

# INVITATION LETTER

**2<sup>nd</sup> PRME Asian Forum**

**“Responsible Management Education as a Driver for Business Success”**

**November 26<sup>th</sup>, 2011, Beijing, China**

**School of Economics and Management, Tsinghua University**

Dear Prof. Hiro Umezu,

We would like to invite you, on behalf of the organizing committee of the 2<sup>nd</sup> PRME Asian Forum, to be a guest speaker, sharing your opinions about the effect of responsible management education on business behavior and its importance in the future development of business schools.

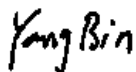
The School of Economics and Management at Tsinghua University, in partnership with the Principles for Responsible Management Education (PRME), a United Nations Global Compact supported initiative, and the Association of Asia-Pacific Business Schools (AAPBS), will create a platform for both industry and academia to exchange ideas about the impact of management education on business behavior.

With the theme “Responsible Management Education as a Driver for Business Success”, this forum will promote the collaboration between leading business schools and socially responsible corporations to share experiences, to extend the spirit of PRME in Asia, and to further explore the possible influence of responsible management education on business.

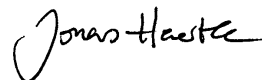
We appreciate your research on these important issues and invite you to share your ideas at this forum by directly addressing the participants as a guest speaker.

We hope that you will accept our invitation. We are looking forward to meeting you in Beijing.

Kindest regards,



Bin Yang, Senior Associate Dean  
School of Economics and Management  
Tsinghua University



Jonas Haertle, Head  
PRME Secretariat  
UN Global Compact Office