

# ASEAN CSR FELLOWSHIP 2018

## Module 3

Yangon, Myanmar

1-5 October 2018





# PROGRAMME

## MONDAY, 1 OCT

08:00 **DEPART FOR UNION OF MYANMAR FEDERATION OF CHAMBERS OF COMMERCE AND INDUSTRY (UMFCCI)**

08:30 **OPENING REMARKS**

**Ms Lynda Lim**

Programme Director, ASEAN CSR Network, Singapore

08:35 **WELCOMING REMARKS**

**Ms Khine Khine Nwe**

Joint Secretary General, UMFCCI

08:45 **PHOTO-TAKING**

08:55 **UNDERSTANDING MYANMAR**

An overview of the political and socio-economic issues in Myanmar's modern history, with emphasis on the government's strategy to spur economic growth and how these interact with other issues, like land ownership and acquisition, arising from Myanmar's emerging economy.

**Dr Maung Maung Lay**

Vice President, UMFCCI

10:30 **MORNING TEA**

11:00 **BUSINESS AND PEACE**

The National League for Democracy (NLD) government places a strong emphasis on sustainable and responsible development. Under their reforms, economic growth in Myanmar has been accompanied by steady gains in responsible business. What strategies have the government adopted to pursue strong and sustainable economic growth? How has the growing business interest in Myanmar interacted with the various crises and conflicts within its borders? Can responsible business contribute to peace-building in the country and in the region?

**Prof Aung Tun Thet**

Chief Coordinator, Union Enterprise for Humanitarian Assistance, Resettlement, and Development in Rakhine (UEHRD)

13:00 **LUNCH**

14:00 **PANEL DISCUSSION: RESPONSIBLE INVESTMENT**  
 Myanmar will increasingly rely on Foreign Direct Investment (FDI) to propel its economic growth. For example, the development of three Special Economic Zones (SEZs) with special incentives to attract investors in Thilawa, Kyauk Phyu and Dawei are already underway. How should the various stakeholders in FDI define responsible investment? What should be done to ensure that foreign investment benefits the local community, rather than foreign nationals who reside in the target country? What are the key challenges for responsible investment in Myanmar? Which sectors are the most difficult to carry out responsible investment in? What key interventions have been successful?

**MODERATOR:** **Mr Martin Pun**  
 Advisor to the Board, First Myanmar Investment Company (FMI)

**PANELLISTS:** **Mr Aung Naing Oo**  
 Director General, Directorate of Investment and Company Administration (DICA)

**Mr Win Min**  
 Senior Programme Associate, Myanmar Centre for Responsible Business

16:00 **AFTERNOON TEA**

16:30 **REFLECTIONS**

17:30 **BACK TO HOTEL**

## **TUESDAY, 2 OCT**

08:30 **DEPART FOR UMFCCI**

09:00 **TOURISM IN MYANMAR**

The number of tourists visiting Myanmar is growing rapidly, but the growth in tourism infrastructure is struggling to keep pace. While the growth of the tourism industry can provide immense economic benefit to the people of Myanmar, it can also spur the exploitation of children and sex workers, land grabbing, and environmental degradation. What is the current state of the tourism industry in Myanmar? What are the key incidences showing the dark side of tourism? Which communities – ethnic, linguistic, class, and so on – are most vulnerable? What strategies can business both inside and outside the tourism industry adopt to ensure that they do not perpetuate irresponsible tourism?

**Mr Nyunt Win Naing**  
 Chairman, Myanmar Responsible Tourism Institute

11:00 **LUNCH**

12:00 **BOGYOKE MARKET (FREE & EASY)**

13:45 **DEPART FOR EMBASSY OF SINGAPORE**

14:30 **THE ASEAN COMMUNITY IN 2018**

At the 27th ASEAN Summit in Kuala Lumpur in November 2015, ASEAN leaders endorsed the ASEAN Community Vision 2025 along with the Blueprints 2025 for each of the three pillars of ASEAN – Political-Security, Economic and Socio-cultural. Singapore has assumed chairmanship of ASEAN for 2018, and at the 51st ASEAN Foreign Minister’s Meeting in August this year, Singapore PM Lee Hsien Loong placed special emphasis on the importance of ASEAN’s economic integration and the use of technology to do this. How has ASEAN changed since its founding in 1967? What has Singapore done as ASEAN Chairman 2018 to bolster ASEAN’s strength? How different will ASEAN 2025 be from ASEAN today? How will the various ASEAN initiatives change how governments, businesses and people in ASEAN interact? What is role of private sector in realizing ASEAN Community Vision 2025?

**HE Vanessa Chan**

Ambassador to Myanmar, Singapore Ministry of Foreign Affairs

16:00 **DEPART FOR UMFCCI**

16:45 **HUMAN TRAFFICKING AND FORCED LABOUR**

The Issara Institute is an independent not-for-profit based in Southeast Asia tackling issues of human trafficking and forced labour through technology, partnership, and innovation. Their trademark Inclusive Labour Monitoring method combines the use of technology and data analytics with innovative partnerships with global buyers and local suppliers to empower the worker voice. Since their establishment in 2014, Issara has helped over 6,000 workers escape forced labour and human trafficking predicaments. What factors and circumstances led to Issara’s chosen approach? What obstacles did Issara face initially? How does Issara cater to different demographics of forced or trafficked labour, e.g. by gender or age? How does Issara manage conflicts between the multiple stakeholders it interfaces with? What complexities do the transnational nature of forced labour and human trafficking bring to the work of Issara?

**Ms Ohnmar Ei Ei Chaw**

Country Director, Issara Institute Myanmar

18:30 **HEAD BACK TO HOTEL**

**WEDNESDAY, 3 OCT**

07:00 **DEPART FOR THILAWA SPECIAL ECONOMIC ZONE (SEZ)**

09:00 **THILAWA SPECIAL ECONOMIC ZONE (SEZ)**

The Thilawa SEZ is Myanmar's first international standard SEZ. Developed in partnership with Japanese shareholders, the SEZ became fully operational in September 2015. Businesses from 17 countries have committed to invest in the zone, mostly from Japan, Thailand, Malaysia, Korea and Taiwan. Who are the major stakeholders in Thilawa SEZ? What were the main challenges faced in establishing the SEZ? What are the expected benefits of the SEZ for the local community, and what was their reaction to the establishment of the SEZ?

**PRESENTERS**

**Mr Aung Soe Tha**

Chairman, Myanmar Japan Thilawa SEZ Development Co Ltd

**Ms Cho Cho Wynn**

Vice Chairperson, Thilawa SEZ Management Committee

**Mr Min Ta La Nyan**

Country Manager, Ball Corporation

10:30 **MORNING TEA**

11:00 **TOUR OF THILAWA SEZ RESIDENTIAL AND COMMERCIAL AREA**

12:00 **LUNCH**

13:30 **FACTORY VISITS**

16:30 **HEAD BACK TO HOTEL**

**THURSDAY, 4 OCT**

08:15 **DEPART FOR SHWE TAUNG GROUP HEADQUARTERS**

09:00 **LEARNING VISIT: SHWE TAUNG GROUP**

Shwe Taung Group is a Myanmar Conglomerate with portfolio of business interests spanning six core sectors – building materials, distribution, engineering and construction, infrastructure investments, lifestyle, and real estate. Their comprehensive approach to responsible business earned them a ranking of 6th in the Pwint Thit Sa 2018 Report. Shwe Taung’s operations have not gone without its controversies, however, with a recent proposed expansion of their cement plant in Tharzi meeting local opposition. What does sustainability and responsible business in the construction and real estate industries mean? What are the key obstacles Shwe Taung has faced in implementing its CSR projects? How does Shwe Taung navigate the conflicts between its clients and stakeholder communities?

**Ms Sandar Htun**

CEO, Shwe Taung Real Estate

11:45 **DEPART FOR UMFCCI**

12:15 **LUNCHTIME SHARING BY YANGON BAKEHOUSE**

Yangon Bakehouse is a social enterprise, which promotes women’s employability and empowerment.

**Ms Nova Cecilia**

Disability Technical Advisor, Yangon Bakehouse

13:45 **DEPART FOR CITY MART HOLDINGS HEAD OFFICE**

14:30 **LEARNING VISIT: CITY MART HOLDINGS**

City Mart Holdings is a leading retailer and supermarket in Myanmar which greatly emphasizes their approach to sustainability. Besides establishing the City Love and Hope Foundation to expand their CSR activities, City Mart was ranked 2nd in the Pwint Thit Sa 2018 report’s list of companies with the most disclosure of information. What is City Mart’s CSR philosophy? What are the key challenges and successes that City Mart faces in its CSR activities? How does City Mart engage its local community stakeholders in its CSR approach?

**Mrs Win Win Tint**

CEO, City Mart Holdings

17:00 **HEAD BACK TO HOTEL**



## **FRIDAY, 5 OCT**

08:30 **DEPART FOR UMFCCI**

09:00 **WORKSHOP: DESIGN THINKING (PART I)**

An introduction to principles and frameworks for design thinking to equip Fellows with tools to help them plan future CSR projects.

**Mr Okka Myo**

Co-Founder & Director, Impact Hub Yangon

10:30 **MORNING TEA**

11:00 **WORKSHOP: DESIGN THINKING (PART II)**

12:30 **LUNCH**

13:30 **REFLECTIONS**

15:00 **AFTERNOON TEA**

15:30 **FOCUS GROUP DISCUSSION + GRADUATION CEREMONY**

17:00 **CLOSING REMARKS**