

2ND ANNUAL

GLOBAL
CORPORATE

SOCIAL RESPONSIBILITY

SUMMIT 2010



29 - 30 JUNE RAFFLES TOWN COUNTRY CLUB | SINGAPORE
WWW.GLOBALCSRSUMMIT.TPGI.ORG

HELD IN CONJUNCTION WITH THE GLOBAL CSR AWARDS

GROWING OUR BUSINESS
THROUGH CSR INNOVATIONS



The present environmental, political and financial issues confronting business, governments and people today have pushed Corporate Social and Responsibility (CSR) as one of the top priorities in organisations today. Prior to the global financial crisis, CSR has not been widely embraced by organisations and often been seen as adding unnecessary cost or simply lip service.

Customers, governments, investors and NGOs are now demanding that companies act responsibly and adopt and implement CSR practices within the corporate culture and activities.

In the post crisis world, it is no longer possible to continue "business as usual". Business shrouded in secrecy, lacking accountability and transparency with unsustainable business models will eventually be exposed and brought down like a pack of cards as seen in the infamous Madoff Scandal. In this new business environment, a company's reputation has become one of its most valuable assets, and CSR is one of the main key component of corporate reputation.

Emerging from global recession and limited financial resources, many companies are charting a new course. As business leaders navigate this evolving and challenging terrain, they must satisfy the demands of customers, employees, investors and governments. At the same time, the need to develop new strategies that address the economic, social, and environmental impact of their business practices remains imperative.

In spite of the variety of approaches to CSR, there is wide consensus as to its main characteristics. Companies that adopt socially responsible behaviour go beyond their legal obligations to choose this voluntary course of action, because they believe these to be in their long-term interests. CSR is also intrinsically linked to the concept of sustainable development in which companies must integrate economic, social and environmental results in their management systems.

Therefore, CSR is not an option to be 'added' to the principle activities of the company but it is an integral part of corporate management. It is about building on existing practice, maximising its impact and making a link between social responsibilities and best business practices.

At this year's 2nd Annual Global CSR Summit 2010 & Awards, we celebrate and salute the resilience of companies that have not only weathered the financial storm but remained resolute in trying times, to continuously uphold the highest standards in CSR while developing innovative and sustainable solutions and products for greater profitability and improving the welfare of societies.

We welcome you to our conference and we wish you a fantastic year ahead!



What Our Past Participants Have To Share About Global CSR Summit 2009:-

“First of all a big thank you again for all your work in organizing and hosting the CSR summit. I've returned brimming with new ideas and made some great contacts.”

- Ms Victoria Great, Associate Director, External Relations, Procter & Gamble, Singapore

“ Let me take this opportunity to thank you once more for having me. Furthermore, I would like to congratulate you for the excellent CSR - Summit that you had arranged. I was impressed by the high quality of the speakers that you had invited. During the conference and also during the Gala Dinner everything went very smoothly and very well... ”

- Mr Heinz Landau, Chairman & Managing Director, Merck Ltd, Thailand



2009 Copyright Photos of Pinnacle Conference

This conference will be of value to all professionals with involvement in corporate social responsibility including:- CEOs, Managing Directors, Directors, Managers, Heads of the following departments:

Industries

- Oil & Gas
- Energy
- Pharmaceuticals
- Manufacturing
- Transportation & Freight
- Retail
- F & B
- Automotive
- Mining
- Telecommunications
- Technologies
- Banking & Finance
- Government Bodies
- Consultants, Advisories & Academics

Who should attend?

- Corporate Social Responsibility
- Public Affairs
- Sustainability Developments
- Corporate Communications
- External Affairs
- Public Relations
- Human Resources
- Corporate Citizenship
- Corporate Responsibility

Companies Participated In 2009

Fedex Express / Counterpoint Professional Services Sdn Bhd / Maersk Singapore Pte Ltd / Mercedes-Benz Malaysia Sdn Bhd / PT Kaltim Prima Coal / Procter & Gamble Asia Pte Ltd / Carl Zeiss Pte Ltd / Lanxess K.K / Lanxess Pte Ltd / Carl Zeiss Pte Ltd / SMRT Corporation Ltd / Merck Ltd Kulim(Malaysia)Berhad / British American Tobacco Malaysia / IBM China/Hong Kong Limited / PT Indika Energy Tbk / ComfortDelgro Corporation Limited / UEM Environment Sdn Bhd / YTL Corporation Berhad / Cerebos Pacific Limited / City Developments Limited / Nu Skin Enterprises Singapore Pte Ltd / The BodyShop International (Asia Pacific) Pte Ltd The BodyShop International / Amalgamated Union of Public Employees / Ammodo / Nokia Pte Ltd / Petronas / TNT Express Worldwide(S) Pte Ltd / Bjets Pte Limited / NEC Asia Pte Ltd / DBS Bank / IBM Singapore Pte Ltd / British American Tobacco Singapore / Cisco Systems Independent / Global Leadership Academy Pte Ltd / GE Money Asia / Globe Telecom Globe Telecom / YTL Corporation Berhad / Cargill Asia Pacific Holdings Pte Ltd / Network For Electronic Transfers (S) Pte Ltd / Oww Consulting / Qualvin Advisory Pte Ltd / World Vision International / Institute Of Public Relations / Nature Society Singapore / Khattar-Wong / National Environment Agency / NTUC Income / Jet Airways / Bayer Healthcare / MASwings Sdn Bhd / Farlim Group(M) Bhd/ UN PRI / Thai Appraisal Foundation / DIGI Telecommunications Sdn Bhd / ST Microelectronics / Petron Foundation / Flextronics / Carl Zeiss

GLOBAL CSR AWARDS 2009

Presented by The Pinnacle Group International (TPGI)
Visit: www.tpgi.org/globalCSR2009

Global CSR Awards 2009

The Future of Corporate Social Responsibility (CSR)

Corporates are Recognising the Importance of Giving Back to Their Communities and Being Socially Responsible Despite Tough Times.

What's good for the society and for business don't always have to be mutually exclusive. The Pinnacle Group International would like to congratulate the following award recipients of the "Global CSR 2009 Awards".

Environmental Excellence Award

Gold



Silver



Bronze



Community Programme Excellence Award

Gold



Silver



Bronze



Workplace Excellence Award

Gold



Silver



Bronze



CSR Leadership Excellence Award

Gold



Silver



Bronze



Certificate Of Merit

Amalgamated Union of Public Employees, Ammodo, Cargill, Cerebos Pacific Limited, Cisco Systems, City Developments Ltd, ComfortDelGro, GE Money Indonesia, Lanxess AG, Maersk Line, NEC Asia Pte Ltd, NETS, Nokia Pte Ltd, Nuskin, Petronas, Ricoh Asia Pacific Pte Ltd, SMRT, UEM Enviro, DBS Bank, RBS.

Special thanks to our distinguished panel of judges



Guest of Honour
Mr Howard Shaw
Executive Director,
Singapore Environment Council (SEC)



Mr Tan Kin Lian



Mr Paul Anthony Zaman
Leading Consultant on Corporate Governance
CEO & Founder of Qualvin Advisory



Appointed Consultant
Dr Geoffrey Williams
Leading Consultant & Expert on CSR
Founder & Managing Director of
Owens, Williams & Wood Consulting
in Malaysia & Singapore



Mr Tan Chong Huat
Managing Partner of Khattar Wong
Member of Singapore Institute Of Arbitrators,
The Chartered Institute of Arbitrators
Accredited Arbitrator with China International
Economic and Trade Arbitration Commission



Ms K Bhavani
President, Institute of Public Relations of
Singapore (IPRS)

money.

THE STRAITS TIMES THURSDAY,

GLOBAL CORPORATE SOCIAL RESPONSIBILITY AWARDS

FedEx feted for its efforts

Firm snags awards for its employee-centric practices, green ways

By JESSICA CHEAM

FOR package delivery firm FedEx, people are the priority – and this philosophy is a key reason it picked up a major social responsibility award here last night.

The United States-based company has a host of employee-centric practices at all its operations, including those in Singapore. They involve internal annual staff surveys to promote internal communication, as well as internal awards which recognise the performance, leadership, vision and creativity of employees.

Volunteerism is also encouraged. FedEx here has a popular initiative where local employees go to Batam to help build houses for the underprivileged.

All this and more make up FedEx's corporate social responsibility (CSR) commitment. Its practices have helped it to be consistently named among the "100 Best Companies To Work For" by Fortune magazine for a decade.

And last night, they also helped the firm to win the top honour for Best Workplace Practices at the inaugural Global CSR Awards held at Raffles Hotel.

FedEx's Singapore and Indonesia managing director Ramesh Kumar Singam said its practices are based on the firm's "People-Service-Profit" philosophy – a major factor in the company's success.

"This philosophy is based on the premise that if we take care of our people, they will take care of our customers, and that will take care of our profit."

CSR refers to a concept where corporations consider the interests of society by taking responsibility for the impact of their activities on individuals and communities, as well as the environment.

FedEx, known too for its environmen-



FedEx's Singapore and Indonesia managing director Ramesh Kumar Singam credited the firm's vision for its awards, saying that it understands "a sustainable business is intrinsically linked to a sustainable society". ST PHOTO: MUGILAN RAJASECERAN

List of winners

Best Environmental Excellence

- Gold: Kulkul, Malaysia
- Silver: FedEx, Singapore
- Bronze: IBM, Singapore

Best Community Programme

- Gold: Globe Telecom, the Philippines
- Silver: P&G, Singapore
- Bronze: The Body Shop, Singapore

Best Workplace Practices

- Gold: FedEx, Singapore
- Silver: Carl Zeiss, India
- Bronze: Globe Telecom, the Philippines

CSR Leadership

- Gold: Merck, Thailand
- Silver: YTL, Malaysia
- Bronze: TNT, Singapore

tal efforts such as using cleaner, hybrid vehicles, also picked up a silver award in the environment category last night.

Mr Ramesh credited the firm's vision for the awards last night. "At FedEx, we understand the world faces big challenges, that a sustainable business is intrinsically linked to a sustainable society."

The awards, organised by event firm The Pinnacle Group International, seek to recognise the value of CSR programmes by firms with operations throughout Asia. The awards attracted about 40 nominations, said Pinnacle's director Melvin Chan. There are four award categories, with a gold, silver and bronze winner for each. (see box)

Other winners included palm oil firm Kulim (Malaysia), which won for Best Environmental Excellence, and drug maker Merck Thailand, for CSR Leadership.

Best Community Programme went to the Philippines' No. 2 telco Globe Telecom, of which SingTel is a large shareholder. Its CSR initiatives included providing free Internet access for the country's public high schools and enabling teachers to request educational material via SMS.

Its head of community relations Jeffrey Tarayao said that as "CSR becomes part of the whole company, it also becomes more meaningful for the society".

Singapore Environment Council executive director Howard Shaw, the guest of honour, commended "industry leaders with the bold vision to embrace CSR". "These leaders...recognise that good CSR practices are instrumental to long-term business sustainability and a healthy bottom line."

Even in the midst of "global economic utter doom and gloom, I hope any economic resurgence or recovery will bring with it a pillion rider embracing a refreshing new set of business values", he said.

The awards were held in conjunction with the inaugural Global CSR Summit held at Raffles Hotel, which ends today.

jcheam@sph.com.sg

0800 Registration & Exhibition Viewing

0900 Chairperson Opening Address

0910 Keynote Address:

Emerging Out Of The Crisis - Revolutionary CSR: How Has CSR Evolved And How Can Companies Used CSR As A Source For Innovation

0940 Post Copenhagen Environmental & Sustainability Issues: Implications And Strategies For Corporations Today

10.20 Enron, Lehman, Madoff ... What's Next? Crisis Of Leadership And Business Motivations And The Role Of Stewardship
Mark Goyder, Founder Director, Tomorrow's Company

1100 Networking Session / Coffee Break

INNOVATIONS IN CSR

1120 How Can CSR Can Be A Driver For Innovation And A Framework For Business Reengineering?
Jim McCallum, Senior Vice President Asia, Interface

1200 New And Sustainable Technologies And Solutions To Solving Environmental & Social Issues Today And Tomorrow

1240 Networking Luncheon & Exhibition Viewing

ENVIRONMENT & SUSTAINABILITY

1340 Building Environmental Sustainable Programmes That Makes A Difference
Howard Shaw, Executive Director, Singapore Environment Council

1415 Creating Competitive Advantage through Environmental Strategies
Esther An, Head CSR, City Developments Limited

1445 Building Community Programmes
Brian Lariche, Founder, Lariche Community

1515 Networking Session / Coffee Break

CSR STRATEGIES FOR DRIVING BUSINESS EXCELLENCE

1545 Preparing for Tomorrow, Today: How The Coca-Cola Company Addresses Sustainability
Greg Koch, Director of Global Water Stewardship, The Coca-Cola Company

1615 The strategic relevance of CSR for the business success of a company
Heinz Landau, Executive Vice President, B.Grimm

1645 Strategic CSR: Creating A Workable CSR Strategy To Link People, Profits And Planet For Long Term Business Sustainability
Anna Turrell, OWW Consulting

1715 Business Opportunity Model Of Corporate Social Responsibility For Small And Medium Sized Enterprises

1745 Panel Discussion: Revolutionary CSR – Ideas From Industry Leaders

Panelists:

Alvin Ng, Head of Sales, Enterprise Global Accounts, Asia Pacific, Cisco Systems (USA) Pte Ltd
Jim McCallum, Senior Vice President Asia, Interface

0800 Registration & Exhibition Viewing

RESPONSIBLE INVESTMENTS & INVESTOR ENGAGEMENT

0900 Socially Responsible Investments – How Far Can Moral Investments Influence Change In The World Of Finance?

0930 Strategic Community Program—Business Solutions for Social Problem

Jeffrey Tarayao, Head of Community Relations, Globe Telecommunications

1000 Being The “Darling” Company To Investors – What Are Today's Investors Looking Out For And How To Communicate Your CSR Strategy To Investors?

Koh Ching Ching, Head of Corporate Communications, OCBC

1030 Networking Session / Coffee Break

1045 INDIKA Energy for Better Indonesia: Integrated Energy Company and Integrated CSR

Mr. Riko Rustombi, Sr. Vice President Corporate Affairs, PT Indika Energy TBK

CSR REPORTING & STANDARDS

1200 CSR From The CFO Perspective

How is the finance function and Boards coping with the change?

1230 Awards Luncheon : Global CSR Awards

The CSR Summit Asian Awards is for recognition of companies with outstanding Corporate Social Responsibility records. The event is to honor companies for delivering outstanding, innovative and world-class products, services, projects and programmes with a strong CSR element implemented in 2008/2009. These projects should demonstrate the company's leadership, sincerity and on-going commitment in incorporating ethical values, compliance with legal requirements, and respect for individuals, communities and the environment in the way they do business.

The Award categories for this year are:

- Best Environmental Excellence Award
- Best Community Programme Awards
- Best Workplace Practices
- CSR Leadership Awards

1430 ISO26000 – Developments From Copenhagen

1515 GRI Reporting – How Do Good CSR Ratings Impact Your Company?

Dr. Geoffrey Williams, Founder & Managing Director , Owens, Williams & Wood Consulting

1545 Best Practices In CSR Reporting And Sustainability

1615 Networking Session / Coffee Break

RISK MANAGEMENT & CSR

1635 Managing CSR Risks Through An Integrated Approach

1700 Managing CSR Risks In High Risk Industries

1730 Dealing With The New Media Environment And Today's Consumers – How To Manage Your CSR & PR Activities Effectively

1800 Concluding Remarks And End Of Conference

About The Pinnacle Group International

The Pinnacle Group International is a leader in the conference industry in Asia, designing and launching its own brand of conferences and events.

We pride in our ability to anticipate and read underlying socio-economic and investment trends in emerging and developed markets, creating brands and events to capture these opportunities and launching them with our clients and partners in both regional and international markets.

Sponsorship and exhibition opportunities at Global CSR Summit 2010

Sponsorship at the Global CSR Summit 2010 allows you to promote your expertise and services to a senior level audience, from all sectors. Delegates will come from across the world, where TPGI has 10 years of experience and is established as the leading event in the sector. Our tailored sponsorship and exhibition packages are designed to meet your company's specific requirements.

What are the benefits?

1. Enhance your company's profile
2. Augment your position as a market leader
3. Create pre- and post-event exposure
4. Meet prospective clients
5. Recognize a company milestone
6. Distribute your contact details to all attendees

Key features of the Global CSR Summit 2010

1. Be in the know on the most groundbreaking ideas on CSR
2. Develop sustainable products to minimize your company's environment impact
3. Communicate ethical values to your employees
4. Understand the link between CSR and financial impact
5. Maximize your community involvement through effective social investments
6. Best practice CSR reporting
7. Know the importance of SOCIALLY RESPONSIBLE INVESTMENT
8. Detect new trends in CSR
9. Find the right set of tools for your business needs
10. Benchmark with leading international and regional CSR leaders.

Promotional options include headline Platinum, Gold, Silver and Bronze sponsorships. You can also choose to sponsor the high profile delegate lunches or evening reception, as well as the delegate documentation, badges or bags. Taking an exhibition stand will place you at the heart of networking activity, raising your company's profile throughout the conference and providing an opportunity to interact directly with delegates. Please contact us for further details of the available sponsorship options, prices, or to discuss a tailored sponsorship package.

Contact details:

For A Discussion On Sponsorship, Speaking Opportunities & Nomination, Please Contact Our Sales Representatives :-

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2nd Annual Global CSR Awards 2010

The **CSR Summit Awards** is the Recognition Awards programme for Corporate Social Responsibility. The programme recognizes and honors companies for outstanding, innovative and world-class products, services, projects and programmes implemented in 2008/2009. These projects should demonstrate the company's leadership, sincerity and on-going commitment in incorporating ethical values, compliance with legal requirements, and respect for individuals, communities and the environment in the way they do business.

The Award categories for this year are:

- **Best Environmental Excellence Award**
- **Best Community Programme Award**
- **Best Workplace Practices**
- **CSR Leadership Award**

Companies can enter as many projects as they wish in one or more of these categories. The winning company, regardless of size, is simply one which in the opinion of the judges, best meets the criteria for each category.

CATEGORIES AND CRITERIA

Best Environmental Excellence Award

The Company that has successfully implemented a major project or programme in areas such as: Energy Efficiency, Extended Product Responsibility, Green Product Design, Waste Reduction, Sustainable Business Practices and Water Conservation. The company that has integrated environmental performance into its sustainable development strategy and has delivered proven business benefits.

Best Community Programme Award

The company that has successfully implemented a community project that has resulted in poverty alienation, better education, business growth or community engagement. Does the company believe in creating educational opportunities for those who don't have them or helping individuals to escape from poverty? How well does the company back up its belief and commitment to the community? How sustainable is the project or programme?

Best Workplace Practices

This category includes employee ownership plans. The company will have policies and programmes in place that show the respect they have for their employees and how much they value them. How far has the company gone to take care of its employees? Dependence care, layoffs, health provision and employee training are a few of the areas that will be looked at. Privacy at work, improving quality of life at work, fostering lifelong learning and the implementation of employee ownership plans are also examples of good practice.

CSR Leadership Award

This award will be given to an individual who has contributed to the promotion of all aspects of Corporate Social Responsibility, including the environment, sustainability, community partnerships, education and poverty alienation to name but a few.

Awards Ceremony

The Awards ceremonies will take place during the lunch on 27 May 2010. Hundreds of senior executives and professionals of corporate social responsibility from government, business and civil society from the region, and the media will be present.

Selection Process

There will be an in-depth search and selection process for the Awards comprising the generation of entries, initial screening, comments by advisors and final judging.

The Judging Panel

The judging panel is made up of internationally recognised and respected judges from a variety of industry sectors and disciplines. The panel has been carefully selected to ensure the selection process is fair and objective. The judges are bound by a strict confidentiality agreement and are required to declare any conflict of interest in entries over which they deliberate. They will be asked to stand aside should this scenario arise.

Generating Entries

Companies from all over the region are encouraged to nominate themselves and enter their favorite projects or programmes. There is no limit to the number of entries per company.

Regional and international organisations, including NGOs, advertising agencies, management consultants and suppliers of products and services are also invited to nominate companies in the Award categories for specific projects, programmes and services that showcase their CSR commitment.

Each submission must include the following information as a hard copy: (**DEADLINE FOR SUBMISSION : 28 April 2010**)

1. Nomination Entry Form & an administrative fee of SG\$150

2. Up to 1000 words outline of the reasons why the nominee deserves to be recognised with a CSR Summit Award, highlighting any relevant, unique or outstanding characteristics based on the key criteria for the Award category entered

3. Up to 300 words biography (for individual awards) or company profile (for organisational awards)

4. Supporting material which you feel best validates your nomination financial results, press clippings, campaign examples and testimonials must be supplied as a soft copy

Register ONLINE

Www.globalcsrsummit.tpgi.org

3 Other Ways to Register

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EARLY BIRD FEE SGD1300(by 15 April 2010)

The conference fee includes: Attendance at all conference sessions, conference documentation, lunches, refreshments and receptions.

IT IS IMPORTANT TO FILL OUT ALL THE INFORMATION BELOW
 Please photocopy this form for multiple bookings

Package	Regular Rate
2 Days Conference + Award Luncheon (29—30 June 2010)	SGD \$1,500
REGISTER AND PAY BEFORE 15 APRIL 2010	ENJOY A SGD\$200 DISCOUNT OFF

1st Delegate details

Mr/Mrs/Ms _____ First name _____
 Surname _____
 Job title _____
 Tel _____ Fax _____
 Email _____

2nd Delegate details

Mr/Mrs/Ms _____ First name _____
 Surname _____
 Job title _____
 Tel _____ Fax _____
 Email _____

3rd Delegate details

Mr/Mrs/Ms _____ First name _____
 Surname _____
 Job title _____
 Tel _____ Fax _____
 Email _____

Group Discount : 20% Off the regular rate if 3 or more delegates from the same company and billing address.

NOTE:
****7% GST IS APPLICABLE TO LOCAL DELEGATES**
**** ONLY 1 DISCOUNT SCHEME WILL APPLY**

Documentation only SGD600

Organization details

Company Name _____
 Please supply your company description
 Company Activity
 (15-20 words)

 Address

 Postcode _____ Country _____
 Tel _____ Fax _____

NOTICE:

PAYMENT MUST BE RECEIVED BEFORE THE CONFERENCE DATE IN ORDER TO GUARANTEE YOUR SEAT. WALK IN DELEGATES WILL ONLY BE ADMITTED ON BASIS OF SPACE AVAILABILITY AND WITH IMMEDIATE FULL PAYMENT.

Signature _____



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CONFERENCE FEE PAYMENT

Payment may be made in one of three ways - please tick appropriate box:

- 1. To make a payment by credit card, please visit [www.http://globalcsrsummit.tpgi.org](http://globalcsrsummit.tpgi.org) to book and pay online
- 2. Payment by BANK / TELEGRAPHIC TRANSFER should be made to TPGI Pte. Ltd. through UOB Bank, 80 Raffles Place, UOB Plaza, Singapore 048624
 USD account number: 351-900-086-3
 SGD account number: 101-332-203-7
 Swift code: UOVBSGSG
 Bank code: 7375
 (all charges to be paid by sender)

- 3. CHEQUES should be drawn on a Singapore Bank and made payable to TPGI Pte. Ltd. A receipted invoice will be sent to all delegates.

Please complete and return this form together with a copy of bank transfer or cheque, payable in SGD to TPGI Pte. Ltd, and send by post, email or fax to:
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CANCELLATIONS

Cancellation and Transfer. If you are unable to attend, a substitute delegate is always welcome at no extra charge. Alternatively, your registration can be credited to a future conference. A full refund, less 20% administration charge will be made for cancellations received in writing at least 30 days prior to the conference. A complete set of course documentation and 50% refund will be sent for cancellations received in writing at least 2 weeks in advance. Regrettably, no refunds can be made for cancellations received less than one week prior to the conference. A complete set of course documentation will however be made available. TPGI Pte Ltd reserves the right to cancel or alter the content and timing of the programme or the identity of the speakers for reasons beyond its control.

Duplicated mailings & corrections: If your details on the address label is outdated or incorrect, please send corrected details to the address below. Corrections will be handled as promptly as possible.