

# BUSINESS EXCELLENCE: THE EMERGING ROLE OF CORPORATE SOCIAL RESPONSIBILITY

Guest of Honour:

**Associate Professor Ho Peng Kee**  
**Senior Minister of State for Law and Home Affairs**

**TUESDAY, 19 AUGUST 2003, 9 AM – 5 PM, MERITUS MANDARIN, SINGAPORE**

This unique seminar puts together global and local experts from diverse but relevant backgrounds to help businesses understand the impact and ramifications of the proposed Consumer Protection (Fair Trading) Bill from a multi-disciplinary approach. It will highlight how good business practices and business excellence will in fact raise standards in industry and in compliance with the anticipated law, and can in fact not only raise business profile but the bottom line in due time.

## Leveraging on Corporate Social Responsibility: Thriving in a Fair Trading Environment

0900 – 0905	<b>Welcome and Opening Address</b> Associate Professor Stephen Phua, <i>Director, Centre for Commercial Law Studies, Faculty of Law, NUS</i>
0905 – 0920	<b>Speech by Guest of Honour</b> Associate Professor Ho Peng Kee, <i>Senior Minister of State for Law and Home Affairs</i>
0920 – 0945	<b>The Emerging Importance of CSR in a Fair Trading Environment: The Consumer Protection (Fair Trading) Act and beyond</b> Stephen Loke, <i>Partner, Loke and Seah</i>
0945 – 1015	<b>Enhancing the Role of Businesses in Society: Management, Legal and Policy Perspectives on CSR</b> Dr Kernaghan Webb, <i>Adjunct Professor, Carleton University, and Chief of Research, Canadian Office of Consumer Affairs</i>
1015 – 1045	<b>Responsible Management: Organisational Response to The Consumer Protection (Fair Trading) Act</b> Doug Walter, <i>Past Executive Manager, Client Services, Office of Fair Trading and Business Affairs, Department of Justice, Victoria, Australia</i> / Dr Chia Ho Beng, <i>Assistant Professor, Department of Management and Organisation, NUS Business School</i>
1045 – 1100	Morning break
1100 – 1125	<b>Self-regulation and CSR in Marketing Practices</b> Ong Tiong Hui, <i>Section Head &amp; Lecturer, School of Business, Singapore Polytechnic</i>
1125 – 1150	<b>The CSR Impetus for Improvement: Fair Trading and Responsible Management as Drivers of Organisational Excellence</b> Brian Thomas, <i>Programme Director, Mt Eliza Business School</i>
1150 – 1210	<b>Enhancing Wealth through Increased Accountability: Corporate Governance</b> Justin Wee, <i>Partner, Rodyk &amp; Davidson</i>
1210 – 1230	<b>Turning Nightmares into Sweet Dreams: Deriving Positive PR Value from Responsible Management</b> Andrew Pirie, <i>President Asia Pacific, Weber Shandwick</i>
1230 -1330	Lunch
1330 – 1545	<b>Breakout sessions focusing on the following topics</b> A. Business Excellence B. Corporate Social Responsibility C. Dispute Avoidance and Resolution Strategies D. Reputation Management E. Fair Trading
1545 – 1600	Afternoon break
1600 – 1700	<b>Summary of sessions and Panel Discussion</b>

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