

Disaster Risk Management for Business

A Side Event at the 11th Asia-Pacific Business Forum
Colombo, Sri Lanka

27
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A brief description

Given the tremendous losses in the economy due to disaster events in Asia and the Pacific region one question that begs for answer is: “What the business community can do to keep disaster risks in check?” A side event on Disaster Risk Management and Business is being organized at the 11th Asia Pacific Business Forum in Colombo, Sri Lanka to examine the need to broaden the business perspectives in managing disaster risks. It argues that businesses need to shift their orientations from reactive to proactive, from relief response to risk prevention and risk management, and from linear to multi-sectoral engagement. Senior government officials, major business leaders, and participants will debate strategies to integrate disaster risk management into business investment decisions, management process, and business continuity planning. Also to be discussed is the need for enabling environment for a more risk – sensitive businesses.

The side-event workshop will connect the recommendations from the Asian Ministerial Conference in Bangkok in June 2014 to the 3rd UN World Conference on Disaster Risk Reduction in Sendai-Japan, March 2015. A publication entitled “Resilient Business for Resilient nations and Community: Understanding the role and potential of business in disaster risk management in Asia and the Pacific” will also be launched for consultation in the side event.

Conveners:

UN ESCAP,
Asian Disaster Preparedness Center (ADPC),
United Nations International Strategy for Disaster Risk Reduction (UNISDR), and
Risk Reduction and Resilience Asia Pacific (R3ADY)

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Proposed Agenda

Opening

Welcome Remarks: Mr. Marc Proksch, Chief, Business and Development Section of the Trade and Investment Division of ESCAP

Opening remarks: Mr. Asif Ibrahim, Chairperson, ESCAP Business Advisory Council, Sustainable Business Network, Task Force on Inclusive and Sustainable Trade and Investment

Panel Discussion: Disaster Risk Management for Business

Moderator: Mr. Puji Pujiono (UNESCAP)

1. Raising stronger after disaster: the Case of Bangladesh (Mr. Emdadul Huq, Bangladesh Garment Manufacturers & Exporters Association & GIZ)
2. ICT, Space Technology and GIS for Business Resilience (Mr. Yoshikazu Fukushima, PASCO, Japan)
3. Broadening the paradigm from response, recovery to risk management (Mr. Rene “Butch” Meily, President, Philippines Disaster Recovery Foundation)
4. Area Business Continuity Management: Innovative business and society resilience (Mr. Toshiyuki Shimano, JICA, Sri Lanka)

Special segment:

1. Resilient Business for Resilient Nations and Communities: Understanding the role and potential of business in disaster risk management in Asia and the Pacific (Mr. Pedro J. M. Edo on behalf of ESCAP, ADPC, UNISDR, R3ADY)
2. Private Sector and disaster risk management in Indonesia: A Preliminary Study (Ms. Jainey Bavishi, R3ADY Asia Pacific, MercyCorps)
3. Briefing: Risk-Sensitive Investment: Public-Private Partnership: from 6th Asian Ministerial Conference to the 3rd UN Conference on Disaster Risk Reduction (UNISDR)

Conclusion and Way forward

1. Recommendations to the revision of the Terms of Reference of ESCAP Business Advisory Council, Sustainable Business Network, Task Force on Inclusive and Sustainable Trade and Investment
2. Takeaways for the 3rd UN World Conference on Disaster Risk Reduction