

SMEs to build disaster resilience and promote safe investments in Thailand

Media Release

BANGKOK, THAILAND – Asian Disaster Preparedness Center (ADPC) in cooperation with the Office of Small and Medium Enterprises Promotion (OSMEP) and the Department of Disaster Prevention and Mitigation of Thailand (DDPM) organizes a high-level policy dialogue titled Towards a Resilient Business Community: Small and Medium Enterprises (SMEs) and Disaster Risk Reduction on 8–9 October 2014 in Bangkok, Thailand.

Interested media professionals are invited to a media conference on Wednesday 8 October 2014 at 11 am at The Sukosol Hotel, Bangkok. The media conference will be participated by H.E. Mr. Reuben Lervmore, Ambassador of New Zealand to Thailand, Mr. Thavirap Tantiwongse, Public Affairs Director of GlaxoSmithKline Thailand, Dr. Wimonkan Kosumas, Acting Director General of OSMEP, and Mr. Shane Wright, Executive Director of ADPC.

Enhancing SMEs' resilience to disasters is a crucial factor in preparing Thailand for the fierce competition of the regional market once the ASEAN Economic Community comes into effect in 2015.

“The future investment by global companies to Thailand can be expected to be strongly influenced by the resilience of local SMEs, especially as the region is more and more frequently affected by natural hazards that continue to be unpredictable,” says Mr. Aslam Perwaiz, Head of Department of Disaster Risk Management Systems at ADPC.

Participated by more than 120 SMEs, high-level policy makers and prominent investor countries to Thailand, the forum will highlight the achievements and challenges of Thailand's private sector disaster resilience and explore recommendations on future engagement. The aim is to create an enabling environment for business continuity planning and risk-informed investments.

Supported by the JTI Foundation, the forum is an opportunity for the business owners in Thailand to learn about the global best practices in business resilience and to discuss ways to maintain Thailand's reputation as a prosperous and safe country for private investments. It will also provide a platform for discussion about the private sector's role in disaster risk reduction ahead of the Third UN World Conference on Disaster Risk Reduction in Sendai, Japan in 2015, which will define the global framework on disaster risk reduction following the 10-year Hyogo Framework for Action.



Media Conference:

DATE:

8 October 2014 at 11 am

VENUE:

The Sukosol Bangkok

ADDRESS:

Thanon Si Ayutthaya
Khwaeng Wachira Phayaban
Phaya Thai
Bangkok 10400

NOTE TO EDITOR:

As the most hazard prone region in the world, Asia-Pacific must proactively manage its disaster risk. For nearly 30 years, Asian Disaster Preparedness Center (ADPC) has been making Asia-Pacific safer by strengthening disaster resilience at all levels.

Established in 1986, ADPC is an independent non-governmental organization. With headquarters located in Bangkok, Thailand, ADPC has country offices in Bangladesh, Lao PDR and Myanmar.

ADPC's well-established networks with government line agencies and strong partnerships with regional organizations and development agencies provide the foundation for their work.

ADPC is actively involved in engaging the private sector in disaster risk reduction under the Asia Pacific Economic Cooperation (APEC), and with the Government of Thailand, particularly in improving SMEs' resilience to disasters and promoting business continuity planning.

For more information contact:

Mr. Aslam Perwaiz
Department Head
Disaster Risk Management Systems
Asian Disaster Preparedness Center
Email: aslam@adpc.net
Tel: +662 298 0682-92 Ext. 309



Asian Disaster Preparedness Center

SM Tower, 24th Floor 979/69 Paholyothin Road, Samsen Nai Phayathai, Bangkok 10400 Thailand
Tel: +66 2 298 0682-92 Fax: +66 2 298 0012-13 E-mail: adpc@adpc.net Website: <http://www.adpc.net>