

Getting Business Ready For Sustainability



Supported by the [SME & Start-up Committee](#) and the [Social Sustainability Committee](#)

Speakers:

Ivy Wong, Partner, Baker & McKenzie

Karen Seymour, Chief Purpose Officer, Human at Work

Shan Han, Co-founder & CEO, Zetl

Virginia Wilson, Chief Executive Officer, Shared Value Initiative Hong Kong

Moderator:

Robert Wright, Partner, Baker & McKenzie

Getting Business Ready For Sustainability

Sustainability is becoming more important for all companies, across all industries. Expectations in this space are increasing and transparency is becoming more prevalent. This shift in awareness is forcing companies to take action and make strong commitments to their sustainability efforts. Larger companies are leading the way when it comes to their ambitious targets, in some cases encouraging their competitors to follow suit which can only be seen as a good thing.

Unfortunately, it is traditionally believed that start-ups and SMEs do not have the resources to adopt and practice sustainability. However, it could be argued that SMEs have a competitive advantage since they are smaller in size which allows them to be more flexible when integrating sustainability into their business. Either way, getting your business ready for sustainability is not only a good thing for the planet but it will also support your

brand reputation and bottom line.

During this webinar, we will hear from industry leaders within the sustainability sector who will share their insights and learnings on the importance of building social impact and purpose into your business DNA from the start. The discussion will cover the following points:

- The benefits of a sustainability focus in your business strategy from the beginning (building it into your business DNA)
- How SMEs can become socially impactful and sustainability
- Challenges SMEs face in the ESG space
- What SME needs to prepare for to future proof themselves
- Best practice and learning from SMEs who are doing purpose and social impact well

About the speakers



Ivy Wong is the Chair of Baker McKenzie's Capital Markets Practice Group in Asia Pacific and serves on the Global Capital Markets Steering Committee. Ivy is a Hong Kong, English and New York qualified partner based in Hong Kong and her practice focuses on IPOs, securities offerings, corporate finance, mergers and acquisitions, compliance and general corporate work. Ivy is active in corporate governance, diversity and social responsibility initiatives, holding positions as a panel judge for the Hong Kong Corporate Governance and ESG Excellence Awards co-conferred annually by the Chamber of Hong Kong Listed Companies, a member of the Social Sustainability Committee of The British Chamber of Commerce in Hong Kong, lead representative of BakerWomen Committee and member of Junior Lawyers Committee. Ivy was shortlisted for Euromoney Asia Women in Business Law Awards from 2019 to 2021 and is named one of the leading Capital

Markets practitioners in Hong Kong.



Karen Seymour is Chief Purpose Officer at Human at Work, a strategy lab helping leaders develop breakthrough transformation strategies and plans to win and grow, working across all sectors and industries globally. Karen works with leaders and teams to activate purpose to create high performance organizations and humans who thrive, with a focus on culture and harnessing strengths and partnerships for impact. She formerly led the Li & Fung Foundation and community engagement at the Fung Group of companies, spearheading the launch of purpose, leading global campaigns and events, and mobilizing stakeholders worldwide to be a force for good.

She has built a career spanning over 25 years as an

entrepreneurial leader with diverse experience at large companies and startups, in industries including financial markets, carbon tech, supply chain, media, philanthropy and wellness. Her own purpose journey has been forged through decades of serving in communities, seeing and experiencing social needs, sparking awareness and action, and witnessing the transformative power of purpose when hearts and minds are tapped for good. Karen is also an Advisor and Board Member to for-impact organizations focusing on creating shared value, carbon management, empowerment through sports and education and community building. She is a regular speaker and subject matter expert on purpose and social impact.



Shan is Co-founder & CEO of Zetl, Asia's first digital financing company for service-sector SMEs. The company is backed by global impact funds and uses a proprietary ESG-enabled credit model to extend fast, flexible credit to high-growth SMEs. Shan has over 15 years experience in the financial services industry working in banks, hedge funds, and fintechs. He previously launched the Asian Independent Research Summit and hosted the Japanese Institutional Investment Summit with a particular focus on guiding institutional investors to make impact, ESG, and green investments.



Leading private and social enterprises for over 25 years in multilateral, culturally diverse environments, **Virginia** is passionate about bringing to life innovations that impact our society.

Virginia has a demonstrated track record of securing

strategic partnerships between corporations, governments, and non-profits to deliver on social impact projects. She started her career in telecommunications, building satellites, and the distribution of free-to-air television across 60 countries in Asia.

Seeing the uptake firsthand, Virginia focused on education, believing that investing in people is the key driver for impactful change. Bringing together diversity and crossing cultural divides is a pathway to create Shared Value in our world, aligning purpose with profit.

After serving on the board of several educational institutions, Virginia is now a member of the Board of Directors of the Adecco Group Foundation in Switzerland a social innovation lab, incubating and accelerating new solutions in the world of work.

About the moderator



Robert Wright is a Private Equity / M&A partner based in Baker McKenzie's Hong Kong office. Robert advises financial sponsors on leveraged M&A transactions, co-investments, exits, restructurings and portfolio company matters. Regularly leading on private equity and venture capital transactions across the APAC region, his work spans a variety of sectors, with a focus on financial services, technology, media and telecommunications, healthcare, consumer retail and real estate / infrastructure. Robert's practice includes advising financial sponsors and corporate clients on a range of ESG issues. Robert is ranked by IFLR as a leading lawyer in Hong Kong for private equity.

Pricing

- Member: HK\$140
- Non-Member: HK\$250

Details on how to join will be sent via email by 5pm the day before the webinar.

Terms & Conditions

- Reservations in advance are required. Please consider your booking confirmed unless notified otherwise.
- Cancellations must be made in writing 24 hours prior to the event. No shows will be charged.
- This event is closed to the media.
- The event will be cancelled if the No.8 Typhoon signal or the Black Rain Storm warning is in force.
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- For further information please email catherine@britcham.com
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