

Symposium
Announcement



Emerging Economies: The New Global Powerhouse.

Sustainable Strategies to Capitalise on Growth
Opportunities and Promote Prosperity.

12th International Sustainability Leadership Symposium 2011

19 September 2011

Swiss Re Centre for Global Dialogue
Rüschlikon / Zürich, Switzerland

the **sustainability**
forum

zürich

About The Sustainability Forum Zürich (TSF)

The Sustainability Forum Zürich (TSF) is an independent, non-profit, non-partisan association founded in Zurich in 1999 by leading representatives from the private and public sector as well as academia. It focuses on sustainability issues relevant to financial markets and facilitates the exchange of knowledge and ideas between the financial and the real economy.

We specifically seek to enable the leaders in today's financial markets to predict, reflect and act according to the key elements of sustainability and to use their business practice to influence actors in other markets.

Our mission is to engage internationally recognised leaders and decision-makers in an action-orientated dialogue on topics that are likely to matter to financial actors in the future thereby enabling the integration of sustainable business practice in financial markets.



Growth, Prosperity and Power Shifts

Emerging economies – here loosely defined as developing countries with high growth rates including the “BRICS” – stand out due to their remarkable economic and demographic potential. From debtor nations highly dependent on foreign aid, emerging countries are increasingly becoming creditor nations financing the budget deficits of the “old” economies and their corporations taking over key “western” enterprises. In short, the global economy is going through a major power shift.


The current growth in emerging economies is leading to more prosperity as GDP per capita rises and standards of living improve. But how sustainable is growth in emerging economies? It is still unclear how long it can last and whether all sides benefit equally from the new prosperity. Factors that endanger the anticipated fruits of progress are:

- Underestimated risks and uncontrollable economic volatilities
- Gaping social disparities in emerging and western economies
- The exhaustion of fossil and the depletion of natural resources
- More frequent local, regional and even global crises

Enabling Inclusive Growth and Sustainable Prosperity

Given the inevitable advancement of the emerging world – how can all players give it a sustainable spin? How do businesses, societies and governments currently address the above mentioned challenges? What do we need to know about and what can we learn from socio-economic changes in the newly industrialised parts of the world?

Businesses and investors together can spearhead inclusive, environmentally friendly and long-term growth by recognising the particular challenges they face when doing business in an emerging market context. This includes cultural sensitivity, creating socially inclusive business models – for example by working with people at the base of the pyramid – and by exploring innovative low-carbon technologies.



There is a need to change some of the underlying assumptions of what growth entails, in particular in emerging markets. This requires shifting:

- From one-way technology transfers to the adaption of both systems taking into account the broader political and economic context as well as all stakeholders
- From imposing values to discussing perceptions and values as a precondition for prosperous coexistence
- From externally-driven top-down development and reform processes to bottom-up driven technical, social, institutional and economic innovations

Key Questions and Aims

Participants will discuss:

- How to create mutual benefits from growth in emerging economies?
- How to invest sustainably in emerging economies? What are the key elements of appropriate or optimal investment and risk capital allocation in this context?
- Given the emerging economies' growth and influence, is the current sustainable investment approach and philosophy on the right track?
- Which new technical skills and capacities do financial actors need in order to be conducive to sustainable growth in emerging markets?

This year's Symposium aims to:

- Identify potential and existing opportunities, risks and trade-offs to growth when investing in emerging economies
- Find solutions to the obvious challenges and explore robust strategies for investments in emerging economies
- Provide insights in promising business models in emerging economies
- Enable dialogue between representatives from the "emerging" and "established" financial markets

Programme

- 8.45 Welcome addresses
- 9.00 Setting the scene:
“Rethinking Prosperity – Rethinking Development”
Critical discussion of perceptions and commonly used socio-economic indicators to assess status and potential of a society’s vitality
Nader Mousavizadeh, CEO, Oxford Analytica
- 9.30 Panel discussion:
“Anticipating and Coping with Power Shifts. Challenges for Global Asset Managers and Insurers.”
Chris Cheetham, Global Chief Investment Officer, HSBC
Christian Mumenthaler, CEO, Swiss Reinsurance Company Ltd (SRZ)
Thomas Steinemann, Chief Strategist, Vontobel Group
Moderator: Thomas Scheiwiller, Partner, PricewaterhouseCoopers
- 11.00 Dialogue on:
“From Opportunities to Prosperity for All”
Ajit Gulabchand, Chairman and CEO, Hindustan Construction Company
in dialogue with *Nader Mousavizadeh, CEO, Oxford Analytica*
- 11.45 – Break-out sessions (see separate programme)
- 16.00 Lunch break starting at 13.00
- 16.30 Reports from the break-out sessions and conclusions
- 17.00 Key note lecture:
“At the Steering Wheel of Growth. How to Deal with Limits to Growth?”
Analysis of success factors and challenges based on a country case study
Liu Yanhua, Former Vice-Minister of the Ministry of Science and Technology, China
- 18.00 Cocktails for all participants followed by seated dinner

Speaker Highlights

Chris Cheetham

Global Chief Investment Officer, HSBC



Ajit Gulabchand

Chairman and CEO of Hindustan Construction Company, and Chairman of Steiner Group, Switzerland



Nader Mousavizadeh

Chief Executive Officer, Oxford Analytica



Corli le Roux

Legal Counsel and Head of SRI Index, Johannesburg Stock Exchange



More speakers representing institutions such as Fibria; Grupo ACP, Peru; He Eye Care System, China; HSBC; Inrate; Institute of Industrial Science and Technology, China; International Finance Corporation (IFC); Johannesburg Stock Exchange; LGT Venture Philanthropy, Macquarie Bank; Nest (a Swiss pension fund); Novo Nordisk; onValues; Oxford Analytica; Paul Scherrer Institute; PricewaterhouseCoopers; responsAbility; Roundtable on Sustainable Biofuels; SAM Indexes; Suntech Europe Ltd.; Swiss Re; Vontobel Group; WWF Brasil, Zouk Capital are portrayed on TSF's website.

View all speaker portraits at www.sustainability-zurich.org/speakers2011

Break-out Sessions

The case studies presented and discussed in the break-out sessions will have a geographical focus. Two to three panellists will identify the conditions and success factors for sustainable investment and present a specific business case in a chosen country and then discuss with participants.

A preliminary list of case studies includes (titles are still work in progress):

	Title of case study	Sector	Country
1	China – The World’s Clean Energy Powerhouse: Focus on the Public Investment Market	Renewables	China
2	Sustainable Strategies for Commodity Investment: Lessons Learned from Biofuels and Logging	Commodities	Brazil
3	Sustainability and Stock Exchanges in Emerging Countries: The Role of Indices, Listing Criteria and Reporting Practises	Stock Exchanges	South Africa, (Malaysia)
4	Addressing Society’s Basic Needs – Two Inspiring Approaches for Corporate Success in Emerging Economies	Healthcare	China
5	Beyond Microcredit: Building Financial Sectors for Prosperity at Base of the Pyramid Markets	Financial Services	Ethiopia, Peru
6	Sustainable Infrastructure and Private Equity: An Investable Theme for Pension Funds	Infrastructure	India, China
7	Financing Academic Spin-offs and Start-ups: How to Promote Innovation in the Market of Energy and Renewables	Renewables	India, Switzerland

The case studies will seek to take into account the following cross-cutting parameters:

- Involvement of financial services (both FDI and portfolio investment) in their role as potential enablers of sustainable growth
- Structural, political and cultural peculiarities of the country discussed
- Reconciliation of triple bottom line dilemmas
- Energy and resource efficient development that satisfies social needs

General Information

Conference venue

Swiss Re Centre for Global Dialogue, Rüschiikon / Zürich, Switzerland

Conference hours

19 September 2011, 08.45 – 18.00 (followed by cocktails and dinner)

Welcome coffee starting at 07.45

Conference fee

- CHF 800.– per person; academics / NGOs: CHF 500.–
- Early bird discount of 10 % until 29 July 2011
- 30 % discount for additional delegates from the same institution
- TSF member institutions have a separate allotment of free tickets

Conference fee includes

- Conference 19 September 2011
- Conference documents
- Catering (coffee breaks, lunch) during the conference, cocktail reception on Monday evening
- Free transport from/to Thalwil railway station
- Comprehensive report summarising all presentations and key conclusions

Seated speakers' dinner

Seated dinner with the conference speakers (Monday evening): CHF 150.–

Terms of participation

- Space is limited; places will be assigned on a first-come, first-served basis.
- Registrations may be cancelled at no cost until 19 August 2011. After this date, the full conference fee is due (stand-ins are accepted at no extra cost).
- Registration can be guaranteed only after all fees have been paid. Payment must be received by us prior to the conference.
- Payment can be made online (PayPal, credit cards accepted).

Programme updates

For further information please visit www.sustainability-zurich.org

Registration deadline

Friday, 9 September

Payment

Send me an invoice by e-mail

Credit card MasterCard Visa Expiry date /

Number

Card holder

3 digit card verification number



3 digit verification number on back of card

Conference fee

“Emerging Economies: The New Global Powerhouse.”

CHF 800.– per person (CHF 720.– until July 29th)

CHF 500.– for academics / NGOs (450.– until July 29th)

Conference fee includes

- Conference 19 September 2011
- Conference documents
- Catering: welcome coffee, coffee breaks, lunch and aperitif
- Free transport from / to Thalwil railway station
- Comprehensive report summarising all presentations and key conclusions

I register for the Symposium

I register for the Symposium at the academic / NGO rate

I register for the seated Speakers' Dinner (additional costs CHF 150.–)

I hereby accept the terms of participation.

Date and signature

Please send this form to

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Registration

for the 12th International Sustainability Leadership Symposium 2011:
"Emerging Economies: The New Global Powerhouse", 19 September 2011.

Online registration: www.sustainability-zurich.org/registration

Personal information

Mr Ms

First name, last name

Organisation

Job title

Address

City / postcode, country

Phone, fax

E-mail

Catering

I wish to attend

- Lunch
- Cocktails after the Symposium
- Seated speakers' dinner at CHF 150.- (Monday evening)

Accommodation

Participants are responsible for making their own travel and accommodation arrangements. Rooms are available at the Swiss Re Centre for Global Dialogue in Rueschlikon. Rooms can be booked on a first-come, first-served basis: frontoffice_rueschlikon@swissre.com or phone (+41 43 285 81 00).