



## Public Forum – ID520

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### Efforts to promote disaster resilience of private sector in the Asia-Pacific region - Learning from good practices of private companies -

Time & Date: 09:00-12:00, 16 March 2015

Venue: Hall 3 TKP Garden City Sendai Kotodai (Sendai Park Bldg)

Recent mega-disasters such as the Great East Japan Earthquake/Tsunami and Thai flood made clear that natural disasters not only threaten regional economic activities but also suspend the supply chain all over the world. Based on these experiences, extensive efforts have been made to promote disaster resilience of private sector in a variety of fields including Public Private Partnership and Business Continuity Management.

Among these efforts, this forum especially focuses on the latest updates from businesses and networks in Asia and the Pacific, the economies with high exposure to disaster risks. The delegates and experts from private companies and business networks, regional entities will report their recent practices to further promote development of local resilience as private sector and strengthen regional cooperation in the future.

#### Program

<b>Time</b>	<b>Presentation</b>
	Facilitator: Mr. Takahiro Ono, BCP Manager, Mitsubishi Corporation Insurance Co. (MCIC)/ ADRC Visiting Researcher
09:15-09:30	<b>Opening Remarks</b> Dr. Li Weisen, Co-Chair, APEC Emergency Preparedness Working Group (EPWG) / Secretary General, National Science and Technology Center for Disaster Reduction (NCDR)
09:30-09:45	<b>Utilization of Lidar Data and Red Relief Image Map for Disaster Prevention</b> Mr. Tatsuro Chiba, Chief Engineer, Asia Air Co., Ltd.



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- 09:45-10:00 ***Business Continuity Planning in Financial Institutions***  
Dr. Tomohisa Sashida, Executive Chief Consultant, Tokio Marine & Nichido Risk Consulting Co., Ltd.
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- 10:00-10:15 ***Introduction to NEC's Comprehensive Disaster Management Solution and Lessons Learned from the Great East Japan Earthquake***  
Mr. Susumu Tanaka, Chief Manager, Public Business Unit, NEC Corporation
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- 10:15-10:30 ***"Seeing is Believing" -Proposing Industrial Tours in Kansai Region to Promote the Better Understanding of Countermeasures to Disasters***  
Mr. Yoshihiko Kobayashi, Managing Director (Planning) and Ms. Nao Kanzato, International Affairs Department, Kansai Economic Federation
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- 10:30-10:45 ***ICT Infrastructure Resilience against Natural Disasters in the Asia -Pacific Region***  
Mr. Hidetoshi Kamezaki, ABAC Member, APEC Business Advisory Council (ABAC)/ Corporate Advisor, Mitsubishi Corporation
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- 10:45-11:00 ***Moving toward to a safer and resilient business environment in the Asia-Pacific region***  
Dr. Li Weisen, APEC EPWG / NCDR
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- 11:00-11:15 ***ADRC's Updates in Promotion of Private Sector DRR in Asia***  
Mr. Kiyoshi Natori, Co-Chair, APEC EPWG / Executive Director, Asian Disaster Reduction Center (ADRC)
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- 11:15-11:30 *Panel Discussion*  
All Speakers
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- 11:30-11:45 *Concluding Remarks*  
Mr. Kiyoshi Natori, APEC EPWG/ ADRC
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The outputs and relevant materials are available from the following website shortly.  
(English) [http://www.adrc.asia/acdr/2015\\_PF\\_PS\\_e.html](http://www.adrc.asia/acdr/2015_PF_PS_e.html)  
(Japanese) [http://www.adrc.asia/acdr/2015\\_PF\\_PS\\_j.html](http://www.adrc.asia/acdr/2015_PF_PS_j.html)