

**Doing business in China:
Managing sustainability risks to enhance responsible business practices**
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CSR experts, Article 13, have launched a new feature on their website exploring sustainability risks presented by the burgeoning Chinese economy as well as some of the activities already underway to try and enhance the sustainability of this growth. <http://www.article13.com/csr/theissues.asp>

The main article, "China's industrial revolution – are we doomed to repeat the mistakes of the past?", considers the implications of increasing demand for electricity and water, as well as issues related to quality standards, human rights and supply chain management.

Whilst the rapid growth in coal power stations has severe consequences for the local environment and climate change, clean coal technology will add to the price of electricity and make it less affordable for the average Chinese family. The energy issue is explored in greater detail in CSR case studies profiling emissions reduction initiatives promoted by the Industrial Bank of China and the Chinese Renewable Association.

To illustrate the difficulties of doing business in China, the feature also examines examples of multinational corporations facing public outcry for their China-related business practices. This includes Google with its launch of a Chinese language version of its internet browser site, which includes information censorship and Mattel's recall of 18 million sub-standard toys which were manufactured in China.

The feature concludes by showing that adoption of more sustainable operating models brings success for businesses venturing into China and contributes to the development of China's corporate social responsibility. One example highlighted includes Wal-mart's partnership with the Chinese government to promote compliance with environmental law and regulation amongst its suppliers in China. Other companies referenced for their efforts include Stora Enso, Gap and CH2M.

Read "China's industrial revolution – are we doomed to repeat the mistakes of the past?!" to get more insight into business sustainability risks in China.

http://www.article13.com/A13_ContentList.asp?strCategory=Expert%20View

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