

NEWS/BUSINESS/FINANCE/LIFESTYLE EDITORS
[For Immediate Release]

Introducing Community Business Network: A New Era of Connection and Impact

Hong Kong, 6 Feb 2025 – For over a decade, the **Diversity and Inclusion in Asia Network (DIAN)** has played a pivotal role in fostering diversity, equity and inclusion (DE&I) conversations across Asia. As the corporate landscape evolves, so must the way organisations approach social impact and inclusion. In response to these shifts, we are excited to announce the **DIAN (Diversity and Inclusion in Asia Network) will rebrand as the Community Business Network** from February 2025, a change that reflects our broader mission and commitment to building meaningful connections.

Why the Change? Strengthening the Bridge Between Business and Community

At **Community Business**, our foundation has always been built on bridging the gap between corporations and the communities they serve. Upon reflecting on our work and engagement with partners, we recognised the need to **centralise and strengthen this approach**—leading to the decision to rebrand DIAN as the **Community Business Network**.

This transformation is more than just a name change. It is a **strategic shift** aimed at fostering greater collaboration, knowledge-sharing and social impact across the region. By creating a **stronger, more connected community**, we can enable deeper conversations and more sustainable outcomes for businesses committed to positive change.

A Stepping Stone to the Future of Inclusion

The **rebranding of DIAN to the Community Business Network** marks a significant milestone in our journey. It is an opportunity to **expand our reach, enhance our support for businesses, and drive lasting social change**. As we move forward, we remain committed to staying at the forefront of conversations around **impact, inclusion and belonging**.

We invite all our partners—new and existing—to join us in this next chapter. Together, we can build a more inclusive and socially responsible future for businesses across Asia.

For more information about the **Community Business Network rebrand**, please visit our blog <https://communitybusiness.org/latest-news-publications/dian-rebrands-community-business-network-new-era-connection-and-impact>

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About Community Business

Community Business is a not-for-profit organisation (Hong Kong Charity Number 91/6560) whose mission is to lead, inspire and support businesses to have a positive impact on people and communities. A recognised leader in advancing responsible and inclusive business practices in Asia, Community Business facilitates networks, conducts research and events, leads programmes and campaigns and provides consulting and training. Our focus on responsible business is aligned to four mission-led themes:

- Building responsible leadership
- Tackling workplace inequality
- Ensuring employee wellbeing
- Promoting social inclusion

Founded in 2003 and headquartered in Hong Kong with a presence in India and working with dedicated partners and consultants across Asia, Europe and the Americas, Community Business works with companies of all sizes and from diverse industries across Asia, harnessing the power of business to drive social change. For more information, please visit our website at www.communitybusiness.org.

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