

The 8th Annual CUHK MBA CSR CONFERENCE

"Success through CSR Innovation"

Time:

May 28, 2014; 09:00 - 17:00

Venue:

Hong Kong Convention and Exhibition Centre Level 4

[Click here for info on HKCEC](#)

Ticket rates:

Regular Price:

HK\$ 288 per Person

HK\$ 738 Group Ticket for 3

Promotion Price:

HK\$ 228 per Person

HK\$ 588 Group Ticket for 3

Valid until May 17th

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In the pursuit of our overall vision, to integrate CSR throughout the entire value chain, this year's conference will focus on strategic CSR. Under the overall theme "Success through Innovation" the conference will emphasize on the opportunities of proactively integrating CSR into the overall strategy, as practiced in large corporations, thereby bridging the gap to apply this in SMEs. Divided into various tracks and conducted in a participative manner this conference aims to enhance knowledge transfer and open idea exchange. We will also proudly present our 1st case competition with our strategic partner Swire. Do not miss your chance to be a part of it. Use your promotion code for ticket purchase and enjoy 20% discount until May 17th.

Keynote 1 – Richard Welford, Chairman – CSR Asia
Creating Shared Value

Let's Make a Difference Panel:
Transforming Organizations – Hosted by Rachel Chan

Plenary Session: Creating Shared Value Opportunities

Stream A:
Products that Make a Difference

Stream B:
Redefining Productivity in the Value Chain

Keynote 2
Creating Shared Value from a Hong Kong Business Perspective

Plenary Session: Identifying Shared Value Opportunities

Stream A:
Knowing your Stakeholders and
Business Impacts

Stream B:
Creating Shared Value
Financing and Investment Opportunities

Swire Case Competition Results and Closing Remarks

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