

## Responsible Communication Creates Value

### Third International Conference on CSR Reporting in China

1 December 2010, Shanghai

#### Conference Agenda (DRAFT)

Time	Themes
09:00-09:40	<p><b>Opening Ceremony</b> <b>Distinguished Guests:</b></p> <ul style="list-style-type: none"> <li>• Huang Rengang, Deputy Director General of Department of WTO Affairs, MOFCOMOM</li> <li>• Liu Zhengyi, Deputy District Mayor of Pudong New Area People's Government of Shanghai Municipality</li> <li>• Zhai Qi, Executive Secretary General of the China Business Council for Sustainable Development (CBCSD)</li> <li>• Rolf Dietmar, Director of the Sino-German Corporate Social Responsibility (CSR) Project</li> </ul>
09:40-10:00	<p><b>Theme Report: Research on Corporate Social Responsibility Reporting in China 2010</b> Yin Gefei, Vice President of China WTO Tribune / Director of the International Research Center for Social Responsibility &amp; Sustainable Development of Peking University</p>
10:00-10:20	<p><b>Tea Break &amp; GoldenBee 2010 Excellent CSR Reports Exhibition</b></p>
10:20-12:00	<p><b>Panel 1: CSR Reporting &amp; Corporate Management Innovation</b> <i>As a major channel for information disclosure, CSR reports should not only respond to stakeholders' interests but also bring new ways of management and become an innovative tool for corporate management.</i></p> <p><b>Moderator:</b> Zhai Qi, Executive Secretary General of the China Business Council for Sustainable Development (CBCSD)</p> <p><b>Speech I: International Development trends of CSR reporting</b> Professor George C. Molenkamp, Member of the Sustainability Advisory Board of KPMG</p> <p><b>Speech II: CSR Information Disclosure of Central SOEs</b> Chu Xuping, Deputy Director-General of the Research Office of State-owned Assets Supervision and Administration Commission of the State Council</p> <p><b>Speech III: CSR Information Disclosure of Listed Companies</b> Lin yongfeng, Vice Director of Management Department of Shanghai Stock Exchange</p> <p><b>Speech IV: CSR Report – A New Management Tool for Corporate Development</b> Prof. Sun Jirong, Senior CSR-Consultant assigned by CIM Germany, Senior Advisor and Principle SR-Consultant of China WTO Tribune.</p>
12:00-13:30	<p><b>Themed Lunch</b> <i>Pudong: To be a leader in regional responsible competitiveness</i> <b>Shanghai Pudong New Area Responsible Competitiveness Report (2007-2010) releases</b></p>

<p>13:30-14:20</p>	<p><b>Panel 2: Localization and Internationalization of CSR Reports</b> <i>How can Chinese enterprises use CSR reporting as a tool to be more in line with international standards during the process of internationalization? Enterprises investing and operating abroad face a number of specific challenges related to CSR reporting, e.g. how to reflect the entire CSR concept and practices of the mother company in their reports while at the same time take the concerns of local stakeholders as well as the CSR concept, practices and performance of local branches into account.</i></p> <p><b>Moderator:</b> Zhang Junfeng, Deputy Director-General, International Labor and Information Institute, Ministry of Human Resources and Social Security</p> <p><b>Panelists:</b></p> <ul style="list-style-type: none"> <li>• Johnny Kwan, Senior Vice President, Chairman, BASF Greater China Country Board/ President, BASF (China) Company Limited</li> <li>• Lan Zhenzhen, Vice President of L'Oreal (China)</li> <li>• Vice General Manager, China National Petroleum Corporation</li> <li>• You Xiaoping, Chairman of the Board of both Huafon group and Huafon Spandex Co., Ltd</li> </ul>
<p>14:20-15:10</p>	<p><b>Panel 3: How to Compile High Quality CSR Reports?</b> <i>What kind of CSR reports are high quality ones? How to write high quality CSR reports? Leading enterprises from different industries and experts will discuss this issue with participants in this panel.</i></p> <p><b>Moderator:</b> Yu Zhihong, Editor-in-chief, China WTO Tribune; Vice Director of Research Center for Social Responsibility &amp; Sustainable Development of Peking University</p> <p><b>Panelists:</b></p> <ul style="list-style-type: none"> <li>• Ma Xinying, Director of COSCO Group's Sustainable Development Management Office</li> <li>• Zheng Ruojuan, Assistant Professor of Xiamen University</li> <li>• Yang Xingwang, Vice director of Strategic and Policy Department of China Southern Power Grid Co.,Ltd</li> <li>• He Chao, Baosteel Group Corporation</li> <li>• Zhao Feng, China Yangtze Power Co., Ltd.</li> <li>• Li Rong, Deputy Director, HSSE Q Department, Shanghai SECCO Petrochemical Company Limited</li> </ul>
<p>15:10-15:30</p>	<p><b>Tea Break &amp; Goldenbee 2010 Excellent CSR Reports Exhibition</b></p>
<p>15:30-16:20</p>	<p><b>Panel 4: How Will Financial Service Institutions Lead the Future of CSR Reporting?</b> <i>Financial service institutions play a key role when supporting the national economy, and its "Economics Link" effect becomes more and more essential as financial institutions are enlarging in service economy development field of China. It is essential for the sustainable development of the whole national economy that how the financial institutions utilize their CSR reports to deliver their practices and trend in taking social responsibility and how the stakeholders understand and utilize CSR reports of financial institutions to their own development direction</i></p> <p><b>Moderator:</b> Zheng Ruojuan, Assistant Professor of Xiamen University, Phd</p> <p><b>Panelists:</b></p> <ul style="list-style-type: none"> <li>• Chen Rong, Operations Officer, IFC Advisory Services China, East Asia and Pacific</li> <li>• Gao Xia, General Manager of Public Relations, Shanghai Pudong Development Bank</li> </ul>

	<ul style="list-style-type: none"> <li>• Li hong, Chairman of Hangzhou Zhengcheng Investment Management Co., Ltd.</li> <li>• Representative from the China Banking Regulatory Commission Shanghai Office</li> </ul>
16:20-17:10	<p><b>Panel 5: ISO 26000: A New Opportunity to Improve the Level of Information Disclosure?</b> <i>After the publishing of the International Standard ISO 26000 entitled "Guidance on Social Responsibility", how will CSR management, assessment and information disclosure be influenced?</i></p> <p><b>Moderator:</b> Rolf Dietmar, Director of the Sino-German Corporate Social Responsibility (CSR) Project</p> <p><b>Panelists:</b></p> <ul style="list-style-type: none"> <li>• Li Weiyang, Vice Executive Director, Corporate Social Responsibility Research Center of Chinese Academy of Social Sciences</li> <li>• Masao Seki, Steering Committee Chairman of Council for Better Corporate Citizenship (CBCC); Associate Director, Chief CSR Officer of Sampo Japan Insurance Inc.</li> <li>• Dr. Peter Sieber, former consumer representative for the "German Institute for Standardization" in the Working Group on ISO 26000</li> <li>• Liang Xiaohui, Lead Researcher of Office for Social Responsibility, China National Textile And Apparel Council (CNTAC)</li> </ul>
17:10-18:00	<p><b>Launching Ceremony of the "2010 GoldenBee CSR Report Honor Roll"</b> Organized by the China WTO Tribune</p> <p><b>Award Categories:</b></p> <ul style="list-style-type: none"> <li>➤ 2010 GoldenBee Person of the Year Award</li> <li>➤ 2010 GoldenBee Award for Special Contribution to Chinese CSR Reporting</li> <li>➤ 2010 GoldenBee Leading Enterprises Award</li> <li>➤ 2010 GoldenBee Growing Enterprises Award</li> <li>➤ 2010 GoldenBee Special Award for Foreign Invested and Hong Kong, Macao and Taiwan Invested Enterprises</li> <li>➤ 2010 GoldenBee Special Award for Employee Care</li> <li>➤ 2010 GoldenBee Special Award for Customer Focus</li> <li>➤ 2010 GoldenBee Special Award for Environmental Protection</li> <li>➤ 2010 GoldenBee Special Award for Social Development</li> <li>➤ 2010 GoldenBee Special Award for Supplier Focus</li> <li>➤ 2010 GoldenBee Special Award for Excellent Overseas Report</li> </ul>

**(The agenda is subject to change, please do refer to on-site notice)**