

## MABC to hold discussion on social investment

The Muscat American Business Council (MABC) and Tawasul will organise a luncheon discussion on 'Social Investment - What does it mean to your business?' at Ramada Hotel on May 11. The discussion will promote best practices in the field of social investment and corporate social

responsibility among private sector companies in Oman, and continue the dialogue between companies and civil society organisations.

According to a release, the speakers will include social investment (SI) and corporate social responsibility (CSR) profession-

als, experts from civil society and private sector institutions in Oman. Topics include 'best practices in social investment,' 'technology and SI,' 'youth and CSR,' and examples of local CSR projects.

The MABC was established in 2004 and its goals are to in-

crease knowledge and strengthen business ties between American firms and Omani counterparts.

Since 2008, Tawasul has been at the forefront of cultivating an active Omani civil society through cooperation with NGOs and private sector companies.

## Social investment dialogue held

By Maryam Khalfan

MUSCAT — As part of its task to empower civil society, global think-tank Tawasul, in co-operation with Muscat American Business Council (MABC), organised a social investment dialogue between non-governmental organisations and corporations at Ramada Hotel yesterday.

The event was designed to persuade private sector organisations about their Corporate Social Responsibilities (CSR) to benefit the community and to achieve business objectives. The dialogue is also aimed at addressing continuous commitment of the business sector to economic development while improving the quality of life of their workforce and society as a whole.

Discussions focused on the benefits of social investment, examples of social investments and case studies of successful CSR programmes from multi-national companies, local and small and medium sized enterprises in the Sultanate. Such organisations include Shell Development, MacDonalads, the National Bank of Oman, Injaz Oman, Women and Technology Centre in Salalah as well as Tawasul.



According to Khalid al Safi al Haribi, Managing Director, Tawasul, there are a lot of ways in which private sector organisations can support NGOs by investing in CSR besides giving them financial support.

He said experts dealing with private sector decision making can benefit a lot from each other's experiences. Tawasul looks forward into framing a mechanism to conduct regular meetings on social investments and to review the recommendations of the meetings, he said.

Shabib al Maamari, Executive Director of Injaz Oman said, "Basically, organisations should not compete in corporate social investment. Companies should work together for the benefit of society. SMEs should realise that there are returns on social investment. Such investment receives positive results in the form of promotion through words of mouth. Social investment should not be regarded as an extra cost."

Angel McLaughlin, SIT Graduate, World Learning Centre, USA said the discussion was very informative and enabled her to see how corporates are engaged in CSR.

# NATION

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## MABC, Tawasul organise talk on CSR

Muscat - The Muscat American Business Council (MABC) in association with Tawasul organised a discussion on Corporate Social Responsibility (CSR) recently. Around 30 participants representing small and medium enterprises as well as companies and non-profit organisations took part in the discussion titled 'Social Investment: What does it mean to your business?'

Khalid al Haribi, managing director of Tawasul, gave an introductory speech. From the private sector, Mutasim al Sariri, social investment manager for Shell Development Oman, Aisha Abdullah al Kharusi, the head of corporate communications of National Bank of Oman, Christopher Charles, marketing manager for McDonalds in Oman, were present, said a press release.

Shabib al Mamari, executive director of Injaz in Oman, spoke about the Injaz programme to teach entrepreneurship in schools.