

### **Being Globally Responsible Conference (11 to 13 May 2007)**

Three MBA participants from Nanyang Business School took part in the 2nd Being Globally Responsible Conference organized by the China Europe International Business School (CEIBS) in Shanghai from 11 to 13 May 2007.

In general, the conference aims to give MBA students an enhanced understanding of the importance of being globally responsible corporate citizens. On this occasion, the distinguished speakers made clear that Corporate Social Responsibility is not just seen as a buzz word or a new expenditure to be added to the marketing or public relations budget -- but that integrating it into corporate strategy and involving top management as well as all employees must be seen as vital for any company.

Michael Landolt, one of the NTU participants, shares his view on the event:

“Insights in the work of non-governmental organizations in China, several workshops on topics such as Business Ethics or Application of CSR and a field trip to Baosteel have been highlights of the conference for us. We highly appreciated the stay within the beautiful CEIBS campus in exciting Shanghai.”



(From left: Hildegard Hartmann, Rachel Poh, Michael Landolt)