



ASEAN
CAMBODIA 2022

ASEAN A.C.T.:
Addressing Challenges Together



FIFTH ASEAN INCLUSIVE BUSINESS SUMMIT

“ Together ASEAN IBee ”

Siem Reap, 26-27 October 2022

Organised by



In partnership with



Inclusive Business
Action Network



Day 1 of Fifth ASEAN INCLUSIVE BUSINESS SUMMIT

Registration and COVID-19 Rapid Test:
8:00am – 9:00am

(Rise for Cambodian national anthem and ASEAN anthem at
the beginning of the Opening Session)

Opening Session



H.E. Kitti Settha Pandita Cham Prasidh

Senior Minister, Minister of Industry, Science, Technology & Innovation (MISTI), Cambodia



Ms. Armida Salsiah Alisjahbana

Under-Secretary-General of the United Nations and Executive Secretary of ESCAP



Dr. Alexander Bohmer

Head of South and Southeast Asia, OECD



Mr. John Samuel

Regional Director of Asia, OXFAM

Session 1: Inclusive Business (IB) Policy

Stakeholders will discuss strategic public-private sector partnerships to promote the participation of Inclusive Business (IB) towards inclusive and sustainable economy in ASEAN.

Session 1a: presentation: Progress on the guidelines for the promotion of inclusive business in ASEAN and beyond



Dr. Christian Jahn

Executive Director, iBAN

The presentation will provide an overview on the policy recommendations detailed in the guidelines and on the progress of their implementation in ASEAN member states and beyond.

Coffee break

9:45AM – 10:00AM

Session 1b: High-level Policy Panel: Addressing Challenges Together



Mr. Jonathan Wong

Chief of Technology and Innovation,
ESCAP

(Moderator)



H.E. Heng Sokkung

Secretary of State, Ministry of MISTI,
and President of Cambodia's IB
Steering Group, Cambodia



Ms. Trinh Thi Huong

Deputy Director General, Enterprise
Development Agency, Ministry of
Planning and Investment, Viet Nam



Dr. Wimonkan Kosumas

Deputy Director-General, Office of SMEs
Promotion (OSMEP), Thailand

FIFTH ASEAN INCLUSIVE BUSINESS SUMMIT

High Level Policy Panel – Addressing Challenges Together

H.E. Dr. Heng Sokkung

Secretary of State, MISTI and
President of Inclusive Business
Steering Group, Cambodia



IBeeC Logo



Arrow refers to systemic, innovative, and scale-up solutions that lead to socio-economic growth and triple wins

Triangle Shape refers to the poor at the Base of the Pyramid (BoP) cheering

IBEEC stands for Inclusive Business Enabling Environment for Cambodia

18 IB Accredited Companies in the 1st IB Accreditation



Inclusive Business Institutional Structure in Cambodia





PROGRAM ON SUPPORT FOR PRIVATE ENTERPRISES IN SUSTAINABLE BUSINESS IN THE PERIOD OF 2022 – 2025

(Attached to Decision No. 167/QĐ-TTg dated February 8, 2022 of the
Prime Minister)

1. General Objectives

- ◆ Sustainable development of private enterprises, harmonious combination of economic efficiency and social responsibility, accomplishment of **17 SDGs of Vietnam by 2030.**
- ◆ Mobilize social resources to **develop an ecosystem** for sustainable business development.



2. Sustainable Businesses

- ◆ **Circular economy model:** Business activities aim to reduce exploitation of materials, prolong product life cycle, limit waste and minimize environmental impact
- ◆ **Inclusive business model:** Mobilize low-income people to participate in the value chain to create shared value
- ◆ **Other sustainable business models:** Businesses ensure economic sustainability, environmental protection, climate change response, and address social security issues



3. Sustainable Business Support Ecosystem



- Mass media and social network to raise awareness about sustainable business
- Training, awareness raising and capacity building for employees
- Network of consultants to support enterprise in sustainable business
- Information platform to form a database on sustainable business

4. Sustainable Business Support Ecosystem (cont.)

- Study, develop and apply solutions and tools for measurement, assessment and recognition of sustainable business.
- Connecting sustainable businesses with credit institutions and investors.
- Provide advisory support on financial, credit products and services for sustainable business
- Organize conferences, seminars, workshops to disseminate information, experience and good practices on sustainable business models.



5. Support for Sustainable Businesses

Access to financial sources or investment capital mobilization

In-depth training and coaching on the application and development of sustainable business models.

Relevant technologies, technical standards and regulations; costs of inspection, calibration

Strategy formulation, model design, sustainable business plans

Cost of renting and purchasing digital transformation solutions; testing, finetuning models and products.

Communication, trade promotion, market expansion for sustainable business products and services

Session 1c: Delivering Impact through woman in IB



Mrs. Sophoan Phean

National Director,
OXFAM

(Moderator)



Ms. Boots Garcia

Founding Chairperson and
president of Philwen,
philippines



Ms. Ngo Thi Hoai

CEO of We Create
Vietnam and Vietnam
Woman Entrepreneurs
council's partner



H.E. Ms. Chea Rotha

Under Secretary of State,
MISTI, and Vice President
Cambodia Woman
Entrepreneurs Association,
Cambodia



Mr. Soe Lwin Tun

Senior Director, Myanmar
Belle Company



Mrs. Dinny Jusuf

Founder &
Chairwoman,
TORAJAMELO,
Indonesia



Mrs. Phirum Dyphan

Founder, MUCH Mobile
Healthcare, Cambodia



Lunch Exhibition of IB Cases

12:30PM – 14:00PM

Session 2: IB Policies in Practice

Panellists will exchange views on implementing IB policies, the challenges and opportunities for partnership.

Session 2a: IB and Social Enterprise Accreditation Incentives



Dr. Armin Bauer

IB Consultant to MISTI

(Moderator)



H.E. Meng Nimol

Deputy Director General,
Cambodia Chamber of Commerce



Mr. Nguyen Duc Tung

General Secretary, VIDA, Vietnam



Ms. Tarlapaporn Punyoria

Executive Director, social
Enterprise Association,
Thailand



Mr. Jierong Tham

Deputy Director, raSE,
Singapore

Session 2b: IB Business Coaching and Mentoring



Ms. Sopheara EK

IB Consultant to MISTI
(Moderator)



Ms. Lisa J. Cheong

Senior Consultant, Emerging
Markets Consulting (EMC),
Cambodia



Mr. Barnev Theodore Soukotta

Project Coordinator, ASEAN Foundation



Mr Hassan Hajam

Executive Director,
Platform Impact,
Cambodia



Dr. Aung Thura

CEO of Thura Swiss, and Deputy Chair
of the Young Entrepreneurs
Association, Myanmar

THE INCLUSIVE BUSINESS –COACHING/MENTORING TOOL KIT

TOOLS	TOOL 1 IB Readiness Assessment	TOOL 2 IB Transformation	TOOL 3 IB Deep Dive	TOOL 4 IB Mentorship
OBJECTIVE	<ul style="list-style-type: none"> To assess whether a company has the potential to become an IB 	<ul style="list-style-type: none"> To identify a company's route to IB Transformation Potential 	<ul style="list-style-type: none"> An in-depth analysis of the potential strategies that companies can implement to develop IB models 	<ul style="list-style-type: none"> Entrepreneurs, who are/have developed IB models provide coaching/mentoring to entrepreneurs in their sector to become IBs
HOW?	<p>Self Assessment Survey/Questionnaire</p> <ul style="list-style-type: none"> BoP Engagement Pursuing Financial viability, Scalability of potential IB line/business Impact Measurement & Management Systems of BoP 	<p>Using an IB Transformation Table Matrix</p> <ul style="list-style-type: none"> a diagnostic tool using a SWOT framework to evaluate the 3 Building Blocks in a company : <ul style="list-style-type: none"> B.B.1: Business operations B.B.2: Value Chain activities B.B.3: Impact Measurement systems <p>and how they intersect with 5 IB Dimensions:</p> <ol style="list-style-type: none"> BoP Engagement Financial Viability Scalability Innovations/tech advances Key Partners 	<p>Using the SWOT Analysis from Tool 2 to:</p> <ol style="list-style-type: none"> Identify specific IB Transformation Goals to be implemented based on the IB Dimensions in the Building Blocks Prioritize/rate the IB Transformation Goals (high, medium or low) in each of the 3 Building Blocks sections: <ul style="list-style-type: none"> B.B.1: Business operations B.B.2: Value Chain activities B.B.3: Impact Measurement systems 	<p>Using a Mentoring Framework</p> <ul style="list-style-type: none"> Block 1: Setting the stage: KO session, goals/objectives/commitment/expectations Block 2: Mentoring Framework: Co-create a Mentoring Plan that allows to enhance the scope and achieve the objectives proposed in the Tool 3 Transformation Action Plan Block 3: Evaluating the mentoring process: Achievements, feedback, next steps
OUTCOME	<p>Self Diagnostic Of A Business Line/Entire Business to determine if a company qualifies as a potential IB</p> <p>Results: A consultant can support interpretation and aggregation of findings</p>	<p>SWOT Analysis: identifies <i>where the company currently is and where its IB potential could be</i> by evaluating ways to overcome weaknesses and leveraging the opportunities identified</p> <ul style="list-style-type: none"> Provides a ROADMAP of the IB Transformation Potential of applicable IB Dimensions. 	<p>Transformation Action Plan IB Transformation Goals identified and prioritized with specific outputs:</p> <ul style="list-style-type: none"> Core activities of those goals KPIs Timeframe Resources (\$ or other) 	<p>Mentoring Plan: Achievement of specific IB Transformation goals and activities as outlined in the Mentoring framework</p> <p>Evaluation of Mentoring Process</p>
BY WHOM?	<ul style="list-style-type: none"> Companies (Management) Bus. Associations Dev. Partners Impact Investors (Portfolio Assessment) 	<ul style="list-style-type: none"> IB-CM trained consultants and facilitators Mainstream business consultants with additional training in IB (IBAN course) 	<ul style="list-style-type: none"> IB-CM trained consultants and facilitators 	<ul style="list-style-type: none"> Business Associations Company to company with specific sector experience
CAPACITY BUILDING	<ul style="list-style-type: none"> One on one Portfolio analysis 	<ul style="list-style-type: none"> One on one 	<ul style="list-style-type: none"> One on one 	<ul style="list-style-type: none"> One on one
TIME	<ul style="list-style-type: none"> 0.5 days (2 to 3 hours) 	<ul style="list-style-type: none"> 3 days to 5 days (2 hour sessions per day) 	<ul style="list-style-type: none"> 3 days (2 hour sessions per day) 	<ul style="list-style-type: none"> Time frame dependent on agreement between Mentor & Mentee (eg: 2 hours monthly)

Session 2c: IB financing and reducing investment risk under a regional perspective



Ms. Ratana Phurik-Callebaut
IB Consultant to MISTI
(Moderator)



Mr. Borann Kea
CEO of AMK Microfinance
Cambodia



Mr. Bradley Kopstick
Country Director, Insitor,
Myanmar/Cambodia



Mr. Geetali Kumar
Senior Investment Officer, IFC



Ms. Hawali Dahlia
Project Manager, Agence
Francaise de Development
(AFD)



Mr Johnathan Abeywickrana
Head of Impact Partners, IIX

17:00pm – 17:30pm

End of Day 1 and On-Site Exhibition of IB
Cases

PRESS BRIEFING

Cambodia, ESCAP, iBAN, OECD, OXFAM



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IBeeC
អាជីវកម្មបរិយាប័ន្នកម្ពុជា
INCLUSIVE BUSINESS CAMBODIA

In partnership with



iBAN

Inclusive Business
Action Network



Day 2 of Fifth ASEAN INCLUSIVE BUSINESS SUMMIT

Registration:

8:30am – 9:00am

(Rise for Cambodian national anthem and ASEAN anthem at the beginning of the Opening Session)

Session 3: IB Solutions

Companies will exchange on their IB innovations, how the innovations have impacted the people and the planet, and make recommendations for promoting IB in the specific sectors

Session 3a: IB solutions for Climate Change and the Environment



Dr. Christian Jahn

Executive Director, iBAN

(Moderator)



Mr. Albert Teo

CEO, Borneo Eco
Tours, Malaysia



Ms. Smita Jacob

Director Policy, Asian
Venture Philanthropy
Network, Singapore



Ms. Mai Pham Phuong

Manager IB, Covestro,
Vietnam



Mr. Kunthy Kann

Vice President, Amru rice,
Cambodia

Coffee Break

10:00AM – 10:15AM

Parallel Session 3b (i): IB in Agriculture and Food Systems



Ms. Marta Perez Cuso

Economic Affairs Officer, EXCAP

(Moderator)



Ms. Lisa Nguyen Thi Huyen

Director, VinaSamex, Vietnam



Dr. Vanessa Teo

CTO, AgriG8 and CEO of Agrome IQ International, Brunei Darussalam

Chief of Staff, Vietnam Digital Agriculture Association (VIDA)



Mr. Hoang Long

Chief of Staff, Vietnam Digital Agriculture Association (VIDA)



Ms. Srivalli Krishnan

Senior Programme Officer, Global Development Bill & Melinda Gates Foundation

Parallel Session 3b (ii): IB for Social and Municipal Solutions (Education, Skills, Housing and health)



Mr. William Puyo

CEO of Khmer Water Supply Holdings, Cambodia
(Moderator)



Mr. Youk Chamroeunrith

Group CEO, Forte Insurance Cambodia



Mr. Benjamin Chua

CEO of Speco, Singapore



Ms. Jeanette Fabul-Foulc

Chief of International Operations, Phinma Education, Philippines



Ms Nur Diyana Sulaiman

CEO Projek FEED Management Services, Brunei Darussalam



Mr. Steven Ramsey

Head of Global Partnerships, Nazava Water Filters, Indonesia

Session 3c: IB in Global Value Chains



Mr Max Bulakovskiy

Project Manager, OECD Southeast Asia Regional Programme
(Moderator)



H.E. Bun Chanthy

Under Secretary of State,
Ministry of Commerce,
Cambodia



Ms. Leida Rijnhuot

CEO of World Fair Trade
Organization



Ms. Susie Martin

CEO, Laos Buffalo Dairy,
Lao PDR



Ms. Pacita Juan

Co-Chair, The Philippines
Coffee Board Inc, The
Philippines



Lunch
Exhibition of IB Cases

12:45PM - 14:00PM

Session 4: Moving Forward Together on Promoting IB Enabling Environment (Ibee)

IB champions will discuss possible joint initiatives to promote IB enabling environment (IBee) in ASEAN

Ibee 2023 – 2025: A proposal for going forward together in ASEAN on Ibee



Mr. Jonathan Wong

Chief of Technology and Innovation, ESCAP (Moderator)



H.E SOEM Nara

Under Secretary of State, MISTI, and Vice President of IB Steering Group, Cambodia



Ms. Antonella Noya

Head of Social Economy and Innovation, OECD DFAT (TBC)



Ms. Susan Olsen

Unit Head, Private Sector Financial Institutions Mekong Region, Asian Development Bank



Mr. Luhur Pradjarto

Senior Adviser to Minister for Inter-Institutional Relations, Ministry of Cooperatives and SMEs, Indonesia

Closing Remarks



Mr. Markus Dietrich

Director of Policy, Inclusive
Business Action Network
(iBAN)



Mr. Luhur Pradjarto

Senior Adviser to Minister for Inter-
Institutional Relations, Ministry of
Cooperatives and SMEs, Indonesia



H.E. Heng Sokkung

Secretary of State, MISTI, and
President of IB Steering
Group, Cambodia

Coffee Break
(END OF THE EVENT)

15:30PM – 15:45PM

Session 5: IB Together in the World (By Invitation Only)

Government officials and selected stakeholders from Azerbaijan, Colombia, India, Nigeria, Zambia will share experiences with their peers from ASEAN member states on efforts to promote inclusive business. ASEAN member states will provide their insights into developing enabling environments for inclusive business.

This South-South Peer Learning aims to stimulate discussions about government initiatives on IB promotion beyond ASEAN and support the advancement of the IB agenda in the respective countries and regions.