



SECOND ASEAN INCLUSIVE BUSINESS SUMMIT

**Building enabling policy environments and
promoting inclusive business in ASEAN:
celebrating advances and envisioning the
future**

A public private dialogue

*Side event of the ASEAN Leaders Summit and
the ASEAN Business and Investment Summit*

Best Western Wanda Grand Hotel
Bangkok, 1 November 2019

Organised by OSMEP Thailand,
United Nations ESCAP and
the Inclusive Business Action Network (iBAN),
in collaboration with the ASEAN BAC



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Background

Inclusive businesses provide goods, services, and livelihoods on a commercially viable basis, to people living at the base of the pyramid making them part of the value chain of companies as suppliers, distributors, retailers, or customers.

Since ASEAN leaders in 2017 called for “greater emphasis on creating an enabling environment for Inclusive Businesses in ASEAN Member States” governments have started developing policies to encourage more inclusive businesses (IB) to emerge and scale up. At the same time business leaders, the finance community and other key stakeholders have stepped up to the task of developing and scaling IB models for economic growth and social impact at scale. The time is now ripe to take stock of the progress made and map public private collaborations that can further support IB in ASEAN.

Objective

The 2nd ASEAN Inclusive Business Summit will celebrate advances in building enabling policy environments and promoting inclusive business in ASEAN Member States and for the ASEAN community. It will be an opportunity to discuss public and private activities promoting inclusive business and to envision the future of IB promotion in ASEAN, which will be reflected in the outcome document of the Second ASEAN Inclusive Business Summit.

High-level government officials, business leaders and other key stakeholders will come together and commit to advance inclusive business together.

Dialogue

In the high-level public-private dialogue, government representatives will share their experience in promoting policies for inclusive businesses with CEOs of inclusive businesses seeking to scale up their growth and social impact.

Throughout the event IB models that are inspiring and enabling SMEs to thrive while generating substantive social and environmental benefits will be highlighted. Inclusive business leaders with a track record in doing well while doing good will share their experience in promoting innovative value chains that broaden the business prospects of small suppliers, provide new commercial opportunities for entrepreneurs, and deliver goods and services for those at the base of the economic pyramid.

The event will explore some of the more common challenges that inclusive businesses face and how governments can promote an enabling environment for inclusive businesses to prosper. Governments will share the advances of inclusive business policy developments in their countries and highlight opportunities for closer public private collaboration.

The event will draw on the results of various activities during the last two years, including:

- ASEAN Inclusive Business Policy Maker Engagement in collaboration with ACCMSME
- iBAN/ESCAP National inclusive business landscape studies and policy advisories
- ESCAP programme on policies for building impact investment ecosystems
- ESCAP work on assessing the state of social enterprises and providing policy advice
- ASEAN Business Advisory Council “the Code for Responsible and Inclusive Business”
- iBAN/AVPN Inclusive Business and Impact Investment Programme
- iBAN/Grow Asia Digital Capability Building and IB Design in Agriculture Programme

Participation

The Summit will be attended by representatives from the inclusive business ecosystem in ASEAN including:

- CEOs from companies with inclusive business models
- Government officials developing and implementing IB policies
- Financial institutions and multilateral development banks investing in inclusive business
- Intermediaries supporting inclusive business development
- Development partners supporting public and private sector IB initiatives
- NGOs working with communities in IB value chains
- International organizations promoting IB through their programmes

Expected number of participants: 100-150.

Expected outcome

The first ASEAN Inclusive Business Summit recognized exemplary IB models in ASEAN, identified the emerging interest from the public sector and finance sector to grow IB models, and proposed the integration of IB in ASEAN's Strategic Action Plan for Small and Medium Enterprise Development.

The second edition will celebrate advances made in inclusive business policies and promotion activities in ASEAN Member States and at the ASEAN level, and identify next steps to further support enabling environments for inclusive business, in particular through public-private collaboration on IB promotion.

It will offer insights on the ways in which inclusive business can inspire and enable SMEs and entrepreneurs to thrive while generating social and environmental benefits.

Programme

08.30-09.00 *Registration*

09.00-09.30 Opening

Grand

*Ballroom B,
5th floor*

- Mr. Kaveh Zahedi, Deputy Executive Secretary, United Nations ESCAP
- Mr. Akkarabhong Srisupandit, Deputy Director General, OSMEP
- Mr. Christian Jahn, Executive Director, iBAN
- Mr. Joey A. Concepcion III, Co-chair of ASEAN BAC, The Philippines

09.30-11.00 High-level public private dialogue on inclusive business

Grand

*Ballroom B,
5th floor*

Government representatives and CEOs of inclusive businesses will share their experience in promoting policies for inclusive businesses and expanding inclusive business models and their social impact.

Moderators: Ms. Marta Pérez Cusó, Economic Affairs Officer, ESCAP
Mr. Markus Dietrich, Director for Asia and Policy, iBAN

Speakers:

- H.E. Mr. HENG Sokkung, State Secretary, Ministry of Industry and Handicraft, Cambodia
- Mr. Noor Azmi Mat Said, CEO SME Corp., Malaysia
- Mr. Jerry T. Clavesillas, Director, Bureau of Small and Medium Enterprise Development (BSMED), Dept. of Trade and Industry, The Philippines
- Ms. Trinh Huong, Director of Policy Development, Agency for Enterprise Development, Ministry of Planning and Investment, Viet Nam
- Mr. Arvind Narula, CEO, Urmatt, Thailand
- Mr. Joey A. Concepcion III, Co-chair of ASEAN BAC, The Philippines

11.00-11.15 *Coffee Break*

11.15-12.30 Deep-dive parallel sessions on public private partnerships in the value chain

Grand

*Ballroom B,
5th floor*

Session I: Building inclusive business models in the agribusiness value chain

Interactive discussion on inclusive business models in agribusiness and how different public and private stakeholders can collaborate in the development of such models.

Moderator: Mr. Grahame Dixie, Executive Director, Grow Asia

Speakers:

- Mr. David Chen, Golden Sunland, Singapore
- Mr. Mark Matthews, Director Asia-Pacific, Business for Development
- Mr. SONG Saran, CEO, Amru Rice, Cambodia
- Mr. Michel Devarreware, Vice President, East-West Seed International

*Cosmos
room,
4th floor*

Session II: Building inclusive business models in the services value chain

Interactive discussion on inclusive business models in services and how different public and private stakeholders can collaborate in the development of such models.

Moderator: Mr. Armin Bauer, International Expert in Inclusive Business, ESCAP consultant

Speakers:

- Mr. SIM Chankiroth, CEO, BanhJi, Cambodia
- Mr. Linn Htlet Zan, OnDoctor, Myanmar
- Mr. Anh Nguyen Tuan, General Director, Green Generation, Viet Nam
- Mr. William Puyo, General Manager, Khmer Water Supply, Cambodia

12.30-13.30 Lunch

13.30-14.45 Deep-dive parallel sessions on enhancing the inclusive business ecosystem

*Grand
Ballroom B,
5th floor*

Session I: Inclusive business financing

Interactive discussion to explore impact investment for inclusive businesses as well as innovative options to enhance access to finance for SMEs to participate as suppliers, distributors and retailers for the inclusive business model.

Moderator: Mr. Jonathan Wong, Chief of Technology and Innovation, ESCAP

Speakers:

- Ms. Patsian Low, Chief of Staff, AVPN
- Ms. Jennifer Louie, Executive Director, Nexus for Development
- Mr. Kim Young-Choon, Executive Director, KOTEC
- Ms. Susan Olsen, Unit Head – Private Sector Financial Institutions, South Asia, Private Sector Operations Division, Asian Development Bank
- Mr. Bradley Kopsick, Country Director, Insitor Partners, Myanmar
- Mr. Christian Jahn, Executive Director, iBAN

*Cosmos
room,
4th floor*

Session II: Designing and implementing inclusive business policies (focus on accreditation, steering, and technical assistance)

Interactive discussion on how public and private actors collaborate in the design and implementation of national inclusive business policies.

Moderator: Mr. Markus Dietrich, Director for Asia and Policy, iBAN

Speakers:

- Mr. Armin Bauer, International Expert - Inclusive Business, ESCAP consultant
- Mr. Peter Brimble, Senior Technical Advisor, DaNa Facility, Myanmar
- Mr. Jerry T. Clavesillas, Director, Bureau of Small and Medium Enterprise Development (BSMED), Dept. of Trade and Industry, The Philippines
- Mr. Thomas Thomas, CEO, ASEAN CSR Network
- Mr. Oskar Haq, Global Advisor, SMEs/Private Sector and Markets, Oxfam GB

14.45-15.00 *Coffee*

15.00-16.15 Policies and partnerships to enhance inclusive business

Grand

*Ballroom B,
5th floor*

Interactive discussion of policies being implemented in ASEAN Member States to promote inclusive business, and identification of next steps to further enhance inclusive business among ASEAN Member States.

Moderator: Ms. Marta Pérez Cusó, Economic Affairs Officer, ESCAP

Speakers:

- Mr. Hort Pheng, Director-General, General Department of SME and Handicrafts, Ministry of Industry and Handicraft, Cambodia
- Mr. Leonardo Sambodo, Director of Industry, Tourism and Creative Economy, Bappenas, Indonesia
- Mr. Noor Azmi Mat Said, CEO SME Corp., Malaysia
- Ms. Yi Yi Khaing, Deputy Director General, Ministry of Industry
- Ms. Trinh Huong, Director of Policy Development, Agency for Enterprise Development, Ministry of Planning and Investment, Viet Nam
- Ms. Nora'in Ali, Assistant Director, Enterprise and Stakeholder Engagement Division, ASEAN Secretariat
- Mr. Gil Gonzales, Executive Director, ASEAN Business Advisory Council

16.15-16.45 Closing

Grand

*Ballroom B,
5th floor*

- Mr. Gil Gonzales, Executive Director, ASEAN BAC
- Mr. Markus Dietrich, Director for Asia and Policy, iBAN
- Mr. Jérôme Pons, Head of Cooperation Bhutan, China, India, Malaysia, Mongolia, Thailand, Delegation of the European Union to Thailand
- Ms. Mia Mikic, Director, Trade, Investment and Innovation Division, United Nations, ESCAP



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