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Mark Boutros, Global Lead Corporate Responsibility, Kreab Gavin Anderson USA

Permission to play – corporate responsibility and government engagement

Organisations and corporations are increasingly evaluated by the community and government in terms of both the economic and societal benefits that result from their actions. Corporate responsibility is no longer a discretionary luxury; rather, it has become an essential condition for business survival and a key source of competitive advantage when dealing with government.

Mark will illustrate his presentation with case studies from GE, IBM and The Gates Foundation.



Monday 31st October

Venue: NSW State Parliament Theatrette

Arrival time: 12.45 – 1pm
Presentation: 1.00-2.00pm
Followed by networking

Mark Boutros, Kreab Gavin Anderson USA
Topic: corporate responsibility & government engagement.
NSW State Parliament on 31st October. Register for \$20 (+fee)

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