

## Conference Programme

08:00	Registration
09:20	<b>Opening address</b> (10 mins) Maria Carolina Legarda, Chair of Council of Trustees, AirAsia Foundation
09:25	<b>Conference introduction</b> (5 mins) Yap Mun Ching, Executive Director, AirAsia Foundation
09:30	<b>Panel Discussion 1: Inclusive Business Practices</b> (60 mins) + <b>Q&amp;A</b> (15 mins)  The future of the market-based economy can only be secured if its key players are conscious of the need to achieve a system that is more equitable, sustainable and inclusive. This requires businesses not only to engage in social responsibility initiatives but to integrate social and/or environmental goals into their business decisions. How should companies reconcile these responsibilities with their bottom-line objectives? How can these considerations be justified to shareholders? What are the costs and benefits of gender and diversity policies in particular?  Speakers: Richard Eu, Group CEO, Eu Yan Sang International Ltd Tony Fernandes, Group CEO, AirAsia Group Shinta Kamdani, CEO, Sintesa Group Vichien Phongsathorn, Group CEO, Premier Group of Companies  Moderator: Cecilia Ma Zecha, Head of External Relations, Southeast Asia, McKinsey & Company
10:45	Refreshments
11:15	<b>Panel Discussion 2: Towards an ASEAN Social Enterprise Ecosystem</b> (60 mins) + <b>Q&amp;A</b> (15 mins)  Social enterprises are now widely acknowledged as viable means of filling in gaps in economic and social systems. However, many struggle to scale up sustainably. Within ASEAN, even as countries face similar needs, the pace and types of measures taken to accommodate growth of social entrepreneurship differ considerably. What can each country share of their respective experiences and what can they adapt from the experience of others? How can key players collaborate to create an effective and supportive ASEAN social enterprise ecosystem?  Speakers: Ehon Chan, Executive Director, MaGIC Social Enterprise Dr Marie Lisa Dacanay, Founding President, Institute for Social Entrepreneurship in Asia (ISEA), Ateneo School of Government Pham Kieu Oanh, Executive Director, Center for Social Initiatives Promotion Sunit Shrestha, Managing Director, Change Fusion Yap Mun Ching, Executive Director, AirAsia Foundation  Moderator: Freda Liu, Presenter & Producer, BFM 89.9
12:30	<b>Media Conference</b> (15 mins) Tony Fernandes, Group CEO, AirAsia Group
12:45	Lunch
14:00 - 18:00	<b>Social Enterprise Marketplace</b> 30 innovative ASEAN social enterprises will showcase their products and services and meet members of the public. <b>Side Event:</b> MaGIC Social Entrepreneurship Pitch Corner