



Asian Strategy & Leadership Institute
Dedicated To Creating A Better Society

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PRESS RELEASE – ASEAN CORPORATE RESPONSIBILITY AND SUSTAINABILITY SUMMIT 2018

PETALING JAYA, 25 June 2018 – The Asian Strategy & Leadership Institute (ASLI), supported by the United Nations Development Programme (UNDP), Malaysian SCO-SDG Alliance, the International Chamber of Commerce Malaysia (ICC Malaysia) and the ASEAN CSR Network, organised the ASEAN Corporate Responsibility and Sustainability Summit 2018. The summit was held at the Sunway Resort Hotel & Spa, Petaling Jaya on the 25th of June 2018.

In the words of Paul Polman, CEO of Unilever and First Vice Chairman of the International Chamber of Commerce, 'a business without conscience is not worthy to be a business. We need to build better business for a better world'. The summit today will discuss how corporate responsibility is part of the United Nations Agenda 2030.

This is a world in which sustainability has become good business sense. Corporations today are embedding sustainability into their corporate culture and companies worldwide have added Partnership and Peace to the triple bottom line of Planet, People and Profit to make it 5Ps of Corporate Social Responsibility.

We were honoured to have YAB Dato' Seri Dr. Wan Azizah Wan Ismail, Deputy Prime Minister of Malaysia, to give the opening address at the summit. She believed that pursuing the UN Sustainable Development Goals (SDGs) is a noble but long-term cause that requires commitment from leaders in all sectors. Malaysia does not need leaders who are just meeting their KPIs but needs people with a conscience in leadership and decision-making. Leading with conscience must be cultivated into our persons and our collective identity, values and norms. The deputy minister, quoting writer Lynn Serafin, noted that leadership without value is tyranny.

The special luncheon address was given by Mr Stefan Priesner, UN Resident Coordinator for Malaysia and UNDP Resident Representative for Malaysia, Singapore and Brunei who spoke on Malaysia's encouraging progress so far in the journey towards achieving all 17 SDGs.

The summit also featured speakers from the public and private sectors and civil society including Dato' Dr Dionysius Sharma, WWF Malaysia; Ms Yasmin Rasyid, EcoKnights; Mr Ramesh Ramanathan, Deloitte Malaysia; Datin Dr Vijayalakshmi Samuel, AGV Sustainability and ESG Services Sdn Bhd; Dato' Ir Lee Yee Cheong, UN Broadband Commission for Sustainable Development; and Ms Siobhan Das, American Malaysia Chamber of Commerce.

Through this summit, ASLI hopes that the private, public and civil sectors will take to heart the 17 UN SDGs and fully incorporate sustainability into corporate social responsibility. Achieving the Agenda 2030 will require full cooperation from all sectors as well as the public to truly bring about a world where no one is left behind.

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About Asian Strategy & Leadership Institute (ASLI)

The Asian Strategy & Leadership Institute (ASLI) is an independent, private and non-for-profit Think Tank headquartered in Malaysia. ASLI is committed to creating a better society and to help organisations enhance their competitiveness, leadership and strategic capabilities through its Public Programmes, Conferences, Publications, Policy Research, Business Councils and CEO peer groups. With over 20 years' experience, ASLI is the super-connector between Government, Business and Civil Society, having managed high-level business partnerships in Singapore, Indonesia, Philippines, Vietnam, Thailand, Cambodia, Laos, Myanmar, Japan, China, Australia, USA, Canada, Britain, Germany and South Africa. Further information of ASLI is available at www.asli.com.my

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