



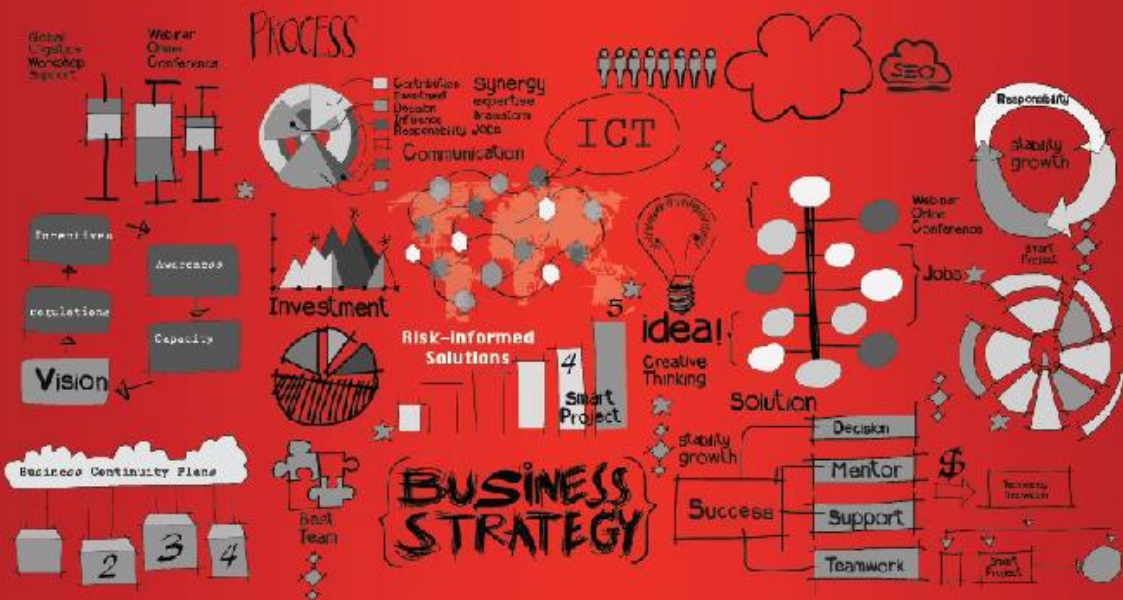
OSMEP

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THE JTI FOUNDATION

# Towards A Resilient Business Community

8-9 October 2014  
The Sukosol Hotel,  
Bangkok



# **Towards a resilient business community**

## **Small and medium enterprises and disaster risk reduction in Thailand**

Wednesday 8 – Thursday 9 October 2014  
Kamolthip Meeting Room, 2<sup>nd</sup> floor, The Sukosol Hotel, Bangkok

### **1. Background**

Natural disasters are occurring more frequently and continue to be unpredictable. Damages and losses caused by disasters are an obstacle to economic growth and sustainable development, since private companies, both large and small, are severely disrupted by such extreme events, and often pushed out of business.

The relationships between private sector companies in Thailand after the floods in 2011 are indicative of good cooperation to build a conducive environment for resilient investments. The Office of Small and Medium Enterprises Promotion (OSMEP) of the Royal Government of Thailand has been working with Asian Disaster Preparedness Center (ADPC) in engaging the private sector in general, and SMEs in Thailand in particular, to embed disaster risk reduction into their core business activities through effective legislation, incentives, awareness raising and capacity building. The progresses made so far are baby steps yet very formidable. An in-depth study carried out by ADPC on the existing risk reduction practices in Thailand by SMEs clearly indicates that the global best practices from Australia, Japan, New Zealand, South Korea, and Singapore are going to help Thailand to launch the “*Thailand for Resilient Investment*” campaign.

Since 2003, efforts have been made to improve SMEs’ resilience in by increasing awareness, supporting SMEs to engage effectively with local governments in risk reduction activities, and building their own capacities in business continuity planning (BCP) at par with national and international standards. The certification (ISO 22301) training for SMEs in logistics, automotive, ICT, tourism and agriculture sectors to prepare BCP has just begun and needs further consultation to ensure its effectiveness and usability.

The national workshop *Towards a Resilient Business Community: Small and Medium Enterprises (SMEs) and Disaster Risk Reduction (DRR) in Thailand* will provide an opportunity to:

- learn from Thailand’s private sector disaster resilience initiative;
- draw lessons from the global best practices on legislation, incentives, awareness raising and capacity building to strengthen the resilience of SMEs; and
- explore future engagement recommendations and enabling environments for business continuity and risk-informed investments for the private sector.

## 2. Key sessions

The one and a half-day meeting will be held in English with Thai translation upon request. The key speakers will consist of a mix of policy-makers, practitioners and business owners, who believe that they can contribute towards making Thailand a prosperous and safer country to invest. The key sessions include:

### 2.1. **Keynote address: *Road to resilience: engaging the private sector in disaster risk reduction***

Private Sector is among the key stakeholders for local, national and international disaster risk reduction frameworks. The Bangkok Declaration that resulted from the 6<sup>th</sup> Asian Ministerial Conference on DRR further encourages risk-informed investment as part of the business process in order to achieve business sustainability and resilience. The year 2015 will mark the completion of the 10-year international disaster risk reduction framework Hyogo Framework for Action (HFA) and the private sector is already geared up for a post-2015 disaster risk reduction agenda to be adopted in Sendai, Japan next year.

**The keynote address by an eminent personality would outline the need for private sector engagement in disaster risk reduction, and the corporate, social, economic, political and legal basis by which SMEs could be disaster resilient.**

### 2.2. **Policy dialogue: Enabling environment and opportunities for safer *investment***

The private sector investment accounted for 70–85 percent of overall global investment (GAR, 2013). The private sector should hence take responsibility by incorporating disaster risks into investment decisions, since making risk-informed investments can greatly reduce the cost of disaster impacts borne by the private and public sectors, minimizing uncertainty in the economic forecast.

Although a lot has been discussed in this regard, the actual work is yet to be done in order to effectively promote safer investments. What kind of support do business managers need from government agencies in order to make this a reality? What kind of collaboration with private companies would facilitate the government work in preparing for, and reacting to, natural disasters? There are many schemes and synergies yet to be explored, however, these will only be achieved with mutual understanding and awareness of each other's capacities and limitations.

**The policy dialogue between the national and local governments, business owners and managers, and development partners, will focus on exploring the *get-ready* solutions for businesses in Thailand, by providing a platform to bridge the communication gap among stakeholders.**

### 2.3. **Research to practice: options for business resilience**

ADPC has conducted an in-depth study focusing on legislative frameworks, incentives, awareness raising and capacity building programs on disaster preparedness available for Thai SMEs. Moreover, the project team traveled across five countries in the Asia-Pacific region including Australia, Japan, New Zealand, Singapore, and South Korea, to collect and document best practices in SMEs' disaster resilience and business continuity planning (BCP). Research findings are analyzed to indicate current institutional gaps and provide possible

recommendations to relevant public entities in supporting the private sector, and especially SMEs, to engage in disaster risk reduction.

**This session is dedicated to disseminate the outcomes and prioritize actions that Thailand can take to minimize the disaster losses and enhance business resilience. The activities carried out so far will be presented audio-visually.**

## **2.4. Business forum: lessons learned and experiences from Thailand**

In 2011, businesses in Thailand experienced the worst flooding in half a century, with over half a million SMEs affected directly or indirectly. Some of these businesses could continue their business operations as usual due to their effective business continuity management practices. Despite a number of entrepreneurs turning the bad days into good opportunities to explore new types of businesses, many companies had to shut down and were even pushed out of business. This was of particular concern for global value chains (GVCs). In order to prevent and mitigate business disruptions caused by upcoming adverse events, experiences and lessons learned including business continuity planning activation, disaster risk reduction activities, emergency response and recovery strategies should be shared among the business society.

**The Business Forum is dedicated to the business champions in Thailand who made substantial contributions in Thai Government's initiatives in disaster risk reduction as well as adopting appropriate prevention measures in their own organization. It is structured in three parts: 1) Disaster-proof BCP and turning DRM into business opportunities; 2) Local SME champions; and 3) Protecting global value chains (GVCs).**

## **2.5. Take-away session: the window of opportunities for private sector in the post-2015 Hyogo Framework of Action (HFA-2)**

There is no doubt that the future investment by global companies in Thailand will be influenced by the resilience of Thailand SMEs. However, more needs to be done to put in place appropriate legislation, conducive environment, win-win incentives, and public and private awareness and capacities for enhancing skills in business continuity planning. The HFA-2 discussions have so far generated a lot of interest and curiosity among the business community, to be part of the global framework and channelize risk reduction interventions.

**The participants, particularly business owners and managers of Thailand, will gain priceless experience from the course including knowledge and suggestions from UN agencies, development partners and home countries on what benefits them in the post-2015 HFA and sustainable development frameworks.**

### 3. Tentative agenda

8 October 2014	
9.00–9.30	Registration
9.30–10.00	<p>Welcome remarks, Mr. Shane Wright, Executive Director, ADPC Inaugural remarks</p> <ul style="list-style-type: none"> <li>• Director General, Office of Small and Medium Enterprises (OSMEP)</li> <li>• Director General, Department of Disaster Prevention and Mitigation (DDPM) -TBC</li> <li>• Prof. Dr. Krasae Chanawongse, Chairman, ADPC</li> </ul>
10.00–10.45	<p><b>Keynote address: <i>Road to resilience: engaging the private sector in disaster risk reduction</i></b></p> <ul style="list-style-type: none"> <li>• H.E. Mr. Reuben Levermore, New Zealand Ambassador Designate to Thailand</li> <li>• Ms. Pornprapai Ganjanarintr, Director General, Department of International Organizations, Ministry of Foreign Affairs, Thailand</li> <li>• Minister Dr. Peer Gebauer, Deputy Head of Mission and Head of the Economic and Commercial Department, The Embassy of the Federal Republic of Germany, Bangkok</li> </ul>
10.45–11.00	Coffee break
11.00–12.15	<p><b>Policy dialogue: <i>Enabling environment and opportunities for safer investment</i></b></p> <ul style="list-style-type: none"> <li>• Dr. Thavirap Tantiwongse, GlaxoSmithKline (moderator)</li> <li>• Dr. Wimonkan Kosumas, OSMEP</li> <li>• Mr. Oliver Lacey-Hall, Head, UN OCHA Regional Office for Asia and the Pacific</li> <li>• Mr. Kim McQuay, Country Representative, The Asia Foundation</li> <li>• GIZ (TBC)</li> <li>• The German-Thai Chamber of Commerce (TBC)</li> <li>• UNESCAP (TBC)</li> </ul>
12.15–13.30	Lunch break
13.30–14.15	<p><b>Research to practice: <i>“Options for business resilience”</i></b></p> <ul style="list-style-type: none"> <li>• Representative from JTI Foundation</li> <li>• Mr. Aslam Perwaiz, Head, Disaster Risk Management Systems, ADPC</li> <li>• ADPC <i>iPrepareBusiness</i> team</li> </ul>

14.15–15.30	<b>Thailand business resilience forum part I: disaster-proof BCPs and turning emergencies into business opportunities</b> <ul style="list-style-type: none"> <li>• Dr. Ammarain Daranpob, Loxley</li> <li>• Mr. Suriya Paripunna, Siam Cement Group (SCG)</li> <li>• Mr. Roger Fung, BELFOR (Asia) Pte. Ltd</li> </ul>
15.30–15.45	Coffee break
15.45–16.30	<b>Thailand business resilience forum part II: Local SME champions</b> <ul style="list-style-type: none"> <li>• SME representatives</li> </ul>
<b>9 October 2014</b>	
9.00–9.30	Registration
9.30–10.30	<b>Thailand business resilience forum part III: Protecting global value chains (GVCs)</b> <ul style="list-style-type: none"> <li>• Mr. Daisuke Matsushima, Advisor, Office of the National Economic and Social Development Board (NESDB)</li> <li>• Ms. Oranuch Pruckwattananon, Honda Khieng Khang Thai Fund</li> </ul>
10.30–10.45	Coffee break
10.45–12.00	<b>Take-away session: <i>the window of opportunities for private sector in post-2015 framework for disaster risk reduction</i></b> <ul style="list-style-type: none"> <li>• Ms. Brigitte Leoni, UNISDR</li> <li>• Mr. Oliver Lacey-Hall, Head, OCHA Regional Office for Asia and the Pacific</li> <li>• Ministry of Foreign Affairs, Thailand</li> <li>• Diplomatic missions</li> </ul>
12.00	Closing remarks: Chairman, ADPC and ADPC Board of Trustees
12.30	Networking lunch and meet the press