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Mr. LuShi ZHAN	詹呂拾先生
Mr. Guo Song ZHONG	鍾國頌先生

Date : 7 December 2009

No. : HKAIA C29-09

Dear HKAIA Members,

Launching Ceremony & Seminar
on the CSR^{CARE} Program
15 December 2009

In view of the growing trend of Corporate Social Responsibilities (CSR) in the global market and the launch of the new ISO 26000 CSR Standard next year, the Hong Kong Productivity Council has developed the **CSR^{CARE} Program**, a customized program to promote CSR to different industrial sectors. The first target sector will be the Toys Industry.

Organized by HKPC and the Chinese Manufacturers' Association of Hong Kong, the launching ceremony and seminar on the CSR^{CARE} Program will take place on 15 December 2009 at the Exhibition Hall of HKPC Building.

Opening remarks will be delivered by the officiating guests, including Mr. Bernard Chan (Chairman of the Hong Kong Council of Social Service), Mr. Edmund Sung (Branch Director of HKPC) and Mr. Paul Yin (President of the Chinese Manufacturers Association). Besides, there will be keynote sessions conducted by Mr. Victor Chan of CMA, Professor Carlos Lo from the HK Polytechnic University and Mr. C.M. Yeung from Leopaper Group Ltd.

Attached please kindly find the pamphlet (Chinese only) for more information. To enroll, please complete the enrolment form and email to gigicheung@hkpc.org or fax to 2788 6169.

Should you have any enquires, please contact Miss Gigi CHEUNG on 2788 5589.

Many Thanks and Best Regards,

Secretariat

Hong Kong Aviation Industry Association