



100 Years Standing Up for American Enterprise  
U.S. CHAMBER OF COMMERCE

## 2012 Global Conference

### *CSR: Business Solutions for Emerging Markets*

October 10-12, 2012

U.S. Chamber of Commerce  
1615 H Street, NW  
Washington, DC 20062

International community engagement strategies have grown to be more than traditional corporate philanthropy practices, they are tools to ensuring a ripe, healthy economy for businesses to grow and create jobs in local markets. Literacy, nutrition, water quality, gender equality, youth employment, disease, and pollution are not just social issues; they profoundly affect the business value chain. As companies cultivate business opportunities in emerging markets and encounter these challenges they are developing strategies and innovations that are improving economic, environmental, and community conditions. Businesses are changing the way that they work with governments, development agencies, and key stakeholders; are applying new technology to old problems and adapting global solutions to local community challenges

The purpose of this conference is to: Give companies and their partners the opportunity to showcase current best practice models, learn from each other, network with key players in the international development community, and assess potential opportunities for future collaboration and investment.

## Wednesday, October 10

8:00 a.m. – 9:00 a.m. <i>Briefing Center</i>	<b>Registration and Networking</b>
9:00 a.m. – 9:30 a.m. <i>Hall of Flags</i>	<b>Welcome and Opening Remarks:</b> <ul style="list-style-type: none"><li>• <b>Bo Miller</b>, Global Director, Corporate Citizenship, The Dow Chemical Company, @DowChemical</li><li>• <b>Katherine Pickus</b>, Divisional Vice President of Global Citizenship and Policy, Abbott &amp; Vice President, Abbott Fund, @AbbottNews</li></ul> <b>Report Launch <i>Role of Business in Emerging Markets</i></b> <p>This report will address the role of business in international markets and feature articles and case studies from businesses on the topics of Community Development; Workforce Enhancement; Financial Inclusion; Supply Chain Inclusion; and Business Solutions for Basic Needs.</p> <b>Digital Mobile Technology Partner: The Conference App</b> <ul style="list-style-type: none"><li>• <b>Eileen Sweeney</b>, President, Motorola Mobility Foundation, @Motorola</li></ul>
9:30 a.m. – 9:45 a.m. <i>Hall of Flags</i>	<b>Business for Good Map: One Year Later</b> <ul style="list-style-type: none"><li>• <b>Jeff Lundy</b>, Research Manager, Business Civic Leadership Center, @CSRJeff</li></ul>

<p>9:45 a.m. – 11:20 a.m. <i>Hall of Flags</i></p>	<p><b>The Business Case for Development</b> A discussion of the strategic benefits to companies for making their corporate social responsibility activities sustainable investments integral to their core business; the internal and external challenges of doing so; and the implications of the increasing interest of companies in engaging their core business in development-related activities.</p> <ul style="list-style-type: none"> <li>• <b>Tam Nguyen</b>, Manager, Corporate Responsibility, Chevron, @Chevron.</li> <li>• <b>Jeri Jensen</b>, Principal, Business Driven Development, LLC</li> <li>• <b>Eric Postel</b>, Assistant Administrator, Bureau of Economic Growth, Education and Environment, United States Agency for International Development, @USAID</li> <li>• <b>Katherine Pickus</b>, Divisional Vice President of Global Citizenship and Policy, Abbott &amp; Vice President, Abbott Fund, @AbbottNews</li> <li>• <b>Merryl Burpoe</b>, Director of Stakeholder Management, AES Corporation</li> </ul> <p>Moderated by: <b>Raj Kumar</b>, Co-Founder and President, Devex, @Devex</p>
<p>11:20 a.m. – 11:30 a.m. <i>Hall of Flags</i></p>	<p><b>Devex Impact Launch</b> Devex Impact is a new website connecting business and development at a time when business models that connect business interests to development results are taking on a more prominent role. Targeted toward Fortune 500 companies and the public-private partnerships ecosystem. Devex Impact is a one-stop-shop for: Business information; recruiting &amp; career services; and news relevant to professionals engaged in public-private alliances.</p> <ul style="list-style-type: none"> <li>• <b>Raj Kumar</b>, Co-Founder and President, Devex, @Devex</li> </ul>
<p>11:30 a.m. – 12:00 p.m. <i>Briefing Center</i></p>	<p><b>Networking Break</b></p>
<p>12:00 p.m. – 12:45 p.m. <i>Hall of Flags</i></p>	<p><b>Lunch Served</b></p>

<p>12:45 p.m. – 1:30 p.m. <i>Hall of Flags</i></p>	<p><b>Keynote Luncheon Speaker</b></p> <p><b>Introduction:</b></p> <ul style="list-style-type: none"> <li>• <b>Alfonso Martinez-Fonts, Jr.</b>, Executive Vice President, U.S. Forum for Policy Innovation, U.S. Chamber of Commerce, @UsChamber</li> </ul> <p><b>Keynote Remarks:</b> OPIC Partnerships in Growing Economies</p> <ul style="list-style-type: none"> <li>• <b>Elizabeth Littlefield</b>, President and CEO, Overseas Private Investment Corporation, @Elittlefield</li> </ul>
<p>1:30 p.m. – 2:00 p.m. <i>Briefing Center</i></p>	<p><b>Networking Break</b></p>
<p>2:00 p.m. – 3:30 p.m. <i>Hall of Flags</i></p>	<p><b>Unlocking The Value Chain for Global Development</b></p> <p>Companies are increasingly looking to their value chains, to influence their global corporate citizenship engagements. This session will focus on best practices for how companies and their partners are leveraging business activities and creating a positive impact on local communities.</p> <ul style="list-style-type: none"> <li>• <b>Sheetal Bhadekar</b>, Senior Manager, Corporate Affairs, DSM, @SheetalRadha</li> <li>• <b>Paula Davis</b>, President, Alcoa Foundation, @AlcoaFoundation</li> <li>• <b>Mike Calvert</b>, International Trade Specialist, Office of the Western Hemisphere, U.S. Department of Commerce, ITA, @CommerceGov</li> <li>• <b>Robert Goodwin</b>, CEO, Executives Without Borders, @GoodwinRobert</li> </ul> <p>Moderated by: <b>Jeff Richardson</b>, Vice President, Abbott Fund, @AbbottNews</p>
<p>3:30 p.m. – 4:00 p.m. <i>Hall of Flags</i></p>	<p><b>Smarter Solutions for a Smarter Planet</b></p> <ul style="list-style-type: none"> <li>• <b>Stan Litow</b>, President, IBM International Foundation, @CitizenIBM</li> </ul>
<p>4:00 – 4:15 p.m. <i>Briefing Center</i></p>	<p><b>Networking Session and Transition to Breakouts</b></p>

<p>4:15 p.m. – 5:30 p.m. <i>Break Out Rooms</i></p>	<p><b>Regional Solution Briefings</b> These sessions are designed for business leaders to hear from experts about regional development challenges and discuss solutions that advance business and community development.</p> <ul style="list-style-type: none"> <li>● <b>Sub-Saharan Africa Development: Focus on Food Security</b> – <b>Jeff Dykstra</b>, Partners in Food Solutions, General Mills, @GeneralMills and <b>Bonnie McClaffery</b>, Director of Agriculture and Nutrition, Global Alliance for Improved Nutrition, @GAINAlliance</li> <li>● <b>Middle East and North Africa Development: Focus on Job Training</b> – <b>Leslie Schweitzer</b>, Chairman and President, Friends of the American University of Afghanistan, @FriendsofAUAF and <b>Jennifer Hills</b>, Director of MENA Programs, International Youth Foundation, @IYFtweets</li> <li>● <b>Central America and Caribbean Development: Focus on Education</b> – <b>Elisa Freeman</b>, Senior Vice President, Discovery Education, Discovery Communications, @DiscoveryComm and <b>Jeffrey Puryear</b>, Vice President, Social Policy, Inter-American Dialogue</li> <li>● <b>South Asia Development: Focus on Health</b> – <b>Jeff Richardson</b>, Vice President, Abbott Fund, @AbbottNews and <b>David McGinty</b>, Director of Public Private Partnerships, World Vision</li> <li>● <b>Latin America Development: Focus on Educational Infrastructure</b> – <b>Sandro Mesquita</b>, Director, Generación, DirectTV, @DirectTV and <b>Miguel Raimilla</b>, Executive Director, Telecentre, @MiguelRaimilla</li> </ul>
<p>5:30 p.m.</p>	<p><b>Close of Conference Day 1</b></p>
<p>6:00 p.m. – 8:00 p.m. <i>(Advance sign-up required, please see the registration desk with questions)</i></p>	<p><b>Networking Regional Solution Dinners</b></p> <ul style="list-style-type: none"> <li>● India/South Asia – Rasika</li> <li>● Latin America – Fogo de Chao</li> <li>● Central America and Caribbean – Cuba Libre</li> <li>● Middle East and North Africa – Taberna del Alabardero</li> <li>● Sub-Saharan Africa – Zeds</li> <li>● China – Meiweh</li> <li>● Europe – Café Berlin</li> </ul>

## Thursday, October 11

8:00 a.m. – 9:00 a.m. <i>Briefing Center</i>	<b>Networking Breakfast</b>
9:00 a.m. – 9:45 a.m. <i>Hall of Flags</i>	<b>Welcoming Remarks and Keynote Address</b>  <b>Opening Remarks and Introduction:</b> <ul style="list-style-type: none"><li>• <b>Lori Harnick</b>, General Manager, Citizenship and Public Affairs, Microsoft, @msftcitizenship</li></ul> <b>Keynote Remarks: Microwork</b> <ul style="list-style-type: none"><li>• <b>Leila Janah</b>, CEO, Samasource, @leila_c</li></ul>
9:45 a.m. – 11:05 a.m. <i>Hall of Flags</i>	<b>Business Solutions for the Middle of the Pyramid</b> <p>This session will showcase how business solutions are creating opportunity for established entrepreneurs and small business through gaining access to growth capital; financial literacy and business expertise.</p> <ul style="list-style-type: none"><li>• <b>Graham Macmillan</b>, Senior Program Officer for Financial Inclusion, Citi Foundation, @Citi</li><li>• <b>Joseph Cachey</b>, Senior Vice President and Executive-in-Residence, Social Ventures, Western Union, @WesternUnion</li><li>• <b>Yasmina Zaidman</b>, Director of Communications &amp; Strategic Partnerships, Acumen Fund, @Yasminajz</li><li>• <b>Deirdre White</b>, CEO, CDC Development Solutions, @CDCDevSolutions</li></ul> Moderated by: <b>Aman Singh</b> , Editorial Director, CSRwire, @AmanSinghCSR
11:05 a.m. – 11:30 a.m. <i>Briefing Center</i>	<b>Networking Break</b>
12:00 p.m. – 12:30 p.m. <i>Hall of Flags</i>	<b>Lunch Served</b>
12:30 p.m. – 1:00 p.m. <i>Hall of Flags</i>	<b>Introduction</b> <ul style="list-style-type: none"><li>• <b>Stephen Jordan</b>, Executive Director and Founder, Business Civic Leadership Center, @SCJordan</li></ul> <b>Luncheon Keynote</b> <ul style="list-style-type: none"><li>• <b>Ross Beerman</b>, Founder, AllLife</li></ul>

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1:00 p.m. – 1:10 p.m. <i>Briefing Center</i>	<b>Networking Break</b>
1:10 p.m. – 1:40 p.m. <i>Hall of Flags</i>	<p><b>Feature Presentation –The Global Youth and Underemployment Presented by: The McKinsey Company</b></p> <p><b>Introduction</b></p> <ul style="list-style-type: none"> <li>• <b>Sue Stephenson</b>, Vice President Community Footprints, The Ritz-Carlton Hotel Company, @RitzCarltonCSR</li> </ul> <p>The McKinsey Global Institute (The McKinsey Company) has conducted a study of the 3.5 billion people comprising the global workforce. One of their conclusions relates to the characteristics of employee shortages around the world as well as excess supply. Of course we have geographic patterns of unemployment, emphasized recently by double digit unemployment in southern Europe, even higher levels in parts of Africa, and of course, the double digit unemployment/underemployment numbers in the U.S. over the past four years. However, looking at patterns globally, McKinsey finds education and skills training are producing major structural stresses in the global labor picture.</p> <ul style="list-style-type: none"> <li>• <b>Mona Mourshed</b>, Director, Global Education Practice, The McKinsey Company, @McKinsey</li> </ul>
1:40 p.m. – 3:00 p.m. <i>Hall of Flags</i>	<p><b>Business Solutions to Youth Underemployment</b></p> <p>Companies offer a plethora of employment opportunities to youth in markets around the world, however it is not enough. As underemployment continues to plague communities, how can companies work and scale solutions to social barriers and job creation in markets outside of the United States?</p> <ul style="list-style-type: none"> <li>• <b>Jennifer Silberman</b>, Vice President, Corporate Responsibility, Hilton Worldwide, @HiltonWorldwide</li> <li>• <b>Lori Harnick</b>, General Manager, Citizenship and Public Affairs, Microsoft, @Msftcitizenship</li> <li>• <b>Kris Balderston</b>, Special Representative for Global Partnerships, U.S. Department of State, @KrisAtState</li> <li>• <b>Sean Rush</b>, CEO, Junior Achievement, @SeanrushJA</li> </ul> <p>Moderated by: <b>John Sullivan</b>, Executive Director, Center for International Private Enterprise, @CIPEGlobal</p>
3:00 p.m. – 3:15 p.m. <i>Briefing Center</i>	<b>Networking Break</b>

3:15 p.m. – 4:15 p.m. <i>Hall of Flags</i>	<b>International Day of the Girl Celebration: Intel 10X10 Movie Screening</b> <ul style="list-style-type: none"> <li>• <b>Holly Gordon</b>, Executive Director, 10X10, @HollyGordon</li> </ul>
4:15 p.m. – 4:30 p.m. <i>Briefing Center</i>	<b>Networking Break</b>
4:30 p.m. – 5:00 p.m. <i>Hall of Flags</i>	<b>Business Corps Report Launch</b> <ul style="list-style-type: none"> <li>• <b>Stewart Alvarez</b>, Vice President, Strategic Planning &amp; Business Development, Amadeus North America, Inc., @AmadeusNews</li> </ul>
5:00 p.m. – 6:30 p.m. <i>Hall of Flags</i>	<b>The Corporate Intrapreneur – Social Enterprise and Corporate Citizenship:</b> Social enterprise continues to generate solutions to local challenges in markets around the world. Aside from fiscal support, how can businesses continue to invest in, partner with, and scale these current best practice models using private sector talent, product and institutional expertise to create a culture of social enterprise that drives innovative corporate citizenship? <ul style="list-style-type: none"> <li>• <b>Marlon Evans</b>, Office of Global Social Innovation, HP, @HPGlobalCitizen</li> <li>• <b>Katie Duggan Kyle</b>, Senior Manager and CR Fellows Alumna, Ernst &amp; Young, @EYNews</li> <li>• <b>Erin Krampetz</b>, Co-Founder and Community Director, Ashoka U, @ErinKrampetz</li> <li>• <b>Liz Maw</b>, CEO, Net Impact, @LizMaw</li> </ul> Moderated by: <b>Taryn Bird</b> , Senior Manager, Global Corporate Citizenship, Business Civic Leadership Center, @TarynEBird
6:30 p.m. – 8:00 p.m. <i>Briefing Center</i>	<b>Social Enterprise Networking Reception</b> Co-hosted by NetImpact Wine provided by ONEHope Wine
<b>Friday, October 12</b>	
8:30 a.m. – 9:00 a.m. <i>Briefing Center</i>	<b>Networking Breakfast</b>



<p>9:00 a.m. – 10:30 a.m. <i>Hall of Flags</i></p>	<p><b>Strategic International Corporate Volunteerism</b> A look at how companies are innovating skills-based corporate volunteerism and the value it brings to the business.</p> <ul style="list-style-type: none"> <li>• <b>Market Insights and Innovation: Laura Asiala</b>, Director, Corporate Citizenship, Dow Corning Corporation, @DowCorningCSR</li> <li>• <b>Skills Based Volunteerism: Jeff Dykstra</b>, Founding Executive Director, Partners in Food Solutions, General Mills, @GeneralMills</li> <li>• <b>Program Evaluation and Alumni Network: Oonagh Puglisi</b>, Manager, Corporate Responsibility, Pfizer Inc, @GHFugandaOP</li> <li>• <b>Employee Recruitment and Talent: Lisa Neuberger-Fernandez</b>, Global Director of Corporate Citizenship Programs, Accenture, @Accenture</li> </ul> <p>Moderated by: <b>Gavin Cepelak</b>, Director, International Corporate Volunteer Programs, CDC Development Solutions, @CDCDevSolutions</p>
<p>10:30 a.m. – 10:45 a.m. <i>Briefing Center</i></p>	<p><b>Networking Break</b></p>
<p>10:45 a.m. – 12:00 p.m. <i>Hall of Flags</i></p>	<p><b>Conversations with Stephen: <i>Special Edition on International Volunteering</i></b></p> <ul style="list-style-type: none"> <li>• <b>Bo Miller</b>, Global Director, Corporate Citizenship, The Dow Chemical Company, @DowChemical</li> <li>• <b>Stewart Alvarez</b>, Vice President, Strategic Planning &amp; Business Development, Amadeus North America, Inc, @AmadeusNews</li> </ul> <p>Moderated by: <b>Stephen Jordan</b>, Executive Director and Founder, Business Civic Leadership Center, @SCJordan</p>
<p>12:00 p.m.</p>	<p><b>Conference Concludes</b></p>