

# The New Role for Business in Developing Countries

Balancing Profits in Emerging Markets while Fostering Sustainability

LAST CHANCE TO SAVE £300! REGISTER BEFORE 29th JULY

18 – 19 October 2005, Regent's Park Marriott Hotel, London  
*Conference, Expo and Discussion Groups*

**Major Companies and Organisations already confirmed to speak include:**

- Shell Foundation
- Anglo American
- EDF
- OECD
- ICICI Bank (UK)
- Allianz
- Vodafone
- Syngenta Sustainable Agriculture Initiative
- BASF
- BHP Billiton
- UNDP
- Growing Sustainable Business
- World Economic Forum
- Coca-Cola
- International Alert
- Business Leaders Initiative on Human Rights
- Fair Labor Association (FLA)
- British Council
- IBLF
- Transparency International UK
- Medicines for Malaria Venture (MMV)
- IFC

To see a complete list of speakers, check out [www.ethicalcorp.com/business/](http://www.ethicalcorp.com/business/) today!

## Practical solutions for doing business – and doing good

- **The growing pressures faced by business:** How far should you go in addressing social and environmental issues in the developing world?
- **Project identification:** Which projects are the best fit for your business and the community in which it operates – and why?
- **Practical issues:** What are the pros and cons of effective partnerships – and how do you identify the best people and organisations to work with?
- **Innovation:** How much can you learn from projects that are up and running – and what should you avoid at all costs?

## With expert advice on key issues such as:

- tackling corruption ➤ overcoming international conflict and terrorism ➤ labour rights ➤ microfinance
- practical tools for CSR implementation in developing countries ➤ successful business models ➤ project assessment ➤ and more

### CONFERENCE SUPPORTED BY



World Business Council for Sustainable Development



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# “We must understand that if we are to benefit from the communities in which we do business, then those communities must benefit from our presence.”

*Bruce Klatsky, CEO Phillips-Van Heusen*

**Book now for the Conference where innovative businesses – and potential partners – join forces to help beat development challenges.**

**Make poverty history. It's a catchy slogan for an infinitely complex problem. But even after the G8 pledges, the fact remains that two billion people continue to exist on less than \$2 a day.**

Meanwhile, the World Economic Forum says it's no longer a question of 'if' but 'how' business can contribute to beating development challenges. And it's not simply about fulfilling the Millennium Development Goal, important though they are.

The clear fact is that there's a powerful business case for companies to overcome the challenges they face in emerging markets. Moreover, by partnering with the public sector and NGOs, business can – and should – help to create sustainable enterprises that hold real potential to improve lives.

It's not just pretty theory or empty talk. It's happening already. Some of the world's most influential corporates have seized the opportunity to take developmental issues and transform them into innovative solutions that become not only profit-making ventures, but a new form of social investment as well.

The trend is significant because it takes CSR a vital step further: ethical operation is no longer

enough, given the rising expectation that businesses should also actively engage in the communities where they invest and operate.

Naturally, it's easier said than done. But if it is possible for a company to make a difference without sacrificing profit, then shouldn't your business be at the forefront of such activity?

With this in mind, you are invited to a landmark Conference that will examine a variety of emerging business models that seem capable of developing sustainable new markets for products and services.

**Find out why fighting poverty can be good business. Gain priceless advice from business leaders whose projects are already up and running**

Is it really possible to eliminate poverty through profit? Make business work for the poor? Apply business thinking to help solve massive global problems such as water and energy shortages, human rights abuses, the HIV/AIDS epidemic, wholesale bribery and corruption and even terrorism?

Attend this event and find out how, by breaking with traditional thinking businesses and

communities can show tangible results. You'll learn from organisations that are deeply involved in these novel partnerships and inventive

## Conference Overview

The real reason for being in business is to create wealth. So is it good business to join the fight against poverty? There's mounting evidence to show businesses that actively engage in sustainable development projects in their emerging markets are gaining a competitive advantage.

This landmark event puts a variety of up-and-running projects under the microscope. With world class speakers spelling out the realities of harnessing business thinking – and acumen – to the challenges of overcoming poverty, you'll be able to assess the level of involvement that's right for your own organisation.

Come to the Conference to plan for the future... benchmark your own initiatives... for knowledge, passion and inspiration... and to see how you can make a difference.

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business models including The Shell Foundation, Anglo American, Electricité de France, Vodafone, BASF, Coca-Cola, Allianz, the United Nations Development Programme and the World Economic Forum itself.

It's an illustrious panel of speakers – executives with current, hands-on experience, differing views and opinions, a wealth of knowledge and a passion for sharing what they know.

The Conference represents an unprecedented opportunity for you to pick the brains of some of the world's foremost thinkers on the new role for business in developing countries. And if you've been to our events before, you know the emphasis is on active learning. We look forward to your participation. Come armed with plenty of questions... and know you're assured of thoughtful, thought-provoking answers.

With a combination of Keynote Speeches, interactive Panel Sessions and fascinating Case Studies, you are assured of taking part in a series of spirited – and perhaps controversial – debates.

To give you just a taste of what's in store, The Shell Foundation is on record as saying that NGOs

and the public sector "...do not take easily to the business way of tackling problems." Fair comment? Come to the Conference and make your opinion count!

**Learn how to identify – and develop – community investment projects that are capable of creating new markets for your business. Network with people who can help you achieve your ambitions.**

As the sessions of the Conference unfold, you'll gain a detailed understanding of the rationale for fostering sustainable enterprise in order to grow new markets and broaden your own market share. After all, when you consider Africa's GDP is currently growing by 5% p.a. – against Europe's stagnant 3% p.a. – the long-term potential for businesses that act now to make a lasting contribution to wealth creation is clearly apparent.

And to make the whole concept come vividly to life, we have organised 15 Workshop Sessions for you to choose from. It's here that you'll discover the realities behind the rationale. No-one's pretending it's easy to create market-oriented solutions to poverty. There are numerous obstacles to negotiate, and the

private sector cannot possibly strive to overcome them alone.

So you'll discover the realities for businesses that are engaged in water and infrastructure projects... the direct benefits for companies that choose to tackle HIV/AIDS... how microfinance schemes nurture a new breed of entrepreneurs, regional prosperity – and new customers.... the do's and avoid-at-all-costs of choosing which government and NGOs to work with... how to scale-up pilot projects... criteria for measuring success... the ways that business can contribute to SMEs by way of training, market linkages, technology agreements, equipment donation, brokering deals and donating market information...

...This is the place to come, no matter whether you are on the threshold of involvement, or want to benchmark your own progress. With an emphasis on best practice examples, you'll save weeks of desk research, and gain insights and knowledge that are simply not available anywhere else.

**Attend with your colleagues to gain maximum value. And act now to ensure you avoid the waiting list.**

**“If we stop thinking of the poor as victims or a burden and start recognising them as resilient and creative entrepreneurs and value-conscious consumers, a whole new world will open up.”**

*C.K. Prahalad, Management Guru*

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The new role for business in developing countries is all about teamwork. That's why we believe most companies will prefer to make a group booking for this Conference – so you are fully represented at the Workshops, and everyone who needs to be is up-to-speed when it comes to planning and refining your own

strategies after the event. With this in mind, and to help budgets stretch further, we have organised some attractive group discounts. Please ask for details.

You'll see we've built seven hours of networking time into the Conference Programme, giving you ample scope to make new

contacts, source potential new partners and catch up with old friends.

We look forward to seeing you in London on 18 & 19 October 2005. Please note that Ethical Corporation events ALWAYS sell out so immediate booking is strongly recommended.

### The Conference will address these 10 key issues:

1. Have we reached the stage where CSR is no longer enough – and stakeholders expect businesses to be actively engaged in fostering sustainable enterprise in the communities where they operate?
2. To what extent can businesses create new markets by enabling people to escape the poverty trap?
3. What are the key essentials of a successful partnership strategy with government bodies and NGOs – and what are the common mistakes that can mean failure?
4. Are there times when businesses should act alone, or do they run the risks of becoming a de facto government?
5. How do companies consolidate competitive advantage from new market opportunities and sustainable sourcing in developing countries?
6. What can you learn from the emerging business models capable of developing sustainable new markets for products and services?
7. What's best practice when it comes to leaving behind initiatives capable of surviving and scaling-up without ongoing support?
8. Where are you most likely to encounter an enabling environment: acceptable tax regime, limited regulation, good judicial and financial systems plus intellectual property protection? Should you give these places priority – or not?
9. How do you quantify success – for your business and for the local community?
10. How much can business really help the poor?

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THE STRATEGIC ISSUES OF OPERATING IN DEVELOPING COUNTRIES

9.00 -9.15

**Chair:**

**IBLF**, Co-Director, Ros Tennyson

9.15 – 9.45

**Joint Keynote:**

**Why has poverty risen to the top of the corporate agenda as a key strategic challenge for business?**

Conflicting trends & drivers:

- G8 and MDG outcomes
- Globalisation and the growth in competition
- Changing societal expectations
- Changing stakeholder demands
- Developments and use of information and communication technologies
- Impact of HIV/Aids on workforces and societies
- International conflict and terrorism
- Growing importance and vulnerability of intangible assets
- Anti-globalisation and protections lobbies

**Shell Foundation**, Director  
Kurt Hoffman

9.45 – 11.00

**Plenary Session:**

Companies face a huge challenge in defining responsibilities associated with the social, environmental and governance components of sustainability in their developing markets. How they perform and which responsibilities they choose to assume in the developing world are coming under intense international scrutiny.

- What is the emerging role of large corporations in the developing world?
- How do you handle the growing expectation that businesses should contribute to community development?
- How far should companies go in addressing social issues?
- Is there a case for helping to make policy and enhance capacities and skills of the government and civil service in developing countries?

- How can you avoid becoming a de facto government?
- How do you consolidate competitive advantage from new market opportunities and sustainable sourcing in developing countries?

**Anglo American**, Executive Vice President, External Affairs  
Edward Bickham

**Organisation for Economic Co-operation and Development (OECD)**, Head Investment Division  
Pierre Poret

**British Council**, Director Indonesia  
Mike Hardy

**Nokia**, VP Corporate Responsibility  
Martin Sandelin (TBC)

11.00 – 11.30 Coffee Break

THE STRATEGIC ISSUES OF OPERATING IN DEVELOPING COUNTRIES

11.30 – 1.00

**Supply Chain: Tackling Corruption**

How can this be done in terms of effective past case studies and macro-focused strategies

Ms. Seema Ghani, Former Deputy Minister of Finance in Afghanistan

11.30 – 1.00

**HIV/AIDS & Worker Health Strategies**

Addressing the HIV/AIDS epidemic in sub-Saharan Africa is not only a humanitarian imperative but also a crucial means of preserving skills and human capital. Anglo American now provides free anti-retroviral therapy to its South African employees with HIV/AIDS. This Case Study explores the anticipated business benefits of the programme, plus the rigorous monitoring and evaluation criteria.

You'll also learn about the education and prevention programme that's designed to ensure the majority of Anglo American's employees remain HIV negative.

**Anglo American**, Executive Vice President, External Affairs  
Edward Bickham

11.30 – 1.00

**Worker Education**

What happens when you're faced with the need to close a plant? When it happened to Unilever in South Africa, the company launched a programme to help its retrenched workers not only retrain, but also to become entrepreneurs.

This Case Study demonstrates the impact of offering help with business planning and management, new business development, and access to financing.

As a result, several successful businesses were launched, and now serve both Unilever and other international companies as customers.

The value of this Case Study is that it addresses both worker education and the increasingly difficult developing country challenge of retrenchment and post-closure sustainability.

**DAI**, Director of the Business Advantage Practice  
Jonathan Berman

**Unilever** (TBC)

11.30 – 1.00

**International Conflict & Terrorism**

In this session we'll zone in on risk and security issues. After all, it's easy to see how business benefits from a stable environment – but your company actually help to create one?

Come to this session and you'll leave armed with a 3-Step Guide to Risk Assessment.

You'll examine the private sector's role in:

- Conflict Assessment: How will conflict damage your investment – and what can you do to protect it?
- War & Peace & Conflict Assessment: Are there times when an investment can actually lead to violence?
- Post-Conflict Strategy: What can be gained by integrating your investment into a wider strategy for peace and reconstruction?

**International Alert**, Senior Programme Officer  
Peacebuilding Issues Programme  
Corene Crossin

**Organisation for Economic Co-operation and Development (OECD)**, Head Investment Division  
Pierre Poret

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Lunch 1.00 – 2.30

**CHALLENGES FACED BY COMMUNITIES IN DEVELOPING COUNTRIES**

2.30 – 4.00

**Access to Water**

■ How far do water rights go when it comes to access in or near business operations – especially when you consider businesses are often the first to be cut of whenever there's a water shortage?

■ Should there be a role for companies in making national or regional water policies, or would that mean you're over-reaching your sphere of influence?

Σ What's the most practical way to join forces with the public sector processes of water management: i.e. river basin authorities, river commissions, water boards, catchment authorities?

■ How do you overcome accusations that businesses that engage with governments and the private sector are motivated mostly by a desire to get unfair water allocation benefits?

■ What are the practicalities of leading the way with water recycling and re-use initiatives?

**World Economic Forum, Project Director, Water Initiative Global Institute for Partnership and Governance, Andrei Iatsenia**

**Alliance Water and Sanitation for the Urban Poor (WSUP), Chairman Richard Sandbrook**

**Coca-Cola, Director Water Initiative Dan Vermeer**

2.30 – 4.00

**Access to Health**

How can businesses effectively contribute to systemic problems such as health distribution and care?

This Case Study focuses on a nonprofit organisation created to discover, develop and deliver new affordable anti-malarial drugs through effective public-private partnerships.

Why is this programme so vital?

■ Malaria kills up to 2 million people a year; most victims are pregnant women and under-5s.

■ 300–500 million new clinical cases are announced every year

■ 90% of malaria cases are found in Sub-Saharan Africa

Learn how public, private and philanthropic sector partners are working together to fund and manage the discovery, development and registration of new medicines for the treatment and prevention of malaria in disease-endemic countries.

**Medicines for Malaria Venture (MMV), Chief Executive Officer Dr Christopher Hentschel**

**BHP Billiton, Regional Adviser Southern Africa, Health, Safety and Environment**

André van der Bergh

2.30 – 4.00

**Access to Finance**

How can microfinance projects help stimulate the economy in the major Asian markets of India, Indonesia and Laos? In this session you'll hear how insurers Allianz have secured a leadership niche in this growing industry – while also creating a new market opportunity for themselves.

You'll gain expert answers to the following:

How lucrative an opportunity is microfinance for the insurance industry?

Why is microinsurance such an effective tool to reduce poverty and avoid debt?

What is the potential for establishing local entrepreneurs and strengthening livelihoods?

What about safety mechanisms for risk management – including natural hazards?

How does microinsurance differ from other microfinance tools?

What scope is there for private public partnerships in microfinance – and what's the best way to work with NGOs?

**UNDP, Advisor Climate Change and Clean Development Mechanism Arun Kashyap**

**Allianz, Group Communications Michael Anthony**

2.30 – 4.00

**Access to Market**

"New investment in developing countries - adding the good governance dimension."

Learn from The Council for the Development of Cambodia (CDC) that is the executive agency of the Royal Government of Cambodia

How the CDC is responsible for rehabilitation, development, and investment activities?

How the CDC guides the preparation of a development vision and strategies in collaboration with relevant institutions?

How it keeps the donor countries, bilateral/multilateral organizations and NGOs informed on Cambodia's economic development strategies and priorities of the National Program to Rehabilitate and Develop Cambodia, in order to ensure the efficient utilization of external aid in accordance with the needs and priorities of the nation?

How it facilitates inter-ministerial activities and coordinate activities of the ministries and institutions in relations with donors, international organizations, and investors and more?

**Landmine Disability Support (LMDS) Country Representative and Programme Director, John Lowrie**

**Marks&Spencer (TBC)**

Break 4.00 - 4.30

4.30 – 5.15

**Plenary Session: Public Sector Transparency & Corruption**

Does public sector transparency enable a country to pursue rational strategies for economic growth and development? Who is resisting disclosure and why? Has the "Say What You Pay" campaign done any good for societies? How does access to reliable information from companies and governments allow businesses to compete for government tenders and to gain market access with greater ease?

**Transparency International UK Former Deputy Minister of Finance in Afghanistan, Ms. Seema Ghani**

5.15 – 6.00

**Joint Keynote: Why has poverty risen to the top of the corporate agenda as a key strategic challenge for business?**

What can be done to avoid systemic labour rights violations? And what can businesses learn from rights-based approaches to development?

We'll also examine the role of the private sector in post-conflict countries.

**Business Leaders Initiative on Human Rights, Adviser, Luke Wilde**

6.00 Conference ends

6.00 – 7.00 Cocktail Party

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**THE STRATEGIC ISSUES OF OPERATING IN DEVELOPING COUNTRIES**

9.00 -9.15

**Chair:**

**IBLF**, *Co-Director*, Ros Tennyson

9.15 – 10.00

**Joint Keynote: How to engage? How to partner?**

Day Two being with an examination of emerging trends in public private partnerships.

Is international aid always the best answer? And should businesses assist developing countries as a matter of routine? Does your organisation have a clear strategy for working with the private sector – and what are the key essentials for success?

**The Guangcai**, Representatives (TBC)

10.00 – 11.30

**Plenary Session: How to measure social values and apply general standards and regulations in developing countries?**

- Is there a simple formula that enables you to measure the social value and social benefit of a company's presence and its products?
- Can sustainable improvements be driven into suppliers?
- Do principles work better than rules when it comes to measurement?
- How can you make it easier to scale up or replicate?
- What are leading companies doing to report on the economic impact of their businesses alongside their pure financial results?

**SMart Kolektiv**, *Executive Director Responsible Business Initiative, Serbia*  
Neven Marinovic

**11.30 – 12.00 Coffee Break**

**CORPORATE SOCIAL RESPONSIBILITY: IMPELEMENTATION WORKSHOPS**

12.00 - 1.00

**Working Conditions in the Supply Chain:**

How are labour standards and worker rights issues changing in developing nations?

More information to come!

**Fair Labor Association**, *President and CEO*, Auret van Heerden

12.00 - 1.00

**Agricultural Development**

What does sustainable agriculture look like in developed and developing nations?

What role should companies play in addressing trade barriers and damaging subsidies and help the move to more responsible stewardship of the land.

**Syngenta Sustainable Agriculture Initiative**, *Executive Director*  
Andrew Bennett

12.00 - 1.00

**Environment**

Should companies operate to the same standard as in highly regulated countries or to the prevailing standards in the developing nations?

How do companies introduce best practices in environmental sustainability in countries which have shown little or no previous concern?

How do firms improve standards in areas such as emission controls, waste management and energy conservation?

**BASF**, *Head of the Sustainability Center*  
Lothar Meinzer

12.00 - 1.00

**Information Communication Technologies**

The role of new technologies in international development

What are the emerging trends in using technology for development and how are they playing out in the field?

Is mobile the technology of the future?

What are the issues for businesses involved in ICT for development? Are we ready for a more market-centric approach?

**Vodafone**, *Corporate Responsibility Executive*, Joaquim Croca

**Lunch 1.00 – 2.30**

**PRACTICAL TOOLS FOR CSR IMPLEMENTATION IN DEVELOPING COUNTRIES**

2.30 – 3.30

**Dispute resolution in partnerships**

How do you set the rules of engagement so that disputes can be easily – and quickly – resolved?

Find out about:

- Role of peace-brokers and intermediaries
- Why timetables are important
- Early warning systems

And if it all fails, how can both sides retain their reputation and move on.

**Eurasia Foundation**, *Director Evaluation*  
Elena Yartseva (TBC)

2.30 – 3.30

**Relationship Management:**

■ How do real, sustainable Tri-sector partnerships work?

■ Are they the ultimate solution?

■ What conflict resolution management systems are needed to get Tri-sector partnerships off the ground – and working effectively?

■ How do we measure their effectiveness?

**Electricite de France (EDF)**  
*International Partnership Manager*, Sarah Adams

2.30 – 3.30

**How to manage a partnership. The “nuts and bolts” of successful partnerships**

Find out about:

How to Measure Progress: Indicators & Metrics

- How often to meet?
- Who defines the agenda?
- What about confidentiality?
- How to build confidence?

**Tata Group (TBC)**

**Coffee Break 3.30 -4.00**

4.00 -5.30

**Business Model and investment indicators**

What are the emerging business models, capable of developing sustainable new markets for products and services? To what extent can businesses create new markets by enabling people to escape the poverty trap? What financial help is available to encourage businesses to invest in

new countries – and how do you access funds?

We'll help you identify and compare the key indicators multi-national corporations look for when they consider investment – and what indicators a developing country looks for when attracting FDI.

With a focus on:

- Private/multilateral direct investments in developing countries & emerging economies.

■ Activities of multinationals with managed operations, joint ventures and/or suppliers in these regions.

We'll help you identify and compare the key indicators multi-national corporations look for when they consider investment – and what indicators a developing country looks for when attracting FDI.

With a focus on:

- Private/multilateral direct investments in developing countries & emerging economies.
- Activities of multinationals with managed operations, joint ventures and/or suppliers in these regions.

**IFC**, *Environmental Specialist*, Dan Siddy

**FMO**, *CEO*, (TBC)

**ICICI Bank (UK)**, *Managing Director & CEO*, Sonjoy Chatterjee

**5.30 Conference ends**

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# Save £££ here!

## Group bookings and team discounts

### How much will you save when you bring your colleagues?

The successful sharing of knowledge will impact on every part of your organization. So ask yourself how many people will benefit from attending this event? With substantial discounts available for group bookings, it makes sense to attend as a team. In addition to the financial benefits and the ability to attend both days, this approach will increase your organization's profile and your staff's feeling of value and significance.

## Accommodation discounts

**Regent's Park Marriott Hotel**  
**128 King Henry's Road,**  
**London NW3 3ST**  
**United Kingdom**

Ethical Corporation has arranged special discounted rates at The Regent's Park Marriott Hotel for delegates attending the conference. Upon receiving your completed registration for the conference a faxback form will be e-mailed so you can access the special rate at the hotel.

Pass this brochure onto your colleagues and save your company money!

# Put your company in the spotlight – ask about sponsorship and exhibition space

**Book your exhibition place now to avoid disappointment – only a few places are available!**

## Sponsorship Opportunities

With expert speakers coming from many of the largest companies across the world to share their opinions and expertise, as well as detailed case studies and interactive discussion groups, this is the must-attend event of the year for companies looking to improve their business in developing countries. Sponsorship of this event is designed to help you promote your expertise, services and commitment to the development of responsible corporate activity in developing countries.

We are also able to produce custom-made sponsorship and exhibition packages in order for you to meet your specific marketing needs. Please contact Laura Geron at [laura.geron@ethicalcorp.com](mailto:laura.geron@ethicalcorp.com) to discuss your requirements.

## Exhibition Opportunities

If you want to show what you can offer then take a leading role in the Conference as an exhibitor.

The exhibition is located right outside the conference room. To maximise networking opportunities, the number of exhibitors is strictly limited to 12 tables or exhibition booths. **Remember, only a few exhibition spaces are available!**

So don't miss out and be left disappointed. Call us on +44 (0)20 7375 7160 to get more information or to book your space today!

Make the most of your time at this conference! Call +44 (0)20 7375 7226 today to get the lowdown on all our exciting promotional opportunities

# Five *easy* ways to register!

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**E-Mail** [laura.geron@ethicalcorp.com](mailto:laura.geron@ethicalcorp.com)  
**Phone** +44 (0)20 7375 7160  
**Mail** This form to Laura Geron, Ethical Corporation  
7-9 Fashion Street London E1 6PX, UK

## Date and venue

18-19 October 2005  
Regent's Park Marriott Hotel, London,  
128 King Henry's Road, London NW3 3ST, UK  
Tel: +44 (0) 20 7722 7711 Fax: +44 (0) 20 7586 5822

## Registration fees

**2-Day Corporate Conference pass: £895 + VAT (17.5%)**  
**£595 + VAT** if you register before 29th July  
**1-Day Corporate Conference pass: £495 + VAT (17.5%)**  
**£345 + VAT** if you register before 29th July  
**2-Day NGO/Academic Conference pass: £495 + VAT (17.5%)**  
**£245 + VAT** if you register before 29th July  
**1-Day Non-Profit Organisation Conference pass: £295 + VAT (17.5%)**  
**£195 + VAT** if you register before 29th July

## Discounts

Big savings if you bring your team! For information on group discounts email [laura.geron@ethicalcorp.com](mailto:laura.geron@ethicalcorp.com) or call Laura Geron +44 207 375 7226

## Easy ways to pay

**Credit card** Pay by Visa, Mastercard or American Express  
**Invoice** Simply register for the Conference and we'll send you an invoice  
**Cheque/draft** Payable to First Conferences Ltd

## How to get to the Conference

By Tube: The Hotel is 5 minutes walk from Swiss Cottage Tube station on the Jubilee Line.  
Driving: Go to [www.marriott.co.uk](http://www.marriott.co.uk) which has a journey planner that will take you directly to the hotel

## Cancellation policy

Cancellations after 16th of September 2005 will incur an administrative charge of 25%. If you cancel your registration after 30th September 2005 we will be obliged to charge the full fee. Please note - you must notify Ethical Corporation in writing to [register@ethicalcorp.com](mailto:register@ethicalcorp.com) of a cancellation or we will be obliged to charge the full fee.

All fees for the conference include lunch, refreshments and documentation. All passes are also valid to attend the networking party on the evening of Tuesday 18th of October. Please note that payment must be received before the event.

The organisers reserve the right to make changes to the program without notice.

**Yes!** I would like to attend this conference ✓

- Corporate Rate 2 day pass  
 Non-Profit Rate 2 day pass

If you can only attend one of the conference days, call us on +44 (0)20 7375 7160 to get information on prices we have available.

BLOCK LETTERS PLEASE

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- Credit card** Pay by Visa, Mastercard or American Express  
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NB Full payment must be made before the event

# Still haven't registered?

## 5 more good reasons why you'll want to attend this conference

- To maximize your effectiveness and save your company £££ in research
- To get professional tips to help you identify and overcome challenges in partnering
- To identify the latest issues in engagement that could affect your organization
- To exchange research between people with common background
- To understand how much you should discover to satisfy your stakeholders without putting your organization at risk

PLEASE FORWARD TO YOUR KEY COLLEAGUES – AND ASK ABOUT GROUP DISCOUNTS

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