



The American Chamber of Commerce in Shanghai
上海美国商会

CSR for Any Economy – Solutions for Businesses of Every Size

2009 AmCham Shanghai Annual Corporate Social Responsibility Conference & Awards Ceremony

Time	Topic	Speaker	Company
13:00 – 13:30	Registration		
13:30 – 13:40	Opening Remarks	Victoria Moy	Conference Chair
13:40 – 14:00	Keynote	Ernst Coppins	Chief Financial Officer <i>Bayer Greater China</i>
Session One			
14:15 – 15:15	Workshop 1	Workshop 2	Workshop 3
Moderator	Challenges of Running/Managing a Volunteer Program Caroline Huang, Chief Representative, <i>ORBIS International Shanghai Rep. Office</i>	Measuring CSR Outcomes: Indexing and Comparing Efforts with Other Companies T.T Yang, Managing Consultant, <i>TEXT100</i>	CSR As My Career: Individual Competency Framework for CSR Leaders Oliver Yang, CSR & Government Relations Manager, <i>AmCham Shanghai</i>
Panelists	1. Hui Min, CSR Manager, <i>Bayer (China) Ltd.</i> 2. Michelle Liu, Chairwoman of <i>J&J (China) CSR Committee</i>	1. Martha Grossman, General Manager, Asia <i>RepuTex Asia Ltd</i> 2. Dr. Guo Peiyuan, General Manager, <i>SynTao Co.</i>	1. Diana Tsui, CSR Director, <i>KPMG</i> 2. CY Yeung, Asia Pacific CSR Director, <i>Intel</i>
15:15 – 15:30	Coffee Break		
Session Two			
15:30 – 16:30	Workshop 4	Workshop 5	Workshop 6
Moderator:	Measuring CSR Outcomes: How Does CSR Impact Your Company? Kaying Lau, Consultant Corporate Responsibility & Strategic Communications, <i>APCO</i>	Challenges of Running/Managing a Volunteer Program Cindy Keung, Freelance Consultant	Environmental Sustainability in an Educational and Interactive Format
Panelists:	1. Kelly Yu, Senior Principal, <i>Accountability</i>	1. Rebecca Branham, Co-founder, <i>B & L Group,</i> 2. Fang Hui, Director, <i>Hands on Shanghai</i> 3. Isa Luo, Vice President, Program & Development, <i>Junior Achievement</i>	1. Stephen Protz, Principal, <i>Arc8x Design</i> 2. Sun Shan, Executive Director, <i>Shan Shui Conservation Center</i>
Time	Topic	Speaker	Company
16:45 – 17:30	Executive /CEO Panel: How to Effectively Communicate CSR to Senior Management and Make CSR a Part of Your Company Strategy	Moderator: Chung Tu Panelists: 1. Jeremy Burks 2. Ernst Coppins 3. Ge Jun 4. Brenda Lee	Founder & Chairperson, <i>Chi Heng Foundation</i> Global Business Vice President & Greater China Vice President, <i>Dow Corning</i> Chief Financial Officer, <i>Bayer Greater China,</i> Managing Director, <i>Intel China</i> Vice President & Director of Public Affairs & Communications, <i>Coca-Cola (China) Beverages Ltd.</i>
17:30 – 18:30	CSR Awards Ceremony		
18:30 – 19:30	Cocktail Reception		