



21st September 2017

Shared Value: Creating Competitive Advantage Forum Draws Over 200 Business Leaders in Hong Kong

Forum provides platform to discuss how creating shared value brings competitive advantage

The Social Innovation and Entrepreneurship Development Fund (SIE Fund) organised the “Shared Value: Creating Competitive Advantage” Forum on 21 September 2017. More than 200 leaders from the local and international business, government and civil society came together to discuss the development of business strategy that helps companies find new opportunities and refine their competitive edge while creating value for society.

This year’s Forum, the second to be held in Hong Kong after the inaugural event in 2015, provided a space for leaders to continue the global dialogue about Creating Shared Value (CSV), a concept which has continued to gain momentum across the business landscape. A major topic of discussion was on how the key to CSV lies in innovation – innovation not only in the form of technology, but also the courage to deviate from conventions and a can-do spirit towards problem solving.

Officiating at the Forum, Dr Bernard Chan, Acting Secretary for Commerce & Economic Development, The Government of the HKSAR said: “The idea of Creating Shared Value is not new. While the Harvard Business School Professors Michael Porter and Mark Kramer were the first to coin the term and to give vigour to the concept, the challenges of competition and concerns about the inequalities and tensions of the modern world have led a number of companies innovating in the way they operate.”

Mr Rashid Aleem Qureshi, Chairman and Chief Executive Officer, Nestlé Greater China, was one of the keynote speakers at the Forum. According to him, CSV is a fundamental principle guiding how Nestlé does business as in all its operations the company seeks to create value for shareholders and for society to enhance quality of life and contribute to a healthier future.

Professor Mark Kramer, Co-founder and Managing Director of FSG and the thought leader of the CSV concept, was another keynote speaker. In his presentation, he outlined how CSV allowed companies to gain a unique competitive position by differentiating itself from its competitors, delivering products with social benefits and creating value that did not exist before.



Other notable speakers at the Forum came from diverse business sectors including food & health, finance & investment, building & transport, service industries and technology. At this year's Forum there were seven panel sessions to highlight new and innovative practices in key sectors and themes which create both business and social value, and to bring businesses and potential partners together to share experiences and explore potential collaboration.

The Forum is the second of four stages of activities initiated by the SIE Fund in 2017-18 to promote CSV among local businesses as a sustainable approach to corporate practice and help alleviate Hong Kong's socioeconomic challenges. Mr Kim Salkeld, Secretary-General of the SIE Fund Task Force Secretariat, said: "The aim of the SIE Fund is to nurture the development of innovation to address social needs in Hong Kong by supporting cross-sector collaboration and capacity building. Given Hong Kong's position as an international commercial and financial centre, active engagement of the business sector is indispensable. CSV is a means for the business sector and the community to flourish together. We are delighted that this year's Forum attracted so many distinguished guests and speakers to share their experiences and insights on CSV and deepen awareness of the concept."

Stage 1 of the 2017-18 Shared Value initiatives of the SIE Fund is research to gauge the level of understanding of the Shared Value concept and implementation of CSV business plans among businesses in Hong Kong. This will be completed in the 4th quarter of 2017. After the Forum - Stage 2, Stage 3 will see the SIE Fund hold a series of visits, workshops and coaching sessions for corporate delegates interested in exploring the concept of Shared Value further. Stage 4, the final stage, is about inspiration and empowerment. The SIE Fund will consider assisting corporates interested in launching Shared Value projects through an intensive programme to help them develop their CSV business plans.

To learn more about the Shared Value Forum 2017, visit:

<http://www.sie.gov.hk/sharedvalue/2017forum/index.html>



Photo 1: Dr Bernard Chan, Acting Secretary for Commerce & Economic Development, The Government of the HKSAR, delivered a speech at the “Shared Value: Creating Competitive Advantage” Forum.



Photo 2: Mr Rashid Aleem Qureshi, Chairman and Chief Executive Officer, Nestlé Greater China, shared his experience of implementing Creating Shared Value in business.



Photo 3: (From left) Mr Peter Yates, Chairman, Shared Value Project, Mr Mark Saunders, Group Chief Strategy and Corporate Development Officer, AIA Group and Mr Wilson Fung, Executive Director, Corporate Development, Airport Authority Hong Kong discussed the opportunities in Creating Shared Value for local and overseas businesses in the leadership panel, facilitated by Dr Richard Welford, Chairman of CSR Asia.



Photo 4: Professor Mark Kramer, Co-founder and Managing Director of FSG and the thought leader of the Creating Shared Value concept, presented how it allowed companies to gain competitive advantage.