



SEVENTH ASEAN INCLUSIVE BUSINESS FORUM

Lao Plaza Hotel, Vientiane, Lao PDR

23-24 September 2024

Organisers

Ministry of Industry and Commerce, Lao PDR

ASEAN Secretariat

United Nations Economic and Social Commission for Asia and the Pacific
(ESCAP)

Organisation for Economic Co-operation and Development (OECD)



Background

The pandemic has reversed progress in key areas, including income inequality, thus the remaining years are critical to turn the statistics around, through effective partnerships matched with the usage of technologies, and pooling of resources and knowledge.¹ To meet the ambitions of the 2030 Agenda for Sustainable Development, the private sector will need to play a greater role by adopting inclusive business practices for the benefit of the economy and society as a whole.

Inclusive businesses are companies that “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 making them part of the value chain of companies’ core business as suppliers, distributors, retailers, or customers.”² By providing capacity building and technical assistance, inclusive business (IB) models promote MSME development and support MSMEs integrate into regional and global value chains.

Since 2017, ASEAN has mainstreamed the agenda of IB, calling member states to build an enabling environment to grow inclusive practices by businesses in the region. In 2023, ASEAN at the 55th ASEAN Economic Ministers (AEM) Meeting, endorsed the [Plan of Action for the Promotion of Inclusive Business in ASEAN \(2023-2027\)](#), outlining priority areas to strengthen regional cooperation on IB, covering (i) policy advisory support to mainstream IB promotion in national economic development policies and the design of specific policy instruments identified in the [Guidelines for the Promotion of Inclusive Business in ASEAN](#).

As governments in ASEAN are implementing such policies and strategies, it is critical to share tools, good practices and opportunities to promote IB, as well as to provide concrete opportunities for entrepreneurs to develop inclusive business models.

Objective

The Seventh ASEAN Inclusive Business Forum will explore practical means to promote inclusive businesses based on the Guidelines and the priorities identified in the Plan of Action.

To achieve this, the Forum will include:

1) Dialogues and explorative sessions to share knowledge and good practices on promoting IB.

The Forum will be an opportunity to share learnings on the promotion of inclusive business, to identify opportunities for IB in ASEAN and beyond, to advance the opportunities for accreditation of inclusive businesses in ASEAN, to share tools to provide inclusive business coaching to firms, and to identify mechanisms and products that enable businesses to access finance for social impact.

2) Series of workshops providing enterprises with tools and insights to assess and enhance their social impact. Participating enterprises will explore means to self-assess how inclusive their business is, measure and manage impact, become investment ready and access finance, and innovate for low-income groups.

Participation

This Forum will feature stakeholders promoting inclusive businesses in ASEAN and beyond, including:

- CEOs from companies with inclusive business models
- Public officials promoting inclusive businesses
- Financial institutions and multilateral development banks investing in inclusive businesses
- Development partners and organizations supporting inclusive business development

¹ The SDG Report 2023: Special Edition

² As defined by the Inclusive Business Framework of the G20 and referenced in the Guidelines for the Promotion of Inclusive Business in ASEAN.

Seventh ASEAN Inclusive Business Forum

Monday, 23 September 2024

Time (GMT+7)	Programme
08.30-09.00	<i>Registration</i>
09.00-09.30	Opening Ceremony <ul style="list-style-type: none">• Mr. Bountheung Douangsavanh, Deputy Minister of Industry and Commerce, Lao PDR• Ms. Joanne Tan, Deputy Managing Director, Industry, Enterprise Singapore / ACCMSME Chair• Ms. Lin Yang, Deputy Executive Secretary, United Nations Economic and Social Commission for Asia and the Pacific (ESCAP)• Mr. Alexander Böhmer, Head of South and Southeast Asia Division, OECD• Mr. John Samuel, Regional Director, ASIA Oxfam International
09.30-10.15	High-level panel on promoting inclusive business in ASEAN <p>Government officials will share the implementation of the Plan of Action for the Promotion of Inclusive Business in ASEAN, and national IB initiatives that have been undertaken to-date. CEOs of inclusive businesses will share how they are promoting and building inclusive business in ASEAN countries.</p> <p>Moderator: Mr. Jonathan Wong, Chief of Innovation, Enterprise and Investment, Trade, Investment and Innovation Division, United Nations ESCAP</p> <ul style="list-style-type: none">• Dr. Koko Haryono, Head of Bureau of Performance Management, Organization, and Human Resources of State Apparatus, Ministry of Cooperatives and SMEs, Indonesia• H.E. Mr. Soem Nara, Under Secretary of State, Ministry of Industry, Science, Technology and Innovation (MISTI), and Head of the Cambodia IB Accreditation Committee, Cambodia• Ms. Phonesavanh Soulideth, Deputy Director General, Institute for Enterprise Development Research, Lao Academy of Social and Economic Sciences, Lao PDR• Mr. Loc Phan, Chief Executive Officer, Vietnam Food JSC. (VNF), Viet Nam• Mr. Inthy Deuansavanh, Founder, Inthira Group, Lao PDR
10.15-10.30	<i>Coffee Break</i>

Stakeholder discussions

Workshops for enterprises

10.30-12.00

Session 1A. Accreditation of inclusive business models – good practices

Presentation of the ASEAN Model IB accreditation system, followed by an interactive discussion on how IB accreditation has/ can be introduced in different ASEAN countries.

Presentation: **Ms. Marta Pérez Cusó**, Economic Affairs Officer, ESCAP

Establishing a system to accredit inclusive business models - Cambodia

- **Mr. Chorn Vanthou**, Deputy Director, Department of Planning, Statistics, Cooperation and ASEAN Affairs, Ministry of Industry, Science, Technology & Innovation (MISTI), Cambodia

Establishing a system to accredit inclusive business models – Viet Nam

- **Ms. Huong Thi Trinh**, Deputy Director General, Agency of Enterprise Development (AED), Viet Nam

Undergoing an accreditation process

- **Ms. Nguyen Thi Tuyet Minh**, Founder and Chairwoman, Network of Trailblazing Women Leaders (WELEAD), Viet Nam

Supporting businesses in their accreditation

- **Ms. Hang Nguyen Thu**, Vice Director, Innovation and Incubation Space, Foreign Trade University, Viet Nam

Lessons in accreditation implementation

- **Ms. Pham Hong Ngan**, Policy Research Consultant, Viet Nam

Lessons in social enterprise recognition

- **Mdm June Suhaila binti Saran**, Deputy Undersecretary (Inclusive Entrepreneurship), Ministry of Entrepreneur and Cooperatives Development, Malaysia

Session 1B. Becoming impact investment ready

Participating firms will have the opportunity to explore the key elements for becoming ready to pitch to impact investors and identify debt and equity financing products.

Facilitators:

- **Mr. David Soukhasing**, Managing Director, Angel Investment Network Indonesia (ANGIN), Indonesia
- **Ms. Souphaphone Souannavong**, Executive Vice President, Lao ICT & Digital Association (LIDA), Lao PDR

Activities

- Presentation: Introduction to Investment Readiness Dimensions
- Fireside Chat and Interactive Panels:
 - Investment Needs
 - Investor Outreach
 - The Analysis Phase (Screening + Due Diligence)
 - Execution and negotiation with investors
- Interactive Activity and Q&A

Identifying inclusive business models

- **Ms. Boonwara Sumano**, Senior Research Fellow, TDRI, Thailand

Identifying social enterprises

- **Ms. Subashini Balakrishnan**, Director, Strategic Partnerships, raiSE Ltd, Singapore
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12.00-13.30

Lunch Break

	Stakeholder discussions	Workshops for enterprises
13.30-15.00	<p>Session 2A. Providing IB coaching services In this session, organisations promoting inclusive business will explore and discuss resources to provide coaching services to firms seeking to develop inclusive business models. Participants will also explore opportunities to collaborate.</p> <p>Moderator: Mr. Hassan Hajam, Executive Director, Platform Impact, Cambodia</p> <ul style="list-style-type: none">• Mr. Kyaw Myat Soe, Director and Co-Founder, Impact Hub Yangon, Myanmar• Mr. Mohd Shahriza bin Sulaiman, Deputy Director, Inclusive Development Division, SME Corp, Malaysia• Mr. Trần Trí Dũng, Program Manager in Hanoi & Central Region, Swiss Entrepreneurship Program (Swiss EP), Viet Nam• Mr. Callum Mackenzie, Co-Founder & Managing Director, Yunus Thailand• Ms. Sufinah Sulaiman, Acting Assistant Managing Director, Social Development and Welfare Services, Yayasan Sultan Haji Hassanah Bolkiah, Brunei Darussalam	<p>Session 2B. IB self-assessment Participating firms will be able to do a self-assessment of how inclusive their business is using a model IB accreditation tool. The self assessment will also include a gender analysis.</p> <p>Facilitated by: Ms. Marta Pérez Cusó, Economic Affairs Officer, ESCAP</p> <p>Presenters:</p> <p><i>Supporting businesses in their accreditation</i></p> <ul style="list-style-type: none">• Ms. Hang Nguyen Thu, FIIS, Viet Nam <p><i>Lessons in accreditation implementation</i></p> <ul style="list-style-type: none">• Ms. Pham Hong Ngan, Policy Research Consultant, Viet Nam• Ms. Lisa Cheong, Consultant, Cambodia <p><i>Venture-building and supporting businesses to pivot toward social impact</i></p> <ul style="list-style-type: none">• Mr. Jierong Tham, Assistant CEO, raiSE Ltd, Singapore

15.00-15.15

Coffee Break

15.15-16.45

Session 3A. Beyond ASEAN – Other experiences promoting inclusive businesses and the social economy

In this session, we will hear the experiences of other countries in promoting inclusive businesses.

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

Speakers:

- **Mr. Jayesh Ranjan**, Special Chief Secretary, Industries & Commerce Department; IT, Electronics & Communications Department, Government of Telangana, India
- **Ms. Chamindry Saparamadu**, Director General /CEO, Sustainable Development Council, Sri Lanka
- **Ms. Windy Massabni**, Program Coordinator, Impact SME Development Program, Oxfam Novib
- **Mr. Abayomi Salami**, Deputy Director Policy Advocacy, National Investment Promotion Commission (NIPC), Nigeria

Session 3B. Impact measurement and management

Social impact measurement and management is a particularly helpful practice for social economy entities to understand their contribution to society and potentially improve the achievement of their mission. Participating firms will have the opportunity to explore the key elements and identify tools for measuring and managing impact.

Moderator:

Ms. Anh Nguyen, Monitoring, Evaluation and Research Specialist, ImpactHub Phnom Penh, Cambodia

- **Ms. Melis Aslan**, Policy Analyst, OECD
- **Mr. Mahmudi Yusbi**, Head of Strategic planning and Business development, ASEAN Foundation, Indonesia
- **Mr. Bikram Chaudury**, Founder of GreenArc Capital, Singapore

19.00-21.00

Gala dinner

Dinner

Presentation of ASEAN Inclusive Business Awards

Remarks by:

- Prime Minister Office, Lao PDR (TBC)
- Chair of ASEAN-BAC 2024 (Lao PDR) (TBC)

Seventh ASEAN Inclusive Business Forum

Tuesday, 24 September 2024

Time
(GMT+7)

Programme

	Stakeholder discussions	Workshops for enterprises
09:00-10:30	<p>Session 4A. Expanding access to finance for smaller impact businesses</p> <p>This session will explore the availability and offer of financial products for inclusive businesses seeking less than 500,000 USD.</p> <p>Moderator: Mr. Bradley Kopsick, Cambodia/Myanmar Country Director, Insitor Partners</p> <p>Speakers:</p> <ul style="list-style-type: none">• Ms. Benedikta Atika Prastyamita, Investment Director, Angel Investment Network Indonesia (ANGIN), Indonesia• Ms. Souphaphone Souannavong, Executive Vice President, Lao ICT & Digital Association (LIDA), Lao PDR• Mr. Dondi Hananto, Partner, Patamar, Indonesia• Mr. Souliyo Vongdala, CEO, Loca, Lao PDR• Ms. Cherrys Abrigo, Founder, Sierreza, The Philippines	<p>Session 4B. Promoting gender equity in businesses</p> <p>IB and SE are powerful mechanisms for women's economic empowerment in ASEAN. This session will explore how inclusive business, and social entrepreneurship could be a tool for advancing gender transformative approach.</p> <p>Moderator: Ms. Stella Jun, Policy Analyst, OECD</p> <ul style="list-style-type: none">• Ms. San Sar, Impact SME Project Manager, Oxfam Cambodia• Ms. Wai Ma Hnin, Vice-President, Myanmar Women Entrepreneurs' Network (MYANWEN)• Ms. Lieselotte Heederik, Co-founder & Director, Nazava Water Filters, Indonesia• Ms. Douangmany Heuangkhamse, Founder and Managing Director, HerWorks, Lao PDR
10:30-10:45	<i>Coffee break</i>	
10:45-12:00	<p>Session 5. ASEAN Collaboration platform</p> <p>In this session, participants will explore specific opportunities for collaboration in promoting inclusive businesses across ASEAN. The session will feature several facilitated breakout discussions, aiming to identify concrete action points that advance the Inclusive Business</p>	

(IB) agenda. Additionally, it will refine the role of the ASEAN IB Knowledge Hub, a concept currently being finalised.

12:00-12:30

Closing remarks

- **Mdm Noor Afifah binti Abdul Razak**, Deputy Secretary General (Policy and Monitoring), Ministry of Entrepreneur and Cooperatives Development, Malaysia
- **Mr. Bountheung Douangsavanh**, Deputy Minister of Industry and Commerce, Lao PDR

12.30-14:00

Lunch

14:00-16:00

Site Visit: Lao Textile Museum