



FOURTH ASEAN INCLUSIVE BUSINESS SUMMIT

**Building Inclusive Businesses
To Build Back Better**

*Virtual Event, 22 September 2021
09:00 – 17:00 hrs (GMT +7 / Jakarta Time)*

Organised by
Darussalam Enterprise (DARE)
United Nations Economic and Social Commission for
Asia and the Pacific (ESCAP)
Inclusive Business Action Network (iBAN)
Organisation for Economic Co-operation and
Development (OECD)

Background

Inclusive businesses provide goods, services, and livelihoods on a commercially viable basis, either at scale or scalable, to people living at the Base of the Economic Pyramid (BoP), making them part of the value chain of companies' core business as suppliers, distributors, retailers, or customers¹.

ASEAN governments have been exploring means to encourage more inclusive businesses (IB) to emerge, replicate and scale-up, and some member states are introducing national strategies and programmes to promote IB. At its 52nd Meeting in August 2020, ASEAN Economic Ministers endorsed the Guidelines for the Promotion of Inclusive Business in ASEAN.

At the same time, despite the current difficult COVID-19 context, business leaders, impact investors, and development actors are investing in IB models that support economic growth and social impact at scale.

The ASEAN Community is promoting inclusive business to address the challenges posed by COVID-19 and build back better. Business leaders and investors can learn from the diversity of business models in this region and public officials want to explore how to put into practice the recently adopted Guidelines for the Promotion of Inclusive Business in ASEAN.

Objective

The Fourth ASEAN Inclusive Business Summit will present a diversity of business models in Southeast Asia and beyond that are helping build back better. It will showcase essential elements that make a business model both inclusive and commercially viable and explore how inclusive businesses are helping low-income and marginalized populations to recover from the economic crisis. It will also present digital solutions, investment models, and partnerships that enable businesses to address the challenges posed by COVID-19 and build back better.

The Summit will explore how governments can put into practice the Guidelines for the Promotion of Inclusive Business in ASEAN. It will discuss in detail two of the core measures suggested in the Guidelines: **1) the establishment of an inclusive business accreditation and registration system, and 2) the provision of business coaching services for firms to develop inclusive business models.**

Participation

The Summit will feature and attract multiple stakeholders involved in the inclusive business ecosystem in ASEAN, including:

- CEOs from companies with inclusive business models
- Public officials promoting inclusive businesses
- Financial institutions and multilateral development banks investing in inclusive business
- Organizations supporting inclusive business development
- National and international development partners and civil society organisations supporting public and private sector initiatives relevant for inclusive businesses

The Summit will be organized virtually, and it is expected to attract about 150 attendants.

Expected outcomes

The Fourth ASEAN Inclusive Business Summit will share learnings in the promotion of inclusive business. It will identify digital solutions, investment models, and partnerships that enable businesses to address the challenges posed by COVID-19 and build back better. The Summit will also explore in detail how to put into practice the Guidelines for the Promotion of Inclusive Business in ASEAN, particularly on IB accreditation and registration as well as IB coaching for companies.

¹ Guidelines for the Promotion of Inclusive Business in ASEAN, 2020

Programme

08.45-09.00 *Connecting to the event page*

09.00-09.30 **Opening**

- Pengiran Hajah Zety Sufina Binti Pengiran Dato Paduka Haji Sani, Permanent Secretary (Industry), Ministry of Finance and Economy, Brunei Darussalam
- Mr. Kaveh Zahedi, Deputy Executive Secretary, United Nations ESCAP
- Dr. Alexander Böhmer, Head of South and Southeast Asia Division, OECD

09.30-09.45 **Inclusive businesses making a difference in ASEAN**

Video showcasing how inclusive businesses make a difference and how the ASEAN community is promoting Inclusive Business.

09.45-10.45 **High-level panel on promoting inclusive business to build back better**

Government officials and CEOs of inclusive businesses will discuss how they are building and promoting inclusive business in post-COVID times and how IB policy support can help. They will present how they seek economic opportunities alongside greater access to affordable goods and services.

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

- YBhg. Dato' Suriani binti Dato' Ahmad, Chair of ACCMSME/ Secretary General, Ministry of Entrepreneur Development and Cooperatives (MEDAC) Malaysia
- H.E. HENG Sokkung, State Secretary, Ministry of Industry, Science, Technology and Innovation, Cambodia
- Ms. Bui Thu Thuy, Deputy Director General of Agency for Enterprise Development, Ministry of Planning and Investment, Viet Nam
- Ms. Naina Batra, Chief Executive, AVPN

10.45-11.00 *Coffee Break*

11.00-12.30 **Parallel Session 1a: Inclusive business models promoting digital inclusion**

Five business leaders from ASEAN and beyond showcase how their business models promote digital inclusion. The presentations will be commented by experts that will identify the key elements that make those business models inclusive.

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

- Ms. Mint Lee, Founder of School of Concepts Pte Ltd, Singapore
- Ms. Suthasiny SUDPRASERT, Co-Founder and Ms. Pattamaphon DUMNUI, Co-Founder, Happy Grocers, Thailand
- Mrs. Nguyen Thi Phuong Thao, Deputy Director, Vice Chairwoman, Vietnam Woman Entrepreneur Council (VWEC), Vietnam Chamber of Commerce and Industry (VCCI), Viet Nam
- Ms. Celia Boyd, Co-Founder & Technical Advisor, SHE Investments, Cambodia

Parallel Session 1b: Inclusive businesses and SMEs

Interactive discussion on how inclusive businesses incorporate MSMEs in their value chains, support green recovery and promote access to markets, finance and skills development.

Moderator: Ms. Hilyati Muhammad Nasir, Director, Policy Monitoring & Inclusive Development Division, SME Corporation Malaysia

- Mr. Abd. Malik bin Atan, Director of Green Standards and Verification Centre, Malaysian Green Technology & Climate Change Centre (MGTC), Malaysia
- Ms. Hongkham Xiong, Co-Founder, Passa Paa, Lao PDR
- Mr. Jakkapong Chinkrathok, CEO, Find Folk Co., Ltd., Thailand
- Dr. Nur Rahman, CEO, Ghanim International Corporation Sdn Bhd, Brunei Darussalam

12.30-13.30 *Lunch*

13.30-15.00 Session 2: Accreditation and registration of inclusive business models – good practices

Presentation of the IB accreditation and registration model proposed in the Guidelines, followed by an interactive discussion on how IB accreditation and registration can be introduced in different ASEAN countries.

Moderator: Dr. Peter John Brimble, Expert inclusive business

- Mr. Vanthou Chorn, Deputy Director of Planning, Statistics, Cooperation, and ASEAN Affairs, Ministry of Industry, Science, Technology and Innovation (MISTI), Cambodia
- Mr. Sambath Bun, Executive Director, Young Entrepreneurs Association Cambodia
- Mr. Tham Jierong, Deputy Director, raiSE, Singapore
- Mr. Song Saran, CEO, Amru Rice, Cambodia

15.00-15.15 *Coffee*

15.15-16.45 Parallel Session 3a: Coaching businesses to be inclusive – key insights

Business development advisors, policymakers and managers will discuss how best to coach businesses to be inclusive. It will provide insights on both how to promote mainstream businesses to develop inclusive business models and how to support social enterprises to scale up their impact. The session will also explore the key elements of building a facility for coaching inclusive businesses.

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

- Ms. Honorable Dayang Nik Hafimi binti Abdul Haadii, Member of the Legislative Council of Brunei, Chairperson of Yayasan Committee on Social Enterprise, Brunei Darussalam
- Mr. Nam Soon Liew, ASEAN Regional Managing Partner, EY, Singapore
- Ms. Britt de Lange, Country Manager, Bopinc, Myanmar
- Mr. Callum Yap, Manufacturing & Marketing Lead, Okra Solar, Cambodia

Parallel Session 3b: Promoting social enterprises as another approach to enhancing inclusive business and responsible and sustainable growth.

To be transformative inclusive businesses need to scale and create partnerships. Interactive discussion will explore linkages between promoting social enterprises, inclusive businesses; environmental, social and corporate governance; and responsible and sustainable businesses.

Moderator: Mr. Max Bulakovskiy, Policy Analyst, Social Economy and Innovation Unit, Centre for Entrepreneurship, SMEs, Regions and Cities (CFE), OECD

- Ms. Amal Chevreau, Policy Analyst, Social Economy and Innovation Unit, CFE, OECD
- Mr. Duke Diskul, Chief Executive Officer at Mae Fah Luang Foundation, Thailand
- Ms. Fay Fay Choo, Asia Director for Cocoa Sustainable Sourcing, Mars Inc
- Mr. Gil Gonzales, Executive Director, ASEAN-BAC

16.45-17.00 Closing

- Ms. Marta Pérez Cusó, Economic Affairs Officer, ESCAP
- Dr. Christian Jahn, Executive Director, iBAN
- Ms. Norlela Suhailee, Head of Business Development and Support, Darussalam Enterprise (DARE), Brunei Darussalam