

Saudi Arabia to host the 2nd CSR Summit supported by the Jeddah Chamber of Commerce and Industry

CSR Saudi Arabia 2014 will focus on sustainability of social responsibility activities that drive community development and empower the Kingdom's youth

Jeddah: Following the outstanding success of last year's event, Saudi Arabia will again host the CSR Forum to be held 24- 26 November 2014 at the Crowne Plaza Hotel, Jeddah. The event this year is supported by the Jeddah Chamber of Commerce and Industry .

CSR Saudi Arabia 2014 will gather leading representatives of corporate organizations, ministries and other government bodies, NGOs, foundations, universities and SMEs from across the Kingdom and around the world, who will discuss topics including how to embed corporate and social sustainability into CSR programmes to drive community development, strengthen education delivery and empower the Kingdom's youth. Employment generation and the development of women are other key topics on the agenda.

"We are very pleased to bring the CSR Summit to Saudi Arabia for the second year in a row, recognizing the Kingdom's importance as the biggest market in the GCC and its status as a world class host of major international events," said, Hoda Abdelhay, Conference Director at Informa, the organizer of CSR Saudi 2014.

"This year, Saudi youth takes centre stage at the summit since they represent the future of the nation where more than 60% of the population is under the age of 30. The brightest young talents have a key role to play in the sustainable development of social responsibility in the Kingdom and the summit represents a platform for their engagement and a unique opportunity for their voices to be heard."

Packed with three days of interactive learning and stakeholder networking, the agenda of the summit includes Speed Networking, CSR Focus Roundtables, CSR Workshops and Panel Debates. A highlight of the agenda is The Rising Star, a roundtable discussion dedicated to empowering the leaders of tomorrow to take part in shaping the kingdom's future generation

New this year will be the CSR Saudi Arabia Awards which recognize the best among the Kingdom's CSR community. Led by an expert panel of multi-stakeholders ranging from NGOs and corporates to universities and internationals, the final winner of the awards will be chosen by the attendees.

The panel of speakers will include some of the Kingdom's most distinguished CSR practitioners along with other experts from regional and global organizations. Saudi government officials will also play a leading role including Dr. Mohammad Abdulaziz Al-Ohali, Deputy Minister for Educational Affairs at the Ministry of Higher Education, who will deliver the Government Dignitary Keynote Address.

For the second year running the headline sponsor of CSR Saudi Arabia 2014 is the Zahid Group , whose VP for Group Affairs Amr Khashoggi commented on the importance of educating and empowering Saudi youth to become the leaders of tomorrow by elevating their awareness of social responsibility and building their expertise to develop and implement sustainable CSR programmes that contribute to the Kingdom's social and economic advancement.

"Corporate Social Responsibility is an integral part of our business activities. Zahid Group focuses on safety, care for the environment, and job creation," said Mr. Khashoggi. "With our investments, we look at areas where we can have a positive impact on the community. We always strive to attract a pool of exceptionally talented Saudis of both genders and persons with disability, and to provide them with

extensive training that gives them tools for career development, including safety and care for the environment. Furthermore, we work with specific communities to support and promote the next generation, whether it be through the establishment of parks or by sponsoring local sports teams.

"We believe our Corporate Social Responsibility will create a long-term social and environmental impact. For any Corporate Social Responsibility program to succeed, it must have a continuous positive impact on the community, and for that to happen, CSR has to be engrained in the corporate culture, as it is at Zahid Group . We further believe that the effectiveness of our CSR programs is directly correlated to our bottom line, hence it is sustainable."

Other companies supporting CSR Arabia 2014 are BUPA Arabia (Platinum Sponsor), CPC (Platinum Sponsor), Al Majdouie Motors (Gold Sponsor), Boeing (Bronze Sponsor), Microsoft (Technology Sponsor) and Saudi Investment Bank (Delegate Chair & Lunch Sponsor). TRACCS public relations agency is again appointed as Official PR Partner.

CSR Saudi Arabia 2014 will conclude on November 26th with two post-summit workshops covering how to effectively measure the impact and performance of CSR initiatives and programmes; and understanding CSR strategy and integrating sustainability reporting as part of an organizational framework

About CSR Saudi Arabia

24-26 November 2014, Crowne Plaza Hotel, Jeddah /www.csrsummitsaudi.com

About Informa CSR Series

Running for 11 years, Informa CSR summits are designed to share CSR and sustainability excellence to help drive social and economic development throughout the Middle East and Africa. These forums are developed by working closely with key stakeholders including government, corporates and the CSR community to ensure a sustainable future for the region in focus areas such as youth engagement, education, community development, employment, development of women, human rights and entrepreneurship

Informa Middle East, formerly known as IIR Middle East, has over two decades of regional experience in organising and managing all types of business events including top quality conferences or training courses. Based in the UAE with offices in Dubai and Abu Dhabi, Informa is an international company with some 100 offices around the world employing over 6,000 people in global events, academic publishing and business intelligence.

Visit www.csrsummitseries.com for more information on Informa CSR Series.

For further information about Informa visit www.informa-mea.com

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