As at 30 September 2022

FIFTH ASEAN INCLUSIVE BUSINESS SUMMIT

"Together ASEAN IBee"

Hybrid Event, 26 – 27 October 2022

Organised by

Ministry of Industry, Science, Technology and Innovation, Cambodia

Supported by

ASEAN Secretariat

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)

OXFAM International

BACKGROUND NOTE
Fifth ASEAN Inclusive Business Summit 2022

BACKGROUND AND RATIONALE

1. The Inclusive Business (IB)[1] agenda was introduced in ASEAN in 2017 through a call by the ASEAN Leaders for greater emphasis on creating an enabling environment for IB. Since then, ASEAN has progressed in promoting IB in the region, having organised four (4) ASEAN Inclusive Business Summits, hosted by the Philippines, Thailand, ASEAN Coordinating Committee on Micro Small and Medium Enterprises/ ACCMSME with the support of United Nations Economic and Social Commission for Asia and the Pacific (ESCAP), and Brunei Darussalam, respectively. Further, the ASEAN Economic Ministers (AEM) endorsed the Guidelines for the Promotion of Inclusive Business in ASEAN[2] during the 52nd Meeting in August 2020.

2. Since the introduction of IB in ASEAN, Cambodia, through the Ministry of Industry, Science, Technology and Innovation (MISTI) has been at the forefront in championing IB at both the national and regional levels. In 2021, Cambodia has prepared a strategy for a better "enabling environment for Inclusive Business in Cambodia" (the IBeeC) and is currently implementing IBeeC under a multi-stakeholder approach, coordinated by the IBeeC Secretariat in MISTI Cambodia. Under Cambodia's ASEAN Chairmanship in 2022, The Royal Government of Cambodia, through the Ministry of Industry, Science, Technology and Innovation (MISTI), committed to host the **Fifth ASEAN Inclusive Business Summit** (hereinafter referred as "Fifth IB Summit)**.**

STRATEGIC OBJECTIVES AND SCOPE

3. Aligned with the theme of Cambodia's Chairmanship of ASEAN 2022 **("ASEAN A.C.T: Addressing Challenges Together")**, the motto of the Fifth ASEAN Inclusive Business Summit will be "Together *ASEAN IBee*[3]". The Fifth ASEAN Inclusive Business Summit will focus on supporting the implementation of the Guidelines for the Promotion of Inclusive Business in ASEAN, particularly on **IB investments incentives** policy instrument and its support mechanisms. To this end, the Fifth ASEAN Inclusive Business Summit will:

(a) review the progress made in promoting a better enabling environment for IB enabling environment (IBee) in the various ASEAN countries and globally;

(b) discuss opportunities for collaborating on policy promotion instruments such as business coaching, accreditation, impact monitoring and joint reporting, and risk reduction financing;

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1 Inclusive Businesses (IB) are commercially viable private sector business lines that create systemic scaled-up, innovative and systemic solutions for the relevant income and living standard problems of the poor and low-income people (the BoP).

2 See: https://asean.org/wp-content/uploads/2021/09/6.-ASEAN-IB-Promotion-Guidelines-Endorsed-at-the-52nd-AEM.pdf

3 IBee: Inclusive Business enabling environment.

(c) exchange on women economic empowerment and climate adaptation solutions through IB; and

(d) provide a general forum for exchanging and learning from innovative IB business cases in the region.

PARTICIPANTS

4. The Fifth ASEAN Inclusive Business Summit will feature and attract multiple stakeholders involved in the IB ecosystem in ASEAN and beyond, including CEOs from companies with successful IB models, public officials strategically promoting inclusive businesses, representatives of business associations advocating IB, impact investors and financial institutions engaging in investment deals in IB, IB business facilitators, as well as development partners and civil society organisations supporting public and private sector initiatives for promoting IB. The Fifth ASEAN Inclusive Business Summit will be organised in hybrid format, where about 100 participants from Cambodia and 50 international participants are expected to join the summit in Siem Reap, Cambodia, and up to 400 international participants to join the Fifth ASEAN Inclusive Business Summit via online platform.

EXPECTED OUTCOMES AND AGENDA

5. The Fifth ASEAN Inclusive Business Summit will be a combination of panel discussions on IB policy promotion and parallel thematic and sector seminars. Companies with IB business lines will exchange on their investment cases and suggest how more and deeper social and commercial impact can be achieved through private investments stimulated through public incentives. The agenda will cover:

a) an exchange on the policy instruments for promoting IB companies focusing on business coaching, accreditation, impact monitoring and joint reporting, and risk reduction financing and the transformation to IB;

b) Discussions with suggestions the private sector to promote and support IB companies in ASEAN;

c) Women economic empowerment through IB and climate change solutions through IB";

d) IB innovations in various sectors, including agriculture;

e) Showcasing exhibition booths by the IB companies, as well as discussions between companies on a sector basis including concrete recommendations for institutionalising support programmes, and on how more and deeper social, commercial impact could be achieved through public incentives and linkages to other supporting tools; and

f) South-South exchanges between ASEAN and other countries.

6. The proposed agenda for the Fifth ASEAN Inclusive Business Summit appears as **Annex 1**.

ORGANISATIONAL ARRANGEMENTS

7. The Fifth ASEAN Inclusive Business Summit will be organised by the Royal Government of Cambodia in cooperation with the ASEAN Secretariat and development partners, i.e. ESCAP, iBAN, OECD, and OXFAM. The Fifth ASEAN Inclusive Business Summit will be a two-days event held in a hybrid format through in-person and online discussions. Participation is free of charge.

Note:
The event will be linked to the ASEAN IB Summit website (www.aseanibsummit.com) or IBeeC website (https://misti.gov.kh/page/index?param=home.html) and the IBeeC social media page (see: https://www.facebook.com/Inclusive-Business-Cambodia-100696895743407/). Furthermore, the IB event will be linked to the respective websites of partnered institutions.

IBeeC FOCAL POINTS

The IBeeC secretariat (supported by 3 IB consultants) works under the general guidance of H.E. Heng Sokkung (Secretary of State, MISTI, and Focal Point of IB Cambodia), supported by H.E. Soem Nara (Under-Secretary of State, MISTI) and H.E. Hort Pheng (Director General for General Department of SMEs and Handicrafts). For questions, please contact the focal points for the Fifth IB summit as listed below:

Mr. Chorn Vanthou
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ANNEX 1

TENTATIVE AGENDA

FIFTH ASEAN INCLUSIVE BUSINESS SUMMIT

DAY 1, WEDNESDAY, 26 OCTOBER 2022
EMPRESS ANGKOR RESORT & SPA, SIEM REAP, CAMBODIA

Time (GMT+7)	Programme
Opening Session	
09:00 – 09:30	• **H.E. Kitti Settha Pandita CHAM Prasidh**, Senior Minister, Minister of Industry, Science, Technology and Innovation • **Mr. Kaveh Zahedi**, Deputy Executive Secretary, ESCAP (TBC) • **Dr. Alexander Böhmer**, Head of South and Southeast Asia, OECD • **Mr. John Samuel,** Regional Director Asia, OXFAM
Session 1: 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.*	
09:30 – 09:45	**Session 1a: Presentation: Progress on the Guidelines for the Promotion of Inclusive Business in ASEAN and beyond** 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. • **Mr. Markus Dietrich**, Director Policy, iBAN
9:45 – 10:00	Coffee Break
10:00 – 11:30	**Session 1b: High-level Policy Panel: Addressing Challenges Together** Government officials and private sector representatives will discuss how they are promoting inclusive business and will put forward opportunities to build together an enabling ecosystem for inclusive business. Moderator: **Mr. Jonathan Wong,** Chief of Technology and Innovation, ESCAP

Time (GMT+7)	Programme
	• **H.E. Heng Sokkung,** Secretary of State, Ministry of Industry, Science, Technology & Innovation, and President of Cambodia's IB Steering Group, Cambodia • **Ms. Trinh Thi Huong**, Deputy Director General, Enterprise Development Agency, Viet Nam • **Dr. Wimonkan Kosumas**, Deputy Director-General, Office of SMEs Promotion (OSMEP), Thailand • **Mrs. Shinta Widjaja Kamdani**, Vice Chairwoman of Indonesian Chamber of Commerce and Industry (TBC) • **Ms. Christine Engstroem**, Director for Private Sector investment in Financial Institutions, Asian Development Bank (TBC)
11:30 – 12:30	**Session 1c: Delivering Impact through Women in IB** Inclusive Business has great potential to bring positive changes to the lives of women by creating economic opportunities and better goods and services for low-income women. The session will introduce IB models to showcase how businesses can contribute to women's economic empowerment. The discussion will be grounded with practical examples from the point of view of the entrepreneurs who are using IB to affect changes for women. We will also discuss challenges involved targeting women in business value chain (as consumers, employees, producers or entrepreneurs), and identify actions required to accelerate impacts on women through IB. Moderator: **Mrs. Sophoan Phean,** National Director, OXFAM • **Ms. Emma C. Asusano**, Director, Bureau of Small and Medium Enterprise Development, Department of Trade and Industry, the Philippines (TBC) • **Ms. Ngo Thi Hoai,** CEO of WECREATE Vietnam and **,**Viet Nam Women Entrepreneurs Council's partner (TBC) • **H.E. Ms. CHEA Ratha**, Vice President of Cambodia Women Entrepreneurs Association • **Mr. Soe Lwin Htun**, Senior Director, Myanmar Belle Company • **Aparna Saxena**, CEO, TORAJAMELO, Indonesia • **Mrs. Oum Sophea Peach**, Founder, Golden Silk, Cambodia
12:30 – 14:00	Lunch Exhibition of IB Cases
Session 2: IB Policies in Practice *Panellists will exchange views on implementing IB policies, the challenges and opportunities for partnership.*	

Time (GMT+7)	Programme
14:00 – 15:00	**Session 2a: IB and Social Enterprise Accreditation Incentives** Transparently identifying inclusive business and social enterprises is essential to promote and target support. IB accreditation was introduced in some countries as a tool implemented by government and business associations jointly. The session will discuss features of IB accreditation and social enterprise identification and registration undertaken in ASEAN. Moderator: **Dr. Armin Bauer,** IB Consultant to MISTI • **H.E. MENG Nimol**, Deputy Director General, Cambodia Chamber of Commerce (TBC) • **Mr. Nguyen Duc Tung,** General Secretary, VIDA, Viet Nam (TBC) • **Mr. Jierong Tham**, Deputy Director, raISE, Singapore
15:00 – 16:00	**Session 2b: IB Business Coaching and Mentoring** Coaching and mentoring have the potential to transform companies towards inclusive business with larger and deeper social impact and better commercial viability. This session will introduce the "Guide for IB Coaching and Mentoring", which iBAN and cooperation partners piloted in Cambodia. Another approach discussed at the session is SEDP, a regional mentoring programme for social enterprises. Moderator: **Ms. Sopheara EK,** IB Consultant to MISTI • **Ms. Lisa J. Cheong,** Senior Consultant, Emerging Markets Consulting (EMC), Cambodia • **Mr. Hassan Hajam**, Platform Impact, Cambodia (TBC) • **Mr. Thura Aung,** CEO of Thura Swiss, and Deputy Chair of the Young Entrepreneurs Association, Myanmar (TBC) • **Mr. Barnev Theodore Soukotta**, Project Coordinator, ASEAN Foundation
16:00 – 16:15	Coffee Break
16:15 – 17:00	**Session 2c: IB Financing** and reducing investment risk under a regional perspective Access to finance is the No 1 barrier of scaling inclusive business models globally. The session will discuss innovative financing mechanism to reduce risks of IB investments in ASEAN.

Time (GMT+7)	Programme
	Moderator: **Ms. Ratana Phurik-Callebaut,** IB consultant, IBeeC Secretariat • **Mr. Borann Kea**, CEO of AMK Microfinance Cambodia (TBC) • **Mr. Bradley Kopstick,** Myanmar/Cambodia Country Director, Insitor • **Ms. Annie Tran**, Senior Project Officer, Agence Française de Developpement, Thailand (TBC) • **Mr. David Soukhasing,** Managing Director, Indonesia Angel Investors Network (TBC)
17:00 – 17:30	End of Day 1 and On-Site Exhibition of IB Cases

RECEPTION DINNER & ASEAN INCLUSIVE BUSINESS AWARDS 2022

Time (GMT+7)	Programme
18:00 – 21:00	**Reception:** • Key Remarks (Cambodia) **1. H.E. Kitti Settha Pandita CHAM Prasidh,** Senior Minister, Minister of Industry, Science, Technology and Innovation **2. Representative of Chamber of Commerce, ASEAN-BAC (TBC)** • **ASEAN IB Awards 2022** • Free exchange

DRAFT AGENDA

FIFTH ASEAN INCLUSIVE BUSINESS SUMMIT

DAY 2, THURSDAY, 27 OCTOBER 2022
EMPRESS ANGKOR RESORT & SPA, SIEM REAP, CAMBODIA

Time (GMT+7)	Programme	
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*		
09:00 – 10:00	**Session 3a: IB Solutions for Climate Change and the Environment** Inclusive businesses also offer innovative solutions for the challenges of climate change and the environment to the poor and low-income population. This session will explore ways of bringing green and inclusive business models closer and channel climate financing also towards social impact investments. Moderator: **Mr. Markus Dietrich,** Director of Policy, iBAN • **Mr. Albert Teo**, CEO, Borneo Eco Tours, Malaysia • **NN,** Regional Head, Interface, Singapore (TBC) • **Mr. Thet Win Naing**, Greenlight Planet, Myanmar/Cambodia (TBC)	
10:00 – 10:15	Coffee Break	
10:15 – 11:45	**Parallel Session 3b (i): IB in Agriculture and Food Systems** Interactive discussion on how inclusive businesses in agriculture and food are promoting access to markets, finance and relevant technologies to small-holder farmers. The discussion will focus on the opportunities and challenges that agritech offers for inclusive businesses. Moderator:	**Parallel Session 3b (ii): IB for Social and Municipal Solutions (Education, Skills, Housing and Health)** In addition to income, inclusive businesses also address living standard solutions to the BoP. Such models particularly address affordability, accessibility and relevance of the goods and services provided. This session will introduce innovative models and discuss the enabling

Time (GMT+7)	Programme	
	Ms. Marta Pérez Cusó, Economic Affairs Officer, ESCAP • **Ms. Lisa Nguyen Thi Huyen**, Director, VinaSamex, Viet Nam • **Mr. Hoang Long,** Chief of Staff, Viet Nam Digital Agriculture Association (VIDA) • **Ms. Srivalli Krishnan,** Senior Programme Officer, Global Development Bill & Melinda Gates Foundation • **Mr. David Chen,** CEO of AgriG8, Singapore (TBC) • **Mr. Peetachai (Neil) Dejkraisak,** Jasberry, Thailand (TBC)	environment for encouraging IB solutions. Moderator: **Mr. William Puyo,** CEO of Khmer Water Supply Holdings, Cambodia • **Mr. Youk Chamroeunrith,** Group CEO, Forte Insurance Cambodia • **Mr. Benjamin Chua,** CEO of Speco, Singapore (TBC) • **Ms. Jeanette Fabul-Foulc,, Chief of International Operations,** Phinma Education, Philippines (TBC) • **Ms Nur Diyana Sulaiman,** CEO, Projek FEED Management Services, Brunei Darussalam • **Ms Lieselotte Heederik**, Co-founder, Nazava Water Filters, Indonesia (TBC)
11:45 – 12:45	**Session 3c: IB in Global Value Chains** Inclusive value chain development typically integrates competitiveness with poverty reduction for local stakeholders. This concept is also highly relevant to inclusive business. Discussion will explore whether the new trends around the global supply chain such as digitalisation or application of the responsible business conduct standards can further support IBs integrate into the global value chains. The discussion will look at the opportunities and challenges inclusive business have and the most effective mechanisms for the IBs to apply. The speakers will present the views of the private sector, associations as well as policy makers working on the subject. Moderator: **Mr. Max Bulakovskiy**, Project Manager, OECD Southeast Asia Regional Programme • Representative of the Ministry of Commerce, Cambodia (TBC) • **Ms. Leida Rijnhout**, CEO of World Fair Trade Organization	

Time (GMT+7)	Programme
	• **Mr. Sunny George Verghese**, CEO of Olam, or Ria Bakshi, Lead, Finance for Sustainability, Olam (TBC) • **Ms Susan Jenkin,** CEO, Ironbark, Lao PDR/ Australia (TBC)
12:45 – 14:00	Lunch Exhibition of IB Cases
Session 4: Moving Forward Together on Promoting Inclusive Business Enabling Environment (IBee) *IB champions will discuss possible joint initiatives to promote IB enabling environment (IBee) in ASEAN.*	
14:00 – 15:00	**IBee 2023 – 2025:** **A proposal for going forward together in ASEAN on IBee** Cambodia will present a concept to move forward under a regional approach with the promotion of inclusive business in ASEAN will be presented and discussed. The proposal comprises potential joint collaboration on IB accreditation, IB business coaching, IB impact assessment and reporting, as well as IB financing with impact investors. Moderator: **Mr. Jonathan Wong,** Chief of Technology and Innovation, ESCAP • **H.E. SOEM Nara,** Under Secretary of State, MISTI, and Vice President of IB Steering Group, Cambodia • Indonesia (TBC) • **Ms. Antonella Noya**, Head of Social Economy and Innovation, OECD • DFAT (TBC) • FCDO, UK (TBC) • **Ms. Susan Olsen**, Unit Head, Private Sector Financial Institutions Mekong Region, Asian Development Bank
15:00 – 15:30	**Closing Remarks** • **Dr. Christian Jahn**, Executive Director, Inclusive Business Action Network (TBC) • **H.E. Heng Sokkung,** Secretary of State, MISTI, and President of IB Steering Group, Cambodia • Indonesia (TBC)

Time (GMT+7)	Programme
15:30 – 15:45	Coffee Break ***(END OF THE EVENT)***

BEYOND ASEAN: IB TOGETHER IN THE WORLD (BY INVITATION ONLY)

Time (GMT+7)	Programme
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.*	
15:45 – 18:00	**South-South exchange on Promoting IB** Moderator: **Markus Dietrich**, Director of Policy, iBAN and **Marta Pérez Cusó**, Economic Affairs Officer, ESCAP • Africa ○ **Mr Albert Halwampa**, Director General, Zambia Development Agency, Zambia ○ **Mr. Nufi Yohanna,** Director, Kaduna Investment Promotion Agency, Nigeria **Ms Solape Hammond,** Special Adviser, Lagos State Office of SDGs and Investments, Nigeria (TBC) • ASEAN ○ **H.E. Heng Sokkung,** Secretary of State, Ministry of Industry, Science, Technology and Innovation, Cambodia ○ **Ms. Trinh Thi Huong**, Deputy Director General, Enterprise Development Agency, Viet Nam ○ **Dr. Wimonkan Kosumas,** Deputy Director-General, OSMEP, Thailand ○ MEDAC / SME Corp, Malaysia (TBC) • Latin America ○ Ministry of Commerce, Industry and Tourism, Colombia (TBC)

	• South Asia
	  ○ **Mr. Gaurav Sishodia,** Assistant Vice President, Invest India
	  ○ **Ms. Srivalli Krishnan**, Senior Programme Officer, Global Development Bill & Melinda Gates Foundation
	
	• South Caucasus
	  ○ **Mr. Hikmat Mammadov**, Deputy Chairman Small and Medium Business Development Agency, Azerbaijan (TBC)

PRESS BRIEFING

Time (GMT+7)	Programme
17:15 – 18:00	Press Briefing (Cambodia, ESCAP, iBAN, OECD, OXFAM)

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