

Seminar to hear how corporate citizenship boosts business

The following is issued on behalf of the Committee on the Promotion of Civic Education:

Representatives from business associations, corporations and non-governmental organisations will share their knowledge and experience on the promotion of corporate citizenship during the "Adding Value to Your Business – Seminar on Corporate Citizenship 2007".

The seminar, to be held in the Fanling Room of the Kowloon Shangri-La Hotel tomorrow (November 24), is jointly organised by the Committee on the Promotion of Civic Education (CPCE) and the Home Affairs Bureau in conjunction with the Junior Chamber International Hong Kong.

With the theme "Adding Value to Your Business", the seminar aims to publicise the current state of corporate citizenship in Hong Kong, promote the concept of corporate citizenship and share practical experience among business associations, corporations and non-governmental organisations, in order to help companies enhance their corporate quality and image and add value to their business.

Three speakers from different enterprises and business associations will, through their keynote speeches, share with the participants their successful practices. Through group discussions, participants will also examine the four dimensions of corporate citizenship as well as the promotional strategies and incentives to encourage corporations to undertake social responsibility.

The seminar will begin at 9am tomorrow. The Chairman of the CPCE, Dr Pang King-chee, will deliver the welcome speech and the Secretary for Home Affairs, Mr Tsang Tak-sing, will deliver the closing speech at 12.40pm.

For details of the seminar, please call 2798 2421 or visit the website of CPCE (www.cpce.gov.hk).

Ends/Friday, November 23, 2007