

PROMOTING INCLUSIVE BUSINESS IN VIET NAM

The way forward

*Virtual Event, 14 September 2021
14:00-16:30 Hanoi time*



Inclusive Business (IB)

Inclusive businesses (IB) 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 by making them part of the value chain of companies' core business as suppliers, distributors, retailers, or customers. In addition to these commercially inclusive activities, businesses may also pursue broader socially inclusive goals. Inclusive business should promote sustainable development in all its dimensions – economic, social and environmental. IB models deliver solutions to the BoP through two main ways:

- **Providing goods and services** to the BoP relevant to overcome poverty (and thus involve them as consumer) or
- **Creating income opportunities** for the BoP, to bring them out of poverty or substantially improve their economic basis, and engaging them as suppliers, laborers, distributors or as shareholders. Most IB engage the poor as income earners.

The Landscape Study of Inclusive Business in Viet Nam

In 2019, to support the development of an enabling environment for inclusive businesses in Viet Nam, the Agency for Enterprise Development (AED) under the Ministry of Planning and Investment (MPI) requested the United Nations Economic and Social Commission for Asia and the Pacific (ESCAP) and the Inclusive Business Action Network (iBAN) to conduct the present landscape study. The study includes a market study of current inclusive businesses in Viet Nam (with profiles of 18 real and potential IB models) and an assessment of the enabling environment. It also provides recommendations for promoting inclusive businesses.

Launching Event

This event will launch the Landscape Study of Inclusive Business in Viet Nam and discuss its key findings. The speakers will present examples of real and potential inclusive businesses and explore how to promote IB in Viet Nam, drawing on the experience of ASEAN and other countries, and the insights of the Landscape Study.

Programme

13.40-14.00 *Connecting to the event page*

14.00-14.15 **Opening**

- Ms. Bui Thu Thuy, Deputy Director General of Agency for Enterprise Development
- Mr. Jonathan Wong, Chief of Technology & Innovation, ESCAP

14.15-14.20 **Inclusive businesses in Viet Nam**

Video introducing inclusive businesses in Viet Nam.

14.20-15.05 **Inclusive businesses making a difference in Viet Nam**

This session will present examples of real and potential inclusive businesses and discuss the key findings from the Landscape Study of Inclusive Business in Viet Nam.

MC/Facilitator: Mr. Le Duc Anh, Policy Division Officer, Agency for Enterprise Development, Ministry of Planning and Investment, Viet Nam

- Ms. Marta Pérez Cusó, Economic Affairs Officer, ESCAP
- Ms. Nguyen Thi Bich Hanh, Project Corporate Affairs Manager, TH Group
- Mr. Nguyen Tuan Anh, CEO Green Gen (energy)
- Mr. Do Tien Sy, CEO, Traphaco Sapa (agribusiness)

15.05-15.15 **Q&A**

MC/Facilitator: Mr. Le Duc Anh, Policy Division Officer, Agency for Enterprise Development, Ministry of Planning and Investment, Viet Nam

15.15-16.00 **Promoting inclusive business to build back better**

This session will explore how to promote inclusive businesses in Viet Nam, drawing on the experience of ASEAN and other countries, and the insights of the Landscape Study on Inclusive Business.

MC/Facilitator: Mr. Le Duc Anh, Policy Division Officer, Agency for Enterprise Development, Ministry of Planning and Investment, Viet Nam

- Mr. Armin Bauer, Independent Development Consultant
- Ms. Trinh Thi Huong, Director of Policy Division, Agency for Enterprise Development, Ministry of Planning and Investment, Viet Nam
- Ms. Nguyen Thi Bich Huong, Deputy Chief Editor, VINASME
- Ms. Pham Hoai Giang, Senior Expert of VWEC, Vietnam Women Entrepreneurs Council under the Viet Nam Chamber of Commerce and Industries (VCCI)

16.00-16.10 **Q&A**

MC/Facilitator: Mr. Le Duc Anh, Policy Division Officer, Agency for Enterprise Development, Ministry of Planning and Investment, Viet Nam

16.10-16.20 **Closing**

- Ms. Bui Thu Thuy, Deputy Director General of Agency for Enterprise Development
- Mr. Jonathan Wong, Chief of Technology & Innovation, ESCAP