



**Asia-Pacific
Economic Cooperation**

APEC's Initiatives, Actions and Outcomes on Private Sector Participation in Disaster Risk Reduction



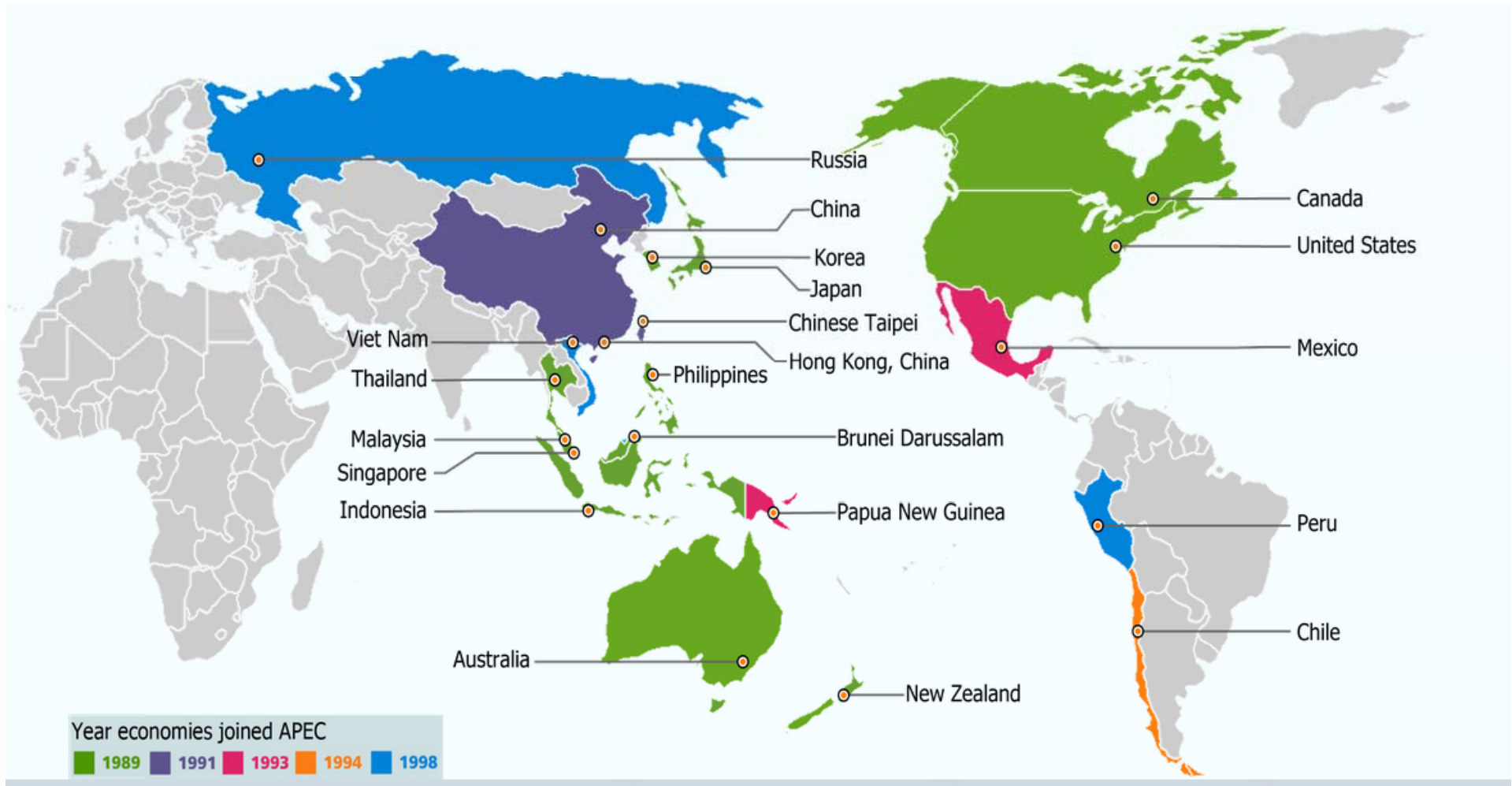
Dr. Wei-Sen Li, APEC EPWG Co-Chairs

**The 6th Asia Ministerial Conference on Disaster risk Reduction
Bangkok June 25, 2014**



**Asia-Pacific
Economic Cooperation**

21 Member Economies in APEC



APEC region a highly disaster-prone area



Earthquake
China, 2008



Typhoon
Philippines, 2014



Debris flow
China, 2010



Earthquake & Tsunami
Japan, 2011



Flood
Thailand, 2011

A glance at APEC SMEs

APEC SMEs Monitoring 2013



98% of total business is **SMEs**

41% GDP

64% of employment

70% global natural disasters

Causing **supply chain disruptions** and **economic losses**

averaged **68 billion** USD per year during 2003-2013.

Top priorities of APEC Emergency Preparedness since 2010

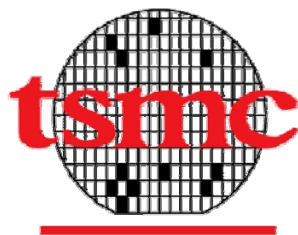


- **Business and community resilience**
- **Public-private partnerships**
- **Disaster risk reduction**
- **Cooperation and coordination with regional and international stakeholders**
- **Preparations for the recovery phase**

Initiatives : APEC Workshop on Private Sector Emergency Preparedness in 2011

- The first international workshop after the Great North Eastern Japan Earthquake and Tsunami
- The purpose of workshop is to **enhance capacity in the Asia-Pacific to protect business, trade and economic growth**, as well as communities, from disruption caused by disasters.
- This workshop focus on strengthening **public-private partnership capacity for emergency preparedness and Business Continuity Plan**.

RENESAS



青い星、地球を守るためのエネルギーが溢れています。
SUZUKI 鈴木工業株式会社



Microsoft[®]



PRUDENTIAL

Raytheon

Customer Success Is Our Mission

Actions : Improving Natural Disaster Resilience of APEC SMEs to Facilitate Trade and Investment

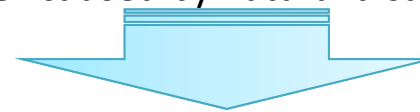


SMEs are the lifeblood in APEC Region

- SMEs account for 90% of the businesses and employ well over half of the workforce for the majority of economies in the region

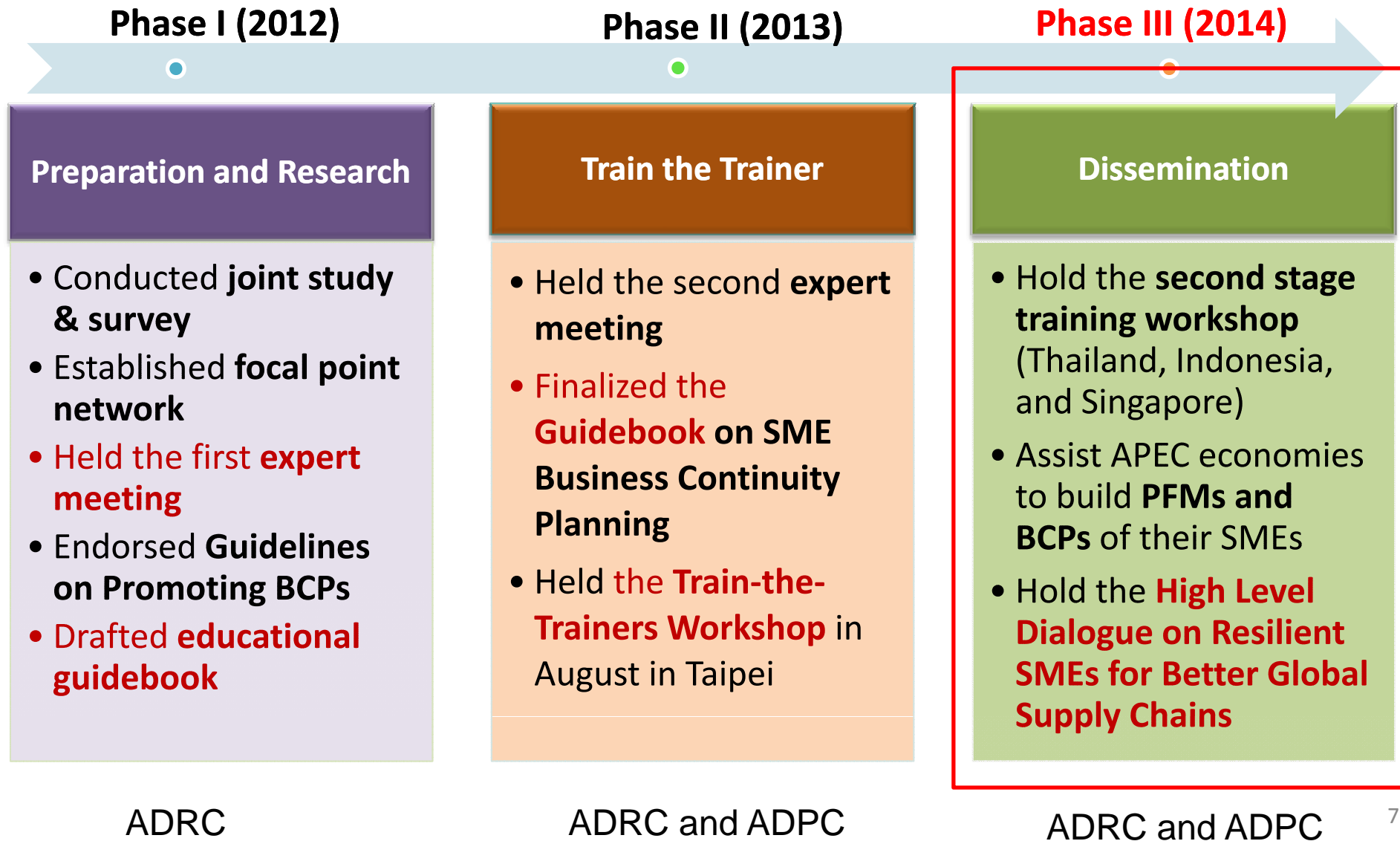
SMEs lack of disaster preemptive knowledge and mechanisms

- From the 311 Earthquake in Japan, more than 300 companies went down in six months, and 90% out of these companies went bankrupt by “Indirect loss or damage” caused by natural disasters.



Chinese Taipei proposed a multi-year project for SMEs to **respond to natural disasters** in APEC region, to **establish reliable supply chains for SMEs** and to ensure the continuity of trade and investment

Multi-year Framework and major goals by inviting regional collaboration, ADRC and ADPC



Project closely links with APEC core values



Resilient Asia-Pacific : Engine of Global Growth

Shaping the Future through Asia-Pacific Partnership

Innovation and Sustainability



Summarized outcomes of 3-Year Project



Outcomes : BCP Guidebook designed for SMEs in 6 languages already

**Lecture
(BCP Guidebook)**

**Discussion
(Scenario Assessment)**

**Case Study
(6 Real Cases)**



Step 1: Determine BCM purpose, scope and team

Step 2: Prioritized activities and Recovery Time Objective

Step 3: Key resources necessary for prioritized activities

Step 4: Risk assessment – know your worst scenarios

Step 5: Do not forget pre-disaster protection and mitigation

Step 6: Emergency response to disaster

Step 7: BC Strategies to early resumption

Step 8: Be financially prepared

Step 9: Exercise makes your plan functional

Step 10: PDCA cycle for your continuous improvement

- 1) Scenario Checking
- 2) 10 steps based on **ISO22301**

Asian Disaster Reduction Center (ADRC) helped to develop the guidebook

Recommendations on Resilient SMEs to enhance business's role at DRR

- **Establish SME Business Continuity Plans to Facilitate Trade and Investment**
 - Develop exclusive BCPs for all other industries to build up the capacity on disaster resilience for SMEs.
- **Implement BCP Guidebook for Better Global Supply Chains**
 - Disseminating Guidebook in different languages
 - Organizing the local training programs to train the seed trainers
 - Sharing the best practices, knowledge and information
- **Enhance the Public-Private Partnership and Cross-Fora Cooperation**
 - Collaborating within APEC and other organizations for promoting BCPs at SMEs
 - Integrating the resources from the public and private sectors and experts to strengthen the capacity of SMEs

Next step: Seven Principles for enhancing global supply chain resilience (with APEC TPTWG)

1. Share **information and knowledge**
2. Promote **disaster risk management and hazard mapping**
3. Support **planning and business continuity**
4. Promote best practice policy, regulations, and flexibility
5. Leverage regional cooperation to support the supply chain,
6. Promote **critical infrastructure protection**
7. Recognize and promote best practice in human resource and capacity management



**Asia-Pacific
Economic Cooperation**

- Thank You -