

**Promoting a Fair Business Environment in ASEAN (“FairBiz”)**  
**Sustaining and Upscaling a Fair Business Environment in ASEAN**

24 November 2022, Bangkok

**SESSION OUTLINE**

**Session 2: Promoting responsible business practices for a fair business environment**  
11:00 – 12:30 Bangkok time

**Background**

In 2018 UNDP Bangkok Regional Hub has launched a regional project [Promoting a Fair Business Environment in ASEAN](#) (“FairBiz”) to improve business integrity and transparency in public procurement. With the generous support of the UK Government ASEAN Economic Reform Program, the initiative partnered with governments, the private sector, and civil society in seven countries: Indonesia, Lao PDR, Malaysia, Myanmar<sup>1</sup>, the Philippines, Thailand and Viet Nam focusing on four areas of intervention:

1. **Encourage partnerships** between the public and private sectors, as well as civil society and development partners at the regional level, to implement and monitor integrity policies in ASEAN
2. **Improve transparency in government contracts** and increase compliance with international procurement and trade standards
3. **Promote business integrity** and sustainable practices for private companies and state-owned enterprises
4. **Strengthen anti-corruption strategies**, policies and laws and improve redress mechanisms for companies, investors and the broader public.

Over the course of the project, FairBiz has demonstrated how sustained efforts to fight corruption can bring tangible benefits. For example, preventive anti-corruption measures were achieved in four countries: anti-corruption strategy adopted in Malaysia, corruption prevention indicators updated in Thailand, and anti-corruption law updated in Vietnam. During the project’s lifetime, over 4000 stakeholders in ASEAN were engaged in supporting the adoption of responsible business practices, including 300 companies and, indirectly, thousands of their employees. The absolute majority (96.83%) of FairBiz participants from the government, private and civil society sectors reported feeling more comfortable engaging in dialogues on integrity and transparency. And when it comes to tangible benefits to societies, Thailand’s government reported \$460 million in savings brought about by enhanced scrutiny and accountability in infrastructure procurement, supported by FairBiz and Construction Sector Transparency Initiative (COST).

## Objectives of the event:

The closing event aims to achieve three objectives:

1. Demonstrate project's achievements and lessons learned.
2. Ensure sustainability of project interventions beyond project duration
3. Showcase innovation that is taking place in different countries with potential for replication to other countries

The closing event is organized by UNDP Bangkok Regional Hub through its FairBiz project in partnership with [OGP, OCP, COST]. The event will bring together governments and ASEAN representatives from the region along with private sector leaders and civil society representatives who contributed to the activities of FairBiz. The participants will also include representatives from the UK government, UNDP Country Offices in FairBiz countries, implementing partners and beneficiaries.

## Session Description

Business integrity comprises elements of corporate governance, ethical behavior, compliance, transparency, accountability and inclusion.

It has many facets, it is evolving and affects differently and, in many shapes, different actors of the economy.

On a macro level, recent data suggests that the cost of corruption equals more than 5% of global GDP (\$2.6 trillion), and corruption increases the cost of doing business up to 10% globally, according to the World Economic Forum and the World Bank, respectively<sup>1</sup>.

In Southeast Asia corruption constitutes a major obstacle to economic development, hampering international investments, constraining local enterprises, and delimiting growth for businesses. On the other hand, we are witnessing a surge of interest in corporate Environmental, Social and Governance standards, with a great momentum to strengthen responsible business conduct practices in companies.

From micro to medium and large enterprises, integrity can be a driving force to transform supply chains, to influence business ecosystems and to shape markets.

This session will bring a multi-stakeholder perspective on the challenges of operating a business in Southeast Asia with integrity. We will hear voices of a multinational, an SME and business associations in the region. Furthermore, the session will constitute a platform to illustrate some of the key successes of the FairBiz in conjunction with these organizations and learn about their main takeaways. Speakers will be asked to present their individual plans to continue and bring forward the resources of Fairbiz, in order to sustain its key initiatives beyond its existence.

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<sup>1</sup> <https://www.asil.org/event/cost-corruption-global-business#:~:text=On%20a%20macro%20level%2C%20recent,and%20the%20World%20Bank%2C%20respectively.>

## Session Objectives

The key objectives of this session are to:

- Map the challenges faced by various companies and organizations in operating with integrity in ASEAN.
- Showcase FairBiz tools and successful interventions with the private sector.
- Put forward a sustainability strategy & plan to sustain key initiatives and resources beyond December 2022

## Format

The session is a moderated interview of multiple speakers.

The moderator will briefly introduce the topic and panelists, and then ask each speaker the following questions (speakers have about 17 min total to speak). Each question will have a round of answers before moving to the next.

- What is your biggest challenge in operating a business with integrity? For associations : What is the biggest challenge that your members cite about operating with integrity?
- Briefly describe your partnership with FairBiz and what was the main takeaway or impact that resulted from this collaboration
- How could this impact be amplified and continued in your organization?

Q&A (15 minutes)

## Panellists

- Ms. Đinh Thị Bích Xuân, Deputy Director General, The Office for Business Sustainable Development, Vietnam Chamber of Commerce and Industry
- Mr. Jonn Pua, , Director, Gogopass Asia Sdn Bhd
- Ms. Barbara Tsai, Asia Head of Compliance, Microsoft
- Mr. Viboon Sithimolada, Executive Board, Lao National Chamber of Commerce and Industry

Moderator: Mr. Yaya W. Junardy, President of the Indonesia Global Compact Network

## Speakers Profiles



**YAYA WINARNO JUNARDY** is the President of Indonesia Global Compact Network (IGCN), the local chapter of the United Nations Global Compact in Indonesia. He is also a member of the Expert Team of the UN Global Compact after completing his term as the Board Member in 2018. He is currently also holding position as the Honorary Consul of the Republic of Namibia to the Republic of Indonesia (2015 -now). He is also the President Commissioner of PT Rajawali Corpora, an Indonesian national holding investment company operating in diverse industries i.e., hotel & property, agriculture, mining, TV Broadcasting and IT Services (2007-now). Prior to his current position, he served in various companies including Managing Director of PT Rajawali Corpora; CEO of Excelcom (Now XL Axiata), Bentoel International Investama and IBM Indonesia; and Commissioner of RCTI. He was also a member of the President's Advancement Advisor Committee of NUS Singapore. He is the author of "Full Circle: Managing through Learning, Leading, Serving" and articles especially on Sustainable Development Goals in Marketeer Magazine. He is also the Editor of "Kraton Jogja: The History and Cultural Heritage". In 2016, Y.W. Junardy was selected as the Gold Medal Winner of the Global Business & Interfaith Peace Award in Rio de Janeiro, Brazil. The Award is a joint initiative of the Religious Freedom & Business Foundation (RFBF), UN Global Compact Business for Peace (B4P) platform and United Nations Alliance of Civilizations (UNAOC).



**Dinh Thi Bich Xuan** is Deputy Director General, The Office for Business Sustainable Development of VCCI. Mrs. Xuan Dinh has been working for VCCI since 2010. She mainly takes part in managing and supervising the implementation of the sustainable development programs on a range of different issues included business integrity, cleaner production, promotion of children's rights among enterprises, circular economy, etc. She also works closely with relevant government agencies, international organizations, particularly liaises with companies both domestic and foreign companies to help ensure their participation in the programs and regularly follow up with companies to identify their needs and initially provides technical advice on business integrity. She also actively participates in providing inputs/comments on draft revised Law on anti-corruption and is an active member of drafting committee of the national action plan on responsible business conduct. She holds MBA from the University of Economics and Business of Vietnam National University, Hanoi.



**John Pua**, Director and Founder of Gogopass Asia Sdn Bhd, has 20+ years of experience in Value Added Services and Carrier billing with over 18 telco's connected in ASEAN region.



**Barbara Tsai** leads Microsoft's Asia Compliance team, which focuses on internal investigations and advisory work across an end-to-end regional compliance framework. She has recently moved to Singapore after 16 years of practice experience in China. Barbara was previously with a Swiss financial services institution, where she led the APAC regional Anti-Bribery & Corruption compliance team with a dual role as the Global Deputy Head, managing the global compliance framework and program deliverables. She has also spent time at law firms, counseling private side clients, and started her career at the U.S. Department of Commerce as an international trade law attorney.



**Viboon Sithimolada** is an entrepreneur with extensive industry experience, especially in engineering, mining and energy sectors. He is also an investor and co-founder of a number of local start-ups. Viboon currently serves as a board director of Lao National Chamber of Commerce and Industry (LNCCI); vice chairperson of LNCCI's Employers and Industry Representative Committee; executive vice president of Young Entrepreneurs Association of Laos (YEAL), and board member of Lao SME Association. He is experienced in leading large multinational teams and projects. Before pursuing his own businesses, Viboon previously held various management positions, including the country director, with (then MMG) LXML, which operated one of the largest mining operations in Laos. He received his master's degree in engineering from University of Illinois, the USA, and bachelor of engineering from RMIT, Australia.