



International Symposium on Cultural Diplomacy

Berlin, 27th – 31st July 2009

“Corporate Social Responsibility (CSR & SRI) in Africa: A Form of Soft Power?”

(Public Panel Discussion, Wednesday, July 29th, 2009)

Amerika Haus Berlin, Hardenbergstr. 22-24 10623, Berlin

The ICD is pleased to announce a forthcoming discussion as part of the International Symposium on Cultural Diplomacy, Berlin, 27th – 31st July 2009 (www.icd-internationalsymposium.org)

“Corporate Social Responsibility in Africa (CSR+SRI): A Form of Soft Power?” will explore the relationship between CSR and soft power, and evaluate the extent to which companies operating internationally help to generate positive political capital for the country in which they are incorporated through their corporate social responsibility profiles.

The following issues will be under particular focus:

- Best practices of corporate social responsibility in Africa
- The extent to which corporate social responsibility profiles in Africa involve local communities and other actors in civil society, the private sector, and the political sector
- Who has a larger influence on a country’s image abroad: companies or states?
- The extent to which corporate social responsibility activity can generate a positive image for a country

The panel of speakers will include:

- **President Joaquim Chissano**
Former President of Mozambique (1986-2005) and Director and Founder of the Joaquim Chissano Foundation
- **Professor Joachim Schwalbach**
Professor of International Management, Humboldt-University Berlin
- **Dr. Gerhard Prätorius**
Head of Coordination CSR and Sustainability, Volkswagen AG
- **Matthias Stausberg**
Spokesperson, UN Global Compact
- **H.E. Mr. Ahmada R. Ngemera**
Ambassador of Tanzania to Germany
- **Pascal Agboyibor**
Orrick’s Financial Markets Group - Office Leader Paris, Orrick, Herrington & Sutcliffe LLP
- **Teresa Fogelberg**
Deputy Chief Executive, Global Reporting Initiative

The moderator will be **Nick Tolhurst** (Managing Director, Institute for Corporate Culture Affairs).

Beginning at 17:45 the panel discussion will be moderated and will have duration of 90 minutes, following which there will be an opportunity for the audience to ask questions.

If you would like to attend the discussion please contact us under symposium@culturaldiplomacy.org



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■ Speakers List



Joaquim Chissano

Former President of Mozambique (1986 – 2005)
Former Chairperson of the African Union (2003 – 2004)

Joaquim Chissano served as the second President of Mozambique for nineteen years from 6th November 1986 to 2nd February 2005. Since stepping down as president he has become an elder statesman and is regularly called upon by international bodies such as the United Nations to work as an envoy or negotiator. His long and diverse career to date includes time spent as a freedom fighter during the Mozambique independence movement, serving his country as Foreign Minister, Prime Minister (during the transition government), and President. He has also held the position of Chair Person of the African Union and, more recently, United Nations Special Envoy to Northern Uganda and Southern Sudan. Throughout his life, Mr. Chissano has won praise for his commitment to peace on the African continent and for showing strong governance in his different roles and he was recently awarded the “Prize for Achievement in African Leadership” by the Mo Ibrahim Foundation. He is the founder and director of the Joaquim Chissano Foundation, which aims to support development, stability, and cultural awareness in Mozambique and Africa as a whole.



Professor Joachim Schwalbach

Director, Institute for Management, Humboldt University

Professor Schwalbach is Director of the Institute for Management at Humboldt University in Berlin and has authored many publications on Corporate Social Responsibility. He is the initiator of the renowned International Conference on Corporate Social Responsibility at Humboldt University and the platform of ‘The Noble Entrepreneur’. Professor Schwalbach previously held the positions of Guest Professor at Harvard, Stanford and Toulouse University, and is a member of the editorial boards of Sage Strategy Series, Zeitschrift für Betriebswirtschaft, the Journal of Economics of Business, Perspektiven der Wirtschaftspolitik and China Management Review. Prof. Schwalbach also sits on the Jury of the Schwab Foundation for Social-Entrepreneurship Prize.

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Dr. Gerhard Prätorius

Head of Coordination CSR and Sustainability, Volkswagen AG

Since 2006 Gerhard Prätorius is in charge of CSR and Sustainability at the Volkswagen Group. His team is, among other things, responsible for Volkswagen's profile with regard to sustainability rankings and ratings and the internal coordination. Prätorius joined Volkswagen in 1992 as manager for environment. He worked for the Volkswagen Group as a managing director for regional development agencies, which dealt with technology transfer, especially in the fields of new transportation systems and environmental technologies. Gerhard Prätorius graduated in Economics, Political Science, and German Literature. Additionally Prätorius works as a lecturer at the Technical University Carolo-Wilhelmina Braunschweig.



Matthias Stausberg

Spokesperson, UN Global Compact

Matthias Stausberg is the spokesperson of the United Nations Global Compact, a strategic policy initiative for businesses that are committed to aligning their operations and strategies with ten universally accepted principles in the areas of human rights, labour, environment and anti-corruption. With more than 5,200 participating businesses in over 130 countries, it is the world's largest voluntary corporate responsibility initiative. Prior to entering the UN system in 2002, Mr. Stausberg worked for several years in Germany's Internet industry, leading content development for one of Europe's largest interactive service providers. A German National Merit Scholar and a Fulbright Scholar, he holds a master's degree in Mass Communication from the University of North Carolina's School of Journalism.



H.E. Mr. Ahmada R. Ngemera

Ambassador of the Republic of Tanzania to the Federal Republic of Germany

H.E. Mr. Ahmada R. Ngemera is the serving Ambassador of the Republic of Tanzania to the Federal Republic of Germany. He was assigned to this post by the Tanzanian Ministry of Trade and Industry, where he had spent a large part of his career and held numerous positions including Director and Permanent Secretary. Ambassador Ngemera has also held the position of Deputy Secretary General of the East African Community, an intergovernmental organisation comprising Burundi, Kenya, Rwanda, Tanzania, and Uganda.



Pascal Agboyibor

Head of Paris Office, Orrick Law Firm

Pascal Agboyibor is the Office Leader in Orrick's Paris office and a member of the Financial Markets Group. Orrick is an international law firm that advises financial institutions, public and private companies, emerging businesses and state and regulatory bodies on the largest and most complex corporate transactions, novel finance, litigation and tax matters through 21 offices in Europe, Asia, and Latin America. Mr. Agboyibor has extensive experience in structured finance, trade finance and project finance and he advises lenders, sponsors, guarantors and governments in financing infrastructure projects. The Financial Markets Group Research Centre is a leading institution for academic research in financial markets. Mr. Agboyibor is an expert in African business relations and active as a legal advisor for this area.

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Teresa Fogelberg

Deputy Chief Executive, Global Reporting Initiative

Tersea Fogelberg is the Deputy Chief Executive of the Global Reporting Initiative (GRI), which engages in strategic external relationships with business, governments, civil society and other stakeholders. Ms. Fogelberg started her career as an anthropologist at Leiden University in the Netherlands. She has spent many years in development organizations, such as ILO, USAID, and Netherlands Ministry of Foreign Affairs. She has also worked in several countries in West Africa, where she specialized in gender issues and famine-early warning systems. Ms. Fogelberg has thirteen years' experience across various managerial positions at the Netherlands Ministry of Foreign Affairs, including Head of Department for Women and Development, and the Research and Higher Education Department. In 2002 she acted as Executive Assistant to the Special Envoy of the UN Secretary General for the World Summit on Sustainable Development in Johannesburg, and was in charge of private sector involvement in the Summit. GRI is a framework that sets out the principles and indicators that organizations can use to measure and report their economic, environmental, and social performance. In 2009 the Dutch daily newsletter included her in the "Sustainable 100", the list of the 100 most influential people working in sustainability in the Netherlands.



Nick Tolhurst

Managing Director, Institute for Corporate Cultural Affairs

Nick Tolhurst is the Managing Director of the Institute for Corporate Cultural Affairs (ICCA). ICCA is an independent, not-for-profit organisation that focuses on linking high level business executives, organisations, and academics in their quest to coordinate and align profit based goals with the good of society. In order to achieve this goal, ICCA promotes CSR among international companies, ensuring its integration into their daily business and offering long-term support to secure future progress. Before joining ICCA, Mr. Tolhurst worked for the British Foreign Ministry in Germany, advising British companies in Germany and German companies investing in the UK. Prior to this he worked for the European Commission in DG II (Economics and Financial Affairs), preparing for the introduction of the Euro in different cultures and economic systems. Mr. Tolhurst studied at London Metropolitan University (UK) and completed a Master's degree at Osnabrück University (Germany), both in European Studies.