

The private sector, responsible for 70–80 percent of all capital investment in the Asia-Pacific region, heavily influences the society's state of resilience. A unique opportunity now exists for businesses to directly engage with policymakers and to participate in the design and the implementation of the post-2015 framework on disaster risk reduction.

Technical Session 3 aims to highlight the roles, responsibilities and accountability of the private sector in disaster risk management (DRM), and to stimulate recommendations for enhancing business engagement in DRM through effective partnerships.

Session

III

The Private Sector's Role:  
Public and Private Partnership for  
**Disaster Risk  
Reduction**

**Chair:**

Mr. Eduardo G. Batac, Under-Secretary for Civil, Veterans and Reserve Affairs, Department of National Defence, the Philippines

**Speakers:**

Dr. Shamika Sirimanne, Director, Information and Communications Technology and Disaster Risk Reduction Division, United Nations Economic and Social Commission for Asia and the Pacific (ESCAP)

Mr. Asif Ibrahim, Vice Chairman, Newage Group of Industries and Chair of Sustainable Business Network Task Force on Inclusive and Sustainable Trade and Investment of ESCAP Business Advisory Council

Mr. Wirahadi Suryana, Head of Corporate/Commercial General Insurance for Zurich Insurance in Indonesia

Mr. Buntoon Wongseelashote, Chairman, Committee on Business Sustainability, Thai Chamber of Commerce

Mr. Shane Wright, Executive Director, Asian Disaster Preparedness Center

Japan International Cooperation Agency (video presentation)

**Moderated by:**

Dr. Thavirap Tantiwongse, Public Affairs Director, GlaxoSmithKline Thailand

The key questions to be discussed in the session are:

- 1) What are the drivers for the private sector's involvement in reducing disaster risk?
- 2) What is the appropriate environment that enables the involvement of businesses in DRM?
- 3) What are the good practices in multi-stakeholders partnerships in engaging businesses in DRM?

25 +  
June 2014

14.00–16.00

Room Convention A

