

Co-organizers:



Co-sponsors:



PRESS RELEASE

HOW DOING GOOD IS GOOD FOR BUSINESS

A conference

*A 19 May conference introducing innovative approaches to CSR and Shared Value and the role of partnerships in sustainable business and community development
About 100 industry leaders gathering for the discussion of Corporate Social Responsibility and creating shared value*

Ho Chi Minh City, April 21st, 2017 - The LIN Center for Community Development (**LIN**), the Ho Chi Minh City Women's Association of Executives and Entrepreneurs (**HAWEE**), and the European Chamber of Commerce in Vietnam (**EuroCham**) has just announced co-organizing the conference of "How Doing Good Is Good for Business" on **May 19th, 2017 at the Caravelle Hotel**. The event, which is co-sponsored by Novaland Group and Irish Aid, The Embassy of Ireland in Vietnam, is designed to highlight different approaches in Vietnam to corporate social responsibility (CSR) and creating shared value; the difference between charity and development initiatives; and various strategies for corporate partnerships with not-for-profit organizations.

The morning conference will be divided into two panel sessions. The first panel will focus on the concept of creating shared value - it will look at different ways a business can add value to a community while also supporting their corporate bottom line. Cases to be featured in this panel include how business can influence social and community behaviour for the better (by Mr. Thanh Bui, founder of Soul Music & Performing Arts Academy), Business and Social Value of Corporate Volunteering (by Ms. Nguyen Trinh Khanh Linh, Chairwoman & CEO of Dale Carnegie Training Vietnam), and Storytelling for a good cause can also benefit a business (by Ms. Nguyen Thanh Giang, Managing Director of The Purpose Group). The second panel will bring together companies, nonprofits and network organizations on how they identify, form, and maintain partnerships. They will also discuss how they mobilize resources, leverage strengths, and overcome weaknesses to achieve a shared benefit to the community.

There will also be a dozen booths hosted by an assortment of local nonprofits who are working to address a variety of issues in Ho Chi Minh City from education and environment to healthcare and access to opportunities. This is an occasion for corporate partners to directly meet and connect with local nonprofits.

The event is designed for business Owners, Senior Leaders, Department Managers, Employees and practitioners from businesses operating in Ho Chi Minh City whether they are big or small. It is an opportunity for participants to learn from business leaders about innovative approaches to improve employee engagement; increase customer loyalty; deliver sustainable business growth; understand and create partnerships for greater impact; and more. In addition to hearing from experts, there will be opportunities to identify and connect businesses with relevant organizations that share common interests. The conference will enable all participants to explore how to leverage strengths and resources to join forces effectively.

"Businesses and nonprofits share many common, or complimentary goals, whether it is about safe places to live and work, matching qualified people to viable employment opportunities, or ensuring that people have access to products they need and want at affordable prices."

said Ms. Tran Vu Ngan Giang, Executive Director, LIN Center for Community Development. *“What LIN often discovers through our work with local businesses and local communities, are missed opportunities for collaboration that could create lasting and positive social and environmental impacts. If the nonprofit and private sectors could find ways to collaborate more effectively, imagine the potential for scaling solutions that improve the lives of vulnerable people in our community while contributing to sustainable socioeconomic development. We hope this conference will inspire companies and nonprofits to form long-lasting and impactful partnerships.”*

Confirmed speakers include:

Keynote speakers

- Mr. Pham Phu Ngoc Trai, Chairman of the Leading Business Club
- Mr. Phan Dang Cuong, Senior Advisor for Policy and Strategy at the Embassy of Ireland in Vietnam.

Panel Speakers on CSR and shared value practitioners

- Mdm. Ba Cao Thi Ngoc Dung, General Director of Phu Nhuan Jewelry Corporation
- Mr. Thanh Bui, Founder of Soul Music and Performing Arts Academy
- Ms. Meriem Kellou, Regional Sustainability Manager for East Asia and Japan at Schneider Electric
- Ms. Nguyen Thanh Giang, Director of The Purpose Group
- Mr. Tran Khac Tung, Director of ICS
- Mr. Aru David, Regional Director for Asia Society for Social Improvement and Sustainability Transformation
- Ms. Tran Vu Ngan Giang, Executive Director of the LIN Center for Community Development
- Ms. Nguyen Trinh Khanh Linh, Chair and CEO of Dale Carnegie Vietnam
- Mr. Tran Huu Dong, Director of Phuoc Truong Thinh Technology

HAWEE, LIN, and EuroCham are grateful to our event partners and sponsors including, AusCham, the British Business Group of Vietnam (BBGV), CCI France Vietnam (CCIFV), CanCham, Hong Kong Business Association Vietnam (HKBAV), Malaysia Business Chamber Vietnam, Young Business Association of Ho Chi Ming City (YBA) and AsiaNGO.

Details:

Date & Time: Friday 19 May, 2017, 8:30am to 1:30pm (Includes Lunch)

Venue: Caravelle Hotel (19 Lam Son Square, District 1)

Registration: <http://bit.ly/doing-good-tickets> (via Ticketbox)

Ticket Price: VND 550,000 for Nonmembers
VND 500,000 for Members of HAWEE, LIN, EuroCham & other partnering chambers

Quotes from panel speakers:

“Schneider Electric is working closely with several partners, including many NGOs, to create shared value together that will bring benefits to everyone and will ensure the sustainability of each project and initiative. Each partner has a different area of expertise, and by focusing on it, we manage to mutualize our efforts to have a larger impact than by acting alone.” – Ms. Meriem Kellou, Regional Sustainability Manager East Asia & Japan, Schneider Electric

“In a fast-changing, ever-competitive and increasingly technologically-advanced world, many of the jobs today will no longer exist in the near future. Given the times, perspectives on education must

change and I truly believe that 'hard skills' are no longer enough to ensure the preparation for our children but rather, it is the 'soft skills' such as strong communication, strong interpersonal skills, potential in leadership, ability to be creative and think 'out-side' the box ... that will be essential in ensuring the success of our children, and it has been proven scientifically over and over again, that music/performing arts education is the key to unlocking these skillsets.

SMPAA's vision is that one day, all children in Vietnam will have access to music/performing arts education, so that we can develop a more confident, connected and dynamic next-generation of progressive leaders.

Logic may take you A to B, but creativity takes you everywhere.” Mr. Thanh Bui Founder, Soul Music and Performing Arts Academy

“Our ultimate goal is to foster a society where a win-win spirit can be spread out broadly. By partnering with those who are specialized in their respective fields and have a genuine passion for building a better society, we assure that our goal can be achieved to the best extent. Partnerships are like extended hands that help us to collectively come closer to the same big and kind heart.” – Ms. Nguyen Khanh Linh, Chair & CEO of Dale Carnegie Vietnam

“Business operating in Ho Chi Minh City and South Vietnam have huge business opportunities but at the same time many social & environmental challenges when operating their business, but there is always means to address both, have both good business and also good developmental impacts. This can be achieved through implementing CSV (creating shared value) projects. And through partnerships with local NGOs who are already active in a particular community, the business can leverage the relationships of the NGO and also make the implementation more efficient.” – Mr. Aru David, Regional Director, ASSIST Asia

About the organizers:

ABOUT LIN

By facilitating networking and providing technical and financial support, LIN helps local nonprofits, skilled volunteers, and donors to fulfill their potential as vehicles for sustainable development, poverty alleviation, and citizen participation. LIN supports HCMC-based businesses and business chambers to contribute to community-led development by strengthening and stimulating best practices in corporate community engagement, corporate philanthropy, and CSR all of which help improve the quality of life in Ho Chi Minh City while improving the outcomes of businesses operating in Vietnam. More information about LIN is available at: www.LINvn.org.

ABOUT EUROCHAM

The European Chamber of Commerce in Vietnam (EuroCham), is one the principle voices of the business community in Vietnam. The chamber was established in 1998 to help develop Vietnam into an attractive investment destination and trading partner for European business. To help strengthen the voice of the European business community, EuroCham operates in affiliation with a number of European National Business Associations based in Vietnam including CCIFV, DBAV, GBA, BeluxCham, ICHAM, SpainChamVN, CEEC. More information about EuroCham is available at: www.eurochamvn.org.

ABOUT HAWEE

The Ho Chi Minh City Association for Women Executives & Entrepreneurs (HAWEE) is the city's first professional organisation for women. HAWEE's mission is to help Vietnamese women grow their businesses. HAWEE seeks to increase trade opportunities and investment exchanges for its members and facilitates this by connecting HCMC businesswomen to one another, and to international entrepreneurs and organisations. HAWEE also works to improve its members' leadership capabilities, and offers them tips and advice on how to balance their personal lives and their businesses.

*For more information about the event,
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