



Magyarországi Üzleti Tanács a Fenntartható Fejlődésért  
Business Council for Sustainable Development in Hungary



## INVITATION

### **“Creating Shared Value (CSV): A sustainable business model”**

The Business Council for Sustainable Development in Hungary (BCSDH) and Swisscham Hungary cordially invite you to the next event of „Business Breakfasts for Sustainable Development” series.

The event will be opened by **His Excellency Jean-Francois Paroz, Swiss Ambassador to Hungary** (*under request*)

Our guest speaker is **Mr. Michael Nixon, Executive Director, Nestlé Hungary**

*Nestlé is a Swiss Company founded by Henri Nestlé nearly 150 years ago. Today Nestlé is the world's largest food manufacturer employing nearly 330,000 people globally, with 461 factories in 150 countries. Nutrition, innovation and environmental protection have been core values of Nestlé since the very beginning. However, in a world with rapidly growing population, limited resources, and with the dual burden of obesity and malnutrition a truly sustainable food business needs to create value for both shareholders and society in parallel. Consequently Nestlé integrates a Creating Shared Value (CSV) approach to doing business with special focus on Rural development, Nutrition and Water. Nestlé tops leading sustainability indices among food companies such as the Dow Jones Sustainability Index as well as the Oxfam sustainability scorecard. Nestlé employs over 1750 people in its four Hungarian factories, exporting more than 80% and with investments totaling HUF 70 billion since it has started its operation in Hungary in 1991.*

**Date:** Tuesday, 18 February 2014, 9:00-10:30 (registration, arrival from 8:30)

**Venue:** Hotel Novotel Budapest City (1123 Budapest, Alkotás u. 63-67)

**Language:** The language of the event is English without translation.

#### **Registration**

Participation is free of charge for BCSDH member companies.

For non-members: 10 000 HUF / person (VAT free).

To guarantee your seat, register by 13 February via e-mail at Katalin Parragi, [katalin.parragi@bcsdh.hu](mailto:katalin.parragi@bcsdh.hu), please mark name and position of the participant and the company's billing address.

If oversubscribed, members of BCSDH and Swisscham Hungary will be given preference.

Written cancellations are accepted by 13 February, 12:00. Late cancellations or “no-shows” will be charged.

**Parking:** Parking spaces are provided. Parking fee: 400 HUF / hour.

More information: [www.bcsdh.hu](http://www.bcsdh.hu)