

Corporate Social Responsibility – An Introduction

10 June, 2010

The Dubai Chamber Centre for Responsible Business at Dubai Chamber of Commerce & Industry in partnership with the Economic Zones World would like to invite you to attend the Seminar 'Corporate Social Responsibility – An Introduction' on June 10, 2010.

Corporate Social Responsibility in business is essentially about achieving economic success and competitive advantage by building reputation and gaining the trust of people. CSR is fast becoming an integral part of corporate strategy, management practices, business operations and product development. Corporate Social Responsibility enhances business sustainability, provides new opportunities, develops customer loyalty and improves stakeholder relationships.

It is only recently that Corporate Social Responsibility (CSR) practices have emerged as a priority in Dubai and companies are beginning to realise CSR's potential as a strategic management tool. If you are one of those companies that would like to learn about the opportunities and benefits presented by CSR like enhanced reputation, trust, lower risks, improved organisational efficiencies and employee motivation then this workshop is for you.

This seminar will give participating companies the opportunity to learn about Corporate Social Responsibility as a concept and its importance. The seminar will focus on building the business case for CSR and how being responsible can lead to enhanced business performance. The participants will get a chance to hear from practicing local and international companies on why and how they adopted CSR and their journey from there. This seminar will also provide ample opportunity for companies to network, learn and share experiences.

Key learning outcomes

- Develop a clear understanding of what is corporate social responsibility
- Hear about local and international trends in CSR.
- Explore the key CSR drivers internationally and for UAE
- Learn about the business case for CSR and how it benefits a company.
- Hear from practicing companies about their CSR journey.

Who should attend?

This seminar is appropriate for Directors, HR managers, Communications managers, Risk managers, CSR managers and others responsible for a company's success in the area of corporate responsibility.

Fees per delegate:

AED 200 for companies and government

AED 150 for not for profit organizations

Venue

Dubai Chamber of Commerce & Industry - JAFZA Branch

Time

9.30 am to 1.00 pm

To register

Send signed and completed form and payment to: Dubai Chamber of Commerce and Industry, PO BOX 1457, Dubai. Or fax us on +971 4 202 8455 or e- mail form to noora.mohammad@dubaichamber.ae. Payment can be made at the Dubai Chamber JAFZA Branch. Please contact Mr. Ahmad Saleh at the branch to make Cash or Cheque payments.

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AGENDA

9.00 am	Registration
9.30 am	Welcome & Opening, Dr. Belaid Rettab, Senior Executive Director, Dubai Chamber of Commerce & Industry
9.40 am	Key Note Address, EZW Management
9.50 am	Introduction to Corporate Social Responsibility, Vineetha Mathew, Sr. CSR Trainer, Centre for Responsible Business
10.20 am	CSR in EZW, Fatma Hussain, Program Manager Dubai Institute of Technology – TechnoPark, Economic Zones World
10.40 am	Q & A
10.50 am	Why CSR – Perspectives from Dubai Customs – Feryal Tawakul, Executive Director, Community Affairs & Government Partnership Division
11.15 am	Coffee Break
11.30 am	Managing Environmental Impact- Mr. Jonathan Fenton-Jones, Global director of Procurement and Sustainability, Gazeley
12.00 am	Managing CSR in the Service industry – Wael Farouk, Director of Engineering, Marriott Business Council Hotels
12.30 pm	Question & Answer
12.50 pm	Summary and Close
1.00 pm	Networking Lunch

About the Centre for Responsible Business

Formed in 2004, the Centre for Responsible Business is the longest standing centre promoting business responsibility in the UAE. CRB assists members of the Dubai Chamber of Commerce and Industry to apply responsible business practices that enhance performance and competitive advantage through:

- Raising awareness of Corporate Social Responsibility (CSR) amongst businesses.
- Encouraging business to implement best practice standards;
- Providing direct advice and tools to businesses to improve their CSR performance; and
- Measuring and documenting the awareness and implementation of responsible business practices in Dubai.

CRB offers a variety of educational, professional training and consulting services that are designed to build individual companies' capacity to implement broad CSR programs including business ethics, sustainability reporting and corporate governance.

For more information please visit our website www.dubaichamber.ae/crb

About Economic Zones World

Economic Zones World (EZW) is the global provider of sustainable industrial and logistics infrastructure solutions. The company aims to create a robust network of economic zones, technology, logistics and industrial parks as well as build-to-suit developments across the world with an objective to support the dynamic expansion of its rapidly growing international customer base.

As a responsible and socially committed global organisation, EZW aims to deploy its dynamic business models to drive growth and maintain a sustainable society wherever it operates.

EZW's current portfolio includes Jafza, one of the world's largest free zones; Gazeley, a global developer of highly efficient, carbon positive logistics and industrial spaces; TechnoPark, a research driven business and industrial park, and Dubai Auto Zone, a comprehensive market place for the Auto industry.

EZW is currently engaged in more than 30 development projects across Asia (India, Malaysia, China), Africa (Djibouti, Senegal), the Middle East (UAE, Oman), Europe (Belgium, UK, Germany, Poland, Italy, Spain, France) and the Americas (USA)

For more information please visit our website www.ezw.ae