

The 2011 Green Leap Global Forum and 2nd Asian Forum for PRME (Preliminary Announcement)

Dear colleagues,

The 2011 Green Leap Global Forum and 2nd Asian Forum for UN PRME is going to be held at Tsinghua University, Beijing, China on April 20, 2011. As part of the celebration of the centenary anniversary of Tsinghua University, the Forum is going to:

- promote the Green Leap and sustainable enterprise;
- inspire responsible management education, particularly in green management and leadership;
- exchange new ideas, thoughts, researches and practices in green development.

The Green Leap concept is for tomorrow's sustainable world, raised by one of the world top authorities in sustainable development - Professor Stuart Hart from Cornell University. The key words for the Forum are Bottom of the Pyramid (BoP), innovation, clean technology, sustainability, responsible management education, etc.

Regarding the typical demand due to the Asian context in promoting the mission of Responsible Management Education, the 2nd Asian PRME forum will continue to provide a platform of collaboration among the leading Asian business schools. Sharing information and experiences with each other will improve our responsible management education and increase the number of PRME signatories, especially among top business schools. We, Tsinghua University, will work together with the PRME Secretariat, PRME Asian Forum Planning Committee, and each participants, to achieve a great success in next April's forum.

Target participants will be:

- Scholars with applied research interests;
- Management education professions;
- Business executives and managers;
- Government officers;
- NGO leaders and social practitioners.

We invite you to join this great event in the very beautiful spring in Beijing next year.

The program committee:

TONG Yunhuan (Tsinghua University, China), co-chair

Stuart Hart (Cornell University, USA), co-chair

YANG Bin (Tsinghua University, China)

Mark Milstein (Cornell University, USA)

Yong-seung Park (Kyung Hee University, Korea)

Conference website: www.sem.tsinghua.edu.cn/gforum (available in late December, 2010)

For more information, please contact:

Ms. PENG Ruimei 86-10-62789946 Email: pengrm@sem.tsinghua.edu.cn

Dr. DING Dawei 86-10-62794867 Email: dingdw@sem.tsinghua.edu.cn