



# ESG – GOOD FOR EARTH BUT BAD FOR BUSINESS?



**10 SIDC CPE POINTS**

“In the ever-evolving business landscape, Environmental, Social, and Governance (ESG) principles have become a focal point for companies worldwide. While ESG promises significant benefits for the planet and society, questions remain about its implications for profitability and business sustainability. This course offers a balanced exploration of ESG principles, their importance, and the dual challenges and opportunities they present to modern businesses.”



## LEARNING OBJECTIVES



1. Explain the foundations and importance of ESG principles
2. Discuss the potential benefits and challenges of implementing ESG practices
3. Evaluate the impact of ESG on financial performance, brand value, and its competitive advantage
4. Discuss the financial and operational challenges associated with adopting ESG practices
5. Discuss strategies for balancing ESG goals with business objectives



## Programme Details:

**Date:** 21 May 2025

**Time:** 9:00 a.m. – 5:00 p.m.

**Venue:** Concorde Hotel, Kuala Lumpur

## Programme Fee:

**Early Bird Fee: RM1,600**

*Register before 7 May*

**Normal Fee: RM1,750**

*(Including SST)*

*need information of group registration? Contact us*

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## Module 1: Introduction to ESG Principles

- Understanding ESG and Its Key Components
- The Rise of ESG: Drivers and Stakeholders
- Global ESG Standards and Frameworks (e.g., SDGs, GRI, SASB)

## Module 2: ESG - Why It's Good for Earth

- Environmental Benefits of ESG (Carbon Reduction, Conservation, etc.)
- Social Impact: Workplace Diversity, Fair Trade, and Community Development
- Governance for Transparency and Accountability
- Positive Impact of ESG on Brand and Customer Loyalty

## Module 3: The Challenges and Costs of ESG

- Financial Cost of ESG Implementation
- Operational Challenges and Compliance Burdens
- Impact on Short-term Profitability and Shareholder Pressure

## Module 4: ESG - Financial Performance, Metrics and Measuring Success

- Reviewing Studies: Does ESG Improve or Reduce Profitability?
- ESG Investment Funds: Returns and Risks
- Impact of ESG on Long-term vs. Short-term Financial Health
- ESG Metrics and Key Performance Indicators (KPIs)
- Challenges in Quantifying ESG Impact
- Reporting and Transparency Requirements
- Competitive Advantage: How ESG integration enhances brand value, investor confidence, and long-term profitability

## Module 5: ESG Strategy and Implementation for Business Leaders

- Integrating ESG into Corporate Strategy
- Overcoming Internal Resistance and Cultural Barriers
- Aligning ESG Initiatives with Business Goals

## TRAINER'S PROFILE

The trainer is a highly accomplished professional with extensive expertise in business appraisal, investment, and financial training. He is a Chartered Financial Analyst (CFA) charter holder, a Chartered Accountant of the Malaysian Institute of Accountants (MIA), a Fellow of the Certified Practising Accountant CPA (Australia) (FCPA), a Certified Fraud Examiner (CFE), a Certified Merger and Acquisition Advisor (CM&AA), and an International Certified Valuation Specialist (ICVS). He is also a registered member of the Business Valuers Association Malaysia (BVAM) and a licensed Investment Advisor by the Securities Commission of Malaysia.

As a licensed investment advisor, he provides a range of valuation and advisory services, including business appraisals for sale and purchase, intellectual property (IP) valuation, and valuations for Employee Share Option Schemes (ESOS) and pension plans. He also offers investment advisory services for clients with portfolios in Malaysia, Singapore, Hong Kong, and the US. He conducts training sessions in Malaysia, Singapore, Shanghai, Vietnam, and Brunei.

He serves as a panel member of the Finance Accreditation Agency (FAA). He is also a Visiting Fellow at the USM Management School. His insights are frequently featured in the media; he has been an investment columnist for Sin Chew Yit Poh and previously for The Star Business and Pulses Magazine (published by SGX). He has appeared as a guest speaker on platforms such as NTV7, Astro AEC, 8TV, and BFM, a Malaysian business radio channel.

## PARTICIPANT DETAILS

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|-----------------|
| Name:           |
| Position:       |
| Department:     |
| Contact Number: |
| Email:          |

## ADMIN DETAILS

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| Name:   |
| Position:   |
| Department:   |
| Company:  |
| Contact Number:   |
| Email:  |
| Address:  |
| <b>Payment Method:</b> <input type="checkbox"/> Direct Payment <input type="checkbox"/> Claim HRD |

## TERMS AND CONDITIONS

1. For cancellation less than 14 days before or non-arrival on the training day, no refund will be given. Substitution is allowed.
2. Should the number of participants be too low to make the course a meaningful learning experience, Symphony reserves the right to postpone or cancel the training.
3. HRDC grant application shall be applied and approved before the training day. Maximum claim from HRDC is RM1,750 per day. The balance, if any, is to be topped up by client.