

AGENDA



Shaping the future of ASEAN through Inclusive Business

7th MEETING OF THE REGIONAL POLICY NETWORK ON SMEs

Tuesday, 16 May 2017

Cindai Ballroom, Duyong Marina and Resort

Pulau Duyong

Kuala Terengganu, Malaysia

OVERVIEW

The Organisation for Economic Co-operation and Development (OECD) and the ASEAN Secretariat are pleased to organise the 7th meeting of the OECD-ASEAN Regional Policy Network on SMEs on 16 May 2017, in Kuala Terengganu, Malaysia. The objective of the meeting is to learn more about the ingredients of successful policies for inclusive business and ways to promote women entrepreneurship in ASEAN. The meeting will provide opportunities to discuss constraints and share good practice examples. The meeting will feature invited experts from OECD and ASEAN member countries.

STRUCTURE

The meeting will have three sessions:

- Session 1* : Inclusive Business (IB) in ASEAN: *Overview and Case Studies* session will introduce the concept of IB and highlight relevant examples across the region. The discussion will cover the relevance of IB for ASEAN, and the case studies will illustrate successful IB models across three MSME contexts: (1) IB models implemented by Medium enterprises; (2) IB models integrating Micro and Small Enterprises (MSEs) in their value chain (e.g. as suppliers or distributors); and (3) social enterprises that have scaled to become IB.
- Session 2* : *Promotion of inclusion session* will focus on the recent work of OECD that touches the issue of inclusion of SMEs. This session has been designed to inspire the ASEAN policy makers with the recent work conducted by OECD.
- Session 3* : *Women Entrepreneurship in ASEAN* session will focus on the presentation of the ASEAN OECD study on women entrepreneurship. While women in Southeast Asia have made considerable gains in education – and in some countries outstrip men in tertiary enrolment – this has not translated into full access to employment or entrepreneurship. The session will provide an opportunity for exchange and discussion on gender policy challenges in education, employment, and entrepreneurship in ASEAN. It will feature invited experts from the ASEAN Committee on Women and the ASEAN Women Entrepreneurs Network.

CONTEXT

Held in connection with the 3rd meeting of the ASEAN Co-ordinating Committee on MSMEs (ACCMSME), this meeting is part of the *OECD Southeast Asia Regional Programme*, launched in 2014 to support regional economic integration and policy reforms in the countries. The Regional Policy Network on SMEs is a mutual learning platform for Southeast Asia and the OECD.

PARTICIPANTS

The Regional Policy Network on SMEs comprises of delegates from ASEAN and OECD member countries. The experts from OECD, ASEAN Secretariat as well as invited experts from the Member Countries are invited to the meeting in order to present relevant initiatives and projects.

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DRAFT AGENDA

14:00 – 14:20 Welcome and Opening Remarks

Opening remarks:

- **Ms. Norlela SUHAILEE**, Acting Head of Business Advisory & Services, Darussalam Enterprise (DARe), and Co-chair of the Regional Policy Network on SME
- **Ms. Lois A. STEVENSON**, Co-chair of the Regional Policy Network on SME
- **Mr. Stephen LUMPKIN**, Senior Economist, Directorate for Financial and Enterprise Affairs, OECD
- **Ms. Sharon ARMSTRONG**, Director of Cooperation, ASEAN Regional Development Program, Mission of Canada to ASEAN

14:20 – 15:20 Session 1: Inclusive Business: Definition and Case Studies

Inclusive Business (IB) contributes to economic growth, poverty reduction and sustainable development in ASEAN. IB provides substantial economic growth and development opportunity for AMS and can be complimentary to the AMS's inclusive growth agenda by creating income opportunities and delivering affordable and relevant services to the marginalized, poor and low income people. This session will explore the relevance and benefits of adopting Inclusive Business both as a business and social development strategy. The session will also identify policy mechanisms that can enable and accelerate private sector engagement in IB.

Moderator:

- **Mr. Jerry T. CLAVESILLAS**, Director IV, Bureau of Small and Medium Enterprise Development, Department of Trade and Industry, the Phillipines

Presentations:

- **Mr. Fazil IRWAN**, Executive Director of World Islamic Economic Forum (WIEF) Foundation, Head of WIEF Young Leaders Network (OECD Consultant)
Introductory video on Inclusive Business
- **Mr. Markus DIETRICH**, Policy and Private Sector Lead, Inclusive Business Action Network
Definition and overview of Inclusive Business in ASEAN
- **Mr. Max BULAKOVSKIY**, Policy Analyst, Southeast Asia Division, OECD
Policy perspectives on creating an enabling environment for Inclusive Business in ASEAN
- **Ms. Felicitas AGONCILLO-REYES**, Assistant Secretary, Board of Investments, Phillipines
Accelerating Inclusive Business : case of the Phillipines

Comments and discussion

15:30 – 16:15 Session 2: Promoting a more inclusive environment for SMEs

SME policies work at levelling the playing field in the face of specific market, government and systemic failures faced by SMEs as they attempt to compete and scale. SMEs make up over 90% of enterprises in ASEAN and account for 58-91% of the workforce. They are also an important driver of innovation, job creation and service-sector productivity growth globally. Consequently, improving the environment for SMEs to enter, compete and thrive or fail and exit will be critical for future ASEAN integration, inclusive growth and economic upgrading. This session will focus on recent studies conducted by the OECD that look at promoting economic inclusion by improving the enabling environment for SMEs – for instance by improving their access to credit or enhancing their market access through greater participation in Global Value Chains. The session will provide concrete policy recommendations for and findings from ASEAN countries.

Moderator:

- **Ms. Norlela SUHAILEE**, ACCMSME Chairperson, Acting Head of Business Advisory & Services, Darussalam Enterprise (DARe), Brunei Darussalam

Presentations:

- **Mr. Stephen LUMPKIN**, Senior Economist, Directorate for Financial and Enterprise Affairs, OECD
Financial education and inclusion for MSMEs and potential entrepreneurs
- **Ms. Naima SMAINI**, Policy Analyst, Centre for Entrepreneurship and SMEs, OECD
Benchmarking policies for stronger SME performance
- **Mr. Javier LOPEZ GONZALEZ**, Trade Policy Analyst, Trade and Agriculture Directorate, OECD
Mapping SME Participation in Global Value Chains in ASEAN
- **Ms. Winona Rei BOLISLIS**, Policy Analyst, Directorate for Public Governance and Territorial Development, OECD
Creating inclusive regulatory ecosystems for businesses

Comments and discussion

16:15 – 16:30 Tea / coffee break

16:30 – 17:40 Session 3: Women Entrepreneurship in ASEAN

Closing the gender gap must be a central part of any strategy to create more sustainable and inclusive economies and societies. Fostering women entrepreneurship is a key policy goal for governments of all countries which share the expectation that high rates of entrepreneurial activity will bring sustained job creation and boost the development of new products, processes, and organisational innovation. To improve policy frameworks in support of women's entrepreneurship in the region, the OECD, together with the ASEAN Secretariat, undertakes a study of existing policies and frameworks in the region supporting women's entrepreneurship.

The session will discuss the findings of the study and policy challenges.

Moderator:

- **Dr. Phyu Phyu WIN**, Assistant Director, Department of Small and Medium-sized Enterprise Development, Directorate of Industrial Supervision and Inspection, Myanmar

Presentations:

- **Ms. Lois A. STEVENSON**, Co-chair of the Regional Policy Network on SME, (OECD Consultant)
Presentation of the Policy Handbook on “Strengthening Women Entrepreneurship in ASEAN”
- **Ms. Datuk YATIMAH SARJIMAN**, Director General of the Department of Women’s Development, Ministry of Women, Family and Community Development, ACW Representative
- **Ms. Nadira YUSOFF**, AWEN Malaysia
Case study from Malaysia
- **Ms. Naima SMAINI**, Policy Analyst, Centre for Entrepreneurship and SMEs, OECD
Women Entrepreneurship in OECD countries (TBC)

Comments and discussion

17:40 – 18:00 Closing Session : Next Steps and Closing

This session summarises the discussions held during the day.

Summary:

- **Ms. Nora’in ALI**, Head of Enterprise and Stakeholder Engagement Division, ASEAN Economic Community Department, ASEAN Secretariat
- **Ms. Lois A. STEVENSON**, Co-chair of the Regional SME Policy Network

Closing:

- **Ms. Norlela SUHAILEE, ACCMSME Chairperson**, Acting Head of Business Advisory & Services, Darussalam Enterprise (DARE) and Co-chair of the Regional Policy Network on SME

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