

The proposed Consumer Protection (Fair Trading) Bill is slated to be passed into law later this year and has been the result of the government recognising the need to arm consumers with more protection against unscrupulous businesses.

This unique seminar puts together global and local experts from diverse but relevant backgrounds to help businesses understand the impact and ramifications of the prospective new law 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.

The seminar has experts who were involved in the pushing for this legislation and the ethos of business excellence behind it, the dispute avoidance strategy which should be adopted and also incorporates how to deal with unexpected and difficult problems that may inevitably arise in compliance and through a proper public relations strategy. The seminar will also take participants to a higher plane of corporate social responsibility or CSR which is fast being adopted as a standard requirement for doing business globally and an expert involved in International Standards setting will be present.

Who Should Attend?

- Directors, Senior Managers, Managers and Consultants responsible for Marketing, Marcom, PR, Training, Business Operations, Retail Operations, Service Quality
- Managing Directors, General Managers, Business Directors
- Lawyers and In-house counsels
- Management personnel of e-business companies



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Business Excellence in Fair Trading Seminar

Guest of Honour:

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

Tuesday, 19 August 2003 • 8.15am to 5.00pm
Meritus Mandarin, Singapore



Co-organisers:



Centre for Commercial Law Studies
Faculty of Law

Official Radio Station:

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PRESENTERS / PANELLISTS

Dr Kernaghan Webb has written extensively on regulatory and compliance matters and voluntary codes in the consumer area and in other contexts, as well as on citizen roles in enforcement, the legal regimes for non-governmental organizations, and standards. At the national level, Dr. Webb is a lead participant in voluntary initiatives concerning the moving industry and consumer e-commerce, and at the international level, on several ISO standards initiatives including those pertaining to internal complaints handling, external dispute resolution, voluntary codes standards, and corporate social responsibility.

Kernaghan will also be chairing the panel discussion in the afternoon.

Stephen Loke is a lawyer and Partner in Loke & Seah and a practicing lawyer by profession. He was appointed by CASE in 1997 to chair a committee looking into the possibility of introducing a Fair Trading Legislation in Singapore. The committee submitted its report to MTI after a study mission to Australia and New Zealand. Subsequently, MTI appointed him to co-chair a task force to consider the report on Fair Trading. Stephen has worked with the industry in pushing for higher standards to be delivered through the proposed Consumer Protection (Fair Trading) bill and continues to do so.

Andrew Pirie is President Asia Pacific of Weber Shandwick, the world's leading PR firm. Andrew has more than two decades' experience as a communications professional in Southeast Asia, New Zealand, Australia and the United Kingdom. He has provided counsel for corporate and government clients across a wide range of sectors, including banking, finance and investor relations, aerospace, technology, property, healthcare, energy and tourism. Holding qualifications in investment analysis, he has also handled a number of award-winning financial public relations assignments.

Brian Thomas is the Programme Director at Mt Eliza Business School, a practice-based business education organisation. He has extensive experience in the fields of customer service, performance evaluation, innovation and business improvement. He has also helped develop and update the assessment criteria for the Australian Quality Awards, now known as the Australian Business Excellence Framework. He is a regular speaker on performance issues and learning, and also mentors and coaches executives on confronting significant personal and organisational changes.

Doug Walter has over 25 years of experience in the Fair Trading/Consumer Affairs field. As a senior executive, Doug advised the government on Fair Trading policy, organisational structure and the development and implementation of Fair Trading legislation. More recently, he has undertaken work as a consultant and trainer in organisational review, project management, process re-engineering and Business Excellence. Doug was also the architect of the Dispute Avoidance Strategy that changed thinking about market place management in government and business. He has also been consultant to CASE for the past 7 years helping develop proposals for a Fair Trading Act.

For more information and paper synopses, please visit
<http://law.nus.edu.sg/ccls/bizsem/index.htm>

LEVERAGING ON CORPORATE SOCIAL RESPONSIBILITY: THRIVING IN A FAIR TRADING ENVIRONMENT

SEMINAR PROGRAMME

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

Early Bird Special:

\$399 + 4%GST valid until 30 May 2003

- \$450 + 4%GST from 1 Jun 2003 - 18 Jul 2003

- \$488 + 4%GST from 19 Jul onwards

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- Should a delegate be unable to attend, a substitute is welcome at no extra cost.
- A full refund, less \$100 administrative charge, will be given for cancellations received in writing (via post or fax) up to 10 working days prior to the event. However, no refunds will be given for cancellations received less than 10 working days prior to the event date.
- If a delegate has not paid for the course and fails to attend, for whatever reason, the course fee will remain payable in full.
- If a delegate arrives late for a course or fails to attend a course, the course fee will not be waived, refunded nor will a credit voucher be issued.
- Any bank charges and / or expenses incurred as a result of bounced cheques shall be borne by the delegates.

Please note: The conference organisers reserve the right to make any amendments that we may deem to be in the best interests of the conference.

I would like to reserve _____ seat(s) at the **Business Excellence: The Emerging Role of Corporate Social Responsibility**. Total payment due: S\$_____

Please indicate the **TWO** breakout groups you would like to attend, A, B, C, D or E
Seats for the breakout groups will be allocated on a first-come-first-serve basis.

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Position: _____

E-mail: _____

Breakout group 1: _____ Breakout group 2: _____

Name (Mr/Ms/Mrs/Dr): _____

Position: _____

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