



FAIRBIZ

PRIVATE SECTOR ADVISORY GROUP



PROMOTING A FAIR BUSINESS ENVIRONMENT IN ASEAN

With the support of



Summary of the 7th Meeting | 14 September 2021

BACKGROUND

The ASEAN Economic Community is the 7th largest economy with a combined Gross Domestic Product of US\$2.6 Trillion which is projected to grow 3-8 percent over the next four years. The region is attractive for investments due to the economic growth, the growing middle/consumer class, and the existence of sectors with remarkable prospects.

At the same time, as emerging economies, the business environment in the region is still maturing. Corruption issues and poor governance feature as major concerns for businesses operating in the region as well as for citizens. According to the 2017 ASEAN Business Outlook Survey conducted by the U.S. Chamber of Commerce, most businesses in the region (65 percent) listed corruption, unfair and inefficient law enforcement practices as serious challenges to doing business in ASEAN countries.

At the international level, the importance of strengthening partnerships between governments and the private sector to improve global governance and the rule of law has been widely acknowledged. The 2030 Agenda for Sustainable Development, particularly its Goal 16 on Peace, Justice and Strong Institutions, highlights the importance of building effective, transparent and accountable institutions in both the public and private sectors and providing effective

access to justice in the event of disputes. Furthermore, both governments and the private sector are jointly responsible for minimizing the negative impacts of corruption in achieving sustainable development.

In this context, companies (large and small) need to take incremental steps to mainstream good governance practices within their overall business strategies and operations, and thus become responsible partners in achieving the SDGs. Fair business practices not only promote the values of fairness, inclusiveness, transparency and accountability while contributing to the principle of “leaving no one behind”, they also create opportunities for the private sector to grow as competitive players in new markets.

As part of this agenda, the multi-year project “FairBiz – Promoting a Fair Business Environment in ASEAN”, managed by UNDP Bangkok Regional Hub in cooperation with the support of the UK Government, aims to promote open, transparent and predictable business environments by working with both governments and the private sector, focusing on six target countries in ASEAN: Indonesia, Malaysia, Myanmar, the Philippines, Thailand and Viet Nam.

THE PRIVATE SECTOR ADVISORY GROUP (PSAG)

The PSAG was set up in early 2019, and the inaugural meeting took place in April 2019. The members of PSAG are influential experts in their industries, coming from the private sector, investment community, think tanks and governments, in ASEAN countries and beyond. The members serve on the PSAG primarily in their personal capacity, as independent experts, rather than as representatives of their organizations.

The members of the PSAG can be seen in Annex 1.

This report covers the seventh online meeting of the PSAG, held on 14 September 2021.







We received apologies for absence from Eddie Thai, Frank Brown, Manisha Dogra and David Smith.

FAIRBIZ EXTENSION PERIOD

FairBiz Project Manager Darko Pavlovic announced that the project received an extension from the UK Government for the period October 2021 – March 2022. The extension allows FairBiz to consolidate its achievements and gives the management team time to design the FairBiz “Gen 2” with support from our PSAG members.

As the first phase of FairBiz is reaching its conclusion, UNDP has commissioned a final evaluation, which aims to assess the overall effectiveness and efficiency of the project against the set objectives. We'll be approaching some of our PSAG members for your ideas and feedback about the project. This will be crucial for our understanding of the project in terms of relevance, effectiveness, sustainability and impact.

UPDATES FROM THE FAIRBIZ INTEGRITY HUB

THEMATIC PLATFORMS	INITIATIVES	STATUS
 <p>GLOBAL SUPPLY CHAINS</p>	<p>Training, guidance and tools for SMEs in the supply chains of global and Malaysian multinationals.</p>	<p>In June and August, FairBiz organized an online management training for SMEs in the supply chains of two major companies in Malaysia – a global healthcare company and telecoms company Maxis. Nearly 40 SMEs participated in the interactive virtual course that discussed critical issues ranging from internal compliance to corporate governance. This will be followed, three months later, by “Action Days” during which the SMEs will share their experiences implementing what they have learned, the challenges they faced, and the benefits of introducing business integrity management processes into their operations.</p>
 <p>PROCUREMENT</p>	<p>New technologies to help public procurement agencies prevent corruption in public tenders.</p>	<p>We are planning to launch the FairBiz online procurement course will take place in October, introducing key elements of procurement policy and their linkage with SDGs. This will involve a multistakeholder approach for Private and Public sector and Civil Society Organizations. The UK Government Digital Service (GDS), operating in Thailand through FairBiz, will focus on expanding our existing work in digital transformation in public procurement. A Regional Dialogue on Public Procurement is planned for October, focusing on sustainable public procurement, integrity and value-for-money.</p>
 <p>IMPACT INVESTING</p>	<p>Training and mentoring for small- and mid-cap listed companies.</p>	<p>We are in discussion with SET (the Stock Exchange of Thailand) to develop a self-assessment “ESG” toolkit to support small- and mid-cap listed companies on good governance. This will include an integrated approach to UNDP’s areas of expertise including anti-corruption, business and human rights, gender and other areas. This will be followed by workshops incorporating “voice of the investor” consultations.</p>
 <p>DIVERSITY & INCLUSION</p>	<p>Training and mentoring of women-led enterprises.</p>	<p>Online training to 33 women-led companies was delivered in June in partnership with the Federation of Business Professional Women of Thailand (FBPW). Following the Women Leadership in Business Integrity Workshop, the participants will meet again in September at an Action Day to share their learnings, challenges and new-found skills in managing integrity through a dynamic peer-to-peer exchange. In Indonesia, a first workshop will happen at the end of September in collaboration with the Alliance for Integrity to provide women business leaders with support and knowledge on basic business integrity skills and how to bid for government contracts.</p>
 <p>YOUTH & ENTREPRENEURSHIP</p>	<p>Scaling up of the Business Integrity Toolkit for Young Entrepreneurs and training throughout the region.</p>	<p>FairBiz will investigate the impact of the past training on Business Integrity and Responsible Business Practices in the Start-up Ecosystem and the Toolkit for Young Entrepreneurs. A survey will be sent to the participants while relaunching the initiative with young entrepreneurs’ Vietnam Business Integrity Network.</p>
 <p>INTEGRITY IN GOVERNMENT INSITUATIONS</p>	<p>Promoting peer-learning, knowledge sharing and support to judges and anti-corruption agencies across countries.</p>	<p>FairBiz is supporting judges in Vietnam by developing their knowledge and expertise on resolution of commercial disputes. The Judicial Integrity Network ASEAN (JIN), which the US Department of State’s Bureau of International Narcotics and Law Enforcement Affairs (INL) supports through FairBiz, will arrange a regional workshop for judges to learn about the implications of new technologies on judicial integrity and court excellence.</p>

PSAG MEMBERS' CONTRIBUTION TO FAIRBIZ

Some of the PSAG members shared their experience of initiating and contributing to FairBiz project work:



Inspiring women entrepreneurs to do business with integrity

"For me personally, it has been a fulfilling experience realizing that the benefits from business integrity are not only for ourselves but extend well beyond - to our country and the world."

Dr. Resanond Soipetch,
Vice-President, Federation of Business Professional Women of Thailand (FBPW).



On Beyond Compliance: Innovative Approaches To Compliance in the Supply Chain initiative

"I delivered training on the legal context in the training workshop for UNDP-Maxis and took the opportunity to audit the full two days program. I am impressed by the highly interactive and dynamic nature of the workshop, which included plenty of stimulating discussion in breakout groups about complex areas of business decision-making and exploration of ethical dilemmas"

Dr. KM Loi,
President, Association of ABMS Practitioners Malaysia



On providing coaching for women entrepreneurs

"SCB's Internal coaching program IGNITE was established to accelerate professional progression, growth and unleashes potential of women as part of the Diversity and Inclusion commitment of the Bank. We are currently exploring the possibility of enabling our qualified coaches to provide the coaching to the women-led businesses and women entrepreneurs participating in FairBiz's program in Thailand and Indonesia. This will add a critical dimension to the existing programme."

Liliya Barchuk,
Head of Anti-Bribery and Corruption, Asia at Standard Chartered Bank

We would like to take this opportunity to thank all our PSAG members for their contributions to developing all the work of FairBiz.

FAIRBIZ GEN 2

The FairBiz team asked the PSAG members to focus on expected Gen 2, which is only just over six months away. PSAG members can contribute ideas for the strategy, priorities and open doors for private and public sector engagement and funding.

There are a number of cross-cutting areas where FairBiz could broaden and deepen its impact. PSAG members were asked to consider these and prepare themselves for future discussion on them at future PSAG meetings and in their Thematic Platforms. These include:

- **Engagement of private sector:** the FairBiz Integrity Hub has shown how FairBiz can work successfully with global multinationals, large national champions and business associations. In Gen 2, we hope to build on this experience, building the capacity of the very vulnerable SMEs, young entrepreneurs and start-ups, all facing the twin challenges of COVID and corruption. We hope PSAG members will continue to open doors to potential partners in the private sector.
- **Constructive engagement with governments:** With the pandemic gradually receding, there are new opportunities to work with national and also local (sub-national) governments to introduce policies which will support SMEs in rebuilding their businesses with integrity. A key part of this will be our work on public procurement, but we will also be looking at other areas of the regulatory environment which act as constraints to entrepreneurs such as local authorities, land reform and customs. PSAG members can open avenues for us to engage with government officials who genuinely want to contribute to transformational change.

- **Convergence:** We have seen how the silos between the SDGs are gradually being eroded. In the world of investment, the “E”, “S” and “G” of ESG are converging. While FairBiz will continue to focus on the anti-corruption, business integrity and good governance, we will be making renewed efforts to work more closely with our colleagues in Business and Human Rights, Gender and Environment. We ask PSAG members to bring their broad experience of all these risk factors to help develop Gen 2.
- **New technologies:** The private sector is already investing heavily into new technologies to manage the risk of corruption, but governments are slow to follow. In Gen 2, FairBiz will be in a unique position to convene the various public and private sector users, the technology providers, and other key stakeholders. Together, they will identify the drivers which will enable governments to use the technologies not only to detect but prevent corruption. PSAG members can help us identify the stakeholders who will contribute to the process.
- **Partnerships:** As we have seen in recent months, our work is not possible without partnerships. This includes local business associations like FBPW in Thailand, companies like Maxis Malaysia, government departments like LKPP in Indonesia and many others. They are the enablers for localizing our projects, they help us reach the beneficiaries of our project. Some partners, like the UK Government, have helped us mobilize financial resources, and contributed their own funds. We ask PSAG members to continue to look out for future FairBiz partners at all levels.

ANNEX 1 : PSAG Members (as of September 2021)

GLOBAL SUPPLY CHAINS				PROCUREMENT
				
Vicky Bowman Director, Myanmar Centre for Responsible Business	Frank Brown Director, Anti-Corruption & Governance Center, Center for International Private Enterprise, USA	Manisha Dogra Vice President Sustainability, Asia Telenor Group, Singapore	KM Loi Ex-Deputy President & Secretary General, TI Malaysia	Mark Lovatt CEO, Trident Integrity, Malaysia
ESG INVESTING		DIVERSITY & INCLUSION	YOUTH & ENTREPRENEURSHIP	
				
Esther An Chief Sustainability Officer, City Developments Limited, Singapore	Cheryl Chen Director, AP Corporate Sustainability, S&P Global, Singapore	Angela Joo-Hyun Kang Founder & Executive President, Global Competitiveness Empowerm't Forum	Liliya Barchuk Head of Anti-Bribery and Corruption Asia, Standard Chartered Bank	Diane Eustaquio Executive Director, IdeaSpace Foundation Inc.
				
Tamara Singh Head of Asia Pacific, Official Monetary and Financial Institutions Forum	David Smith Head of Corporate Governance, Aberdeen Asset Mgmt Asia Ltd, Singapore	Soipetch Resanond President, Business Professional Women of Thailand	Y. W. Junardy UN Global Compact, Indonesia	Eddie Thai 500 Startups Vietnam

ANNEX 3 : Attendees

ANNEX 4 : PSAG Members - Short Bios



Esther An

Chief Sustainability
Officer, City
Developments Limited,
Singapore

A pioneer sustainability practitioner for over 20 years, Esther has been instrumental in building up City Developments Limited's (CDL's) sustainability leadership. Since 1995, she has been spearheading the company's efforts in strategic sustainability integration, reporting, stakeholder engagement and green financing. She kick-started the company's sustainability reporting journey with the publication of its first GRI-checked Sustainability Report in 2008 and has since expanded to the adoption of integrated approach using the International Integrated Reporting Council (IIRC) framework.

Esther sits on board several international and local sustainability organisations including the UNEP Finance Initiative Property Working Group; UNEP Sustainable Stock Exchange's Green Finance Advisory Group, World Green Building Council Corporate Advisory Board, GRI Corporate Leadership Group for Integrated Reporting; Asia Pacific Real Estate Association Singapore Chapter Board and Global Compact Network Singapore Management Committee. Founder of the Women4Green Network, Esther is committed to engaging and empowering women to drive sustainability practices at home, at work or at play.



Vicky Bowman

Director, Myanmar
Centre for Responsible
Business

Vicky Bowman is director of the Myanmar Centre for Responsible Business and a former British ambassador to Myanmar. Vicky began her diplomatic career in 1990 with the UK Embassy in Yangon. She served as UK ambassador to Myanmar from 2002 to 2006.

She has also held roles as Member of Cabinet of Chris Patten, European Commissioner for External Relations (1999-2002), and as Director of Global and Economic Issues at the UK Foreign and Commonwealth Office (2008-2011 when she was also UK G8 Foreign Affairs Sous-Sherpa). Since 2011, Ms Bowman has worked at Rio Tinto where amongst other responsibilities, she led the implementation of the company's commitment to the UN Guiding Principles on Business and Human Rights, developed its sector-leading approach to transparency, and worked with governments, civil society and international organisations on how mining investments can better support development.



Frank Brown

Director, Anti-
Corruption &
Governance
Center, Center for
International Private
Enterprise, USA

Frank Brown is the Director of the Anti-Corruption & Governance Center. The Center focuses on streamlining CIPE's existing programming and exploring innovative approaches based on new partnerships, economic trends, and law enforcement priorities. Before the launch of the Anti-Corruption & Governance Center, Brown covered a portfolio that included Central Asia, Ukraine, and Russia. In Russia, he launched an anti-corruption program aimed at regional, mid-sized businesses and enlisted the support of multi-national corporations doing business in Russia. In addition to his work in Eurasia, Brown worked on cross-regional trade programming with the Global Alliance for Trade Facilitation, of which CIPE is an implementer.

More recently, Brown has been working on a diverse portfolio that includes the development and implementation of programs related to governance writ large, with a special emphasis on reducing the corrosive effect of corruption. Such programs consist of new interventions that range from risk management in areas beyond corruption, to a holistic, public-private approach to procurement governance, to the use of blockchain technology to improve governance of international trade conventions.

Prior to joining CIPE, Brown spent 15 years as a journalist, the last 11 of them based in Moscow, where he was the bureau chief for Newsweek magazine. Over the course of his journalistic career, Brown reported on conflicts in Russia, Serbia, Kosovo and Sri Lanka, as well as on business, politics, and religion. He is a Certified Compliance & Ethics Professional with the Society of Corporate Compliance and Ethics.



Cheryl Chen

Director,
Asia Pacific
Corporate Responsibility
& Sustainability,
Internal Communications,
S&P Global, Singapore

Cheryl Chen is the Director of Corporate Responsibility, Sustainability and Internal Communications for Asia Pacific at S&P Global. She leads the efforts in the region with initiatives aligned to the key focus areas of bridging the global skills gap in STEM, economic inclusion of women and promotion of sustainable investments and businesses through the integration of ESG products and services into capital markets.

She was previously the Head of Corporate Citizenship for Citi Singapore and was responsible for Citi Foundation grant programs, community relations, partnerships, stakeholder management, charitable contributions and employee volunteerism. Cheryl served on the council of Singapore’s National Youth Council from 2013 to 2017 in an advisory role, providing perspectives around the development of young leaders through initiatives in the private sector. She is also a District Councilor with the South East Community Development Council from 2014. Cheryl graduated with a Double Degree in Bachelor of Science (Economics) and Bachelor of Business Management (Major in Finance) from Singapore Management University (SMU), and obtained the Master of Social Science at SMU.



Manisha Dogra

Vice President
Sustainability, Asia,
Telenor Group, Singapore

Manisha Dogra is Vice President Sustainability- Asia at Telenor Group, based out of Singapore. Manisha joined Telenor in 2009 in India and has since worked in various roles within sustainability functions across the Asian region including setting up sustainability framework and processes in Myanmar during the pre-launch phase and was based in Yangon from 2013-2015.

In her current role she leads the Sustainability efforts in Telenor’s Asian markets towards the global commitments on UN SDG 10: Reduced Inequalities through sustainability partnerships, human rights and supply chain sustainability initiatives.



Arin Jira

Chair, ASEAN
Business Advisory
Council, Thailand

Arin Jira brings with him over 40 years of experience in tackling various regional economic, industrial, and business issues in partnership with government. As Chairman of Map Ta Phut Industrial Gases Co. Ltd., Senior Executive Advisor of Bangkok Industrial Gas Co. Ltd., and as a board member of several state enterprises, he has helped overcome issues facing industries ranging from, but not limited to, management strategies, P&L accountability, marketing and business support, logistics and strategic planning, joint venture relationship, international alliances, and customer relations issues.

Arin also sits on the Board of the Federation of Thai Industries (F.T.I.) and serves as the Vice Chairman of F.T.I. He has been a member of the ASEAN Business Advisory Council (ASEAN-BAC) since 2007. He held the position of Chairman of the ASEAN Business Advisory Council for 2008 and 2009 and is currently Thailand Chair for ASEAN Business Advisory Council. Arin obtained his Bachelor’s Degree in Chemical Engineering and an MBA from the University of California at Berkeley, USA.



**Angela Joo-Hyun
Kang**

Founder and Executive
President of Global
Competitiveness
Empowerment Forum,
South Korea



K.M. Loi

Ex-Deputy President
& Secretary General
of TI Malaysia

Dr KM Loi, has been appointed as the Vice Chair of ISO/PC 278, a Project Committee which was responsible for the design and development of ISO 37001:2016 – Anti-Bribery Management System (ABMS) standard. He is also the ISO/TC 309 WG2 (ISO 37001 Handbook) Co-convener.

With a long-standing background in anticorruption work since 2000, he has served as Deputy President (2015-2017) and Secretary-General (2013-2015) of Transparency International Malaysia and also a Vice Chair of UNCAC Coalition (2015-2017). He is also a certified ISO 37001:2016 Tutor and Lead Auditor. He has been involved in ISO standard development since 1995 and represented Malaysia as expert in ISO/TC 176 (ISO 9001-QMS); ISO/TC 207 (ISO 14001-EMS); ISO/TMB/WG Social Responsibility (ISO 26000). Attended the International Anti-corruption Academy (IACA) 2018 Regional Summer Program in Beijing, China.



Mark Lovatt

CEO, Trident Trinity and
Secretary General of
Business Integrity Alliance
of Malaysia

With a long-standing background in anticorruption work since 2000, he has served as Deputy President (2015-2017) and Secretary-General (2013-2015) of Transparency International Malaysia and also a Vice Chair of UNCAC Coalition (2015-2017). He is also a certified ISO 37001:2016 Tutor and Lead Auditor. He has been involved in ISO standard development since 1995 and represented Malaysia as expert in ISO/TC 176 (ISO 9001-QMS); ISO/TC 207 (ISO 14001-EMS); ISO/TMB/WG Social Responsibility (ISO 26000). Attended the International Anti-corruption Academy (IACA) 2018 Regional Summer Program in Beijing, China.



Jessica Robinson

Founder and Managing
Director, Moxie Futures,
Dubai

Jessica Robinson is the Founder and Managing Director of Moxie Future- - the world's first insights, education and community platform empowering women as responsible and impact investors. Prior to this, Jessica was Head of Asia for the United Nations-supported Principles for Responsible Investment (UN-PRI), following a long stint as Chief Executive and Board Director of the Association for Sustainable and Responsible Investment in Asia (ASrIA), one of Asia's leading think tanks working to promote sustainable finance and responsible investment across the region.

She also led the Asia Investor Group on Climate Change and played an active leadership role in the Global Sustainable Investment Alliance (GSIA) and the Global Investor Coalition on Climate Change (GIC). Beginning her career working for a member of the UK Parliament, Jessica has worked in a number of policy and public affairs roles, subsequently joining one of the 'Big Four' professional services firm as a consultant, providing advisory services to a range of financial institutions including investment banks, insurers, reinsurers and asset managers, notably on issues related to governance and risk management. Thereafter working in environmental and carbon financing, she was a director of a leading China-based developer of energy and emission reduction solutions, in addition to working with a number of start-ups in the Asia-Pacific region.

She holds an MSc in Applied Environmental Economics from the University of London, an MSc in Politics from the London School of Economics and a BA in Economics from the University of Manchester, UK.



David Smith

Head of Corporate
Governance,
Aberdeen Asset Management
Asia Ltd, Singapore

David Smith is Head of Corporate Governance, a role in which he supports Aberdeen's Asian Equities and Fixed Income Teams through research and engagement. David joined Aberdeen in 2011 from ISS, where he was Head of Asia (ex-Japan) Research.

David has a PhD in corporate governance and an MA in Corporate Strategy and Governance from the University of Nottingham and a BSc in Business Economics from the University of Wales. He is a CFA Charterholder.