

# Roundtable Program

## The UBS Philanthropy Roundtable

### Asia – A Focus on Social Entrepreneurship

- 10:00-11:00**      **Coffee and Registration**
- 11:00-11:15**      **Welcome and Opening Remarks**  
Welcome message
- Speaker:*  
**Henry Hirzel**, Head, KeyClients Asia Pacific, UBS Global Wealth Management & Business Banking
- 11:15-11:25**      **Overview of the Day**  
A focus on social entrepreneurship: what do we want to achieve today?
- Speaker:*  
**Maximilian Martin**, Head, UBS Philanthropy Services
- 11:25-12:15**      **Keynote Address: Entrepreneurial Strategies for Social Change**  
The role of social entrepreneurship in addressing pervasive social issues through philanthropy
- Speaker:*  
**David Bornstein**, Author, "How to Change the World", USA
- 12:15-13:45**      **Lunch Remarks & Lunch**
- Speaker:*  
**Lawrence Ho**, Founding Executive Director, Chang Family Foundation, Canada
- 13:45-14:15**      **Keynote Address: What Drives Social Innovators?**  
The importance of philanthropy and social change in Asia
- Speaker:*  
**Mary Ann Tsao**, President and CEO, Tsao Foundation, Singapore

**14:15-16:00**      **Working Groups**

**Working Group 1**   **Education - Where is the Leverage?**

*Facilitator:*

**Olga Alexeeva**, Development Director, CAF International Philanthropy Trustees, UK

*Resource Person:*

**Maximilian Martin**, Head, UBS Philanthropy Services

**Working Group 2**   **Unlocking the Power of Technology for Change**

*Facilitator:*

**David Green**, Founder and Executive Director, Project Impact, USA

**Working Group 3**   **Addressing the Health Challenge**

*Facilitator:*

**Ben Pfeifer**, Director for Clinical Research at Aeskulap Hospital, Switzerland

**Working Group 4**   **The Environment – New Options?**

*Facilitator:*

**William Carter**, Member of Board of Directors, Ashoka, USA

*Resource Person:*

**Luc Giraud**, Manager Corporate Partnerships, WWF, Switzerland

**Working Group 5**   **Financing Social Enterprise**

*Facilitator:*

**Arthur Wood**, Head, Business Entry Initiative, Ashoka, USA

*Resource Person:*

**Graham Davies**, Head, CAF International Philanthropy Trustees, UK

- 16:00-16:30**            **Optional Book Signing and Coffee or Tea**
- Author:*  
**David Bornstein**, Author, "How to Change the World", USA
- 16:30-17:45**            **Plenary Session**  
**How Can Philanthropists Best Catalyze Social Change? The Models**
- Moderator:*  
**Mary Ann Tsao**, President and CEO, Tsao Foundation, Singapore
- Discussants:*  
**Graham Davies**, Head, CAF International Philanthropy Trustees, UK  
**David Green**, Founder and Executive Director, Project Impact, USA  
**Lawrence Ho**, Founding Executive Director, Chang Family Foundation, Canada  
**Ben Pfeifer**, Director for Clinical Research at Aeskulap Hospital, Switzerland
- 17:45-18:00**            **Concluding Remarks**
- Speaker:*  
**Maximilian Martin**, Head, UBS Philanthropy Services
- 18:00-18:15**            **Transfer to Swissôtel for Dinner**
- 18:15-18:30**            **Farewell Address**
- Speaker:*  
**Henry Hirzel**, Head, KeyClients Asia Pacific, UBS Global Wealth Management & Business Banking
- 18:30-20:30**            **Dinner**