

CSR Qatar 2014 forum on December 1-3

DOHA: As the need to adopt a sustainable social and economic model becomes more apparent for regional economies, Qatar is preparing for the next step in its journey towards inclusive growth by hosting the second edition of the annual 'CSR Qatar 2014' conference.

The three-day forum will be held at Marriott Marquis City Center Doha Hotel on December 1-3, Qatar Chamber, (QC) the country's private industry representative body, has announced.

Event organiser Informa Tharawat has been appointed to organize the conference.

"CSR Qatar 2014 will play a pivotal role in catalysing business orientation towards CSR and sustainability we believe are evolving concepts yet to be fully understood or implemented by businesses," said Reemi Rohani, Director-General, QC.

"Cultivating the culture of corporate responsibility and transparency and promoting businesses' role in driving social progress is one of the focus areas for QC, and we believe forums such as CSR Qatar can provide a platform for stakeholders to share ideas and strategies on how to build a better future for all."


Launched last year to align corporate social responsibility (CSR) initiatives with Qatar's National Vision 2030, the conference provides an opportunity for professionals to network with experts from the region. It will have 360-degree stakeholder involvement, gathering policymakers, business leaders, CSR practitioners, academics, and representatives from NGOs, foundations and think-tanks.

"CSR Qatar provides a dynamic platform for organisations in Qatar and the region to unite for a common cause – of creating shared value and making a difference to the community at large," said Hoda Abdelhay, Conference Director.

"By bringing together a full spectrum of CSR thought leaders and influencers, the conference aims to enhance stakeholder collaboration and develop sustainable CSR strategies based on proven global models but adapted to accommodate regional business sensibilities and practices."

"With an agenda to catalyse corporate involvement in the community, the conference will discuss innovative ideas and ways to enhance business contribution to sustainable development. This involves encouraging organisations to continuously improve their positive impact on society while remaining committed to reducing their ecological footprint through energy-efficient and environmentally-friendly practices," Abdelhay added.

Organisations will share strategy development practices, how they overcame challenges, and statistical measurable outcomes.

The forum will also focus on how CSR can support business performance, delving into the often under-recognized link between CSR, positive community relationships, and competitive advantage. It will feature a session 'The Rising Star' to foster the CSR leaders of tomorrow. The Peninsula