

UNLEASHING INCLUSIVE BUSINESS FOR THE SUSTAINABLE DEVELOPMENT GOALS IN VIETNAM

Wednesday, May 11, 2016
Sofitel Plaza Hanoi, No 1 Thanh Nien Street, Ba Dinh
Hanoi

Overview of the Session

In 2015, world leaders adopted the 2030 Agenda for Sustainable Development, which includes a set of 17 Sustainable Development Goals (SDGs) to end poverty, fight inequality and injustice, and tackle climate change by 2030. The SDGs define global priorities and aspirations for 2030 providing a shared vision for governments, the private sector and the civil society to work towards. The SDGs cannot be achievement without joint action and efforts across sectors.

Inclusive businesses, that provide goods, services and livelihoods on a commercially viable basis to people living at the base of the economic pyramid (BOP) making them part of the value chain of companies' core business as suppliers, distributors, retailers or customers, **play a key role in sustainably contributing to the achievement of the SDGs**. For companies, the opportunity to engage in inclusive business has never been stronger – technological innovation, new forms of financing, evolving consumer demands, changing regulation and the shared global development goals are creating new openings to tap into the Base of the Pyramid Market. For individual companies engaging in inclusive business offers new revenue streams and opportunities to strengthen competitive position and improve corporate reputation. On the supply side, inclusive business models can help lower operating costs, recruit and retain talent and mitigate supply an operating risks.

On Wednesday 11th May, the [Business Call to Action \(BCTA\)](#) – a [United Nations Development Programme \(UNDP\)](#) hosted global platform showcasing private sector contribution to the SDGs through inclusive business – in collaboration with [Inclusive Business Accelerator \(IBA\)](#), [SNV Netherlands Development Organization](#), [The Partnering Initiative \(TPI\)](#) and [Business Fights Poverty](#) will host an invitation- only event to discuss how inclusive business can be leveraged for the SDGs in Vietnam. The event will discuss and provide key insights into (a) what are the key opportunity areas for the private sector to tap into new markets through engaging in inclusive business; (b) how the momentum around SDG implementation can be leveraged to drive a better enabling environment for inclusive business at the national level; and (c) what can be done at a sector level to drive collaboration to build enabling ecosystems for inclusive businesses to accelerate the achievement of the SDGs.

The event is divided into two parts:

- High-Level Plenary part that will introduce the SDGs and the business case for companies to engage in inclusive business, provide examples from leading companies in Vietnam and discuss how the government, private sector and other stakeholders can join forces to better leverage inclusive business for the SDGs
- Inclusive Business and SDGs Workshop that will introduce an Inclusive Business Maturity tool and discuss how inclusive businesses can align with the SDGs, and provide an opportunity for networking and peer learning, including through sector level table discussions.

The session agenda can be found on the next page.

Time	Draft Agenda
	Unleashing Inclusive Business for the Sustainable Development Goals
8:00 – 08:30	Registration and Coffee
PART I	High Level Opening and Panel
08:30 – 08:50	<p>Welcome and Opening Remarks</p> <ul style="list-style-type: none"> • Asso. Dr. Ho Sy Hung, General Director, Agency for Enterprise Development, Ministry of Planning and Development • Mr. Nguyen Quang Vinh, Deputy Secretary General, VCCI and Secretary General, VBCSD • Ms. Louise Chamberlain, Country Director, UNDP • Marc van der Linden, First Secretary, Netherlands Embassy in Vietnam
08:50 – 09:00	<p>Introduction to the Business Call to Action and the event programme</p> <ul style="list-style-type: none"> • Ms. Minja Nieminen, Representative, The Business Call to Action
09:00 – 09:30	<p>Leveraging Inclusive Business for the SDGs – Company examples</p> <ul style="list-style-type: none"> • Representative, Viettel Telecoms & Information and Communications Technology • Mr. Nguyen Huy Van, Deputy General Director, Traphaco JSC • Mr. Nguyen Hong Quang, Chairman, Ecofarm JSC
09:30 – 09:40	<p>Key Note Presentation: Building an Enabling Environment for Inclusive Business</p> <ul style="list-style-type: none"> • Mr. Dominic Mellor, Senior Country Economist, Asian Development Bank
09:40 – 10:50	<p>Panel Discussion: Inclusive Business and the SDGs</p> <p>In which sectors can inclusive business contribute in Vietnam? How will the implementation of the SDGs look like and what is the role of the private sector? What kind of collaboration within and across sectors, and between the government and private sector is needed to build supporting ecosystems for inclusive business?</p> <ul style="list-style-type: none"> • Mr. Nguyen Quang Vinh, Deputy Secretary General, VCCI • Mr. Dominic Mellor, Senior Country Economist, Asian Development Bank • Mr. Patrick Gilabert, Representative, UNIDO Viet Nam • Mr. Nguyen Huy Van, Deputy General Director, Traphaco JSC • Mr. Todd Kirkbride, Senior Advisor, The Partnering Initiative <p>Moderated by Mr. Florian Beranek, UNIDO Lead Expert Societal Responsibility</p>
10:50 – 11:15	Tea Break
PART II	Inclusive Business and the SDGs Workshop for company representatives
11:15 – 11:25	Introduction: Workshop Objectives and the Inclusive Business Maturity Tool
11:25 – 12:25	<p>Table Discussion: Inclusive Business opportunities per Sector</p> <p>What kind of inclusive business models work in different sectors? How can the Base the Pyramid be engaged in different parts of the value chain? What are the opportunities and challenges related to scaling inclusive business per sector?</p>

12:25 – 12:30

Wrap Up and Next Steps

- **Mr. Javier Ayala**, Corporate Lead – Global Inclusive Business Services, SNV

12:30 ->

Networking Lunch

Please confirm your participation to Mr. Phat Nguyen by email at pnguyen@snvworld.org or by phone at (04) 38463791 (ext. 131) at the earliest convenience.

About the Business Call to Action

The Business Call to Action Alliance is a global joint advocacy platform providing public recognition for the private sector's contribution to development. BCTA's mission is to challenge companies to advance core business activities that are inclusive of low-income populations and thus contribute to the achievement of sustainable development goals.

Worldwide, over 140 companies have responded to BCTA by making commitments to improve the lives and livelihoods of millions through commercially-viable business ventures that engage low-income people as consumers, producers, suppliers, and distributors of goods and services.

The Business Call to Action is a unique multilateral alliance between key donor governments including the Dutch Ministry of Foreign Affairs, the Ministry for Foreign Affairs of Finland, the Swedish International Development Cooperation Agency, the UK Department for International Development, the US Agency for International Development, and the United Nations Development Programme -- which hosts the secretariat -- in collaboration with leading global institutions, such as the United Nations Global Compact, Inter-American Development Bank's Opportunities for the Majority Initiative, and the World Bank's International Finance Corporation.

For more information, please visit www.businesscalltoaction.org or on Twitter at [@BCTAInitiative](https://twitter.com/BCTAInitiative).

