

## FOR IMMEDIATE RELEASE

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## **New partnership between Asia Perspective and The Academy for Human Rights in Business/ CSR Sweden**

**September 30th, 2013 Shanghai** – Today, Asia Perspective and The Academy for Human Rights in Business/ CSR Sweden, signed a cooperation agreement within the area of CSR (Corporate Social Responsibility). The objective of the cooperation is to increase awareness for CSR issues among Scandinavian companies active in the Asian markets, and provide a platform for training and education by leveraging the combined experience and resources of the two organizations.

### **About Asia Perspective**

Asia Perspective is an independent management consultancy with global presence and local knowledge. We assist our clients with business advisory regarding analysis, strategy and implementation, focusing on two main areas: Purchasing & Supply Chain and Market Entry. Our mission is to turn our clients' Asia business vision into reality and add significant value to their business.

### **About the Academy/ CSR Sweden**

CSR Sweden is a business driven network in Sweden for stimulating and creating an environment for corporate social responsibility and the Swedish national partner organization to CSR Europe. The Academy is an initiative by CSR Sweden. Given the challenges posed on companies operating in high risk countries or complex markets, the Academy for Human Rights in Business is a direct response to the challenges and expectations provided in UN's framework for Business and Human Rights, UK Bribery Act and growing EU demands on CSR.

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