



Press Release

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Corporate Responsibility in the Focus

Together with **EU Commissioner Vladimir Spidla** and the Labour and Employment Ministers of important ASEM member countries, **Federal Minister of Labour and Social Affairs Olaf Scholz** is committed to enhancing Corporate Social Responsibility in Europe and Asia.

In the context of the "Asia Europe Meetings" (ASEM), the Federal Ministry of Labour and Social Affairs has organised the **High-Level ASEM-CSR Conference** under the title "Shaping CSR Opportunities for the Well-Being of the ASEM Workforce" in Potsdam from 15 to 17 March 2009. 37 Asian and European countries as well as the EU Commission and the Asean Secretariat are meeting to discuss current developments in the field of Corporate Social Responsibility (CSR).

In particular against the background of the financial and economic crisis, international cooperation is of key importance also in the field of CSR.

"It will be one of the most important challenges in the future to develop a common understanding of the social shaping of globalisation. We must find the policy answers to the question on how we can profit from the benefits of globalisation while limiting the destructive forces of global capitalism", states Federal Minister Olaf Scholz. "Corporate Social Responsibility can make a substantial contribution to meeting the

challenges ahead if companies, social partners and governments join their efforts for more sustainable economic activities. Because CSR is not an issue for good times only but a strategy which – especially in times of crisis – pays off for companies and strengthens whole economies."

The ASEM delegations represent two of the world's most important and largest economic and residential areas. Together with companies, social partners and experts they are dealing with current questions relating to CSR which has become a major issue on the political, economic and social agenda. The objective is to highlight areas where commitment is useful, to pool activities, to recommend good examples worthy of imitation and to be a role model in order to advance the debate on Corporate Social Responsibility in the ASEM process.

The results of the meeting will serve as input for the next ASEM Labour and Employment Ministers Conference 2010.