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LID 2000-SOCIAL

LID 2000: SIG WILL FOCUS ON CORPORATE SOCIAL RESPONSIBILITY

By: Mohd Rizal Razalli

LANGKAWI, Nov 17 (Bernama) -- The special Social Issues Group (SIG) session at the Langkawi International Dialogue 2000 (LID 2000) here will give focus on the corporate sector's responsibility in handling major social problems.

A joint executive group member of the LID 2000, Professor Dr Zulaiha Ismail, said today that the session will try to prove that it makes business sense for corporations to respond effectively to major social problems.

"You will hear from Datin Seri Dr Siti Hasmah Mohd Ali, being the host and co-convenor of the session, that it makes business sense for corporations to be well aware of and respond effectively in handling major social problems," she said.

"We hope we can end the SIG session with some action plans through the national hub in making corporate social responsibility a reality," Dr Zulaiha told Bernama in an interview at the sidelines of the LID 2000.

She is confident that the SIG session could attract quite a high-powered group, especially from the corporate sector.

Dr Zulaiha said that this time, the SIG session would be in two parts.

On Sunday, there will be lunch for the first ladies of heads of state/governments, followed by a session on "social corporate responsibility and smart partnership" -- Part 1.

This session will see the First Lady of Zimbabwe, Grace Mugabe presenting a talk on the progress of the previous session at the Southern African International Dialogue (SAID) in Maputo, Mozambique in August which had delved on issues regarding children of missing generation, whose parents died of Acquired Immune Deficiency Syndrome (AIDS).

Some five million people, especially in Africa died every year of three major diseases -- AIDS, malaria and tuberculosis.

On Monday, the SIG session would focus on how corporations can go into smart partnerships with the media and labour leaders in dealing with social problems and killer diseases.

She said that the session will try to come out with measures on how best corporate citizens can mobilise strength with the media and labour groups through smart partnerships in handling killer diseases.

On Tuesday, Malaysian AIDS Council president Datuk Paduka Marina Mahathir will present a talk on the experiences of Malaysian corporates in dealing with such diseases, she added. -- BERNAMA

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