

*** MEDIA RELEASE ***

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BRITISH ASIANS: BUILDING LEADERSHIP FOR CORPORATE CITIZENSHIP

The Centre for Social Markets (CSM), in association with Chamber Business Enterprises, is organizing a unique Asian business leadership event on Thursday, 12 June 2003 in Stockport.

Companies across the world are being urged to **act as responsible corporate citizenships**. UK plc is seen as a leader in the global debate on corporate social responsibility. But where is Asian business in this debate? Britain is home to more than 1.7 million people of South Asian origin contributing more than £5 billion to the economy.

CSM's founder and director, Malini Mehra, said:

'Asian companies and traders are one of the most successful and visible of any migrant community in the UK. They are well known for their networking skills and emphasis on community links. But just how far and deep do these extend? How well are they utilised to generate bottom line business benefits? And how can they be systematically used to promote social value and address key social concerns? In particular, given their economic importance in major cities such as Manchester, how can Asian businesses play a more proactive role in community development and civic leadership?'

This CSM Roundtable on 'Asian Business: Fostering Community Development & Local Leadership' **will debate will address these** and related issues with local leaders from business, academia, local government and the voluntary sector with a view to identifying best practice and further areas for research, support and action.

The Roundtable (programme attached) will include the following local leaders as panelists and discussants: Mick Sheldon (Director, Social Enterprise Development Initiative); Ajay Sodha (Managing Director, Key Travel); June Smith (Policy Officer, Commission for Racial Equality); Joan Keysell (Regional Secretary, The Co-operative Group); Anthony Durrant (Regional Director, EMF-CEMVO) and Sajjad Butt (President, East Lancashire Chamber of Commerce).

Event time and location:

Thursday 12 June 2003

2:00pm – 5:30pm

Conference Suite, i2i Interiors

Emery Court, Vale Road

Heaton Mersey, Stockport

NOTES TO EDITORS:

1. The Centre for Social Markets is a non-profit organization, based in India and the UK, promoting responsible business practice and accountability in public and commercial life. Further details on CSM and the initiative can be found on CSM's website: www.csmworld.org
2. This event is Roundtable # 8 of the Center for Social Market's nationwide 2-year initiative called 'British Asians: Building Leadership for Corporate Citizenship'. This initiative is part of CSM's international programme to draw ethnic minorities into the broader debate on corporate social and environmental responsibility. Earlier events have been held in London, Bradford, Birmingham and Leicester, and future ones will be held in Glasgow and Cardiff.
3. The initiative will conclude with a major conference bringing together lessons and learnings in September 2003 in London.

For more information, or to arrange an interview, please contact:

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