



ASIA-PACIFIC BUSINESS FORUM 2012

Advancing Regional Economic Integration: Connecting Business, Strengthening Partnerships

14-16 October 2012 | Sunway Resort Hotel & SPA | Kuala Lumpur | Malaysia

The Asia-Pacific Business Forum (APBF) 2012 will be organized by the United Nations Economic and Social Commission for Asia and the Pacific (ESCAP) in collaboration with the Asian Strategy and Leadership Institute (ASLI), the Organisation for Economic Co-operation and Development (OECD) and the United Nations Development Programme (UNDP). The Ministry of Foreign Affairs (MOFA), the Ministry of International Trade and Industry (MITI) and the Ministry of Science, Technology and Innovation (MOSTI) are strategic partners to the Forum. The SIRIM Berhad, the Malaysian Agricultural Research and Development Institute (MARDI), the SME CORP Malaysia, the Greater Mekong Subregion Business Forum (GMS-BF), the Mekong Institute (MI), the ASEAN CSR Network and the SS-GATE also provide support to the Forum. ESCAP's two regional institutions, namely Asian and Pacific Centre for Transfer of Technology (APCTT-ESCAP) and the United Nations Asian and Pacific Centre for Agricultural Engineering and Machinery (UNAPCAEM) will organize the side events of the Forum.

- The Objectives of the APBF 2012:**
- o To provide a platform for governments, business and thought-leaders from the academia and members of civil society to discuss how to strengthen economic cooperation, regional economic integration and business partnerships.
 - o To discuss how to enhance the business environment in ESCAP member countries to facilitate business, trade and investment, share best practices on deregulation and economic liberalization, and promote responsible investment.
 - o To promote investments in least developed countries and landlocked countries.
 - o To enhance regional business networking.
 - o To share examples of transformational leadership and how countries can successfully transform themselves.

TENTATIVE PROGRAMME

www.unescap.org/apbf

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Pre-Forum Events
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Sunday, 14 October 2012

08:00 - 17:00	UNDP Regional Workshop: SME Development in ASEAN and the Growth of Free Trade Agreements (by invitation only)
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Sunday, 14 October 2012 (afternoon)

12:00 - 18:00	Fourth Meeting of the ESCAP Business Advisory Council Meeting (EBAC) (by Invitation only)
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19:00 - 21:00	Welcome Dinner for EBAC Members, Speakers and Special Guests (by invitation only)
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Asia-Pacific Business Forum 2012 (Day 1)

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Monday, 15 October 2012

08:00 - 09:15	Registration
09:30 - 10:30	OPENING SESSION Venue: Lagoon 1, Level 15, Sunway Resort Hotel & Spa
09:30 - 09:35	Introductory Address: Datuk Seri Mohamed Iqbal Rawther <i>Chairperson of the ESCAP Business Advisory Council (EBAC)</i>
09:35 - 09:45	Welcome Address: Dr. Noeleen Heyzer <i>Under-Secretary-General of the United Nations and Executive Secretary of ESCAP</i>
09:45 - 09:55	Opening Address: Ambassador Richard A. Boucher <i>Deputy Secretary-General, OECD</i>
09:55 - 10:10	Keynote Address: Datuk Dr. Rebecca Fatima Sta Maria <i>Secretary-General of the Ministry of International Trade and Industry (MITI), Government of Malaysia</i> "Transforming Countries- The Malaysian Experience"
10:10 - 10:15	Vote of Thanks by Co-organizers: Tan Sri Dato' Dr. Michael O.K. Yeoh <i>CEO/Director, ASLI</i>
10:15 - 10:40	Morning tea break/ VIP to holding room
10:40 - 11:00	Special Address from Business: "The Role and Power of Entrepreneurship in Promoting Prosperity" Mr Larry C. Farrell <i>Chairman and Founder of The Farrell Company</i>
11:00 - 12:15	<p style="text-align: center;">Roundtable Discussion: United Asia-Pacific: What it means for businesses? Venue: Lagoon 1, Level 15, Sunway Resort Hotel & Spa</p> <p>Moderator: Ambassador Muhamad Noor Yacob, <i>Executive Director, APEC Singapore</i></p> <p>Panelists: Datuk Dr. Rebecca Fatima Sta Maria, <i>Secretary-General of the Ministry of International Trade and Industry (MITI), Government of Malaysia</i> Mr. Ian Buchanan, <i>Senior Executive Advisor, Booz & Company (Australia) Ltd</i> Mr. Chote Sophonpanich, <i>Executive Chairman, Greenspot (Thailand) Ltd</i> Mr. Ramesh Subramaniam, <i>Senior Director, Office of Regional Economic Integration, Asian Development Bank</i> Ms. Kobkarn Wattanavrangkul, <i>Chairperson, Toshiba Thailand Co. Ltd</i></p> <p>Questions:</p> <ul style="list-style-type: none"> • What is the current state of play regarding global and regional economic integration and what is its importance for business? • How may the current economic situation in major global markets affect Asian economic growth and integration? • How can we identify the best practices on simplification of cross-border trade and investment regulations? • How can we ensure a more effective regional economic integration of least developed and landlocked developing countries, such as Myanmar and Central Asian economies?

12.15 - 14:00	<p style="text-align: center;">Networking Lunch</p> <p style="text-align: center;">Hosted by the Ministry of International Trade and Industry (MITI), Government of Malaysia</p> <p style="text-align: center;">Venue: Lagoon 2, Level 15, Sunway Resort Hotel & Spa</p>	
14:00 - 15:30	<p style="text-align: center;">Plenary 1: United Asia -Pacific: Enhancing business competitiveness through trade and investment liberalization (business perspective)</p> <p style="text-align: center;">Venue: Lagoon 1, Level 15, Sunway Resort Hotel & Spa</p> <p>Objective: To identify emerging priorities and initiatives which are most critical for business to benefit from and contribute to regional economic integration with the ultimate purpose to achieve inclusive and sustainable socioeconomic development in Asia and the Pacific</p> <p>Moderator: Datuk Seri Mohamed Iqbal Rawther, <i>Chairperson of the ESCAP Business Advisory Council</i></p> <p>Panelists: Ms. Rokia Afzal Rahman, <i>Chairperson, Arlinks Group of Companies</i> Mr. George Yuen, <i>Independent Non-Executive Director, ICBC (Asia), Industrial and Commercial Bank of China</i> Mr. Oudet Souvannavong, <i>Secretary-General, GMS Business Forum</i> Dato' Dr. Vijay Eswaran, <i>Executive Chairman, Qi Group of Companies</i></p> <p>Questions:</p> <ul style="list-style-type: none"> • How can closer integration benefit business with transformational initiatives? • What are the most crucial issues faced by business in the Asian and Pacific region, with particular reference to stability, reducing business costs, the development of a competitive workforce, need for continuous innovation and preparing for natural disaster and climate change, as well as adequate access to financing and currency realignments? • What is the role of public-private partnerships in promoting regional economic integration and inclusive and sustainable development and can best practices be identified in this area? • How can government and business work better together to ensure that less developed countries in the region effectively participate in regional markets? 	
15:30 - 17:30	<p>Plenary 2: Towards and Beyond the ASEAN Economic Community (AEC) 2015</p> <p style="text-align: center;">Venue: Lagoon 1, Level 15, Sunway Resort Hotel & Spa</p> <p>Objective: To identify the key challenges and opportunities for business and investment, particularly in less developed countries in the Asia-Pacific region, arising from the AEC, and the negative and positive impacts of AEC on the business climate in ASEAN countries, focusing on key sectors:</p> <ul style="list-style-type: none"> ○ Agriculture and food ○ Manufacturing ○ Sustainable and renewable energy ○ Tourism ○ Information technologies and communications ○ Sustainable energy options including energy efficiency and renewable energy <p>Moderator: Mr. Mirzan Mahathir, <i>President, ASLI/EBAC Committee Member</i></p> <p>Panelists: H.E. Ambassador Ong Keng Yong, <i>High Commissioner of Singapore to Malaysia</i> Mr. Kamal Malhotra, <i>United Nations Resident Coordinator for Malaysia and UNDP Resident Representative for Malaysia, Singapore and Brunei Darussalam</i> Ms. Miho Shirotori, <i>Economic Affairs Officer, Trade Analysis Branch, Division on International Trade, UNCTAD</i> Dato' Syed Amin Aljefri, <i>Past Chairman, Asean Business Advisory Council</i></p> <p>Questions:</p> <ul style="list-style-type: none"> • What are the key impediments to efficient business connectivity in South-East Asia and how does AEC 2015, particularly through the ASEAN Connectivity Master Plan and associated projects, help to remove them? • How can small players attract more trade and investment? • How can ASEAN partners (e.g. ASEAN+3, ASEAN+6) contribute to closer 	<p style="text-align: center;">OECD-ESCAP Conference on International Corporate Responsibility (CR) Instruments: Putting Convergence into Action</p> <p style="text-align: center;">Venue: Cayman 3 & 4, Level 10, Sunway Resort Hotel & Spa</p> <p style="text-align: center;">Welcoming Remarks by Co-organizers: Ambassador Richard A. Boucher, <i>Deputy Secretary-General, OECD</i> Dr. Ravi Ratnayake, <i>Director, Trade and Investment Division, ESCAP</i></p> <p style="text-align: center;">Opening Remarks Tadahiro Asami, <i>BIAC Secretary-General</i> Dr. Tan Lin Lah, <i>President, Global Compact Network Malaysia</i></p> <p style="text-align: center;">Session 1:</p> <p style="text-align: center;">THE NEW LANDSCAPE OF INTERNATIONAL CR INSTRUMENTS: CONVERGENCE AND COHERENCE</p> <p>Objective: To highlight the new features of the recently transformed landscape of leading international CR instruments, and to show how this new landscape has resulted in a more convergent and coherent corporate responsibility framework for companies operating in Asia.</p> <p>Moderator: Mr. Mohd Shah bin Hashim, <i>Deputy Chair, ASEAN CSR</i></p>

	<p>connectivity?</p> <ul style="list-style-type: none"> • How can AEC 2015 facilitate trade by removing non tariff barriers, developing transport infrastructure, reducing transit lead-time and harmonizing sectoral standards and procedures in transportation and customs? • What are the requirements for the smooth functioning of AEC 2015 and what policies should be adopted for this purpose? • How can AEC 2015 enhance SMEs' competitiveness and facilitate their effectively integrated into regional market? 	<p><i>Network and Executive Director, Legal & Secretarial, Nestlé Malaysia</i></p> <p>Speakers: Mr. Puvan Selvanathan, <i>Chair, UN Working Group for Business and Human Rights (ex-Group Chief Sustainability Officer, Sime Darby)</i> Ms. Ursula Wynhoven, <i>General Counsel, United Nations Global Compact</i> Mr. Danish Chopra, <i>Chairman, United Kingdom OECD National Contact Point & Senior Policy Adviser, Department for Business Innovation and Skills, UK Government</i> Dr. Li Li, <i>Assistant Professor, University of International Business and Economics, China</i> Ms. Leena Wokeck, <i>Director, CSR Asia Center at the Asian Institute for Technology (AIT) (Thailand)</i> Ms. Malar Odayappan, <i>Supply chain CSR Manager, Nike (Malaysia)</i> Datuk Dr. Denison Jayasooria, <i>Principal Research Fellow, Institute of Ethnic Studies (KITA), National University of Malaysia (UKM)</i></p>
17:30 - 18:00	<p style="text-align: center;">ESCAP / SME Corp Malaysia Launching of the Policy Guidebook for SME Development in Asia and the Pacific Venue: Lagoon 1, Level 15, Sunway Resort Hotel & Spa</p> <p style="text-align: center;">Welcoming Remarks: Dr. Ravi Ratnayake, <i>Director, Trade and Investment Division, ESCAP</i></p> <p style="text-align: center;">Officiating the launching of the guidebook: Dato' Hafsah Hashim, <i>CEO, SME Corp Malaysia</i></p> <p style="text-align: center;">Introduction of the guidebook: Dr. J.S. Juneja, <i>Chairman, Global Projects & Services (P) Ltd.</i> Dr. Sailendra Narain, <i>Chairman, Centre for SME Growth and Development Finance (CESMED)</i></p> <p style="text-align: center;">Questions and Answers</p>	

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Side Events for SMEs (Day 1)

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Monday, 15 October 2012 (afternoon)

14:00 - 17:30	<p style="text-align: center;">APCTT-ESCAP/MOSTI/SIRIM Workshop for SMEs on "Valuation of Intellectual Property" Venue: Cayman1, Level 10, Sunway Resort Hotel & Spa</p>	<p style="text-align: center;">MARDI/UNAPCAEM Workshop for SMEs on "Appropriate Precision Farming Technology for Sustainable Food Production" Venue: Cayman 2, Level 10, Sunway Resort Hotel & Spa</p>
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Asia-Pacific Business Forum 2012 (Day 2)

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Tuesday, 16 October 2012

09:00 - 09:45	Briefing session on Business to Business Matching on Technology Transfer Venue: Business Centre 1, Level 15, Sunway Resort Hotel & Spa			
10:00 - 15:00	Parallel Sessions		OECD-ESCAP Conference	
10:00 - 12:00	Business to Business Matching on Technology Transfer Venue: Business Centre 1, Level 15, Sunway Resort Hotel & Spa	<p style="text-align: center;">Parallel Session A Venue: Lagoon 1, Level 15, Sunway Resort Hotel & Spa</p> <p style="text-align: center;">THE FUTURE WE WANT: PROMOTING SUSTAINABLE AND RESPONSIBLE BUSINESS</p> <p>Objective: Implementing Rio+20: to identify innovative business practices and propose policies to support greener businesses while improving competitiveness.</p> <p>Moderator: Mr. Chote Sophonpanich, <i>Executive Chairman, Greenspot (Thailand) Ltd.</i></p> <p>Panelists: Mr. Thomas Thomas, <i>CEO, ASEAN CSR Network</i> Mr. Anthony Wong, <i>Global Compact Network Malaysia</i> Mr. Paul Hengeveld, <i>Senior Director International Organizations, Microsoft</i> Mr. Teng Theng Dar, <i>Executive Chairman, Save Our Planet Investments Pte Ltd.</i> Mr. Yoong Yoong Lee, <i>Research Associate, Institute Of Policy Studies, Lee Kuan Yew School Of Public Policy, National University of Singapore</i></p>	<p style="text-align: center;">Parallel Session B Venue: Lagoon 2, Level 15, Sunway Resort Hotel & Spa</p> <p style="text-align: center;">NON-TRADITIONAL OPPORTUNITIES FOR BUSINESS AND INVESTMENT</p> <p>Objective: To highlight non-traditional business opportunities and responsible business practices in Asia and the Pacific and to identify emerging opportunities and challenges for business in less developed and landlocked countries under its ongoing reform process.</p> <p>Moderator: Mr. Peter Charlton, <i>Chairman, First Charlton Communications</i></p> <p>Panelists: Mr. Asif Ibrahim, <i>President, Dhaka Chamber of Commerce and Industry and Vice Chairman, Newage Group of Industries</i> Dr. J. S. Juneja, <i>Chairman, Global Projects & Services (P) Ltd. Microsoft</i> Ms. Barbara Meynert, <i>Senior Advisor, Li & Fung Group</i> Mr. Mohan Suresh, <i>Technospark Industries India</i></p>	<p style="text-align: center;">Session 2 Venue: Cayman 3 & 4, Level 10, Sunway Resort Hotel & Spa</p> <p style="text-align: center;">TOOLS FOR INTEGRATING INTERNATIONAL CR INSTRUMENTS TO COMPANY MANAGEMENT</p> <p>Objective: To highlight the key features of the increasingly convergent management paradigm for CR: risk-based due diligence, reporting, stakeholder engagement; and discuss how business in Asia and the Pacific can implement and benefit from it. To increase understanding of CR tools and provide examples of good practices by business in Asia and the Pacific.</p> <p>Moderator: Mr. Y.W. Junardy, <i>Commissioner, Rajawali Corporation, Chair of Indonesian UNGC Local Network</i></p> <p>Speakers: Mr. John F. Sherman, III, <i>General Counsel and Senior Advisor, Shift and Senior Program Fellow, CSR Initiative, Harvard Kennedy School on "Due Diligence and Corporate Responsibility"</i> Ms. Eszter Vitorino, <i>Manager Governmental Relations, Global Reporting Initiative (GRI)</i> Mr. James Kallman, <i>Managing Director, Mazars, Indonesia</i></p> <p>Panelists: Ms. Esther An, <i>Head of CSR & General Manager of Corporate Affairs, City Development Limited, Singapore</i> Ms. Nguyen Hoang Ai, <i>Business and CSR Manager, Jia Hsin (Viet Nam)</i> Mr. Sinouk Sisombat, <i>General Manager, Sinouk Coffee Company and President, Lao Coffee Association</i> Mr. Christopher Ng, <i>Asia-Pacific Regional Secretary UNI</i> Mr. Hu Kehua, <i>Deputy Director, Office for Social Responsibility of CNTAC (China National Textile and Apparel Council)</i> Dr. Benjamin R. Quiñones, <i>Chairman, Coalition of Socially Responsible Small & Medium Enterprises in Asia, The Philippines</i></p>

12:00 - 13:00	Networking lunch Venue: Lagoon 2, Level 15, Sunway Resort Hotel & Spa		
13:00 - 15:00	<p style="text-align: center;">Parallel Session C Venue: Lagoon 1, Level 15, Sunway Resort Hotel & Spa</p> <p style="text-align: center;">TRADE FACILITATION MEASURES FOR COMPETITIVENESS IMPROVEMENT & DEVELOPING REGIONAL SUPPLY CHAINS</p> <p>Objective: To review new trade facilitation techniques and their benefits for less developed countries' competitiveness improvement. To identify the key issues and policies for improving business connectivity through the development of global supply chains, with particular focus on TNC-SME partnerships. (Such issues may relate to green technology, clean or sustainable energy, healthcare, private education, infrastructure and construction, technology (ICT and biotech), agriculture and food.)</p> <p>Moderator: Mr. Tariq M. Rangoonwala, <i>Chairman, Rangoonwala Group of Companies, Pakistan</i></p> <p>Panelists: Prof. Dr. Rajah Rasiah, <i>Khazanah Nasional Chair of Regulatory Studies and Professor of Technology and Innovation Policy, University of Malaya</i> Mr. Hwee Chong Lok, <i>Regional Manager, Customs & Regulatory Affairs, Asia & India Operations, TNT Express Worldwide N.V.</i> Ms. Fulvia Farinelli, <i>Economic Affairs Officer, Enterprise Branch, Division on Investment and Enterprise, UNCTAD Logistics and SCM association in Malaysia or another ASEAN country</i> Mr. Tatsuo Fujimura, <i>Senior Adviser, SS-GATE</i></p>	<p style="text-align: center;">Parallel Session D Venue: Lagoon 2, Level 15, Sunway Resort Hotel & Spa</p> <p style="text-align: center;">SKILLS DEVELOPMENT FOR PRODUCTIVE BUSINESS</p> <p>Objective: To review the quality of education and entrepreneurship and vocational training in the region and identify the opportunities to foster business leaders for the future.</p> <p>Moderator: Ms. Rokia Afzal Rahman, <i>Vice President, International Chamber of Commerce (ICC) Bangladesh</i></p> <p>Panelists: Mr. Muthu Singaram, <i>Chief VibaZoner, VibaZone™ Private Limited (India, Malaysia)</i> Mr. Madhuriya Kumar Dutta, <i>Programme Manager for Trade and Investment Facilitation, Mekong Institute</i> Professor Graeme Wilkinson, <i>Vice Chancellor, Sunway University</i> Dr. Sailendra Narain, <i>Chairman, Centre for SME Growth and Development Finance (CESMED)</i> Mr. Kosala Wickramanayake, <i>Board Member, Federation of Chambers of Commerce and Industry of Sri Lanka</i> Mr. Phairush Burapachaisri, <i>Deputy Chairman, Thai Chamber of Commerce</i></p>	<p style="text-align: center;">Session 3 Venue: Cayman 3 & 4, Level 10, Sunway Resort Hotel & Spa</p> <p style="text-align: center;">IMPLEMENTING SOCIAL DIALOGUE AND PROBLEM SOLVING IN ASIA AND THE PACIFIC</p> <p>Objective: To demonstrate how social dialogue and access to consensual and non-adversarial means such as mediation and conciliation can contribute to the resolution of societal issues linked to company operations.</p> <p>To explore how "good offices" mechanisms such as that provided by OECD National Contact Points can play a constructive role in resolving corporate responsibility challenges in Asia.</p> <p>Moderator: Ms. Caroline Rees, <i>President and Executive Director, Shift</i></p> <p>Part I. The need for Conflict Resolution: The Asian Experience</p> <p>Panelists and movie screening Mr. Tristan Besa, <i>Principal Consultant, The Conflict Resolution Group Foundation (The Philippines)</i></p> <p>Conflict Resolution Foundation Group, Philippines on the Ambuklao-Binga Hydroelectric Plant (movie)</p> <p>Ms. Beth Fascitelli, <i>Head of Consulting, Meta-culture</i> Ms. Karen Westley, <i>Global Social Performance Manager, Shell</i> Ms. Rahimah "Ima" Abdulrahim, <i>Executive Director, The Habibie Center, Jakarta (Indonesia)</i></p> <p>Part 2. The Role of "National Contact Points" This session will focus on the role of OECD National Contact Points and successful mediated "specific instances"</p> <p>Mr. Danish Chopra, <i>Chairman, United Kingdom National Contact Point</i> Mr. Hajime Matsumura, <i>Japan National Contact Point (NCP)</i> Mr. Thomas Thomas, <i>CEO, ASEAN CSR Network, Executive Director, Singapore Compact for CSR</i></p> <p style="text-align: center;">Conclusion and Future Actions</p>

15:00 - 16:00		<p align="center">Outcomes and Recommendations by Sessions/Conferences/Side-Events Moderators Venue: Lagoon 1, Level 15, Sunway Resort Hotel & Spa</p> <p align="center">Chair: Tan Sri Dato' Dr Michael Yeoh <i>CEO & Director of ASLI</i></p> <p>Plenary 1: Datuk Seri Mohamed Iqbal Rawther, <i>Chairperson of the ESCAP Business Advisory Council</i> Plenary 2: Mr. Mirzan Mahathir, <i>President, ASLI/EBAC Committee Member</i> Parallel Session A: Mr. Chote Sophonpanich, <i>Executive Chairman, Greenspot (Thailand) Ltd.</i> Parallel Session B: Mr. Peter Charlton, <i>Chairman, First Charlton Communications</i> Parallel Session C: Mr. Tariq M. Rangoonwala, <i>Chairman, Rangoonwala Group of Companies, Pakistan</i> Parallel Session D: Ms. Rokia Afzal Rahman, <i>Vice President, International Chamber of Commerce (ICC) Bangladesh</i></p> <p>OECD-ESCAP Conference: Mr. Thomas Thomas, <i>CEO, ASEAN CSR Network</i> Mr. Y.W. Junardy, <i>Commissioner, Rajawali Corporation, Chair of Indonesian UNGC Local Network</i> Ms. Caroline Rees, <i>President and Executive Director, Shift</i></p>
16:00 - 16:30		<p align="center">CLOSING SESSION Venue: Lagoon 1, Level 15, Sunway Resort Hotel & Spa</p> <p align="center">Chair: Datuk Seri Mohamed Iqbal Rawther, <i>Chairperson of the ESCAP Business Advisory Council</i></p> <p align="center">Summary of the Forum: Dr. Ravi Ratnayake <i>Director, Trade and Investment Division, United Nations ESCAP</i></p> <p align="center">Closing Address: Datuk Dr. Rebecca Fatima Sta Maria <i>Secretary-General of the Ministry of International Trade and Industry (MITI), Government of Malaysia</i></p>

Note:

** Subject to Confirmation



**OECD-ESCAP CONFERENCE
INTERNATIONAL CORPORATE RESPONSIBILITY INSTRUMENTS**

“Putting Convergence into Action”

Kuala Lumpur, 15 – 16 October 2012

MONDAY 15 OCTOBER 2012 - MORNING

8: 00 - 9:30

Venue:

Lagoon 1, Level 15

Registration

9:30 - 15:30

Asia-Pacific Business Forum 2012

Opening session, special luncheon and first plenaries (see programme of the Asia-Pacific Business Forum).

MONDAY 15 OCTOBER 2012 - AFTERNOON

15:30-16:00 - Venue: Cayman 3 & 4, Level 10

Welcoming Remarks by OECD Deputy Secretary-General Richard Boucher and Dr. Ravi Ratnayake, Director, Trade and Investment Division, ESCAP

Opening Remarks by BIAC Secretary-General Tadahiro Asami and Dr. Tan Lin Lah, President, Global Compact Network Malaysia

SESSION ONE - THE NEW LANDSCAPE OF INTERNATIONAL CORPORATE RESPONSIBILITY (CR) INSTRUMENTS: CONVERGENCE AND COHERENCE

16:00-17:30

Venue:

**Cayman 3 & 4,
Level 10**

Objectives:

- To highlight the new features of the recently transformed landscape of leading international CR instruments.
- To show how this new landscape has resulted in a more convergent and coherent responsibility framework for companies operating in Asia and the Pacific.

Moderator: Mr. Mohd Shah bin Hashim, *Deputy Chair, ASEAN CSR Network and Executive Director, Legal & Secretariat, Nestlé Malaysia*

Speakers:

Mr. Puvan Selvanathan, *Chair, UN Working Group for Business and Human Rights (ex-Group Chief Sustainability Officer, Sime Darby)*

Ms. Ursula Wynhoven, *General Counsel, United Nations Global Compact*

Mr. Danish Chopra, *Chairman, United Kingdom OECD National Contact Point & Senior Policy Adviser, Department for Business Innovation and Skills, UK Government*

Dr. Li Li, *Assistant Professor, University of International Business and Economics, China*

Panelists

Ms. Leena Wokeck, *Director, CSR Asia Center at the Asian Institute for Technology (AIT) (Thailand)*

Ms. Malar Odayappan, *Supply chain CSR Manager, Nike (Malaysia)*

Datuk Dr. Denison Jayasooria, *Principal Research Fellow, Institute of Ethnic Studies (KITA), National University of Malaysia (UKM)*

Issues:

- What are the main international CR instruments?
- Which CR topics do they cover?
- What are their implementation mechanisms?
- How have they converged in 2010-2012?
- How are they used globally and in Asia?
- What are their benefits for businesses - clarity and coherence between CSR benchmarks, increased attractiveness, more inclusive stakeholder relationships, increased innovation capacities, better workforce and talent retention, resource use efficiency...and for society - sustainable development, inequality reduction, pollution control, competitiveness...-.

Instruments: OECD Guidelines for Multinational Enterprises (1976, revised 2011), UN Guiding Principles for Business and Human Rights (2011), UN Global Compact (2000), ISO 26000 (2010), ILO Tripartite Declaration for MNEs and Social Policies (1977), OECD Recommendation of the Council on Common Approaches for Officially Supported Export Credits and Environmental and Social Due Diligence (June 2012).

TUESDAY 16 OCTOBER - MORNING

SESSION TWO - TOOLS FOR INTEGRATING LEADING CR INSTRUMENTS INTO COMPANY DECISION-MAKING AND MANAGEMENT

10:00-12:00

Venue:

**Cayman 3 & 4,
Level 10**

Objectives:

- To highlight key available tools for turning convergent principles and standards of responsible business conduct into concrete action: risk-based due diligence, reporting, stakeholder engagement..
- To discuss how business operating in Asia and the Pacific can implement and benefit from these tools.
- To provide examples of good practices by business in Asia and the Pacific.

Moderator: Mr. Y.W. Junardy, *President Commissioner, Rajawali Corporation, Chair of Indonesian UNGC Local Network*

Speakers:

Mr. John F. Sherman, III, General Counsel and Senior Advisor, Shift and Senior Program Fellow, CSR Initiative, Harvard Kennedy School on "Due Diligence and Corporate Responsibility"

Ms. Eszter Vitorino, *Global Reporting Initiative*, on reporting observance on international principles and standards

Mr. James Kallman, *Managing Director, Mazars, Indonesia*, on the role of audit

Panelists:

Ms. Esther An, *Head of CSR & General Manager of Corporate Affairs, City Development Limited, Singapore*

Ms. Nguyen Hoang Ai, *Business and CSR Manager, Jia Hsin (Vietnam)*

Mr. Sinouk Sisombat, *General Manager, Sinouk Coffee Company and President, Lao Coffee Association*

Mr. Christopher Ng, *Asia-Pacific Regional Secretary UNI*

Mr. Hu Kehua, *Deputy Director, Office for Social Responsibility of CNTAC (China National Textile and Apparel Council)*

Dr. Benjamin R. Quiñones, *Chairman, Coalition of Socially Responsible Small & Medium Enterprises in Asia, The Philippines*

- Why are businesses adopting international CR instruments?
- How are businesses implementing international CR instruments in their daily operations?

	<ul style="list-style-type: none"> - For which business objectives and for which social and environmental impacts are businesses adopting international CR instruments? - What difficulties are businesses facing while integrating these instruments to their operations? How can these difficulties be effectively addressed? - How to promote a wider use of leading CR instruments in Asia?
<p>12:00-13:00</p>	<p>Lunch</p>
<p>SESSION THREE - PROMOTING SOCIAL DIALOGUE AND PROBLEM SOLVING IN ASIA AND THE PACIFIC</p>	
<p>13:00-15:00</p> <p>Venue:</p> <p>Cayman 3 & 4, Level 10</p>	<p><u>Objectives:</u></p> <ul style="list-style-type: none"> • To demonstrate how social dialogue and access to consensual and non-adversarial means such as mediation and conciliation can contribute to the resolution of societal issues linked to company operations. • To explore how “good offices” mechanisms, such as that provided by OECD National Contact Points, can help resolve corporate responsibility disputes in Asia and the Pacific. <p><u>Moderator:</u> <i>Ms. Caroline Rees, President and CEO, Shift</i></p> <p>Part 1. The need for Conflict Resolution: The Asian Experience</p> <p><u>Panelists and movie screening</u></p> <p>Mr. Tristan Besa, <i>Principal Consultant, The Conflict Resolution Group Foundation (The Philippines)</i></p> <p><i>Conflict Resolution Foundation Group, Philippines on the Ambuklao-Binga Hydroelectric Plant (movie)</i></p> <p>Ms. Beth Fascitelli, <i>Head of Consulting, Meta-culture (India)</i></p> <p>Ms. Karen Westley, <i>Global Social Performance Manager, Shell (Malaysia)</i></p> <p>Ms. Rahimah “Ima” Abdulrahim, <i>Executive Director, The Habibie Center (Indonesia)</i></p> <p>Part 2. The Role of “OECD National Contact Points”</p> <p>Part 2 will focus on the role of OECD National Contact Points and successfully mediated “specific instances”</p> <p>Mr. Danish Chopra, <i>Chairman, United Kingdom OECD National Contact Point & Senior Policy Adviser, Department for Business Innovation and Skills, UK Government</i></p>

	<p>Mr. Hajime Matsumura, <i>Japan OECD National Contact Point (NCP) & Deputy Director, OECD Division, Japan Ministry of Foreign Affairs</i></p> <p>Mr. Thomas Thomas, <i>CEO, ASEAN CSR Network, Executive Director, Singapore Compact for CSR</i></p> <p><u>Issues</u></p> <p>Social dialogue and mediation are two pillars of CSR implementation and effectiveness. They can help prevent and resolve social disputes in a manner that is mutually satisfactory to the parties.</p> <ul style="list-style-type: none"> - What is the state of development of social dialogue and mediation in Asia? What are the needs? - What are the key features of NCPs and the specific instance mechanism? - How could NCPs and the Specific Instances facility be beneficial to Asia - both to businesses and to the society? <p><i>For reference: "2012 Annual Report on the OECD Guidelines for Multinational Enterprises -Mediation and Consensus Building" and "Mediation Manual" prepared by the Consensus Building Institute</i></p>
OUTCOMES AND RECOMMENDATIONS BY SESSIONS/OECD CONFERENCE/SIDE-EVENTS MODERATORS (APBF PLENARY)	
<p>15:00-16:00</p> <p>Venue: Lagoon 1, Level 15</p>	<p>Presentations by Moderators (of all sessions of the APBF)</p> <p>Chair: Tan Sri Dato' Dr Michael Yeoh, <i>CEO & Director of ASLI</i></p> <p>Mr. Thomas Thomas, <i>CEO, ASEAN CSR Network, Executive Director, Singapore Compact for CSR</i></p> <p>Mr. Y.W. Junardy, <i>President Commissioner, Rajawali Corporation, Chair of Indonesian UNGC Local Network</i></p> <p>Ms. Caroline Rees, <i>President and CEO, Shift</i></p>
CLOSING SESSION OF THE APBF	
<p>16:00-16:30</p> <p>Venue: Lagoon 1, Level 15</p>	<p>Chair:</p> <p>Datuk Seri Mohamed Iqbal Rawther, <i>Chairperson of the ESCAP Business Advisory Council</i></p> <p>Summary of the Forum:</p> <p>Dr. Ravi Ratnayake, <i>Director, Trade and Investment Division, United Nations ESCAP</i></p> <p>Closing Address:</p> <p>Datuk Dr. Rebecca Fatima Sta Maria, <i>Secretary-General of the Ministry of International Trade and Industry (MITI), Government of Malaysia</i></p>



Economic and Social Commission for Asia and the Pacific

ASIAN AND PACIFIC CENTRE FOR TRANSFER OF TECHNOLOGY



Workshop for SMEs on "Valuation of Intellectual Property"

15 October 2012

Kuala Lumpur, Malaysia

Venue: Sunway Resort Hotel, Kuala Lumpur, Malaysia

Tentative Programme

Monday, 15 October 2012

- 13:00-14:00 Registration
- 14:00-14:05 **Welcome Address** - Dr. Krishnan Srinivasaraghavan, In-Charge, Technology Transfer Services Group, United Nations APCTT-ESCAP
- 14:05-14:10 **Inaugural Address** - Dato' Dr. Madinah Mohamad, Secretary General, Ministry of Science, Technology and Innovation, Malaysia
- 14:10-15.50 **Session I: Common Approaches for Intellectual Property Valuation in the Context of SMEs**
- 14:10-15:00 "Consideration and methods used in IP Valuation"
Ong Chui Koon, Senior General Manager, SIRIM Berhad
- 15:00-15:50 "Technology & IP Evaluation, Valuation & Deal Making Principles for SMEs"
Mr. Akash Bhavsar, Managing Director, Skyquest Technology Group, India
- 15:50-16:05 Coffee break
- 16:00-17.30 **Session II: Best Practices in the Valuation of Intellectual Property: Lessons from Successful and Failed Technology Transfer Assignments**
- 16:05-16.45 IP as Key Enabler for Wealth Creation: Commercialization of Innovation
Dr. Aini Suzana Datuk Hj. Ariffin, Fellow Consultant, SIRIM Berhad
- 16:45-17:20 Valuation of Intellectual Property: Real Life Case Studies

Dr. Krishnan Srinivasaraghavan, In-Charge, Technology Transfer Services Group, APCTT-ESCAP and Mr. Akash Bhavsar, Managing Director, Skyquest Technology Group, India
- 17:20-17:30 Closing Remarks - APCTT-ESCAP / SIRIM



Tentative PROGRAMME

MARDI / UNAPCAEM Workshop for SMEs on Appropriate Precision Farming for Enhancing the Sustainability of Rice Production

15 OCTOBER 2012 (MONDAY)	
13h30-14h10	Registration
Opening Ceremony	
14h00-14h10	<ul style="list-style-type: none"> • Representative of MARDI • Head/Representative of UNAPCAEM
14h10-14h20	<p>Presentation by UNAPCAEM on the Centre's work Presenter: Head/Representative of UNAPCAEM</p>
14h20-14h50	<p>Presentation on precision rice farming technology by MARDI- (overall concept, status, issues, challenges and opportunities for adoption with SMEs) Presenter: Dr Chan Chee Wan, MARDI</p>
14h50-15h05	<p>Mapping technology: QMAP and treatment map using UAV aerial imaging services Presenter: Dr. Teoh Chin Chuang, MARDI, Dr Chan Chee Wan, MARDI, Mr.Wong Tai Hong (JuruPro Sdn Bhd)</p>
15h05-15h20	<p>Variable rate seeding technology Presenter: Mr. Ayob Abdul Hamid, MARDI</p>
15h20-15h35	<p>Variable rate fertilizer application Mr.Abu Hassan Daud ,MARDI Presenter: Mr.Abu Hassan Daud ,MARDI</p>
15h35-15h45 Tea & Coffee Break	
15h45-16h00	<p>Variable rate spraying technology Presenter: Dr Chan Chee Wan, MARDI</p>
16h00-17h00	<p>Panel discussion Facilitators: Dato' Dr Sharif Haron (Moderator), Dr.Chan Chee Wan, Mr.Kamarudin Dahului, Mr.Ayob Abdul Hamid, Mr.Abu Hassan Daud, Dr Teoh Chin Chuang and UNAPCAEM</p>
17h00-17h10	<p>Wrap –up Remarks by UNAPCAEM</p>