

## Fees

**RM 900.00 (USD 250/-)**

Group Discounts: 3 (10%)  
4 (15%)  
Higher (25%)

Payment Mode:

- Cheque payable to **Centre for the Advancement of Philanthropy Sdn Bhd.**
- Cheques can be mailed to:  
Centre for the Advancement of Philanthropy  
66, Medan Athinahapan 2, Taman Tun Dr Ismail,  
60000 Kuala Lumpur, Malaysia
- Bank Transfer:  
**CIMB BANK (Malaysia)**  
Account no: 14210011883058  
Swift Code: CIBBMYKL

**CLOSING DATE FOR REGISTRATION  
AND PAYMENT: JULY 15, 2009**

**philanthropy**  
**ASIA**

Organizer: **Philanthropy Asia,**  
**Centre for the Advancement of Philanthropy**  
Website: **philanthropyasia.net**

For more information, please contact us at:

Tel: 603-77271080  
Mobile: 6017-6807721 / 6017-2231066  
Fax: 603-77271080  
Email:

philanthropyasia.net@gmail.com  
conferencephilanthropyasia.net@gmail.com

**Please download registration form at our website.  
Please check for regular updates.**

For room reservations, please contact **Hotel Nikko Kuala Lumpur**  
directly at **603-27826330** or email:  
**kokhoong.liew@hotelnikko.com.my** or **katie.hoo@hotelnikko.com.my**

## What others say:

**"timely and compelling"**

– *Peter De Courcy Hero, Senior Fellow,  
Graduate Business School, Stanford University,  
US, former CEO, Silicon Valley Community  
Foundation*

**"timely initiative, congratulations"**

– *Dr. Michael Liffman, Director, Asia Pacific  
Centre for Philanthropy as Social Investment,  
Swinburne University, Australia*

**"Guided by the belief that every life has  
equal value, the Bill & Melinda Gates  
Foundation works to help all people lead  
healthy, productive lives. We appreciate  
your thinking of him and the foundation  
for this event and send our very best  
wishes for its success"**

*Bill and Melinda Gates Foundation*

**"much needed conference. we will be  
introducing community service for our  
CSR curriculum" Malaysian academic**

*Wilbur Wright (1867-1912) said on charity  
and philanthropy:*

**"What one man can do himself directly  
is but little. If however he can stir up  
ten others to take up the task he has  
accomplished much"**

**philanthropy**  
**ASIA**

Centre for the Advancement of Philanthropy  
**philanthropyasia.net**

# Challenging Philanthropy: Crisis. Concerns. Community.

**GLOBAL CONFERENCE ON  
"ENHANCING THE ROLE OF PHILANTHROPY  
IN CHALLENGING TIMES"**



hotel nikko kuala lumpur

**Partner Hotel: Hotel Nikko  
22 – 23 July, 2009 • Kuala Lumpur, Malaysia**

**LAUNCH BY**

**Hon. Dato' Seri Mohd Najib Tun Abdul Razak**  
Prime Minister of Malaysia

**Speakers Include:**

- **Peter De Courcy Hero** (Stanford University, Graduate Business School, US)
- **Erna Witoelar**, UN Ambassador, MDGs, President, Asia Pacific Philanthropy Consortium
- **Datin Seri Rosmah Mansor**, President, Bakti (Association of Wives of Ministers, Malaysia)
- **Dr. Bhenkinkosi Moyo**, TrustAfrica
- **Dr. Michael Liffman**, Swinburne University Australia
- **Azhar Osman Khairuddin**, Petronas, Malaysia
- **Dr Tafeeda Jarbawi**, Welfare Association Palestine
- **Christina Ong**, Hotelier/ Entrepreneur, Singapore
- **Alan Feinstein**, API Fellow, Thailand

## Key Aims Of The Global Conference

- Assess the impact of the global crisis on different types of philanthropy
- Take note of the consequences of the crisis on CSR
- Draw upon the strength of philanthropy to address crisis-generated consequences
- Creatively identify challenges and opportunities for philanthropy
- Initiate exchange of expertise and dialogue between those interested in philanthropic action
- Bring together the community of philanthropic organizations, corporations, governments, non-governmental organisations, and individuals

## Why should you attend this Conference?

Philanthropy makes significant impact in reducing

- hunger,
- poverty,
- disease,
- unemployment
- illiteracy and
- ill-health.

In addition to the above, community and corporate (CSR initiatives) philanthropy throughout the world contribute to

- sustaining social harmony,
- providing basic needs to families and
- protecting the environment.

Be part of the philanthropy movement. Strengthen your contribution.

## Who Should Participate?

- policy makers
- corporate leaders
- religious figures
- academicians
- researchers
- civil society activists
- students
- diplomats
- parliamentarians, state legislators
- functionaries of regional and international organizations
- representatives of the media.

## PROGRAMME

22nd JULY 2009

Opening Ceremony and Keynote Address

Hon. Dato' Seri Mohd Najib Tun Abdul Razak,  
Prime Minister of Malaysia

### Session ONE

#### Facing the Challenges Before Philanthropy

- **Beyond 2009: Emerging Trends in Philanthropy in an Era of Economic Dislocation**

Keynote Speaker: Mr. Peter De Courcy Hero, Stanford University, US

- **Turning Crisis into Victory: Challenges for the Non-profit Sector**

Keynote Speaker: Ms. Erna Witoelar, Chair, Asia Pacific Philanthropy Consortium, UN Ambassador for the MDGs

### Session TWO

#### Philanthrocapitalism and Social Entrepreneurship

- **New Generation of Philanthropists or Philanthrocapitalists: Their Role in Social Change And Sustainability**

Speaker: Ms. Christine Edwards, CEO, Myer Foundation and Sydney Myer Foundation, Australia

- **Building Sustainable Communities: The Eco Paesantran Model (Case Study - Indonesia)**

Speaker: Dr. Budi Faisal, Head, Eco Paesantran, Indonesia

- **Opportunities for Social Investments in China**

Speaker: Mr. Chandran Nair, CEO, Global Institute for Tomorrow, Hong Kong

- **Energy for the Poor**

Speaker: Mr. Roberto Calingo, Executive Director, Mirant Foundation, Philippines

### Session THREE

#### Community and Religious Philanthropy

- **The Potential of Religious Philanthropy in South East Asia: The Case of Islam**

Speaker: Mr. Zaim Saidi, Director, Public Interest Research Advocacy, Indonesia

- **Ensuring Access to Learning: The Case of Sri Murugan Centre, Malaysia**

Speaker: Dato' Dr. M Thambirajah, Director, Sri Murugan Centre, Malaysia

- **The Development of Social Entrepreneurship in Asia**

Speaker: Ashoka Foundation

## PROGRAMME

23rd JULY 2009

### Session FOUR

#### CSR and Strategic Philanthropy

- **Strategic Corporate Philanthropy For Sustainability**  
Speaker: Mr. Azhar Osman Khairuddin Senior General Manager, Group Legal & Corporate Affairs, PETRONAS

- **Mobilizing CSR for Strategic Philanthropy**

Speaker: Dr. Michael Liffman, Director, Asia Pacific Centre for Philanthropy as Social Investment, Swinburne University, Australia

- **CSR Practices in Malaysia**

Speaker: Prof. Dr. Mustafa, Deputy Vice Chancellor, UiTM

- **Community Investment Through CSR**

Speaker: Ms. Christina Ong, Entrepreneur, Singapore

- **Issues, Challenges and The Future of CSR**

Speaker: Institute of Corporate Responsibility, Malaysia

### Session FIVE

#### Nation Building and Philanthropy

- **The Role of Philanthropy in Nation Building: The Bakti Model**

Speaker: Datin Seri Rosmah Mansor, President, Bakti

- **Philanthropy in Africa: The Modern and The Traditional**

Speaker: Dr. Bhenkinkosi Moyo, TrustAfrica

- **The Power of Giving: Solidarity Giving to Gaza Defies Recession**

Speaker: Dr Tafeeda Jarbawi, Welfare Association Palestine

- **Making a Difference through National Policy Changes and Regulatory Innovations**

Speaker: Mr. Alan Feinstein, API Fellow, Thailand

### Session SIX

#### Green Philanthropy

- **For a Sustainable World: Solutions in Green Philanthropy**

Speaker: Global Humanitarian Forum, Geneva

- **Green Philanthropy: Issues and Challenges**

Speaker: Mr. Ralph Dixon Director of Environmental Investments, YTL, Malaysia

- **Challenges to the Growth of Climate Change Philanthropy**

Speaker: Mr. Uday Khemka, Trustee, The Nand & Jeet Khemka Foundation

- **Saving Bali: Sustaining Ecological Practices of Communities**

Speaker: Mr. I Made Suaranatha, Director, Yayasan Wisnu

### Closing Remarks

- Mr. Zainon Ahmad, Chairman, Philanthropy Asia
- Ms. Josie Fernandez, Managing Director, Philanthropy Asia

### Closing Ceremony

- YB Tan Sri Dr. Koh Tsu Koon, Minister for National Unity, Malaysia