

Ethical Corporation

2-Day Business Conference & Workshops • March 30-31 2004, London

This conference will be held under “off the record” disclosure rules for all the breakout sessions

Conference Day 1 Morning

Chairman's address

Is China's attitude to Corporate Responsibility changing for the better?

In this opening address, Matthew Pettigrew will offer his perspective on how Corporate Responsibility is changing in China with regard to government, business and other key stakeholders. Mr. Pettigrew will discuss the changing perspectives on human rights and overall corporate social and environmental engagement across China and how Chinese government attitudes to the responsibilities of business are moving forward in this changing atmosphere.

Former First Secretary at the British Embassy, Beijing,

Matthew Pettigrew

Keynote Speech

How JPMorgan manages corporate citizenship in China

- Learn how JPMorgan integrates social and environmental values into its global management systems and processes and how this works in China
- Find out how JPMorgan instills values of good corporate citizenship in its employees in China
- Understand the role of international best practices in a responsible compliance programme for China
- Consider why compliance with the law and influencing the legal environment are both important in China, and how you track performance

JPMorgan Chase Bank, Managing Director, Chief Regional Counsel, North Asia, Wilfred K Chow

Coffee and Networking

Presentation

Improving workforce healthcare through Corporate Responsibility in China

- Standards of Healthcare in China – what are corporations' baseline responsibilities?
- How Intel implements global healthcare standards at the local level in China
- Employee Well Being Initiatives – How these are being implemented in global operations?
- Intel's vision on HIV/AIDS: Considerations and actions
- Key healthcare challenges for Intel in China

Intel Corporation, Worldwide Occupational Health Manager, Sue Adams

Presentation

Tackling the problem of Human Capital and the future of work in China

As the world's population ages and as cities absorb migrating workers seeking economic opportunities, the need to develop human capital looms larger than ever. While China's case is unique in scale (200 million of China's 750 million person labour force are underemployed), the challenges are similar.

- What are the challenges posed in Human Capital Management and how can these be overcome?
- Hear the latest views on the Chinese labour market: Where is the government investing heavily and to what effect?
- Growth in high skilled jobs is lagging - how are corporations addressing this in China?
- How are corporations tackling the problems of rising labour disputes – what are the solutions?
- What impact can communicating your social and environmental policies have on staff morale and retention?

Manpower, SVP Corporate Affairs, David Arkless

Conference Day 1 Afternoon

Networking Lunch

TRACK 1 2.00 - 3.30pm

Case Study and Discussion

Discover innovative ways on working with Chinese suppliers to improve factory standards

B&Q have recently issued a 'Factory Pack' to all Chinese factories.

Their current focus in this field is not just to tell factories what they require - but to help them on the journey.

- Learn step by step methods on working with suppliers in an engaged way and the key benefits it can bring to your organisation
- Discover how effective the handbook was for B&Q UK and how your organisation could benefit from this implementation
- Engagement results so far, and where next for supplier engagement on the key issues for B&Q

B&Q UK

Social Responsibility Manager: commercial, Hilary Thompson

TRACK 2 2.00 - 3.30pm

Discussion Group

How are companies tackling corruption and bribery in China?

- How do you assess the risks of corruption in your China operations? What can you plan to do about it realistically? Find out about some simple steps to take in planning
- In what crucial areas can effective policy make a difference? And how you can implement it with maximum benefit?
- What are the key steps to take in communicating the benefits of anti-corruption stances across your company, its suppliers and agents, and how should you communicate the key risks to employees and partners?
- When and how should corruption analysis play a part in investment planning?

Led by: **Transparency International**, Programme Officer, South Asia and Chinese Speaking Asia, Ran Liao

For updates on companies presenting in this session, please visit www.ethicalcorp.com/china2004

Coffee and Networking

TRACK 1 4.00 - 6.00pm

Case Study and Discussion

Lessons learnt in implementing Corporate Responsibility policies in the Telecoms industry

- How are BT working with their supply base in China to improve standards and efficiency?
- Crucial tips on supplier engagement and how to improve communications with them
- What have been the main challenges for BT when implementing the "Sourcing with Human Dignity" programme in Chinese operations?
- Practical tips on working with suppliers in China on their social and environmental performance

BT

Ethical Trading Manager, Rowena Wright

TRACK 2 4.00 - 6.00pm

Presentations and Discussion

Impactt and the Overtime project: Vital lessons learnt so far

This project has brought together companies to improve working conditions in China.

- How is the project effectively tackling the issue of overtime in Chinese factories?
- Learn how to reduce overtime whilst maintaining appropriate wage levels
- Are these solutions practical on the factory floor?
- What are the key findings to date and what implications will it have for other companies operating in China?

Led by: **Impactt Ltd**, Director, Rosey Hurst with input from:

Marks and Spencer

Social Compliance Manager, Muriel Johnson

Hennes & Mauritz, CSR Manager, Ingrid Schullstrom

Debenhams, Pentland Brands - Ellesse, Ikea, Lambert Howarth, New Look and Next

Conference Day 2 Morning

Keynote Panel Discussion

How do corporations effectively safeguard human rights in China?

Experts in Chinese Society, Culture and Law will debate here the latest challenges to developing effective human rights policies in corporate affairs in China.

Discussion will focus on:

- How freedom of information issues are evolving in China
- What do these issues mean for companies wishing to engage workers and suppliers in transparency and corporate responsibility issues?
- What are the issues with the security of factories and corporate bases in China? How can companies aim to guarantee that workers rights are not jeopardised by unjust security firms and agents?
- What can companies do to raise the bar in upholding human rights in China?
- Worker democracy and freedom of association – theory and practice explained

Amnesty International, Founder - Amnesty Business Group Sweden, Ulf Karlberg

Human Rights in China, Executive Director, Sharon Hom

The Rights Practice, Director, Nicola Macbean

Keynote Presentation

How does Novozymes approach the issue of Corporate Responsibility head-on in China?

- Employment: What kinds of policies ensure you maintain the best workforce in China? Hear how a leading company has achieved a staff turnover rate of less than 5% of skilled employees. How do good employee training and development policies work in practice?
- Health and safety: Hear how to establish an effective occupational health and safety department in Chinese operations
- Environmental and waste management programmes – how they were implemented, and what have been the results so far? How has ISO14001 implementation impacted on local and national operations?
- Community engagement. How has Novozymes China engaged with local communities and what impact has this had on goodwill and local license to operate?

Novozymes China, Site President, Weiming Jiang

Presentation

Progress report on the UN Global Compact in China

This session will outline developments being made by companies in China concerning the adoption of the nine core principles. Does operating in China provide difficulties with aligning corporate policies and practices with the internationally accepted values and objectives that form the basis of the principles?

UN Global Compact, Senior Advisor, Fred Dubee

Networking and Refreshments break

Presentations and Discussion

Water scarcity and its impact on business in China

In this session experts from CH2M Hill will present the latest thinking on one of the biggest issues for CR-minded companies in China – Water usage, efficiency and quality.

- What are the principal issues with regard to business access to water in China and how can this be solved?
- How can companies seek to balance that with community needs around access to water?
- Water efficiency and discharging recycled water – what are the key areas to address in facilities?
- How to effectively monitor and manage the water usage of your supply base

CH2M Hill, Vice-President, Corporate Responsibility Practice, Jan Dell

Case Study and Discussion

Overcoming the major challenges for Toy Manufacturing and Supply when operating in China

In this session, the challenges facing multinational toy companies operating in China will be discussed.

- Worker's rights – how is Toys R US tackling the issues?
- SA 8000 in factories – how is it being implemented and what are the key challenges?
- Supplier standards and engagement – what's realistic to achieve in the short and medium term?
- Local government and NGO interaction – what can be gained through partnerships and industry collaboration?

Toys R US, VP, Development / Safety Assurance and Imports, Tom Deluca

Case Study

Shell's key findings from its Social Impact management in China

What are the challenges and benefits of developing extensive impact assessments for projects in developing countries - are there particular issues to consider when the project is located in China?

- What are the challenges of developing extensive impact assessments for projects in developing countries - what particular issues are connected to China projects?
- How do you plan and execute assessments and social management plans to meet Chinese and international expectations and maintain credibility?
- Hear the benefits of social impact assessments and development plans
- What lessons has Shell learned from projects it has been involved with to date?

Shell China, External Affairs Director, Nick Wood

Conference Day 2 Afternoon

Networking Lunch

Discussion Group

How effective are NGO Partnerships in China?

- Environmental-based partnerships with businesses – what success have they had so far?
- Local and National NGO partnerships – how can multinational business engage with grassroots NGOs on the ground for positive impact?
- How do these partnerships come over to Chinese stakeholders and customers and what are their views on these?
- Case study presentation: Lafarge and WWF on how their partnership has enabled Lafarge to improve its environmental policies and practices

Lafarge, Asian Coordination / China Communication Manager, Nicolas Lecerf

WWF China, Manager Corporate Partnerships, Ding Jing

The Institute of Contemporary Observation, Shenzhen, Executive Director, Dr. Liu Kaiming

Discussion Group

Working with suppliers in China – What is best practice?

- What are the current problems in implementing codes and law for suppliers and contractors in China? What initiatives are ETI members trying to overcome these?
- How can manufacturers and brands work together to help suppliers through local capacity building and critical mass for improvement?
- What have ETI members' and group efforts achieved so far - and what's next?

Led by: **Ethical Trading Initiative (ETI)**, Pilot Programme Manager, Fiona Mabbott

With a selection of group members from:

Debenhams, Dewhirst Group, Levi Strauss & Co, Marks and Spencer, Monsoon, Next, Pentland Group, Safeway, Sainsburys, Tesco, The Body Shop, the Co-operative Group and others

Coffee and Networking

Discussion Group

What effect do emerging legal issues have on multinational business operating in China?

This session will focus on issues facing companies working in China with regard to legal systems, practice and general socio-economic set-up.

- What are the relevant legal trends and developments with regard to Corporate Responsibility in China?
- Hear what companies working in China can expect to be faced with or held accountable to
- Practical tips on managing the potential risks of legal action
- The influence and impact on corporate practice in China that result from its access to the WTO

Roskilde University Denmark, Adjunct Professor, Karin Buhmann
Human Rights in China, Executive Director, Sharon Hom

Discussion Group

How to sell and manufacture consumer goods responsibly in China

- How is the consumer goods industry reacting to the challenges of both manufacturing and selling in China?
- How is domestic press coverage in China changing with regard to corporate practice? What changes in worker safety is this creating?
- How can multinational companies help to guarantee that workers in their supply chains conform to safety regulations at work?
- Learn practical ways for fast moving consumer goods (FMCG) manufacturers to move forward on sustainability-related issues
- What is the typical attitude to corporate responsibility from Chinese consumers?

Led by: **Access Asia Ltd.** Managing Director, Matthew Crabbe

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