

UNITED NATIONS ESCAP



Asia-Pacific Business Forum

*Eleventh Session!*

PROGRAMME

# Asia-Pacific Business Forum

*Enhancing regional business sustainability  
and investment*

2014

BMICH

Colombo | Sri Lanka | 25-27 November 2014

Join United Nations ESCAP  
at APBF 2014

<http://APBF.UNESCAP.ORG>

## Overview

The Asia-Pacific Business Forum (APBF) is the flagship regional business forum organized by the Economic and Social Commission for Asia and the Pacific (ESCAP). With its 53 Member States plus 9 Associate Members, ranging from least developed and Pacific Island countries, to countries with emerging markets, the ESCAP secretariat, ESCAP's Business Advisory Council and the Sustainable Business Network are the driving forces behind APBF.

APBF's mission is to provide the best platform for regional public-private sector dialogue on the role and needs of business in achieving inclusive, resilient and sustainable development. APBF was first launched in 2004 in Shanghai, where it attracted over 2,000 participants from business, government, academia and civil society from across the region. Over the course of one decade, it has helped form a pan-Asian multi-stakeholder network, and has been hosted in various locations, such as Almaty, Bangkok, Jakarta, Kuala Lumpur and Kunming.

APBF 2014 will hold its eleventh session in Colombo, Sri Lanka under the theme "Enhancing regional business sustainability and investment" with the aim to give businesses and other stakeholders from South Asia a stronger voice.

The Asia-Pacific Business Forum (APBF) 2014 will be organized by the United Nations Economic and Social Commission for Asia and the Pacific (ESCAP) in collaboration with the ESCAP Business Advisory Council (EBAC) and the Ministry of Economic Development, the Board of Investment Sri Lanka, Federation of Chambers of Commerce & Industry of Sri Lanka, National Chamber of Commerce of Sri Lanka, Ceylon Chamber of Commerce, International Chamber of Commerce Bangladesh and Pacific Islands Trade and Invest.

## Enhancing **Regional** **Business Sustainability** and **Investment**

## APBF 2014 Objectives

### Overall Objective:

To identify the challenges and discover the most promising opportunities for enhancing intraregional business connectivity, investment and partnerships in the Asia-Pacific region in general and in South Asia and Sri Lanka in particular within the context of achieving inclusive and sustainable development in the region in general and in particular.

### Key Session Objectives:

- To promote inclusive and sustainable growth of the private sector in Asia and the Pacific, with a focus on small and medium-sized enterprises (SMEs) and attraction of FDI to South Asia and Sri Lanka.
- To strengthen the regional business community so it can better meet the challenges of increased competition, the need for corporate sustainability, the complexities of the regulatory environment and the post-2015 development agenda.
- To encourage cooperation between government and business to achieve a better sustainable business and investment climate at national, subregional and regional levels.
- To discuss the relevant international tools, instruments and facilities aimed at increasing the adoption of international principles of responsible business conduct and the role of business in disaster risk reduction.

# Tentative Programme

## PRE-FORUM EVENTS

### Monday

24 November 2014

Hilton Colombo Hotel  
COLOMBO, SRI LANKA

19:00 – 21:00	<p><b>ESCAP Business Advisory Council (EBAC) Welcome Dinner</b> (by invitation only)</p> <p><u>Hosted by:</u> <b>Mr. Kosala Wickramanayake</b>, <i>President, International Business Council in Sri Lanka</i></p> <p><u>Venue:</u> Hilton Colombo Hotel</p>
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### Tuesday

25 November 2014

08:30 – 16:30	<p><b>Eighth Meeting of the ESCAP Business Advisory Council (EBAC)</b> (by invitation only)</p>	<p><b>Fourth Meeting of the Asia-Pacific Foreign Direct Investment (FDI) Network for Least Developed and Landlocked Developing Countries</b> (By Invitation Only)</p>
08:30 – 09:00	Registration	Registration
09:00 – 12:00	<p><b>Eighth Meeting of EBAC</b> (By Invitation Only)</p>	<p><b>Fourth Meeting of the Asia-Pacific Foreign Direct Investment Network</b> (By Invitation Only)</p>
12:00 – 13:30	<p><b>Joint Lunch of EBAC and the Asia-Pacific Foreign Direct Investment Network</b></p> <p><b>Introductory Presentation of EBAC</b></p> <p><b>Datuk Seri Mohamed Iqbal Rawther</b> <i>Chairperson of the ESCAP Business Advisory Council (EBAC) and Group Executive Director, Farlim Group</i></p>	
13:30 – 17:00	<p><b>Eighth Meeting of EBAC</b> (By Invitation Only) <i>Continued</i></p>	<p><b>Fourth Meeting of the Asia-Pacific Foreign Direct Investment Network</b> (By Invitation Only) <i>Continued</i></p>

# Tentative Programme

## ASIA-PACIFIC BUSINESS FORUM - DAY 1

**Tuesday**

25 November 2014

Bandaranaike Memorial International Conference Hall  
COLOMBO, SRI LANKA

17:30 – 18:00	Registration
18:00 – 20:30	Welcome Dinner
18:00 – 18:45	<b>Welcome Remarks</b>  <b>Dr. Shamshad Akhtar</b> <i>Under-Secretary-General of the United Nations, Executive Secretary of ESCAP</i>  <b>Dr. Lakshman Jayaweera</b> <i>Chairman, Board of Investment Sri Lanka</i>
	<b>Special Address</b> Developing and Integrating the Region  <b>H.E. Mr. Mahinda Rajapaksa</b> (tbc) <i>President and Minister of Defence &amp; Urban Development, Finance &amp; Planning, Ports &amp; Highways, Law and Order, Sri Lanka</i>
	Q&A
18:45 – 19:00	Photo Session
19:00 – 20:30	<b>Welcome dinner</b>  <u>Hosted by:</u> <b>H.E. Mr. Mahinda Rajapaksa</b> <i>President and Minister of Defence &amp; Urban Development, Finance &amp; Planning, Ports &amp; Highways, Law and Order Sri Lanka</i>  <u>Location:</u> Temple Trees, Colombo, Sri Lanka

# Tentative Programme

## ASIA-PACIFIC BUSINESS FORUM - DAY 2

Wednesday

26 November 2014

Bandaranaike Memorial International Conference Hall  
COLOMBO, SRI LANKA

08:00 – 08:30	Registration
08:30 – 09:30	<b>Opening Session</b>
	<b>Introduction to APBF 2014</b> <b>Dr. Ravi Ratnayake</b> <i>Director, Trade and Investment Division, ESCAP</i>
	<b>Welcome Statement</b> <b>Datuk Seri Mohamed Iqbal Rawther</b> <i>Chairperson of the ESCAP Business Advisory Council (EBAC) and Group Executive Director, Farlim Group</i>
	<b>Opening Statement</b> Private Sector Role in Setting and Achieving Sustainable Development Goals <b>Dr. Shamshad Akhtar</b> <i>Under-Secretary-General of the United Nations, Executive Secretary of ESCAP</i>
	<b>Keynote Address</b> Leading the Region: Economic and Business Prospects in Sri Lanka <b>H.E. Mr. Basil Rajapaksa</b> <i>Minister of Economic Development, Government of Sri Lanka</i>
	<b>Special Address</b> Developing Regional and Sub-regional Value Chains <b>Mr. R. C. Bhargava</b> <i>Chairman, Maruti Suzuki</i>
09:30 – 09:45	Networking break
09:45 – 10:00	<b>Special Address</b> Connecting Business in Small Island Economies to the Region
	<b>H.E. Mr. Mohamed Nasheed</b> <i>Former President, Republic of Maldives</i>



# Tentative Programme

## ASIA-PACIFIC BUSINESS FORUM - DAY 2

Wednesday

26 November 2014

Bandaranaike Memorial International Conference Hall  
COLOMBO, SRI LANKA

10:00 - 11:15	<b>Plenary 1</b> Connecting the Region through Trade and Investment
	<b>Special Presentation</b> <b>Mr. Umberto de Pretto</b> <i>IRU Secretary General</i>
	<b>Topics of Discussion:</b> <ul style="list-style-type: none"> <li>• What does AEC 2015 mean for the region? What are the key opportunities and challenges for business?</li> <li>• How can stronger economic linkages between SAARC and ASEAN be forged?</li> <li>• How does the emergence of regional supply chains impact on the development of the region?</li> <li>• What are the changing trade and investment patterns and their implications for the region?</li> </ul> <b>Moderator:</b> <b>Mr. Mahbubur Rahman</b> , <i>President, International Chamber of Commerce Bangladesh (ICCB)</i> <b>Panellists:</b> <b>Mr. Rick Darling</b> , <i>President of DSG and Vice Chairman of LF USA &amp; LF Europe for Li &amp; Fung Limited</i> <b>Dr. Saman Kelegama</b> , <i>Executive Director, Institute of Policy Studies of Sri Lanka</i> <b>Mr. Tariq M. Rangoonwala</b> , <i>Chairperson, Rangoonwala Group of Companies</i>
11:15 – 11:30	<b>Special Address</b>
	<b>Dr. Supachai Panitchpakdi</b> <i>Former Secretary-General, United Nations Conference on Trade and Development (UNCTAD) and former Director-General, World Trade Organization (WTO)</i>
11:30 - 12:30	<b>Plenary 2</b> How Can Business Drive Sustainable Development?
	<b>Special Presentation</b> <b>Mr. Thapana Sirivadanabhakdi</b> <i>President and CEO, Thai Beverage Public Co. Ltd</i>
	<b>Topics of Discussion:</b> <ul style="list-style-type: none"> <li>• What role does the private sector have in achieving the sustainable development goals?</li> <li>• What is the role of green businesses and how can this be fostered?</li> <li>• What are the environmental, social and corporate governance (ESG) risks facing businesses operating in the region and what strategic approaches can be taken to overcome these risks?</li> <li>• What needs to be done to facilitate the inclusion and development of women and youth in business and entrepreneurship?</li> <li>• What is the role and potential of business in disaster risk management in Asia-Pacific?</li> </ul> <b>Moderator:</b> <b>Mr. Carson Wen</b> , <i>Partner, Jones Day</i> <b>Panellists:</b> <b>Dr. Bindu N. Lohani</b> , <i>Vice-President for Knowledge Management and Sustainable Development of Asian Development Bank</i> <b>Mr. Chandran Nair</b> , <i>Founder and Chief Executive, Global Institute for Tomorrow (GIFT)</i> <b>Mr. Gilad Regev</b> , <i>Chief Executive Officer, WindFire BV</i> <b>Mr. Sutheash Balasubramaniam</b> , <i>Network Representative and Director, Global Compact Network Sri Lanka</i>
12:30 – 13:30	<b>Networking Lunch</b>
	<b>Hosted By:</b> tbc

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Wednesday

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13:30 – 13:45	<b>Special Address</b> Business Perspectives on Asian Economic Growth and Development: Mitsubishi Corp's Global Strategies
	<b>Representative</b> <i>Mitsubishi Corporation</i>
13:45 – 15:00	<b>Plenary 3</b> Business and Investment Opportunities in Sri Lanka as a Regional Hub
	<b>Special Presentation</b> <b>H.E. Dr. Sarath Amunugama</b> <i>Senior Minister of International Monetary Cooperation and the Deputy Minister of Finance and Planning</i>
	<b>Topics of Discussion:</b> <ul style="list-style-type: none"> <li>• What are the opportunities and challenges for sustainable business and investment in Sri Lanka?</li> <li>• What are the key strategies for attracting regional and international investment in Sri Lanka?</li> <li>• How can Sri Lanka serve as a business and logistic link/hub in the subregion?</li> <li>• How can businesses in Sri Lanka exploit bilateral and regional free trade agreements?</li> </ul> <p><b>Moderator:</b> <b>H.E. Mr. Lakshman Yapa Abeywardena</b>, <i>Minister of Investment Promotion, Government of Sri Lanka</i></p> <p><b>Panellists:</b>  <b>Dr. P.B. Jayasundera</b>, <i>Secretary to the Treasury, Ministry of Finance &amp; Planning of Sri Lanka</i>  <b>Mr. Asif Ibrahim</b>, <i>Vice Chairman, Newage Group of Industries</i>  <b>Mr. Subinay Nandy</b>, <i>UN Resident Coordinator and UNDP Resident Representative in Sri Lanka</i>  <b>Mr. Simon Bell</b>, <i>Board Director, European Chamber of Commerce of Sri Lanka (ECCSL)</i>  <b>Mr. Kazuhiko Obama</b>, <i>Resident Representative, JETRO Colombo</i></p>
15:00 – 15:15	<b>Networking break</b>
15:15 – 16:00	<b>Plenary 4</b> Integrating Small and Medium Enterprises in the Region's Dynamism
	<b>Special Presentation</b> <b>Mr. Akash Bhavsar</b> , <i>Managing Director, Skyquest Technology Group</i>
	<b>Part 1: Case Studies</b> <u>Special Presentation On Smartex Of Vcci Da Nang And Socially Responsible Business (SRB)</u> Young Business Leaders' Programme, B-Schools & Chambers Introduction of SMARTEX-VCCI Da Nang & SRB Curriculum <b>Dr. Sailendra Narain</b> , <i>Chair of the MSME Task Force of EBAC</i> Presentation of SMARTEX <b>Mr. Ho Van Tai</b> , <i>Consultant, Vietnam Chamber of Commerce and Industry –Da Nang Branch (VCCI Da Nang)</i> Presentation on SRB Programme- On line Regional Series for Asia <b>Dr. M.P.Poonia</b> , <i>Director, NITTTTR, India</i> <u>Special Presentation on the Myanmar SME Link</u> <b>Ms. Barbara Meynert</b> , <i>Director, Fung Global Institute and Myanmar SME Link</i> <b>Mr. Pedro Eloy</b> , <i>Director of New Media at Fung Group and Head of BusinessLab HKU MBA program</i>

# Tentative Programme

## ASIA-PACIFIC BUSINESS FORUM - DAY 2

Wednesday

26 November 2014

Bandaranaike Memorial International Conference Hall  
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16:00 - 17:00	<b>Plenary 4</b> Integrating Small and Medium Enterprises in the Region's Dynamism <i>(continued)</i>
	<b>Part 2: Panel Discussion on SME Connectivity and Development</b> <b>Topics of Discussion:</b> <ul style="list-style-type: none"> <li>• What are the main difficulties for SMEs' effective participation in regional and global value chains?</li> <li>• How can international investors better connect with SMEs?</li> <li>• What can international investors do to help SMEs be more sustainable?</li> <li>• How can ICT help SMEs?</li> </ul> <b>Moderator:</b> <b>Ms. Robyn Meredith</b> , Managing Director, Global Strategy, ReOrient Group <b>Panellists:</b> <b>Capt. Aung Khin Myint</b> , Chairman of Global Multimodal Transport and Services Co. Ltd and Chairman of Myanmar International Freight Forwarders Association <b>Mr. Sunil Wijesinghe</b> , Chairman, National Chamber of Commerce of Sri Lanka and Chairman, NDB Bank <b>Ms. Minna Saneri</b> , Chairperson, European Business Organizations Worldwide Network (EBOWWN) <b>Dr. Lee George Lam</b> , Chairman - Indochina, Myanmar and Thailand, Macquarie Capital
17:00 - 17:30	<b>Special Presentation</b> <b>ESCAP Business Advisory Council/Sustainable Business Network Task Force on Banking and Finance</b>  <b>Launch of Sustainable Banking and Finance Handbook for Asia-Pacific</b> of The 3Cs for Responsible Banking in Asia-Pacific: Corporate Social Responsibility, Corporate Sustainability, and Corporate Governance
	<b>Introduction of the Handbook</b>  <b>Mr. George Yuen</b> Board Director, Industrial and Commercial Bank of China (Asia), Hong Kong, China  <b>Mr. Peter Leung</b> Deputy Chief Executive and Chief Financial Officer, Industrial and Commercial Bank of China (Asia) Limited, China  <b>Mr. Raghu Narain</b> Managing Director, RBS, Hong Kong, China
	Q&A
18:00 - 20:00	<b>Dinner</b>
	<b>Hosted by:</b> <b>H.E. Dr. Sarath Amunugama</b> , Senior Minister of International Monetary Cooperation and the Deputy Minister of Finance and Planning



# Tentative Programme

## ASIA-PACIFIC BUSINESS FORUM - DAY 3

Thursday

27 November 2014

Bandaranaike Memorial International Conference Hall  
COLOMBO, SRI LANKA

08:30 – 09:00	Registration	
09:00 – 10:30	OECD Consultation On Updating The Policy Framework For Investment "Improving the investment climate: experiences and lessons for the future"	
	Ms. Cristina Tébar Less Head of OECD Responsible Business Conduct Unit, Organisation for Economic Co-operation and Development (OECD) and Ms. Tihana Bule Economist / Policy Analyst, Responsible Business Conduct Unit, Organisation for Economic Co-operation and Development (OECD)	
10:30 - 12:15	Interactive Debate Partnerships Towards a Sustainable Asian Century	Tenth Session of the Governing Council of the Asian and Pacific Centre for Transfer of Technology (APCTT)
	Special Address Mr. Yasuo Tanabe Vice President and Executive Officer, Government & External Relations, Hitachi Ltd.	
	Topics of Discussion: • What kind of partnerships do we want for a sustainable Asian Century? • What is the role of emerging economies in driving sustainable regional growth? • What opportunities and challenges could arise from the establishment of the Asia Infrastructure Investment Bank (AIIB)?  Moderator: Dr. Watcharas Leelawath, Director of Mekong Institute (MI)  Panellists: Mr. Asanga Abeyagoonasekera, Executive Director and Advisor to Minister of External Affairs Lakshman Kadirgamar Institute for International Relations and Strategic Studies Mr. Ian Satchwell, Director, International Mining for Development Centre (tbc) Mr. Sunmyung Hwang, Economic Development Cooperation Fund (EDCF) of Korea, Country Director, Sri Lanka Resident Mission Ms. Véronique Salze-Lozac'h, Senior Director, Economic Development and Chief Economist, The Asia Foundation	
12:15 - 12:40	Closing Session	Tenth Session of the Governing Council of the Asian and Pacific Centre for Transfer of Technology (APCTT) continued
12:15 – 12:25	EBAC Chairperson’s Closing Statement Datuk Seri Mohamed Iqbal Rawther Chairperson of the ESCAP Business Advisory Council (EBAC)	
12:25 – 12:35	Summary of the Forum Dr. Lakshman Jayaweera Chairman, Board of Investment Sri Lanka	
12:35 – 12:40	Closing Statement Dr. Ravi Ratnayake Director, Trade and Investment Division, United Nations ESCAP	

# Tentative Programme

## ASIA-PACIFIC BUSINESS FORUM - DAY 3

Thursday

27 November 2014

Bandaranaike Memorial International Conference Hall  
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12:40 – 13:30	<p><b>Networking Lunch</b></p> <p><u>Hosted by:</u> tbc</p>	
13:30 – 17:30	<p><b>Side event on investment in Sri Lanka</b> (arranged by BOI)</p>	<p>Tenth Session of the Governing Council of the <b>Asian and Pacific Centre for Transfer of Technology (APCTT)</b> <i>continued</i></p>
	<p>Detailed programme soon available at: <a href="http://apbf.unescap.org">http://apbf.unescap.org</a></p>	
	<p><b>Side event on Disaster Risk Management for Business</b></p>	
	<p><b>Objective:</b> The side-event workshop will take forward recommendations from the Ministerial Conference with the aim to integrate disaster risk reduction into the agenda of Business Advisory Councils and, in so doing, develop a strong voice of Asia Pacific region to a Ministerial Roundtable on Risk Sensitive Investment: Public-Private Partnership" in the 3rd UN World Conference on Disaster Risk Reduction in Sendai-Japan, March 2015.</p> <p><b>Opening:</b> Asif Ibrahim, <i>Vice Chairman, Newage Group of Industries</i> (tbc)</p> <p><b>Keynote speeches</b></p> <p>a. Public and Private Partnership strategy for DRR: <b>Ms. S Marina Mohamed</b>, <i>Permanent Secretary, Ministry of Disaster Management, Government of Sri Lanka</i></p> <p>b. Business and resilience as a global movement: <b>Ms. Sandra Wu Wen-Hsiu</b>, <i>Kokusai Kogyo's Chairperson and CEO, UNISDR Private Sector Advisory Group</i></p> <p>c. Regional imperatives: Takeaways from the 6th Asian Ministerial Conference on Disaster Risk Reduction: <b>Ms. Shamika N. Sirimanne</b>, <i>Director, IDD - ESCAP</i></p> <p><b>Special event:</b> Consultation on forthcoming publications</p> <p><b>Dialogue session 1:</b> Business and Disasters in Asia Pacific region (14:00 – 15:30)</p> <p><b>Dialogue Session 2:</b> Asia Pacific Business Regional Voice to the 3rd United Nations (16:10 – 17:00)</p> <p><b>Conclusion and closing</b> (17:00 – 17:30)</p> <p>Detailed programme soon available at: <a href="http://apbf.unescap.org">http://apbf.unescap.org</a></p>	
	<p><b>Site visits and tours</b> (arranged by BOI)</p>	
	<p><b>Business matching</b></p>	

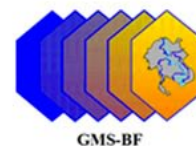
# Organizers & Partners

We would like to thank the following for their support to the organization of the 11th session of the **Asia-Pacific Business Forum.**

## Organizers



## Partners





UNITED NATIONS ESCAP



Asia-Pacific Business Forum

## ORGANIZED IN COOPERATION BETWEEN

United Nations ESCAP, the ESCAP Business Advisory Council (EBAC)  
and the Board of Investment of Sri Lanka



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

TRADE AND INVESTMENT DIVISION

Business and Development Section

Email: [apbf@un.org](mailto:apbf@un.org); Fax: +66-2-2881026

Venue

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COLOMBO, SRI LANKA

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