

MGCC's General Manager Speaks at the CSR Asia Summit 2011



From L to R - Thomas Brandt, General Manager of MGCC. Christopher Ong, Vice President Business Development, First Choice and GoGreen, DHL Asia Pacific. Thomas Knorr, Managing Director of Leśchuco (Malaysia) Sdn Bhd.

Why are German Businesses engaging in sustainable supply chain management in Asia?

Most answers to this question take on very solid commercial logics and rather traditional business values – according to a

panel of experts from businesses that gathered on 27 September 2011 at the CSR Asia Summit in Kuala Lumpur.

One very particular German export article is more of an institutional nature: the Social and Ecological Market Economy means that markets and societies co-evolve in coherent ways. Societies, through governments, frame businesses action, but businesses are at the same time an important part of the society. Can Asian economies use this model? Certainly yes, if considering concrete examples. German regulators allowed renewable energy providers, even the smallest, to feed-in energy to the existing grids at predictable prices. This created millions of small energy entrepreneurs, at the same time boosting the demand for green technology and the government's carbon reduction goals. Thomas Brandt of the Malaysian-German Chamber of Commerce is convinced that German companies may carry to Asia this partnership approach between business and society. The German Chambers of Commerce and the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ), experienced in working for sustainable development in Asia, stand ready to accompany them.