



THIRD ASEAN INCLUSIVE BUSINESS SUMMIT

**Inclusive business partnerships
to address challenges ahead**

29 September 2020

*Virtual event
Bangkok, Thailand Time GMT +7*

Organised by
United Nations 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, 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 2017, when ASEAN leaders called for “greater emphasis on creating an enabling environment for Inclusive Businesses in ASEAN Member States”, governments have been exploring means to encourage more inclusive businesses (IB) to emerge and scale up. Moreover, business leaders, the finance community and other key stakeholders have been developing IB models to support economic growth and social impact at scale.

As business leaders and governments make progress in promoting inclusive business, it is worth exploring how inclusive business can support specific major socio-economic needs. This includes considering how inclusive businesses can help address the challenges posed by COVID-19 and how women, overrepresented among the poor, can be better included in the value chain of inclusive business.

The ASEAN Community is now ready to consolidate its experience and eager to explore how inclusive business can help address the social and economic challenges posed by COVID-19.

Objective

The 3rd ASEAN Inclusive Business Summit will provide an opportunity to discuss how each AMS could advance the implementation of inclusive business model, present the Guidelines for the Promotion of Inclusive Business in ASEAN, and explore partnerships – in terms of knowledge, digital platforms, investments and facilitation– that enable the growth of inclusive business in ASEAN and their social impact. The inclusion of women in the value chain as producers, distributors, suppliers and consumers will be highlighted throughout the Summit. The summit will also discuss how inclusive businesses can respond and help SMEs and those at the BOP recover from the economic crisis ensuing from the COVID-19 pandemic.

Partnerships

Government representatives and CEOs of inclusive businesses will share their views on how inclusive business can address the social and economic challenges that citizens, SMEs and governments in ASEAN face to respond and recover from the COVID-19 crisis.

The event will identify and explore IB models, partnerships and digital solutions that help address the social and economic challenges posed by COVID-19, including:

- sustaining agricultural value chains;
- responding to the health and social crisis generated by COVID-19;
- facilitating access to finance for businesses in times of crisis; and
- supporting the resilience, recovery and development of SMEs.

Inclusive business leaders and other stakeholders with a track record in doing well while doing good will share their experience in sustaining value chains that provide business opportunities for SMEs and entrepreneurs, and deliver essential goods and services for those at the base of the economic pyramid.

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 outcomes

The previous editions of the ASEAN Inclusive Business Summit recognized IB models in ASEAN, proposed the integration of IB in ASEAN's Strategic Action Plan for Small and Medium Enterprise Development and then celebrated advances made in inclusive business policies and promotion activities in ASEAN Member States and at the ASEAN level.

The Third ASEAN Inclusive Business Summit will share learnings in the promotion of inclusive business and will present the Guidelines for the Promotion of Inclusive Business in ASEAN. The Summit will also identify and explore partnerships that can help respond and recover from the COVID-19 crisis.

Programme

Bangkok time

08.30-09.00

Registration

09.00-09.30

Bangkok time

GMT+7

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Opening

- Mr. Bountheung Douangsavanh, ACCMSME Chair/ Director-General, Department of SME Promotion, Ministry of Industry and Commerce, Lao PDR
- Mr. Kaveh Zahedi, Deputy Executive Secretary, United Nations ESCAP
- Mr. Christian Jahn, Executive Director, iBAN
- Dr. Alexander Böhmer, Head of South and Southeast Asia Division, OECD

09.30-09.45

Bangkok time

GMT+7

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Overview of Inclusive Business in ASEAN

Presentation on the overview of inclusive business in ASEAN and the progress of mainstreaming IB policies in ASEAN countries.

Introduced by Ms. Marta Pérez Cusó, Economic Affairs Officer, United Nations ESCAP

09.45-10.45

Bangkok time

GMT+7

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High-level session on inclusive business partnerships to address challenges ahead

Government representatives and CEOs of inclusive businesses will share their views on how inclusive business can address the social and economic challenges that citizens, SMEs and governments in ASEAN face to respond and recover from the COVID-19 crisis.

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

Speakers:

- Mr. HENG Sokkung, State Secretary, Ministry of Industry, Science, Technology and Innovation, Cambodia
- Ms. Trinh Huong, Director of Policy Development, Agency for Enterprise Development, Ministry of Planning and Investment, Viet Nam
- Mr. Rizal Nainy, CEO, SME Corp., Malaysia
- Ms. Pacita Juan, Co-Founder, ECHOstore sustainable lifestyle, The Philippines
- Mr. Perry Rivera, President and CEO of Manila Water Philippine Ventures and Manila Water Asia Pacific, The Philippines
- Mr. Gil Gonzales, Executive Director, ASEAN Business Advisory Council

10.45-11.00

Coffee Break

Deep-dive sessions on partnerships in the value chain

11.00-11.45

Bangkok time

Session I: Building inclusive business models

GMT+7

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Interactive discussion on inclusive business models and how MSMEs can be integrated into the business value chain.

Moderator: Ms. Sharifah Najwa Syed Abu Bakar, Chief Knowledge Management and Strategy Officer, SME Corp. Malaysia

Speakers:

- Mr. Linn Htet Zan, OnDoctor, Myanmar
- Ms. Melanie Moleño, IB expert, the Philippines
- Mr. William Puyo, General Manager, Khmer Water Supply, Cambodia
- Dr. Mahendra Shah, Founder and Director of Zen Resort Bali, Indonesia
- Mr. Lewi Cuaca, Founder and President Director, Lewi's Organics, Indonesia

11.45-12.30

Bangkok time

GMT+7

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

Interactive discussion on inclusive business models in the agribusiness value chain and how public and private stakeholders can collaborate and how digital solutions can support the development of resilient agricultural value chains.

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

Speakers:

- Mr. SONG Saran, CEO, Amru Rice, Cambodia
- Ms. Ada Hua, Head of Inclusive Business ASEAN, Covestro
- Mr. Cresente Paez, Cooperative Development Director, Asian Farmers Association for Sustainable Rural Development
- Mr. Simon Bakker, Founder and CEO, Kennemer Food, The Philippines
- Ms. Shivani Kannabhiran, Sector Lead, Centre for Responsible Business Conduct, OECD

12.30-14.00

Lunch

Deep-dive sessions on enhancing the inclusive business ecosystem

14.00-14.45

Bangkok time

GMT+7

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Session III: Inclusive business financing

Interactive discussion to explore impact investment for inclusive businesses as well as innovative options, including financial instruments or fintech solutions, to enhance access to finance for MSMEs and women entrepreneurs to participate as suppliers, distributors and retailers for the inclusive business model.

Moderator: Ms. Susan Olsen, Unit Head – Private Sector Financial Institutions, South Asia, Private Sector Operations Division, Asian Development Bank

Speakers:

- Ms. Patsian Low, Chief of Staff and Policy Advisor, Asian Venture Philanthropy Network (AVPN)
- Mr. Jonathan Wong, Chief of Technology and Innovation, United Nations ESCAP
- Ms. Jennifer Buckley, Managing Director, Small Enterprise Assistance Fund (SEAF)
- Mr. John McGinley, Managing Partner, Mekong Strategic Partners
- Ms. Maud Savary-Mornet, Senior Advisor, South East Asia, GIIN

- Ms. Mercy Simorangkir, Managing Director, Asosiasi Fintech Indonesia (AFTECH)

14.45-15.30

Bangkok time
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Session IV: Inclusive business and SMEs

Interactive discussion on how inclusive businesses incorporate MSMEs in their value chains, provide services to MSMEs and enable digital transformations that support SMEs resilience, development and recovery.

Moderator: Ms. Wimonkan Kosumas, Deputy Director General, OSMEP, Thailand

Speakers:

- Mr. Oskar Haq, Global Advisor, SMEs/Private Sector and Markets, Oxfam GB
- Mr. SIM Chankiroth, CEO, Banhji, Cambodia
- Mr. Nguyen Hoang Lan, Vietnam Association of Small and Medium Enterprises (VINASME)
- Ms. Christina Tewes-Gradl, Founding and Managing Director, Endeava
- Mr. Max Bulakovskiy, Policy Analyst and Project Manager, Social Economy and Innovation Unit, Centre for Entrepreneurship, SMEs, Regions and Cities, OECD

15.30-15.45

Coffee

15.45-17.00

Bangkok time
GMT+7

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Session V: Guidelines for the Promotion of Inclusive Business in ASEAN

Introduction of and interactive discussion on the Guidelines for the Promotion of Inclusive Business in ASEAN.

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

Speakers:

- Mr. Bountheung Douangsavanh, ACCMSME Chair/ Director-General, Department of SME Promotion, Ministry of Industry and Commerce, Lao PDR
- Mr. Vanthou Chorn, Deputy Director of Planning, Statistics, Cooperation, and ASEAN Affairs, Ministry of Industry, Science, Technology and Innovation (MISTI), Cambodia
- Ms. Victoria br Simanungkalit, Deputy Minister for Production and Marketing, Ministry of Cooperatives and SMEs, Indonesia
- Mr. Tham Jierong, Deputy Director, Singapore Centre for Social Enterprise (raiSE)
- Ms. Trinh Huong, Director of Policy Development, Agency for Enterprise Development, Ministry of Planning and Investment, Viet Nam
- Ms. Norlela Suhailee, Head of Business Advisory & Services, Darussalam Enterprise (DARE), Brunei Darussalam

17.00-17.15

Bangkok time
GMT+7

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Closing

- Ms. Karen Maguire, Head of Local Employment, Skills and Social Innovation Division, OECD
- Mr. Christian Jahn, Executive Director, iBAN
- Ms. Mia Mikic, Director, Trade, Investment and Innovation Division, United Nations ESCAP