
NEWS/BUSINESS/FINANCE/LIFESTYLE EDITORS
[For Immediate Release]

Community Business Conference 2016

Over 350 corporate representatives and experts gather to explore how the power of business can be harnessed to drive social change

Hong Kong, 14 November 2016 – On 15 and 16 November in Hong Kong, Community Business, a not-for-profit organisation which works with companies to advance responsible and inclusive business practices, will hold its flagship regional conference for the 7th time, at the Regal Airport Hotel. Unlike previous years in which the 2-day conference was focused solely on Diversity & Inclusion, this year's programme will be extended to examine broader aspects of responsible business.

United by the theme 'Harnessing the Power of Business to Drive Social Change', the 2-day programme will leverage over a decade of expertise and thought leadership to create a unique platform for learning, empowering delegates to drive their responsible and inclusive business strategies forward in Asia. The plenary and breakout sessions will provide a wealth of insights and case studies to stimulate dialogue and offer practical takeaways for delegates to bring back to their workplaces.

Day 1 explores the concept of responsible business, why it is critical to long-term business success, and what it looks like in action. Day 2 examines how companies can take the lead in tackling inequality and create inclusive workplaces in Asia. With KPMG as the Gold Sponsor on Day 1 and Cisco as the Platinum Sponsor on Day 2, the Conference looks at the pivotal role that leaders have to play to impact positive change.

Over 300 business and NGO leaders, senior human resources and diversity professionals, corporate and public affairs managers, consultants and representatives from Hong Kong, Asian countries, Australia, Europe, and North America will be joining engaging conversations with globally renowned thought leaders and opinion makers, including:

- Mallen Baker, Founder and Managing Director of Daisywheel Interactive
- Mark Fowler, Deputy CEO, Tanenbaum
- Tinna Nielson, Founder of Move the Elephant for Inclusiveness
- Shalini Mahtani, Founder of Community Business, The Zubin Foundation, and HospitalAdvisor

To create momentum around the Conference theme of 'Harnessing the Power of Business to drive Social Change', a social media campaign has been launched using the hashtag #IMPACTxAsia, an acronym that stands for 'I Make a Pledge to ACT by ...'. Delegates will be encouraged to post or tweet their pledges. 'Our actions, however big or small, have the ability to create a positive ripple effect on those around us - whether it be in our workplaces or broader society', said Fern Ngai, CEO of Community Business.

In partnership with The Good Lab, the Social Innovation Marketplace at the end of Day 1 will offer a relaxed, casual environment for delegates to network and learn about innovative social enterprises in Hong Kong. Well-known local jazz band SYZYGY will provide live entertainment.

To mark the close of the 2-day conference, the LGBT+ Networking Reception themed 'Out Loud – Stories from Asia' will provide a fun and festive atmosphere for delegates to enjoy a diverse line-up of performances in an 'open mic' format, hosted by stand-up comedian Vivek Mahbubani. The talented performers will tell their story about LGBT+ inclusion through song, poetry, stand-up comedy, or other performance arts.

For details about the Community Business Conference, including programme and speakers, please visit: <http://www.communitybusinessconference2016.org/>

Follow live feeds of the Conference with the hashtag #IMPACTxAsia on Twitter.

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About Community Business

Community Business is a not-for-profit organisation (Hong Kong Charity Number 91/6560) whose mission is to lead, inspire and support businesses to have a positive impact on people and communities. A recognised leader in promoting responsible and inclusive business practices in Asia, Community Business conducts research, facilitates networks and events, leads campaigns and provides consultancy and training. Our focus on responsible business is aligned to 5 mission-led themes:

- Investing and supporting local communities
- Tackling inequality in the workplace
- Ensuring happy, healthy, and engaged employees
- Promoting social inclusion
- Building responsible business leadership

Founded in 2003 and based in Hong Kong with a presence in India and the United Kingdom, Community Business works with companies of all sizes and from diverse industries across Asia, harnessing the power of business to drive social change. For more information, please visit www.communitybusiness.org.