



**ASIA-PACIFIC BUSINESS FORUM 2012**

**Kuala Lumpur, 15-16 October 2012**

**REPORT**

## I. ORGANIZATION

### A. OPENING, DURATION AND ORGANIZATION OF THE SESSION

1. The Asia-Pacific Business Forum held its ninth session in Kuala Lumpur, Malaysia on 15 and 16 October 2012. The programme of the Forum is attached as Annex I.
2. The Forum was co-organized by ESCAP, the Asian Strategy and Leadership Institute (ASLI), the Organization for Economic Cooperation (OECD) and the United Nations Development Programme (UNDP). The Ministry of International Trade and Industry (MITI) and the Ministry of Science, Technology and Innovation (MOSTI) of the Government of Malaysia were strategic partners. The Malaysian Agricultural Research and Development Institute (MARDI), the SIRIM Berhad, the SME Corp, 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.
3. Dr. Ravi Ratnayake, Director, Trade and Investment Division, ESCAP delivered his welcoming remarks.
4. Datuk Seri Mohamed Iqbal Rawther, Chairperson of the ESCAP Business Advisory Council (EBAC) delivered his introductory address.
5. Dr. Noeleen Heyzer, Under-Secretary-General of the United Nations and Executive Secretary of ESCAP delivered her welcoming address.
6. Ambassador Richard A. Boucher, Deputy Secretary-General of the OECD delivered his opening address.
7. Datuk Dr. Rebecca Fatima Sta Maria, Secretary-General of the Ministry of International Trade and Industry (MITI), Government of Malaysia delivered her keynote address on “Transforming Countries – the Malaysian Experience”.
8. Tan Sri Dato’ Dr. Michael O.K. Yeoh, CEO/Director, ASLI and co-organizers of the APBF 2012 made his vote of thanks.
9. Mr. Larry C. Farrell, Chairman and Founder of the Farrell Company delivered a special address from business on “The Role and Power of Entrepreneurship in Promoting Prosperity”.
10. Following the above mentioned opening remarks, a roundtable discussion was organized consisting of representatives from APEC Singapore, the Government of Malaysia, Booz and Company Ltd, Greenspot Ltd, the Asian Development Bank and Toshiba Thailand.
11. The overarching theme of APBF 2012, “Advancing Regional Economic Integration: Connecting Business, Strengthening Partnerships” was discussed in two plenary sessions, four parallel sessions and three side-events in two days. Specific topics of APBF 2012 included: economic integration and its impact on business; enhancing business competition through trade and investment liberalization; challenges and opportunities arising from the ASEAN Economic Community 2015; responsible and sustainable business; non-traditional opportunities for business and investment; trade facilitation measures for enhancing competitiveness and skills development for productive business. The Forum also officially launched the ESCAP Policy Guidebook for Small and Medium Enterprise Development in Asia and the Pacific.
12. APBF 2012 also included the second OECD/ESCAP regional conference on International Corporate Responsibility (CR) Instruments. Three sessions were held over one and a half days covering the following topics: the new landscape of international CR instruments; tools for integrating

international CR instruments in company management and implementing social dialogue and problem-solving in Asia and the Pacific.

13. In the concluding session, session moderators summarized the outcomes of the sessions, presenting recommendations to both public and private sectors.

14. Two pre-Forum events were organized on Sunday 14 October 2012 at the Sunway Resort Hotel & Spa. The first was a UNDP Regional Workshop on SME Development in ASEAN and the Growth of Free Trade Agreements. The second event was the fourth session of the ESCAP Business Advisory Council (EBAC).

15. Dato' Sri Mohn Najib, the Prime Minister of Malaysia, sent a special message to the Forum welcoming the Executive Secretary of ESCAP, Deputy Secretary-General of the OECD, international speakers and participants to Malaysia. He outlined the progress Malaysia had made under the Government Transformation Programme and Economic Transformation Programme in improving the livelihoods of the population and national competitiveness. He also highlighted that as the fulcrum of the global economy, policymakers in the Asia-Pacific region must continue to adopt open, competitive and market-friendly policies which were also inclusive and sustainable. He wished the Forum well and congratulated the organizers for arranging this timely event.

## **B. ATTENDANCE**

14. The Forum was attended by approximately 200 people from various industries (24% from government, 22% from business, 12% from academia, 8% from international organizations, 9% from non-governmental organizations, 4% individuals and 21% were others). Almost 40 per cent of participants came from outside the host country, Malaysia. A list of participants is attached as Annex 2.

## **II. CONCLUSIONS, RECOMMENDATIONS AND OUTCOMES OF THE SUBSTANTIVE DELIBERATIONS**

### **A. ROUNDTABLE DISCUSSION: UNITED ASIA-PACIFIC: WHAT IT MEANS FOR BUSINESSES?**

**Objective:**

To explore the current state of play regarding global and regional economic integration and its importance for business.

**Moderator:**

Ambassador Muhamad Noor Yacob, *Executive Director, APEC Singapore*

**Speakers:**

- Datuk Dr. Rebecca Fatima Sta Maria, *Secretary-General of the Ministry of International Trade and Industry (MITI), Government of Malaysia*
- Mr. Ian Buchanan, *Senior Executive Advisor, Booz & Company (Australia) Ltd*
- Mr. Chote Sophonpanich, *Executive Chairman, Greenspot (Thailand) Ltd*
- Mr. Ramesh Subramaniam, *Senior Director, Office of Regional Economic Integration, Asian Development Bank*
- Ms. Kobkarn Wattanavrangkul, *Chairperson, Toshiba Thailand Co. Ltd*

**Questions:**

- 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?

**Main conclusions, recommendations and outcomes:**

- (1) While the ASEAN Economic Community is progressing well and trade volumes are increasing strongly, there remains a wide variation amongst countries on key governance measures which impact competitiveness. These measures include economic freedom, government effectiveness, regulatory quality and the rule of law.
- (2) Social stability is critical as there is a need to create value adding opportunities especially as many still depend on the ‘informal economy’ for survival.
- (3) Public-private partnerships can bring private sector finance and expertise to the development and management of public assets.
- (4) Regional cooperation and integration will help Asia sustain global growth however several issues related to this need to be addressed including capital market flow and FDI, entrepreneurship support by government, infrastructural development, more equal distribution of benefits and the provision of a safety net for the poor.
- (5) Rapid economic growth also creates problems such as income inequality, dislocation, increased pressure on infrastructure and higher demand for education. These are serious challenges that governments need to overcome and ESCAP can assist by being a hub for best practices.
- (6) The private sector needs to be united in creating more balanced and sustainable growth. The fight against corruption must be undertaken with companies. Large and small corporations, through a “big brother – small brother” campaign, can work together on wealth distribution. The region needs to adopt a sufficiency economy approach and care more for the people and the community. In this connection, APBF 2012 supported the establishment of the Asia-Pacific Sustainable Business Network which was proposed by the ESCAP Business Advisory Council.
- (7) There needs to be a balance between industry needs and government needs with all stakeholders being considered. Regional development is also not a zero sum game and the members of ASEAN need to ensure that the less-developed members also grow inclusively.

**B. PLENARY 1: UNITED ASIA-PACIFIC: ENHANCING BUSINESS  
COMPETITIVENESS THROUGH TRADE AND INVESTMENT LIBERALIZATION  
(BUSINESS PERSPECTIVE)**

**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

**Moderator**

Datuk Seri Mohamed Iqbal Rawther, *Chairperson of the ESCAP Business Advisory Council*

**Panelists**

- Ms. Rokia Afzal Rahman, *Chairperson, Arlinks Group of Companies*
- Mr. George Yuen, *Independent Non-Executive Director, ICBC (Asia), Industrial and Commercial Bank of China*
- Mr. Oudet Souvannavong, *Secretary-General, GMS Business Forum*
- Ambassador Teng Theng Dar, *Member, International Advisory Council, Bryan Cave Consulting (Asia-Pacific) Pte Ltd*

**Questions:**

- 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?

**Main conclusions, recommendations and outcomes:**

- (1) Closer economic integration in Asia and the Pacific would enhance trade and investment which in turn would increase national revenue and employment however this is highly dependent on good physical and also interpersonal connectivity. Intra-ASEAN FDI flows remain low and need to be increased.
- (2) The key elements to mobilizing private sector resources for infrastructure development are:
  - a. An economically viable infrastructure project with long-term returns
  - b. Clear policies and regulations of concerned governments
  - c. An enabling business environment to secure private investment
  - d. Availability of financial resource from second and third parties in case of PPP co-financing and loans
  - e. Transparent and effective public procurement in case of PPP co-managed projects.
  - f. Social and environment impact issues are well addressed and disseminated.
- (3) Governments need to focus on six key issues that are important for businesses, especially SMEs:
  - a. Competency – a business needs to be competent and constantly evolving to remain relevant in the market place.
  - b. Connectivity – businesses cannot operate in isolation but need to be part of a network.
  - c. Community – explore opportunities for creating niche markets within a community.
  - d. Policy – help SMEs to form clusters so they can work together, e.g. Bangalore IT project
  - e. Sound legal system and strong institutional environment.
  - f. Capital – money is important however human capital is essential for SMEs.
- (4) The gap between rich and poor is widening in this region and therefore there was a need not only for more socially conscious businesses but also for an environment in which wealth is more equitably shared. There was also a need to give more support to women who wanted to start social enterprises.

- (5) There needs to be a strong institutional framework based on mutual trust and common goal of promoting trade. There also needs to be a strengthened multilateral system to reduce trade barriers and create open regionalism. Certain key players – government, academia, NGO and entrepreneur – are central to driving such changes.

### **C. PLENARY 2: TOWARDS AND BEYOND THE ASEAN ECONOMIC COMMUNITY (AEC) 2015**

#### **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:

- Agriculture and food
- Manufacturing
- Sustainable and renewable energy
- Tourism
- Information technologies and communications
- Sustainable energy options including energy efficiency and renewable energy

#### **Moderator:**

Mr. Mirzan Mahathir, President, *ASLI/EBAC Committee Member*

#### **Panelists:**

- H.E. Ambassador Ong Keng Yong, *High Commissioner of Singapore to Malaysia*
- Mr. Kamal Malhotra, *United Nations Resident Coordinator for Malaysia and UNDP Resident Representative for Malaysia, Singapore and Brunei Darussalam*
- Ms. Miho Shirotori, *Economic Affairs Officer, Trade Analysis Branch, Division on International Trade, UNCTAD*
- Dato' Syed Amin Aljeffri, *Past Chairman, Asean Business Advisory Council*

#### **Questions:**

- 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 connectivity?
- 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?

#### **Main conclusions, recommendations and outcomes:**

- (1) Although the target date for the establishment of the AEC is ambitious and fast-approaching, in some ways the ASEAN community is already in place. For example the ASEAN FTA already exists which has brought tariff barriers down to minimal level. By 2015 the AEC should proceed with formal announcement which in turn should trigger even greater political will for integration and cooperation.

- (2) The development gap between the member countries of ASEAN will be a serious challenge to realizing the AEC by 2015. The integration of the less developed countries – Cambodia, Lao People’s Democratic Republic and Myanmar – will be a serious challenge due to huge disparities in areas such as trade procedures and logistics capabilities when compared to countries such as Singapore. Therefore, connectivity and knowledge transfer between the more developed countries to the less developed ones and also from urban to rural areas is important. Furthermore, south-south cooperation is going to be vital within the AEC.
- (3) While ASEAN’s approach to reducing the negative trade impact of other non-tariff measures (NTMs) is considered one of the most advanced and an example of best practice among free-trade areas, especially south-south FTAs, NTMs remain a challenge that needs to be addressed even beyond the AEC 2015. However, NTMs can be particularly difficult to deal with as they are often legitimate policy instruments which need to be streamlined, not necessarily eliminated. NTM streamlining needs to be coordinated among the ASEAN members so that regulatory reforms at the domestic level occurs concurrently with the removal of procedural obstacles region-wide.
- (4) ASEAN does not want to be the European Union, it wants to be an economic union with greater flexibility. ASEAN economic integration needs to be organized and managed properly so that key integration issues such as language and currency are addressed.
- (5) Leadership needs to focus on developing an ASEAN identity to encourage people from different countries to work together and create a community. The EU has an identity which is something we should try and follow but not replicate.

#### **D. SIDE EVENT: APCTT-ESCAP/MOSTI/SIRIM WORKSHOP FOR SMES ON “VALUATION OF INTELLECTUAL PROPERTY”**

As one of the side events of APBF 2012, Asian and Pacific Centre for Transfer of Technology (APCTT) organized a “Workshop for Small and Medium Enterprises (SMEs) on Valuation of Intellectual Property” on 15 October 2012 at the Sunway Resort Hotel, Kuala Lumpur in partnership with the Ministry of Science, Technology and Innovation (MOSTI), Government of Malaysia and SIRIM Berhad, Malaysia. This workshop was organized by APCTT to enhance the awareness of managers of SMEs in ESCAP member countries on various critical issues involved in the valuation of intellectual property, a key step in decision-making for acquiring a new technology by business firms. Dr. Ravi Ratnayake, Director, Trade and Investment Division of ESCAP delivered the Opening Address and APCTT’s focal point in Malaysia, the Hon. Secretary General of MOSTI, Malaysia, Dato’ Dr. Madinah Mohamad delivered the inaugural address for the workshop, which was followed by two technical sessions involving speakers and resource persons from APCTT and SIRIM Berhad. This workshop attracted the participation of over 50 participants from Malaysia, India, China, Philippines, Myanmar, Thailand Vietnam, Lao PDR, Cambodia and Indonesia as well as from few of the OECD member countries as well. During the workshop, several lectures and real life case studies related to the valuation of intellectual property were presented by the speakers which were well received by the participants of the workshop.

#### **E. SIDE EVENT: MARDI/UNAPCAEM WORKSHOP FOR SMES ON “APPROPRIATE PRECISION FARMING TECHNOLOGY FOR SUSTAINABLE FOOD PRODUCTION”**

UNAPCAEM in collaboration with its focal point in Malaysia, the Malaysian Agricultural Research and Development Institute (MARDI), co-organized a workshop on 15 October on the sidelines of APBF 2012 in Kuala Lumpur on appropriate precision farming for enhancing sustainability of rice production. The workshop gathered 45 participants from various sectors of rice production in

Malaysia with an aim to disseminate the latest research result on precision rice farming and related ICT technology for adoption by SMEs. Discussions at the workshop focused on cost benefit, environmental sustainability, yield increase as well as technological challenges of precision rice farming. The workshop established a collaborative network among farmers' associations, the private sector, and research institutions for commercialization and technology transfer of the precision farming technology in Malaysia.

#### **F. SIDE EVENT: BUSINESS TO BUSINESS MATCHING ON TECHNOLOGY TRANSFER**

The Asian and Pacific Centre for Transfer of Technology (APCTT) in collaboration with the United Nations Asian and Pacific Centre for Agricultural Engineering and Machinery (UNACAEM), SIRIM Berhad, Malaysian Agricultural Research and Development Institute (MARDI) and South-South Global Assets and Technology Exchange (SS-GATE) organized a Business-to-Business (B2B) meeting on Technology Transfer on 16 October 2012 at the Sunway Resort Hotel, Kuala Lumpur. This event provided an enabling platform for business firms from ESCAP member countries to explore possibilities for technology-based business cooperation at the sub-regional and regional levels. The key focus areas of the B2B meeting were energy, agriculture, medical systems, electronics, food processing, and biotechnology. Representatives of business firms, chambers of commerce, government organizations involved in business promotion as well as research organizations interested in commercializing their technologies from Malaysia, Philippines, Indonesia, India, China, Philippines, Brunei Darussalam, Lao PDR, Thailand and Myanmar participated in the B2B meetings and made presentations on their specific interests and the nature and extent of cooperation sought by them which was followed by one-to-one meetings between interested technologies seekers and technology providers. In the evaluation, the participants of the B2B meeting agreed that the discussions during the meeting had led to fruitful proposals for future business cooperation, especially in the following areas: agriculture, energy and electronics. As part of the B2B meeting, APCTT and UNAPCAEM created a "Myanmar Pavilion" and provided an opportunity for delegates from Myanmar to share information on investment opportunities and possibilities for business cooperation with Myanmar. Representatives from government, private sector and NGOs in Myanmar actively participated in the meetings and provided information on the existing as well as future prospects for business in Myanmar which generated considerable interest among the participants who were keen to explore business opportunities in Myanmar.

#### **G. PARALLEL SESSION A: THE FUTURE WE WANT: PROMOTING SUSTAINABLE AND RESPONSIBLE BUSINESS**

##### **Objective:**

Implementing Rio+20: to identify innovative business practices and propose policies to support greener businesses while improving competitiveness.

##### **Moderator:**

Mr. Chote Sophonpanich, *Executive Chairman, Greenspot (Thailand) Ltd.*

##### **Speakers:**

- Mr. Thomas Thomas, *CEO, ASEAN CSR Network*
- Mr. Anthony Wong, *Global Compact Network Malaysia*
- Mr. Paul Hengeveld, *Senior Director International Organizations, Microsoft*
- Mr. Yoong Yoong Lee, *Research Associate, Institute Of Policy Studies, Lee Kuan Yew School Of Public Policy, National University of Singapore*

##### **Main conclusions:**

- (1) The role of business has changed. Previously, business was acceptable as long as it did no harm to others; however, today it is crucial for businesses to actively do good and give back to the community. This is a particularly important challenge for SMEs. With the imminent establishment of the ASEAN Economic Community, there is a growing need for increased focus on inculcating social justice and rights and adhere to a strategic objective to ensure corporate social responsibility.
- (2) In the tourism industry, a high respect for the environment and making optimal use of environmental resources is a key element for the sustainable development of the industry. Furthermore there needs to be respect for the socio-cultural authenticity of host communities which can contribute to inter-cultural understanding and tolerance. There is also a need to ensure that viable, long-term economic operations and socio-economic benefits are fairly distributed to host communities.
- (3) Microsoft has committed to become carbon-neutral demonstrating the important of environmental sustainability to the company. It also reflects a broader approach to climate change based on the belief that technology can play an important role in the transition to a sustainable, low-carbon economy.
- (4) Demonstrating responsible environmental leadership involves three key factors: (a) being lean by reducing energy use and air travel through technology-driven efficiency; (b) being green by increasing the purchase of renewable energy and reducing waste and water use; (c) being accountable by measuring the impact of operations to incentivize reductions in emissions.
- (5) Singapore's success and prosperity depends on being able to overcome the climate change challenge and seize the opportunities it presents. The national strategy needs to simultaneously pursue the twin goals of growing the economy and protecting the environment. It has already grown a base of clean-tech companies and this kind of green growth and green jobs creation helps build resilience in a tight labour market.
- (6) With an increasing move towards a greener economy there is a need for more indicators such as a global measurement index for sustainability related factors.

## **H. PARALLEL SESSION B: NON-TRADITIONAL OPPORTUNITIES FOR BUSINESS AND INVESTMENT**

### **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.

### **Moderator:**

Mr. Peter Charlton, *Chairman, First Charlton Communications*

### **Speakers:**

- Mr. Asif Ibrahim, *President, Dhaka Chamber of Commerce and Industry and Vice Chairman, Newage Group of Industries*
- Dr.J. S.Juneja, *Chairman, Global Projects & Services (P) Ltd.*
- Ms. Barbara Meynert, *Senior Advisor, Li & Fung Group*
- Dr. Sailendra Narain, *Chairman, Centre for SME Growth and Development Finance (CESMED)*

### **Main conclusions, recommendations and outcomes:**

- (1) Asia's current growth strategy is to export to the developed economies. To stay competitive, the region must generate significant investments in infrastructure, technologies and innovation to support enhanced business linkages.
- (2) The countries of the region need to diversify their sources of growth by avoiding over-reliance on exports and enhancing growth of domestic demand through regional cooperation and coordination among regional economies.
- (3) The establishment of an Asia-Pacific FTA is an evolving idea that can ease the costs of doing business. Cooperation between SAARC and ASEAN may ultimately lead towards an Asia-Pacific FTA.
- (4) It is important to invest in areas in which young people want to work. Creating a knowledge economy which includes sectors such as fashion, information, design, health, bio and hospitality technologies is an important strategy.
- (5) The two global trends of ageing populations and rapid urbanization are intersecting to create significant new opportunities for business and investment. It is projected that by 2025, higher income consumers in the 65+ age bracket will be predominantly in emerging Asia. Individuals have to take more responsibility for their own lives and health through active ageing. This means they can maintain their functional capacity throughout their life course. This would also benefit society at large.
- (6) Non-traditional opportunities for business and investment can be high-risk with returns only realized over a long period of time. This means a change agent can be required to harness such opportunities, while an institutional arrangement needs to be established to absorb key risks.
- (7) The role of governments is evolving. Governments need to be facilitators but also provide psychological assurance. They need to implement policy and create awareness but all of these needs to be accepted and absorbed by the private sector and utilized properly. Public-Private cooperation is therefore essential.

## **I. PARALLEL SESSION C: TRADE FACILITATION MEASURES FOR COMPETITIVENESS IMPROVEMENT & DEVELOPING REGIONAL SUPPLY CHAINS**

### **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.)

### **Moderator:**

Mr. Tariq M. Rangoonwala, *Chairman, Rangoonwala Group of Companies, Pakistan*

### **Speakers:**

- Prof. Dr. Rajah Rasiah, *Khazanah Nasional Chair of Regulatory Studies and Professor of Technology and Innovation Policy, University of Malaya*

- Mr. Hwee Chong Lok, *Regional Manager, Customs & Regulatory Affairs, Asia & India Operations, TNT Express Worldwide N.V.*
- Ms. Fulvia Farinelli, *Economic Affairs Officer, Enterprise Branch, Division on Investment and Enterprise, UNCTAD Logistics and SCM association in Malaysia or another ASEAN country*
- Mr. Tatsuo Fujimura, *Senior Adviser, SS-GATE*

**Main conclusions, recommendations and outcomes:**

- (1) Regional integration cannot be expected to lead immediately or automatically to development. Harmonization in various areas depends on the availability of human capital in all countries. There needs to be synchronization of policies that take into account the different development rates and different issues in all countries. Movement of workers, goods, services and capital across borders all need to be carefully managed.
- (2) TNC-SME linkages offer significant benefits to host economies. TNCs can be an important source of demand for SME outputs, offer opportunity to upgrade quality and capacity to international levels, and promote technology transfer, market information, skills and easier access to finance for SMEs.
- (3) The establishment of sustainable linkages does not happen automatically as a direct consequence of the presence of TNCs, but requires the participation and collaboration of all interested stakeholders (i.e. TNCs, local suppliers, government).
- (4) Only if a conducive policy environment is established can specific linkage promotion programmes have a chance to be transformed from isolated cases into sustainable and inclusive mechanisms to build local productive capacity.
- (5) The South-South Global Assets and Technology Exchange (SS-GATE) was initiated by the UNDP Special Unit for South-South Cooperation and is based in Shanghai. It is comprised of an online and physical global market mechanism and a supporting service platform providing services such as technical consulting, legal advice, and financial facilitation to project owners, providers, buyers and sellers. SS-GATE faces a number of challenges going ahead. There is a need to further strengthen the functions of national workstations. Regional business facilitation needs to be promoted by the establishment of regional SS-GATE networks in Asia, Africa, the Arab States and Latin America. The financial sustainability of SS-Gate needs to be strengthened by increasing the success rate of business deals and consultancy services. There is also a need to transform SS-GATE into an international not-for-profit organization.
- (6) In the entire regional or global supply chain, Customs clearance is a major bottleneck in the whole process. To improve Customs clearance, regular meetings (e.g. annual dialogues) between business and representatives of the customs clearance sector need to be held. The private sector is generally doing many activities very efficiently and Customs clearance is one area where the public sector can learn from the private sector.
- (7) In the mature markets of Europe and North America roads account for almost 80 per cent of transportation. In comparison, only 22 per cent of transportation in Asia is by road. There is an opportunity to close this gap which will bring many benefits including cost and time savings, consistent schedules and easier tracking.

**J. PARALLEL SESSION D: SKILLS DEVELOPMENT FOR PRODUCTIVE BUSINESS**

**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.

**Moderator:**

Ms. Rokia Afzal Rahman, *Vice President, International Chamber of Commerce (ICC) Bangladesh*

**Speakers:**

Mr. Muthu Singaram, *Chief VibaZoner, VibaZone™ Private Limited (India, Malaysia)*

Mr. Madhuriya Kumar Dutta, *Programme Manager for Trade and Investment Facilitation, Mekong Institute*

Professor Graeme Wilkinson

*Vice Chancellor, Sunway University*

Mr. Phairush Burapachaisri, *Deputy Chairman, Thai Chamber of Commerce*

**Main conclusions, recommendations and outcomes:**

- (1) Human resource development issues are a major problem faced by the CLMV countries in the Greater Mekong Subregion. Priority concerns include limited entrepreneurship development, limited SME ability to integrate into RVCs and GVCs and limited capacity to implement FTAs and trade and investment policies. Human resource capacity development needs adequate and effective trade and investment policies as well as strong government commitment to implement these policies.
- (2) Lasting economic growth needs to come from the development of knowledge-based industries and the development of these industries can be supported by higher education institutions. To achieve this there are four key requirements. Firstly, universities must be entrepreneurial, innovative and deliver degrees that employers want. In relation to this, government regulatory regimes should be flexible enough to allow new types of degrees in entirely new and emerging disciplines. Secondly, there is a need for entrepreneurial graduates. Universities should teach more entrepreneurship and embed it into various degree courses. Thirdly, university courses should be designed jointly by universities and industries. This can be done either on an individual company basis or with industry sector representative bodies. The fourth key requirement is multi-contextual learning. Graduates should engage in industrial work experience, international experience and experience in more than one higher education institution in addition to their degree.
- (3) Business bodies such as chambers of commerce can provide more direct skills training and education. This can be done by either funding an education institution, establishing connective programmes between companies and communities or implementing mentoring relationships between key businesspeople and aspiring entrepreneurs. Furthermore, chambers of commerce that are normally focused on industry and trade can expand their focus to include the agricultural sector and work directly with farmers.
- (4) Specifically for SMEs, a viable and effective method for accelerating practical training and knowledge transfer is through cluster formation and cooperation to access larger markets through exports.

**K. OECD/ESCAP CONFERENCE**  
**INTERNATIONAL CORPORATE RESPONSIBILITY INSTRUMENTS**  
**SESSION 1: THE NEW LANDSCAPE OF INTERNATIONAL CORPORATE**  
**RESPONSIBILITY (CR) INSTRUMENTS: CONVERGENCE AND COHERENCE**

**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.

**Moderator:**

Mr. Mohd Shah bin Hashim, *Deputy Chair, ASEAN CSRN 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, *Head, Policy & Legal of the United Nations Global Compact Office, UN 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)*

**Main conclusions, recommendations and outcomes:**

- (1) There was a common understanding among all speakers and panelists that convergence of CR instruments was useful as it:
  - (a) Removes confusion
  - (b) Achieves more alignment and less deviance
  - (c) Contributes to more and deeper collaboration between stakeholders
  - (d) Cuts costs in trying to comply with many different instruments.
- (2) However it was also noted that proliferation of instruments is not always a bad thing as long as it does not confuse users and leads to greater CSR implementation.
- (3) Some key issues and problems with the instruments highlighted included:
  - (a) There is not enough uptake of these instruments in Asia
  - (b) There is a need for scaling up of these instruments
  - (c) For the supply chain, there are too many audits
  - (d) Audits do not necessarily indicate the true status at the supply chain. There is a need to have processes to capture the true reflection of the true position
  - (e) There are gaps in putting commitments into action
  - (f) They could be a non-tariff barrier to trade
- (4) Key suggestions for moving forward included:

- (a) Simplify the CSR concept
- (b) Help organizations make it easier for them to embed CSR
- (c) Get instruments into action
- (d) Recognize the importance of the role of the Government. The Government can and should influence outcomes positively, e.g. in the way licenses and contracts are awarded.

**L. OECD/ESCAP CONFERENCE**  
**INTERNATIONAL CORPORATE RESPONSIBILITY INSTRUMENTS**  
**SESSION 2: TOOLS FOR INTEGRATING INTERNATIONAL CR INSTRUMENTS TO**  
**COMPANY MANAGEMENT**

**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.

**Moderator:**

Mr. Y.W. Junardy, *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 Füleky, *Global Reporting Initiative, on reporting observance on international principles and standards*

Mr. James Kallman, *Managing Director, Mazars, Indonesia*

**Panellists:**

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*

**Main conclusions, recommendations and outcomes:**

A general outcome was that local instruments are important and may have more impact than international instruments. For example, Singapore Stock Exchange guidelines have been very efficient as companies “feel closer” to these guidelines. Another example is the Green Mark label in Singapore, as well as the Chinese CSC 9000T management system and CSR Gate (reporting system with 201 indicators).

- (1) It was observed that local instruments are important and may have more impact than international instruments. For example, the Singapore Stock Exchange guidelines have been very effective as companies “feel closer” to them. Other examples include the Green Mark label in Singapore and also the Chinese CSC 9000T management system and CSR Gate (reporting system with 201 indicators).

## (2) Key challenges to implementation included:

- (a) The priorities of companies remain financial
- (b) Cultural differences, especially in Asia where transparent reporting conflicts with some aspects of the local culture.
- (c) The uptake on international instruments remains very low in Asia, e.g. there are only few GRI reports in Singapore.
- (d) Interest in compliance remains low as the requirements are not compulsory by law.
- (e) It is difficult to prove the ROI (return on investment) to companies and convince them to engage in CSR.
- (f) CSR is expensive and it requires a lot of investment and efforts.
- (g) There are too many initiatives which makes it is difficult to choose one.
- (h) There are too many audits. Companies mandating social audits should maybe provide the manpower, and cover the costs of auditing which can sometimes be high.

## (3) Key suggestions for moving forward included:

- (a) Perspectives need to be taken from the one who is hurt the most in terms of respect of Human Rights.
- (b) A mega linkage document for convergence was proposed
- (c) There is a need to develop more local tools
- (d) There is a need for certification
- (e) There is a need for auditors and guidelines
- (f) Within international guidelines, there is a need for enforcement mechanisms and recognition of companies which are doing well.
- (g) International instruments can only be successful if companies themselves respect them and are fully committed to them.
- (h) Adopting international CSR instruments should not be just for business sustainability but an obligation. There is a need to ensure that international instruments are not just marketing tools to create more competitive businesses.
- (i) In the efforts and actions for shared Social Responsibility, SMEs in the supply chain should be the focal point.
- (j) Shared responsibility should include the notion of recognition of human rights, because respect of human rights should go along with shared responsibilities of every stakeholder.
- (k) There is a need to measure the impact of CSR in the supply chain on society. There is a lack of knowledge at the moment on the contribution made to sustainable communities.

## (4) Final conclusions included:

- (a) The ultimate goal of international CSR instruments' convergence should be sustainable communities.
- (b) There is a need to balance the "right focus" approach with the "shared responsibilities" approach.
- (c) In regards to reporting, all organizations need to report on all actions and impacts regardless of which instrument they use.

**M. OECD/ESCAP CONFERENCE  
INTERNATIONAL CORPORATE RESPONSIBILITY INSTRUMENTS  
SESSION 3: IMPLEMENTING SOCIAL DIALOGUE AND PROBLEM SOLVING IN ASIA  
AND THE PACIFIC**

**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.

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.

**Moderator:**

Ms. Caroline Rees, *President and CEO, Shift*

**Panellists:**

Mr. Tristan Besa, *Principal Consultant, The Conflict Resolution Group Foundation (The Philippines)*

Ms. Beth Fascitelli, *Head of Consulting, Meta-culture (India)*

Ms. Karen Westley, *Global Social Performance Manager, Shell (Malaysia)*

Ms. Rahimah “Ima” Abdulrahim, *Executive Director, The Habibie Center (Indonesia)*

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

Mr. Hajime Matsumura, *Japan OECD National Contact Point (NCP) & Deputy Director, OECD Division, Japan Ministry of Foreign Affairs*

Mr. Thomas Thomas, *CEO, ASEAN CSR Network, Executive Director, Singapore Compact for CSR*

**Main conclusions, recommendations and outcomes:**

- (1) It was observed that conflict can be a good thing as it helps expose underlying issues and find resolutions. It is unmanaged conflicts which create long-term tensions and problems.
- (2) NGOs and think-tanks offered the following perspective on the key issues:
  - (a) It is important to be more than just another stakeholder but actively bring new perspectives and understanding to the conflicts
  - (b) It is important to be a neutral conflict resolution facilitator.
  - (c) In India, the lack of support from the Government and companies slows down mediation and conflict resolution.
  - (d) In Indonesia, for some projects the younger generation is brought into the dialogue as a stakeholder to understand the origins of older conflicts.
- (3) Some key challenges to dialogue and conflict resolution are:
  - (a) In some Asian cultures people are not used to expressing their feelings such as grievances which can make dialogue more challenging.
  - (b) It is important to recognize that the ownership of the conflict and entitlement to dispute are closely linked to individuals.
  - (c) Local policies do not always match national policies, e.g. in the case of Indonesia.
  - (d) Some enterprises/stakeholders are not willing to sit down at the table to discuss conflict issues.
  - (e) There is often a lack of coordination and alignment in conflict resolution processes.
- (4) Key suggestions for moving forward included:

- (a) Capacity building in problem solving is essential before going to the actual conflict resolution dialogue.
- (b) A shift in the mindset of the people involved in the conflict resolution process is often necessary. For example, moving from the land rights of local communities to their needs to cultivate these lands.
- (c) It is important to work towards breaking down stereotypes and understanding cultures.
- (d) It is important to learn from people about their needs before acting.
- (e) Mechanisms for continuous dialogue are keys to conflict resolution.
- (f) Explore the option of processes to prevent conflicts rather than just resolving them.

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## Annex 1


**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:**

- 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.
- 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.
- To promote investments in least developed countries and landlocked countries.
- To enhance regional business networking.
- To share examples of transformational leadership and how countries can successfully transform themselves.

**TENTATIVE PROGRAMME**

[www.unescap.org/apbf](http://www.unescap.org/apbf)

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**Pre-Forum Events**  
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**Sunday, 14 October 2012**

<b>UNDP Regional Workshop: SME Development in ASEAN and the Growth of Free Trade Agreements (by invitation only)</b>	
08:00 – 09:00	Registration

09:00 – 10:00	<b>Opening Session</b>  Welcoming Remarks: Mr. Kamal Malhotra, United Nations Resident Coordinator for Malaysia and UNDP Resident Representative for Malaysia, Singapore and Brunei Darussalam  Opening Remarks: Dr. Ravi Ratnayake, Director, Trade and Investment Division, UNESCAP  Ms. Fulvia Farinelli, Economic Affairs Officer, Enterprise Branch, Division on Investment and Enterprise, UNCTAD
10:00 – 10:30	Coffee/Tea Break
10:30 – 12:00	<b>Session 1: Overview of FTAs in Asia</b>
12:00 – 13:30	Lunch
13:30 – 15:00	<b>Session 2: Integrating SMEs into Regional Value Chains</b>
15:00 – 15:30	Coffee/Tea Break
15:30 – 17:00	<b>Session 3: SMEs in FTA Trade Policymaking</b>

**Sunday, 14 October 2012 (afternoon)**

<b>Fourth Meeting of the ESCAP Business Advisory Council (EBAC)</b> <b>(by Invitation only)</b> Venue: Kay West, Level 10, Sunway Resort Hotel & Spa	
12:00 – 14:00	Registration
12:30 - 14:00	EBAC Lunch hosted by <b>Datuk Seri Mohamed Iqbal Rawther</b> , <i>EBAC Chairperson</i> (by invitation only) Venue: Fuzion Restaurant, Sunway Resort Hotel & Spa
14:00 – 17:30	<b>Fourth Meeting of the EBAC</b> Venue (to be determined)

**Welcome Dinner for EBAC Members, Speakers and Special Guests**  
**(by invitation only)**

19:00 – 21:00	<p>Venue: West Lake Garden Chinese Restaurant in Sunway</p> <p><b>Welcome Addresses:</b>  <b>Dr. Noeleen Heyzer</b>  <i>Under-Secretary-General of the United Nations  and Executive Secretary of ESCAP</i></p> <p><b>Ambassador Richard A. Boucher</b>  <i>Deputy Secretary-General, OECD</i></p> <p>Hosted by Microsoft</p>
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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 – 10:20	<p><b>OPENING SESSION</b>  Venue: Lagoon 1, Level 15, Sunway Resort Hotel &amp; Spa</p>
09:30 – 09:35	<p><b>Introduction to the APBF 2012:</b>  <b>Dr. Ravi Ratnayake</b>  <i>Director, Trade and Investment Division, ESCAP</i></p>
09:35 – 09:40	<p><b>Welcome Remarks:</b>  <b>Datuk Seri Mohamed Iqbal Rawther</b>  <i>Chairperson of the ESCAP Business Advisory Council (EBAC)</i></p>
09:40 – 09:50	<p><b>Welcome Address:</b>  <b>Dr. Noeleen Heyzer</b>  <i>Under-Secretary-General of the United Nations  and Executive Secretary of ESCAP</i></p>
09:50 – 10:00	<p><b>Opening Address:</b>  <b>Ambassador Richard A. Boucher</b>  <i>Deputy Secretary-General, OECD</i></p>
10:00 – 10:15	<p><b>Keynote Address:</b>  <b>Datuk Dr. Rebecca Fatima Sta Maria</b>  <i>Secretary-General of the Ministry of International Trade and Industry (MITI), Government of  Malaysia</i>  <b>“Transforming Countries– The Malaysian Experience”</b></p>
10:15 – 10:20	<p><b>Vote of Thanks by Co-organizers:</b>  <b>Tan Sri Dato’ Dr. Michael O.K. Yeoh</b>  <i>CEO/Director, ASLI</i></p>
10:20– 10:40	Morning tea break/ VIP to holding room

10:40 – 11:00	<p style="text-align: center;"><b>Special Address from Business:</b>  <b>“The Role and Power of Entrepreneurship in Promoting Prosperity”</b></p> <p style="text-align: center;"><b>Mr. Larry C. Farrell</b>  <i>Chairman and Founder of The Farrell Company</i></p>
11:00 – 12:15	<p style="text-align: center;"><b>Roundtable Discussion: United Asia-Pacific: What it means for businesses?</b>  Venue: Lagoon 1, Level 15, Sunway Resort Hotel &amp; Spa</p> <p><b>Moderator:</b> <b>Ambassador Muhamad Noor Yacob</b>, <i>Executive Director, APEC Singapore</i></p> <p><b>Panelists:</b> <b>Datuk Dr. Rebecca Fatima Sta Maria</b>, <i>Secretary-General of the Ministry of International Trade and Industry (MITI), Government of Malaysia</i>  <b>Mr. Ian Buchanan</b>, <i>Senior Executive Advisor, Booz &amp; Company (Australia) Ltd</i>  <b>Mr. Chote Sophonpanich</b>, <i>Executive Chairman, Greenspot (Thailand) Ltd</i>  <b>Mr. Ramesh Subramaniam</b>, <i>Senior Director, Office of Regional Economic Integration, Asian Development Bank</i>  <b>Ms. Kobkarn Wattanavrangkul</b>, <i>Chairperson, Toshiba Thailand Co. Ltd</i></p> <p><b>Questions:</b></p> <ul style="list-style-type: none"> <li>• What is the current state of play regarding global and regional economic integration and what is its importance for business?</li> <li>• How may the current economic situation in major global markets affect Asian economic growth and integration?</li> <li>• How can we identify the best practices on simplification of cross-border trade and investment regulations?</li> <li>• How can we ensure a more effective regional economic integration of least developed and landlocked developing countries, such as Myanmar and Central Asian economies?</li> </ul>
12.15 – 14:00	<p style="text-align: center;"><b>Networking Lunch</b></p> <p style="text-align: center;"><b>Hosted by the Ministry of International Trade and Industry (MITI), Government of Malaysia</b></p> <p style="text-align: center;">Venue: Lagoon 2, Level 15, Sunway Resort Hotel &amp; Spa</p>

14:00 – 15:30	<p><b>Plenary 1: United Asia -Pacific: Enhancing business competitiveness through trade and investment liberalization (business perspective)</b> Venue: Lagoon 1, Level 15, Sunway Resort Hotel &amp; Spa</p> <p><b>Objective:</b> 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><b>Moderator:</b> <b>Datuk Seri Mohamed Iqbal Rawther</b>, <i>Chairperson of the ESCAP Business Advisory Council</i></p> <p><b>Panelists:</b> <b>Ms. Rokia Afzal Rahman</b>, <i>Chairperson, Arlinks Group of Companies</i> <b>Mr. George Yuen</b>, <i>Independent Non-Executive Director, ICBC (Asia), Industrial and Commercial Bank of China</i> <b>Mr. Oudet Souvannavong</b>, <i>Secretary-General, GMS Business Forum</i> <b>Ambassador Teng Theng Dar</b>, <i>Member, International Advisory Council, Bryancave Consulting (Asia-Pacific) Pte Ltd</i></p> <p><b>Questions:</b></p> <ul style="list-style-type: none"> <li>• How can closer integration benefit business with transformational initiatives?</li> <li>• 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?</li> <li>• 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?</li> <li>• How can government and business work better together to ensure that less developed countries in the region effectively participate in regional markets?</li> </ul>	
15:30 – 17:30	<p><b>Plenary 2: Towards and Beyond the ASEAN Economic Community (AEC) 2015</b> Venue: Lagoon 1, Level 15, Sunway Resort Hotel &amp; Spa</p> <p><b>Objective:</b> 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"> <li>○ Agriculture and food</li> <li>○ Manufacturing</li> <li>○ Sustainable and renewable energy</li> <li>○ Tourism</li> <li>○ Information technologies and communications</li> <li>○ Sustainable energy options including energy efficiency and renewable energy</li> </ul> <p><b>Moderator:</b> <b>Mr. Mirzan Mahathir</b>, <i>President, ASLI/EBAC Committee Member</i></p> <p><b>Panelists:</b> <b>H.E. Ambassador Ong Keng Yong</b>, <i>High Commissioner of Singapore to Malaysia</i></p>	<p><b>OECD-ESCAP Conference on International Corporate Responsibility (CR) Instruments: Putting Convergence into Action</b> Venue: Cayman 3 &amp; 4, Level 10, Sunway Resort Hotel &amp; Spa</p> <p><b>Welcoming Remarks by Co-organizers:</b> <b>Ambassador Richard A. Boucher</b>, <i>Deputy Secretary-General, OECD</i> <b>Dr. Ravi Ratnayake</b>, <i>Director, Trade and Investment Division, ESCAP</i></p> <p><b>Opening Remarks</b> <b>Tadahiro Asami</b>, <i>BIAC Secretary-General</i> <b>Dr. Tan Lin Lah</b>, <i>President,</i></p>

**Mr. Kamal Malhotra**, *United Nations Resident Coordinator for Malaysia and UNDP Resident Representative for Malaysia, Singapore and Brunei Darussalam*  
**Ms. Miho Shirotori**, *Economic Affairs Officer, Trade Analysis Branch, Division on International Trade, UNCTAD*  
**Dato' Syed Amin Aljeffri**, *Past Chairman, Asean Business Advisory Council*

**Questions:**

- 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 connectivity?
- 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?

*Global Compact Network  
Malaysia*

**Session 1:**

**THE NEW LANDSCAPE  
OF INTERNATIONAL CR  
INSTRUMENTS:  
CONVERGENCE AND  
COHERENCE**

**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.

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

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

**Ms. Malar Odayappan**, *Supply chain CSR Manager,*

		<i>Nike (Malaysia)</i> <b>Datuk Dr. Denison Jayasooria</b> , <i>Principal Research Fellow, Institute of Ethnic Studies (KITA), National University of Malaysia (UKM)</i>
17:30 - 18:00	<p style="text-align: center;"><b>ESCAP / SME Corp Malaysia Launching of the Policy Guidebook for SME Development in Asia and the Pacific</b> Venue: Lagoon 1, Level 15, Sunway Resort Hotel &amp; Spa</p> <p style="text-align: center;"><b>Welcoming Remarks:</b> <b>Dr. Ravi Ratnayake</b>, <i>Director, Trade and Investment Division, ESCAP</i></p> <p style="text-align: center;"><b>Officiating the launching of the guidebook:</b> <b>Dato' Hafsah Hashim</b>, <i>CEO, SME Corp Malaysia</i></p> <p style="text-align: center;"><b>Introduction of the guidebook:</b> <b>Dr.J.S. Juneja</b>, <i>Chairman, Global Projects &amp; Services (P) Ltd.</i> <b>Dr. Sailendra Narain</b>, <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;"><b>APCTT-ESCAP/MOSTI/SIRIM Workshop for SMEs on “Valuation of Intellectual Property”</b> Venue: Cayman1, Level 10, Sunway Resort Hotel &amp; Spa</p>	<p style="text-align: center;"><b>MARDI/UNAPCAEM Workshop for SMEs on “Appropriate Precision Farming Technology for Sustainable Food Production”</b> Venue: Cayman 2, Level 10, Sunway Resort Hotel &amp; 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	<p><b>Briefing session on Business to Business Matching on Technology Transfer</b> Venue: Cayman1, Level 10, Sunway Resort Hotel &amp; Spa</p>	
10:00 - 15:00	<b>Parallel Sessions</b>	<b>OECD-ESCAP Conference</b>

10:00 – 12:00	<p style="text-align: center;"><b>Parallel Session A</b> Venue: Lagoon 1, Level 15, Sunway Resort Hotel &amp; Spa</p> <p style="text-align: center;"><b>THE FUTURE WE WANT: PROMOTING SUSTAINABLE AND RESPONSIBLE BUSINESS</b></p> <p><b>Objective:</b> Implementing Rio+20: to identify innovative business practices and propose policies to support greener businesses while improving competitiveness.</p> <p><b>Moderator:</b> <b>Mr. Chote Sophonpanich,</b> <i>Executive Chairman, Greenspot (Thailand) Ltd.</i></p> <p><b>Panelists:</b> <b>Mr. Thomas Thomas,</b> <i>CEO, ASEAN CSR Network</i> <b>Mr. Anthony Wong,</b> <i>Global Compact Network Malaysia</i> <b>Mr. Paul Hengeveld,</b> <i>Senior Director International Organizations, Microsoft</i> <b>Mr. Yoong Yoong Lee,</b> <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;"><b>Parallel Session B</b> Venue: Lagoon 2, Level 15, Sunway Resort Hotel &amp; Spa</p> <p style="text-align: center;"><b>NON-TRADITIONAL OPPORTUNITIES FOR BUSINESS AND INVESTMENT</b></p> <p><b>Objective:</b> 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><b>Moderator:</b> <b>Mr. Peter Charlton,</b> <i>Chairman, First Charlton Communications</i></p> <p><b>Panelists:</b> <b>Mr. Asif Ibrahim,</b> <i>President, Dhaka Chamber of Commerce and Industry and Vice Chairman, Newage Group of Industries</i> <b>Dr.J. S.Juneja,</b> <i>Chairman, Global Projects &amp; Services (P) Ltd.</i> <b>Ms. Barbara Meynert,</b> <i>Senior Advisor, Li &amp; Fung Group</i> <b>Dr. Sailendra Narain,</b> <i>Chairman, Centre for SME Growth and Development Finance (CESMED)</i></p>	<p style="text-align: center;"><b>Session 2</b> Venue: Cayman 3 &amp; 4, Level 10, Sunway Resort Hotel &amp; Spa</p> <p style="text-align: center;"><b>TOOLS FOR INTEGRATING INTERNATIONAL CR INSTRUMENTS TO COMPANY MANAGEMENT</b></p> <p><b>Objective:</b> 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><b>Moderator: Mr. Y.W. Junardy,</b> <i>Commissioner, Rajawali Corporation, Chair of Indonesian UNGC Local Network</i></p> <p><b>Speakers:</b> <b>Mr. John F. Sherman, III,</b> <i>General Counsel and Senior Advisor, Shift and Senior Program Fellow, CSR Initiative, Harvard Kennedy School on “Due Diligence and Corporate Responsibility”</i> <b>Ms. Eszter Vitorino,</b> <i>Manager Governmental Relations, Global Reporting Initiative (GRI)</i> <b>Mr. James Kallman,</b> <i>Managing Director, Mazars, Indonesia</i></p> <p><b>Panellists:</b> <b>Ms. Esther An,</b> <i>Head of CSR &amp; General Manager of Corporate Affairs, City Development Limited, Singapore</i> <b>Ms. Nguyen Hoang Ai,</b> <i>Business and CSR Manager, Jia Hsin (Viet Nam)</i> <b>Mr. Sinouk Sisombot</b></p>
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12:00 - 13:00	<b>Networking lunch</b> Venue: Lagoon 2, Level 15, Sunway Resort Hotel & Spa		
13:00 - 15:00	<p style="text-align: center;"><b>Parallel Session C</b> Venue: Lagoon 1, Level 15, Sunway Resort Hotel &amp; Spa</p> <p style="text-align: center;"><b>TRADE FACILITATION MEASURES FOR COMPETITIVENESS IMPROVEMENT &amp; DEVELOPING REGIONAL SUPPLY CHAINS</b></p> <p><b>Objective:</b> 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><b>Moderator:</b> <b>Mr. Tariq M. Rangoonwala,</b> <i>Chairman, Rangoonwala Group of Companies, Pakistan</i></p> <p><b>Panelists:</b> <b>Prof. Dr. Rajah Rasiah,</b></p>	<p style="text-align: center;"><b>Parallel Session D</b> Venue: Lagoon 2, Level 15, Sunway Resort Hotel &amp; Spa</p> <p style="text-align: center;"><b>SKILLS DEVELOPMENT FOR PRODUCTIVE BUSINESS</b></p> <p><b>Objective:</b> 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><b>Moderator:</b> <b>Ms. Rokia Afzal Rahman,</b> <i>Vice President, International Chamber of Commerce (ICC) Bangladesh</i></p> <p><b>Panelists:</b> <b>Mr. Muthu Singaram,</b> <i>Chief VibaZoner, VibaZone™ Private Limited (India, Malaysia)</i> <b>Mr. Madhuriya Kumar Dutta,</b> <i>Programme Manager for Trade and Investment Facilitation, Mekong Institute</i> <b>Professor Graeme Wilkinson</b> <i>Vice Chancellor, Sunway University</i> <b>Mr. Phairush Burapachaisri,</b> <i>Deputy Chairman, Thai Chamber of Commerce</i></p>	<p style="text-align: center;"><b>Session 3</b> Venue: Cayman 3 &amp; 4, Level 10, Sunway Resort Hotel &amp; Spa</p> <p style="text-align: center;"><b>IMPLEMENTING SOCIAL DIALOGUE AND PROBLEM SOLVING IN ASIA AND THE PACIFIC</b></p> <p><b>Objective:</b> 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><b>Moderator: Ms. Caroline Rees,</b> <i>President and Executive Director, Shift</i></p> <p><b>Part I. The need for Conflict Resolution: The Asian Experience</b></p> <p><b>Panelists and movie screening</b> <b>Mr. Tristan Besa,</b> <i>Principal Consultant, The Conflict Resolution Group Foundation (The Philippines)</i></p> <p><b>Conflict Resolution Foundation Group, Philippines on the Ambuklao-Binga</b></p>

	<p><i>Khazanah Nasional Chair of Regulatory Studies and Professor of Technology and Innovation Policy, University of Malaya</i> <b>Mr. Hwee Chong Lok,</b> <i>Regional Manager, Customs &amp; Regulatory Affairs, Asia &amp; India Operations, TNT Express Worldwide N.V.</i> <b>Ms. Fulvia Farinelli,</b> <i>Economic Affairs Officer, Enterprise Branch, Division on Investment and Enterprise, UNCTAD</i> <b>Mr. Tatsuo Fujimura,</b> <i>Senior Adviser, SS-GATE</i></p>		<p><b><i>Hydroelectric Plant</i></b> (movie)</p> <p><b>Ms. Beth Fascitelli,</b> <i>Head of Consulting, Meta-culture</i> <b>Ms. Karen Westley,</b> <i>Global Social Performance Manager, Shell</i> <b>Ms. Rahimah “Ima” Abdulrahim,</b> <i>Executive Director, The Habibie Center, Jakarta (Indonesia)</i></p> <p><b>Part 2. The Role of “National Contact Points”</b> This session will focus on the role of OECD National Contact Points and successful mediated “specific instances”</p> <p><b>Mr. Danish Chopra,</b> <i>Chairman, United Kingdom National Contact Point</i> <b>Mr. Hajime Matsumura,</b> <i>Japan National Contact Point (NCP)</i> <b>Mr. Thomas Thomas,</b> <i>CEO, ASEAN CSR Network, Executive Director, Singapore Compact for CSR</i></p> <p><b>Conclusion and Future Actions</b></p>
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15:00 – 16:00	<p style="text-align: center;"><b>Outcomes and Recommendations by Sessions/Conferences/Side-Events Moderators</b> Venue: Lagoon 1, Level 15, Sunway Resort Hotel &amp; Spa</p> <p style="text-align: center;">Chair: <b>Tan Sri Dato’ Dr Michael Yeoh</b> <i>CEO &amp; Director of ASLI</i></p> <p><b>Plenary 1: Datuk Seri Mohamed Iqbal Rawther</b>, <i>Chairperson of the ESCAP Business Advisory Council</i></p> <p><b>Plenary 2: Mr. Mirzan Mahathir</b>, <i>President, ASLI/EBAC Committee Member</i></p> <p><b>Parallel Session A: Mr. Chote Sophonpanich</b>, <i>Executive Chairman, Greenspot (Thailand) Ltd.</i></p> <p><b>Parallel Session B: Mr. Peter Charlton</b>, <i>Chairman, First Charlton Communications</i></p> <p><b>Parallel Session C: Mr. Tariq M. Rangoonwala</b>, <i>Chairman, Rangoonwala Group of Companies, Pakistan</i></p> <p><b>Parallel Session D: Ms. Rokia Afzal Rahman</b>, <i>Vice President, International Chamber of Commerce (ICC) Bangladesh</i></p> <p><b>OECD-ESCAP Conference:</b> <b>Mr. Thomas Thomas</b>, <i>CEO, ASEAN CSR Network</i> <b>Mr. Y.W. Junardy</b>, <i>Commissioner, Rajawali Corporation, Chair of Indonesian UNGC Local Network</i> <b>Ms. Caroline Rees</b>, <i>President and Executive Director, Shift</i></p>
16:00 – 16:30	<p style="text-align: center;"><b>CLOSING SESSION</b> Venue: Lagoon 1, Level 15, Sunway Resort Hotel &amp; Spa</p> <p style="text-align: center;">Chair: <b>Datuk Seri Mohamed Iqbal Rawther</b>, <i>Chairperson of the ESCAP Business Advisory Council</i></p> <p style="text-align: center;"><b>Summary of the Forum:</b> <b>Dr. Ravi Ratnayake</b> <i>Director, Trade and Investment Division, United Nations ESCAP</i></p> <p style="text-align: center;"><b>Closing Address:</b> <b>Datuk Dr. Rebecca Fatima Sta Maria</b> <i>Secretary-General of the Ministry of International Trade and Industry (MITI), Government of Malaysia</i></p>