SAVE THE DATE!
October 2 - 3, 2011

School of Business - The American University in Cairo (AUC)
in partnership with
The Principles for Responsible Management Education (PRME) Secretariat, The John D. Gerhart Center for Philanthropy and Civic Engagement - AUC, The Arab Society of Faculties of Business, Economics and Political Sciences (BEPS), and the Holy Spirit University of Kaslik (USEK)
Proudly Announce:
The 1st PRME MENA Regional Forum
Entrepreneurship – Sustainability – Transparency:
Promoting Responsible Management in a Changing Region

About PRME:
Principles for Responsible Management Education (PRME) is an initiative primarily based on the principles of the United Nations Global Compact – the world’s largest corporate citizenship initiative - that focuses on promoting responsible management education and research, corporate responsibility, and the creation of sustainable social, environmental and economic value.

Objective of Forum:
The importance of the 1st MENA region PRME forum is amplified by the recent and ongoing political, economic, and social changes in the region. Such changes are expected to profoundly affect academic institutions, business scholars, market participants, and the society at large. The main objective of this forum is promoting the notion of responsible management and the importance of adopting PRME by MENA region institutions.

Who should attend?
- Constituents of academic institutions which are already or intend to become signatories to PRME.
- Executives interested in corporate sustainability and corporate social responsibility
- Regional and international economic and financial organizations
- NGOs focusing on issues such as entrepreneurship, sustainable development, and transparent markets.

Date: October 2 - 3, 2011
Time: 9:00 am – 6:00 pm
Venue: Moataz Al Alfi Hall, AUC New Cairo, Cairo, Egypt
For more information and Registration: prme.mena11@aucegypt.edu