

CREATING NEW MARKET OPPORTUNITIES: MAKING INCLUSIVE BUSINESS WORK

VIETNAM 14.10.2011

AGENDA

8:00 - 8:30 AM

Registration, Networking and Breakfast

8:30 - 8:40 AM

Welcome Remarks

Graham Baxter, Senior Advisor, International Business Leaders Forum

8:40 - 8:50 AM

Opening Address

*Nguyen Hoa Cuong, Deputy Director Enterprise Development,
Vietnam Ministry of Planning and Investment*

- Provide a strategic overview about Vietnam's support for inclusive business approaches

8:50 - 9:10 AM

Setting the Context

Javier Ayala, Inclusive Business Program Leader, SNV

- What does is the Inclusive Business climate in Vietnam?
- Overview of areas of growth/strength/opportunity

9:10 - 10:30 AM

High Level Panel Discussion: Learning by Doing

- *Luu Van Tan, Dairy Development Manager, FrieslandCampina*
- *Nguyen Khoa, Deputy Director, Hung Cuong Tea Company*
- *Vu Quoc Tuan, Corporate Affairs Manager, Nestle Vietnam*
- *Dang Duc Toan, General Director, Western Bank*

Discussion will be moderated by Graham Baxter, Senior Advisor,
International Business Leaders Forum

Key Questions:

- *How are businesses incorporating inclusive business in core objectives?*
- *What are some of the challenges to expanding and deepening inclusive business initiatives? Where are the opportunities?*
- *How can donors and others best support business innovation?*

Followed by Q & A.

10:30 -10:45

Tea Break

10:45 -12:15

Insight Labs

Insight Lab 1 – Inclusive business models that include suppliers and employees from the base of the pyramid (BoP)

What are some of the main challenges firms face when integrating poor people in business operations and value chains? How can these challenges be overcome? What are some best practice examples of businesses providing opportunities for low-income communities to participate in company value chains?

Topic facilitator: *Graham Baxter, Director at International Business Leaders Forum*

Insight Lab 2 – Inclusive business models that utilize innovation to create new models

What are some of the main challenges firms face when developing goods and services for low-income communities? How can these challenges be overcome? What are some best practice examples of businesses successfully providing a good or service to these communities?

Topic facilitator: *Javier Ayala, Inclusive Business Program Leader, SNV*

12:15 -12:30

Feedback Session

Interactive Discussion Session topic facilitators will provide key insights from small group discussions.

12:30 -12:45

Wrap-Up

Vinh Quang Nguyen, Secretary General of Vietnam Business Council for Sustainable Development (VBCSD)

12:45 -2:00

Lunch
