

Esoffflow invited to share its CSR experiences

On May 9th, Esoffflow was invited to share its experiences on working with CSR at the Danish Embassy's annual business-to-business partnership meeting. Aside from Danish and Vietnamese companies, the meeting was also attended by Charlotte Laursen, Head of Business Support Department, Danish Ministry of Foreign Affairs and John Nielsen, Danish Ambassador in Vietnam.

Under the headline "Why CSR should be part of your business strategy?", Managing Director Thomas Frisenberg and Deputy Managing Director, Do Thanh Dong told the audience about some of the more ambitious CSR initiatives which Esoffflow is engaging in.

Among the initiatives include employment of disabled people and promotion of female employment. Most recently, Esoffflow is engaging in training and job creation of ex-prostitutes and recovering drug-users.

Among the positive outcomes of Esoffflow's CSR activities are:

- Enlarged pool of candidates to recruit from
- Better attractiveness as an employer
- Improve loyalty among staff
- Improved working environment and team spirit
- Good reputation among existing clients
- Competitive advantage in the outsourcing industry

The conclusion made by Esoffflow is that, the costs of investing into good CSR practices are minimal compared to the outcome, and although no exact figure exists there is no doubt about the positive effect on the bottom line. CSR is today an integrated part of Esoffflow's business strategy.

May 11, 2011