



# Committee Highlights

INSIDE AMCHAM

NEW IN COMMITTEES

AMCHAM SHANGHAI

**Eric Rongley, CEO and founder of Bleum (second right), discusses outsourcing in China.**



with the outsourcing industry in India, it should nonetheless be considered a formidable industry heavyweight in years to come. During two separate panel sessions, experts from Bleum, Cognizant and NextHorizon shared their views on outsourcing practices in China in the areas of IT and business process outsourcing (BPO), while representatives from the Hina Group, Evalueserve, Accenture and TPI discussed the growing trend of outsourcing in the financial services sector, especially in light of Shanghai's bid to become a global financial services center by 2020. (Sep 17)

## Outsourcing: Current Trends and Future Outlook for China

AmCham Shanghai, together with KPMG, hosted an event focused on the current trends and future outlook for the outsourcing industry in China at the Hilton Hotel Shanghai. Mr. Yang Guoqiang, vice president of the Shanghai Municipal Commission of Commerce, and Egidio Zarella, global partner in charge of information technology (IT) advisory at KPMG, delivered keynote speeches. The speakers addressed the growing trend of outsourcing in China, noting that while China's industry is not quite on par

## CSR Committee

### United Way: Beyond Philanthropy

Brian Gallagher, president and CEO of non-profit organization United Way Worldwide, shared the growth applications of corporate social responsibility (CSR) beyond philanthropy at an AmCham Shanghai CSR Committee event run on September 9 at the Four Seasons Hotel. United Way's mission is to bring differing interests together including government, businesses and NGOs in order to make a community change. The organization currently works with 120 multinationals worldwide. It initiated talks with the Chinese government in the early 1990s, as well as collaborated with China Charity Federation in 1997. In light of the economic downturn, Gallagher stressed that enterprises now have a more significant role to play in CSR. While expressing optimism that companies are starting to view enterprise social responsibility as more than a public relations platform, he urged a further innovation of social responsibility efforts, stressing the importance for organizations to make both their progress and challenges transparent for others to learn from. In order to take a collective lead in driving change, companies must incorporate all stakeholders when identifying potential problems or opportunities. This includes being accountable to the public, their own employees and also engaging customers and the community, said Gallagher. While enterprises in China often focus their CSR efforts on disaster relief contributions, Gallagher also suggested they could actively employ their efforts in a range of areas including volunteer programs. He cited the ventures of Microsoft and the China Foundation for Poverty Alleviation as key examples – the two organizations run ongoing initiatives to improve living conditions in China's rural areas and are currently establishing mobile learning centers. (Sep 9)

**Brian Gallagher, United Way Worldwide**



AMCHAM SHANGHAI

Event and Committee Highlights are reported by Anna Bartram, Kate Ryge, and Elaine Wu.