a nation's competitiveness be enhanced through CSR?- Globalisation and its implications for CSR in Asia OR Global influences and the CSR movement in Asia OR How has globalisation affect the adoption of CSR in Asia?- What ethics and values guide CSR in Asia OR What are the economic, social and cultural factors driving CSR initiatives in Asia? <p>Speaker: to be confirmed</p>
10.00 - 10.30	<p>CSR environment in Asia</p> <ul style="list-style-type: none">- Awareness of CSR in Asian countries - Overview of the state of CSR progress in Asia- How effective/ developed are the CSR-supportive policies in Asia? E.g. Business Incentives, Awards- What are the factors in national business systems that encourage the adoption of CSR practices?- How can a robust policy framework for CSR be developed in Asia?- How can more coherent public policies for CSR be developed?- What different CSR models are emerging in Asia- Challenges for CSR in Asia- What criticisms arise of CSR in Asia? <p>Speaker: to be confirmed</p>
10.30 – 11.00	<p>Comparative CSR</p> <ul style="list-style-type: none">- How does Asian CSR compare with Western conceptualisations?- Can a Western conceptualisation of CSR deliver real social issue impacts in Asia?

	Speaker: to be confirmed
11.00 – 11.30	Tea break
11.30 – 12.30	Q&A
	Moderator: To be confirmed
12.30 – 14.00	Lunch
14.00 – 15.30	<p>PLENARY SECTION 2: PANEL DISCUSSION: CSR & BUSINESS STRATEGY AND OPERATIONS</p> <p>Business Strategy</p> <ul style="list-style-type: none"> - CSR issues in local Asian business environments - What are societal demands on corporate responsibility? What are the appropriate actions from a business strategy perspective? - What is the degree of correlation between CSR and corporate brand value? - How does CSR theory and practice inform the content and the process of strategy? - What are some of the successful alignment strategies for the achievement of a triple bottom line? - How can firms integrate growing public expectations for improved environmental performance with a successful competitive strategy? <p>Business Operation</p> <ul style="list-style-type: none"> - 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 organisation? <p>Panelists: to be confirmed (04 ppl)</p> <p>Moderator: to be confirmed</p>
15.30 – 16.00	Tea break
16.00 – 17.00	A CASE STUDY OF CSR IN VIETNAM (OR ANY ASIAN COUNTRY)
	Speaker: to be confirmed
17.00	END OF CONFERENCE

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SPONSORSHIP PROSPECTUS

SPONSORSHIP PACKAGES

SPONSORSHIP ENTITLEMENTS AND BENEFITS	DIAMOND	GOLD	SILVER
I. MARKETING			
1. Logo and hyperlinked on ASEFUAN's website	√	√	√
2. Company profile introduction on ASEFUAN's website	200 words	100 words	x
3. Advert in main conference brochure	Full page	1/2 page	x
4. Logo on conference's onsite backdrop/banner	√	√	√
5. Company's brochures or flyers (supplied by sponsor) inserted in the main conference brochure	√	√	x
6. Conference bags with corporate logo (supplied by sponsor) delivered to all participants	√	x	x
7. Either corporate logo on reverse of delegates' badges; or	√	√	x
8. Corporate logo on lanyards (supplied by sponsor) of delegates' badges			
9. Small souvenirs, e.g.: pens, pencils..., (supplied by sponsor) to be delivered to all delegates	√	√	√
10. 3x1m banner (supplied by sponsor) positioned within the conference room	√	x	x
II. SPEAKING OPPORTUNITIES			
11. Chairing (moderator) opportunity	√	x	x
12. Speaking section	√	√	x
13. Panel discussion	√	√	√
14. Complimentary delegate pass - incl. speaker	3 pax	2 pax	1 pax
III. CULTURAL ACTIVITIES			
15. Halong bay classic cruise trip on Emeraude – 4-5 August 2008 - incl. speaker (http://www.emeraude-cruises.com/)	3 pax	2 pax	1 pax
16. Dinners sponsored by EC Delegation and foreign embassies in Hanoi (31 July 2008 – 3 August 2008) - incl. speaker	3 pax	2 pax	1 pax
Opportunities available	1	2	2
INVESTMENT	EUR 4000	EUR 3000	EUR 2000