



This project is funded by the European Union



SMART Myanmar

SMART Myanmar presents CSR Tools
 « What is CSR and why is it important for my company? »

SAVE THE DATE: October 30th 2014
 10:00 am to 12:30 pm – Sule Shangri-La Hotel Yangon

Background

Any development focused purely on economic growth is not sustainable. With Myanmar catching up with global trends, the concept of Corporate Social Responsibility (CSR) has become more important recently.

Multinational companies from Europe and North America were the first to introduce not only quality but also CSR standards in their global value chains. Practicing CSR - that is abiding by social and environmental minimum standards - is a useful management strategy and not only an entry requirement for doing business with international buyers, especially EU clients.



Objectives

The event marks the launch of the CSR Campaign initiated by SMART Myanmar, a EU funded project in close cooperation with UMFCCI. The event wants to raise awareness on the importance of CSR, addressing the questions “What is CSR?” and “Why is CSR important and beneficial for my company?” to increase the understanding of CSR and CSR issues.

CSR is not a philanthropic approach but a strategy to improve internal business processes, communication, job retention, higher satisfaction and productivity of workers, better communication with the clients, communication with government authorities and certification bodies. In a globalized world it is helpful for a modern management to talk about social and environmental issues.

Myanmar businesses of all sectors and stakeholders can learn from practical cases where CSR has been successfully integrated into core business for the benefit of the company, the society and the planet alike.

A stakeholder dialogue will work out which kind of CSR framework can support Myanmar businesses to succeed?

Promoters & Sponsors





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**SMART
Myanmar**

**SMART Myanmar –
Public Event to Present CSR Tools**

Programme	
10.00 am – 10.30 am	Arrival, Registration & Welcome
10.30 am – 10.45 am	Opening Ceremony
	<p><i>Opening remarks by</i> Roland Kobia <i>Ambassador of the European Union</i> H.E. Minister Maung Myint <i>Ministry of Industry</i> Win Aung <i>President UMFCCI</i></p>
10.45 am – 11.00 am	Keynote Speech
	<p><i>Speaker:</i> Prof. Dr Aung Tun Thet</p>
11.00 am – 11.20 am	Presentation of CSR tools
	<p><i>Speaker:</i> Octavio Peralta</p>
11.20 am – 11.40 am	Case Study Presentations
	<p>“Importance and direct benefit of CSR by international corporations and Myanmar SMEs”</p> <p><i>Presentation of CSR activities by:</i> <i>Unilever Global Co.Ltd</i> Yathar Cho Industry Ltd</p>
11.40 am – 12.10 am	Stakeholder dialogue
	<p>“How can a strong CSR framework help companies succeed in Myanmar?”</p> <p><i>Moderator:</i> Thomas Thomas, <i>CEO of the ASEAN CSR Network</i></p> <p><i>Panelists:</i> Khine Khine Nwe, <i>UMFCCI CSR Committee</i> Otavio Peralta, <i>ADFIAP</i> Martin Pun, <i>Yoma Bank Group</i> Steve Marshall, <i>ILO</i></p>
12.10 am	Questions and Answers
12.15 am	Closing words by Khine Khine Nwe and distribution of CSR materials
12.20 am	Refreshment





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Registration Form

Date : October 30th 2014
Venue : Sule Shangri-La Hotel (Bago Function Room)
Yangon - 223 Bo Gyoke Rd
Time : 10.00 am – 12.30 am

Contact

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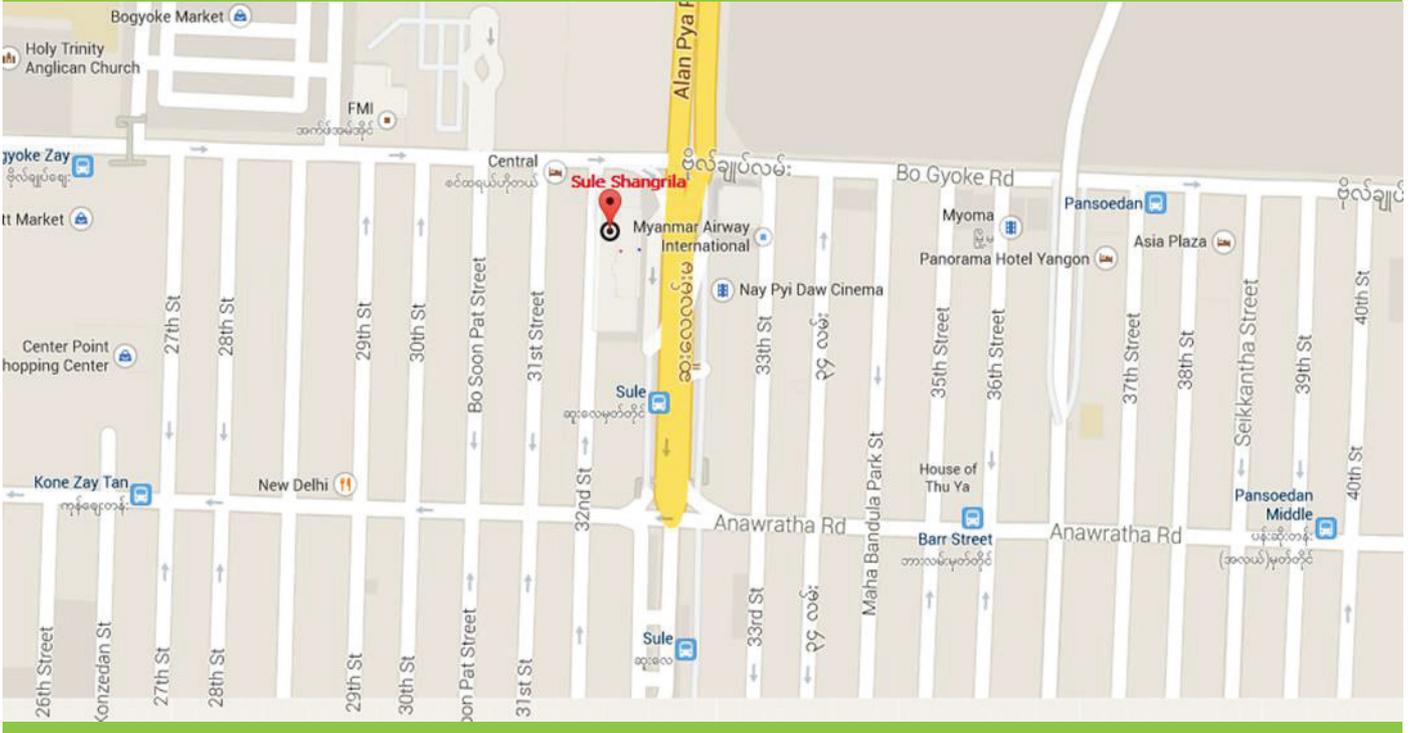
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E-Mail _____

Date / Signature _____

Location



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