



The 6th Asian Ministerial Conference on Disaster Risk Reduction
Bangkok, Thailand
22-26 June, 2014

Concept Note for Side Event

Side Event	Promotion of DRR Initiatives in Private Sector and Strengthening Public - Private Partnership for Local Resilience Building : Towards HFA2 to be Adopted in 3rd WCDRR in Sendai
Schedule	12:30 – 14:00, 25 June 2014
Theme to be addressed	Private Sector's Role – Public & Private Partnership for Disaster Risk Reduction
Organizers	<p>Lead: Asian Disaster Reduction Center (ADRC)</p> <p>Co-leads: APEC</p> <p>Contact Details: Ms. Yumi Shiomi, ADRC Researcher</p> <p>Email: ys-shiomi@adrc.asia</p> <p>Tel: +81-78-262-5540</p>
Background	<p>After the flood occurred in Thailand, as well as the earthquake and tsunami devastated Tohoku area of Japan in 2011, private sector in DRR has received increasing attention from the recognition of importance of securing employment and stability of local and regional economy after disasters as well as roles for contributing to the disaster response and recovery activities. Since then, the importance of the involvement of private sector in DRR and enhancement of its capacity on DRR has been well recognized among DRR practitioners and private sector and joint efforts have been taken in various countries. However, networking with private sector for DRR is still in early stage and wide disparities have been found in private sector's DRR activities such as BCP development among the Asia-Pacific</p>

	economies (ADRC (2011, 2012)).
Session Objectives	Reaffirming the role of private sector in resilient communities, the Side Event aims to discuss challenges and good practices of private sector in institutionalizing and implementing private sector DRR followed by recent disasters. Also, the session provides the venue to discuss how the private sector effectively contributes to local resilience building in collaboration with other stakeholders. Speakers from business, industry, CSO, regional organization and academia are expected to contribute to providing input to further promote the network of public-private and private-private partnership.
Speakers and title of their interventions <i>(Expected participation: *technical expert* please indicate names, functions, Organization/Country)</i>	<p>[Co-Chairs]</p> <ul style="list-style-type: none"> - Mr. Kiyoshi Natori, Executive Director, Asian Disaster Reduction Center/ Co-Chair, APEC Emergency Preparedness Working Group - Dr. Wei-Sen Li, Deputy Executive Secretary, National Science and Technology Center for Disaster Reduction/ Co-Chair, APEC Emergency Preparedness Working Group <p>[Speakers]</p> <ul style="list-style-type: none"> - Mr. Yukimoto Ito, Vice Mayor, Sendai City (Host City for 3rd WCDRR): Developing Sendai into a Disaster-resilient City: Joint Efforts by Public and Private Sectors ~Based on Experiences and Lessons Learned from the Great East Japan Earthquake~ - Mr. Tadao Hasue, Deputy General Manager, Tohoku Branch, Development Bank of Japan Inc. and Ms. Kumi Onuma, Associate, Tohoku Revival Reinforcement Office, Tohoku Branch, Development Bank of Japan Inc.: DBJ Initiatives for Tohoku's Region-Wide Recovery from the Great East Japan Earthquake - Dr. Wimonkan Kosumas, Deputy Director General of the Office of SMEs Promotion / Chair of APEC Small and Medium Enterprises Working Group: Thailand: Assisting SMEs to Cope with Disaster Risks - Dr. Hitoshi Baba, Senior Adviser, JICA (Japan): Promoting

	<p>the Implementation of Area BCP through AHA-JICA Area BCP Formulation Project</p> <p>- Mr. Takahiro Ono, BCP Manager, Mitsubishi Corporation Insurance Co. (MCIC) / ADRC Visiting Researcher: Role of Private Sector for Local Resilience</p>
<p>Possible recommendations</p>	<ul style="list-style-type: none"> - enhancement of awareness of multi stakeholders on importance of the private sectors role in local resilience building - providing incentives to invest in private sector DRR for multi stakeholders - strengthening of local network with the awareness of value chain
<p>Technical Equipment</p>	<p>Projector, computer, microphones, others: _____</p>