

# GLOBAL SOCIAL RESPONSIBILITY

OF GERMAN BUSINESS  
CONFERENCE

28 October 2010 | Dhaka | Bangladesh



Embassy  
of the Federal Republic of Germany  
Dhaka



BGCCI  
Bangladesh German Chamber  
of Commerce & Industry

gtz



Main Sponsor :

South Asia



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### CORPORATE SOCIAL RESPONSIBILITY CONFERENCE OF GERMAN BUSINESSES IN BANGLADESH

**Since independence**, Bangladesh's economy has been growing rapidly and steadily, especially during the last few years. The country offers wide opportunities as a producer, and it is also turning into a fast-growing consumer market, becoming an important international commercial and production partner.

Bilateral trade with Germany has enjoyed a double-digit growth in recent years, and remarkably, during the global recession in 2009, German exports to Bangladesh remained steady whilst trade with all other partners slowed down.

Yet whilst the economy and international trade are growing steadily, Bangladesh still faces numerous development challenges. These include low adult literacy rates, high rates of rural and urban poverty, limited provision of services, weak governance, insufficient energy supply and the impacts of climate change.

German businesses acknowledge these challenges and their responsibilities in assisting Bangladesh to address them. It is common knowledge that socially responsible business practices benefit both German businesses and the people of Bangladesh.

This conference provides successful entrepreneurs the opportunity to share best practices and lessons learned and develop business strategies based on:

**Corporate Social Responsibility (CSR)** as a form of voluntary corporate self-regulation integrated into a company's business model.

**Social Business\*** as an innovative and responsible way to target opportunities neglected by traditional business plans, which provides goods and services that comply with social and environmental challenges.

*\*Social business has been developed and promoted in Bangladesh by Nobel Peace Laureate Muhammad Yunus*

## **Holger Michael**

*Ambassador of the Federal Republic  
of Germany*



"To integrate social commitment into business strategies is an established tradition in Germany. Also in the external trade and investment sector in Bangladesh, the application of Corporate Social Responsibility and Social Business will foster social peace and help to shape the social and environmental dimensions of globalization. The German Embassy thus wholeheartedly supports this Conference on Social Business. We shall experience how German Companies, by assuming social responsibility, do contribute to the sustainable development of Bangladesh. I am confident that this event will set examples and will help to unleash the positive powers of business for the benefit of the Bangladesh People.

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## **Saiful Islam**

*President Bangladesh German  
Chamber of Commerce & Industry  
(BGCCI)*



Corporate Social Responsibility (CSR) makes a significant contribution towards sustainability and competitiveness.

The European Commission's definition of CSR is: "A concept whereby companies integrate social and environmental concerns in their business operations and in their interaction with their stakeholders on a voluntary basis." CSR is voluntary, your company is based on the economical, social and ecological pillars and finally the society and the company benefits in the long run.



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## PRE-PROGRAM

**27 October 2010**

09:00 – 12:00

**Offer 1:** Visit of TÜV SÜD AG laboratory, Dhaka

**Offer 2:** Visit the Rug-Project (Gold Standard Award, 2009), Rangpur

**Offer 3:** Visit the METRO CSR Project, Narayanganj

*\* Registration needed*

## PROGRAM

**28 October 2010**

### SOCIAL BUSINESS

09:00	Registration Radisson Water Garden Hotel, Dhaka
10:00 – 10:10	H.E. Holger Michael <i>Ambassador of the Federal Republic of Germany</i>
10:10 – 10:20	Saiful Islam <i>President Bangladesh German Chamber of Commerce &amp; Industry (BGCCI)</i>
10:20 – 10:30	Dr.-Ing. Axel Stepken <i>CEO, TÜV SÜD AG, Germany</i>
10:30 – 11:30	Prof. Dr. Muhammad Yunus <i>Nobel Peace Price Winner, Bangladesh</i>
11:30 – 11:45	Tea Break - Sponsored by BASF SE
11:45 – 13:00	Social Business Panel Moderator: Mahfuz Anam - <i>Editor, The Daily Star, Bangladesh</i> , Prof. Dr. Muhammad Yunus - <i>Nobel Peace Price Winner</i> , Dr. Michael Otto - <i>Chairman, Otto GmbH &amp; Co KG</i> , H.E. Faruk Khan - <i>Honorable Minister, Ministry of Commerce, Bangladesh</i> , Saori Dubourg - <i>President, BASF SE Asia Pacific</i>
13:00 – 14:00	Lunch - Sponsored by METRO AG
13:00 – 13:10	Anton Knijf, <i>Vice President International Affairs METRO Group</i>



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### CORPORATE SOCIAL RESPONSIBILITY (CSR)

- 14:15 – 14:45 Birgit Riess  
*Head of CSR, Bertelsmann AG*
- 14:45 – 16:00 Corporate Social Responsibility Panel  
Moderator: Helmut Hauschild - Bureau Chief South and Southeast Asia Office HANDELSBLATT, Germany's Business and Financial Daily  
Dr. - Ing. Axel Stepken - CEO TÜV SÜD AG, Michael Schürmann - EM & CEO SIEMENS Bd. Ltd., Anton Knijf - Vice President International Affairs METRO AG, Saiful Islam - Managing Director PICARD Bd. Ltd., Jean-Claude Jamar - Managing Director HEIDELBERGCEMENT Bd. Ltd., Karl Borgschulze - CSR Textile Editor in Chief & Consultant, Abdus Salam Murshedy - President Bangladesh Garment Manufacturers and Exporters Association (BGMEA)
- 16:00 – 16:15 Dr. Dietrich Stotz  
*Program Coordinator Promotion of Social, Environmental and Production Standards in the RMG Sector, GTZ*
- 16:15 – 16:25 Saria Sadique  
*Senior Vice President Bangladesh German Chamber of Commerce & Industry (BGCCI)*
- 16:30 – 17:00 Press Conference
- 16:30 – 17:00 Tea Break - Sponsored by BASF SE  
Transport via Shuttle Service to TÜV SÜD ASIA laboratory, Dhaka
- 17:30 - 19:00 TÜV SÜD ASIA, laboratory inauguration, Dhaka  
Dr. Stepken - *CEO, TÜV SÜD AG, Germany*  
H.E. Holger Michael - *Ambassador of the Federal Republic of Germany*  
H.E. Faruk Khan - *Honorable Minister, Ministry of Commerce, Bangladesh*  
Dipl.- Oec. Daniel Seidl - *Executive Director, Bangladesh German Chamber of Commerce & Industry (BGCCI)*
- 20:00 – 22:00 Pool - side Barbecue Dinner - Sponsored by TÜV SÜD AG  
German Chef K. U. Klentz  
Radisson Water Garden Hotel, Dhaka
- 20:00 – 20:10 Dr. Stepken - *CEO, TÜV SÜD AG, Germany*
- 20:10 – 20:15 Ishan Palit - *CEO, TÜV SÜD AG, Asia Pacific*



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### REGISTRATION

Participation Fee :

For BGCCI Members Tk. 3500

For Non Members (except media) Tk. 5500

\* Registration needed, also for Media

### VENUE

The Global Social Responsibility Conference will take place in Radisson Water Garden Hotel. Limited rooms are booked for the participants and are available on first come, first served basis. The special rates are:

#### Radisson Water Garden Hotel, Dhaka

	Corporate Preferred Rate (SINGLE)	Corporate Preferred Rate (DOUBLE)
Deluxe	US\$ 145.00++ per night	US\$ 155.00++ per night
Atrium	US\$ 160.00++ per night	US\$ 170.00++ per night
Radisson Club	US\$ 215.00++ per night	US\$ 270.00++ per night
Executive Suite	US\$ 385.00++ per night	US\$ 440.00++ per night

Email: [nislam@radisson.com](mailto:nislam@radisson.com) or visit [www.radisson.com/dhakabd](http://www.radisson.com/dhakabd)

*For alternatives, please refer to:*

#### The Westin, Dhaka

Email : [reservations.dhaka@westin.com](mailto:reservations.dhaka@westin.com)

#### Lake Shore Hotel, Dhaka

Email : [info@lakeshorehotel.com.bd](mailto:info@lakeshorehotel.com.bd)

### CONTACT

*For further information regarding the registration and conference please contact:*

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