



*XI International Corporate Social
Responsibility Conference*

SHARED VALUES: A GOOD DEAL FOR EVERYONE

Tuesday, August 30th, CasaPiedra, Santiago

The XI International Corporate Social Responsibility Conference, "Shared Values: A Good Deal for Everyone," was held with great success last Tuesday, August 30th at CasaPiedra, Santiago. Business, civil society, government, academic, NGO and student representatives filled the room to hear the words of the 20 national and international guest speakers, who this year debated the role of companies in Chile today. Once again, MundoChile and its team of simultaneous interpreters were present at this important event, providing professional services during the entire conference.

Mark Kramer, who together with Michael Porter co-authored the concept of "Creation of Shared Values," opened the first session inviting this generation's companies to a new way of doing business, which the entire society will see as beneficial. In this regard, he noted that Chile can't permit such successful economic growth without improving the social conditions of the population in parallel. At the same time, he stressed that the competitiveness of companies in the long term depends on this variable and companies playing a major role in solving social problems. "It's time to focus on the interdependence of companies and society, rather than their differences," he said.

Once again, MundoChile's team of interpreters had the privilege of interpreting the talks of this group of important individuals, and in this regard, contribute to the success of this valuable corporate event.

