

AJC Programme “Enhancing dialogues and leadership opportunities among young people and women”

“Showcasing Successful Business Models of Young Entrepreneurs in ASEAN and Japan”

Reconnecting People for Recovery

Event Guideline

(Last update on 6 December 2022)



**ASEAN-JAPAN
CENTRE**

Background

ASEAN-Japan Centre (AJC) is an intergovernmental organization promoting exports from the ASEAN Member States to Japan while revitalizing investment, tourism as well as people-to-people exchanges between the ASEAN Member States and Japan. AJC commits to realize the ASEAN-Japan Friendship and Cooperation vision, contribute to recovery from the COVID-19 pandemic, and promote inclusive, sustainable, and human-centred trade, investment, tourism and people-to-people exchanges between ASEAN member states and Japan. Under this goal, AJC fosters leadership exchanges and empowering young people, women, and start-ups in ASEAN member states and Japan for mutual prosperity. Recovery from the COVID-19 pandemic is also one of the most important visions of ASEAN which is outlined in the ASEAN Comprehensive Recovery Framework (ACRF).

Based on this background, AJC organizes an event for young entrepreneurs to share their successful business models which centered “reconnection”; which includes reconnecting economic, societal, cultural, geographical, and human-to-human gap, which have been created by the COVID-19 pandemic. Business models to be presented in the event relate to followings themes, but not limited to; digitalization, logistics, finance, human resource management, circular economy, women, and rural economy.

Through showcasing successful business models which contribute to reconnection, AJC wishes to contribute to recovery from COVID-19 and resilient growth. Entrepreneurship, which stimulates one’s ingenuity and innovative mindset, can play a key role at this point. Raising entrepreneurial spirit also can unleash the potential of young population and afford them with an environment for growth.



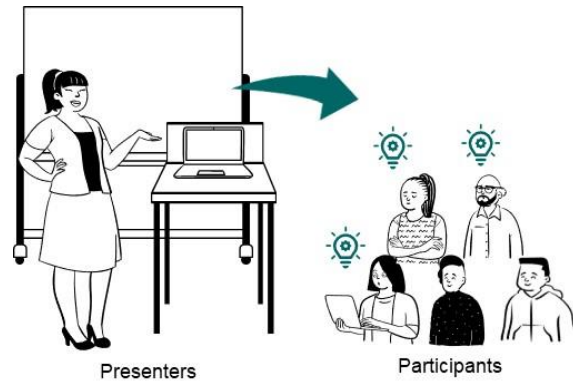
A. OUTLINE OF THE EVENT

Title	“Showcasing Successful Business Models of Young Entrepreneurs in ASEAN and Japan - Reconnecting People for Recovery-”
Date and time	<ul style="list-style-type: none"> • Thursday 26 January 2023, 12:00-17:30 (GMT +9:00)
Scope of Activity	<ul style="list-style-type: none"> • Organize an online event to showcase the successful business models among young entrepreneurs
Venue	<ul style="list-style-type: none"> • Online venue: Zoom Meeting Style
Objective	<ul style="list-style-type: none"> • To foster the entrepreneurship among young entrepreneurs in ASEAN and Japan, by sharing successful business models. • To provide young entrepreneurs with opportunities to share their business models which contribute to reconnection. • To empower young entrepreneurs in ASEAN and Japan, for future mutual cooperations and network.
Organizer	<ul style="list-style-type: none"> • ASEAN-Japan Centre (AJC)
Presenter	<ul style="list-style-type: none"> • Maximum 2 nominations of presenters per country • Nationality: ASEAN Member states or Japan. • Industry: Any industry (Agriculture, Manufacturing, Services, etc). • Qualification: young entrepreneurs who are desirably 40 years old or under and having successful business models (In case the nominee is above 40 years old, please consult with AJC info_cs@asean.or.jp) • The presenter’s enterprise needs to be operating as commercial entity or established company • The presenter should have successful business models which contributes to reconnection of economic, societal, cultural, geographical, and human-to-human gaps, which have been created by the COVID-19 pandemic.
Participants	<ul style="list-style-type: none"> • Qualification: young entrepreneurs who are desirably 40 years old or under • Nationality: ASEAN Member states or Japan
Panel member	<ul style="list-style-type: none"> • Panel members consist of members who are knowledgeable of entrepreneur situation in ASEAN and Japan. They give feedback to the business models to foster entrepreneurship among participants.
Supporters	<ul style="list-style-type: none"> • Private companies, associations and public institutions in Japan and ASEAN. (i.e.) member of Chamber of Commerce, Trade Promotion Offices, Embassies and Ministries in ASEAN Member States (AMS).
Language:	<ul style="list-style-type: none"> • English

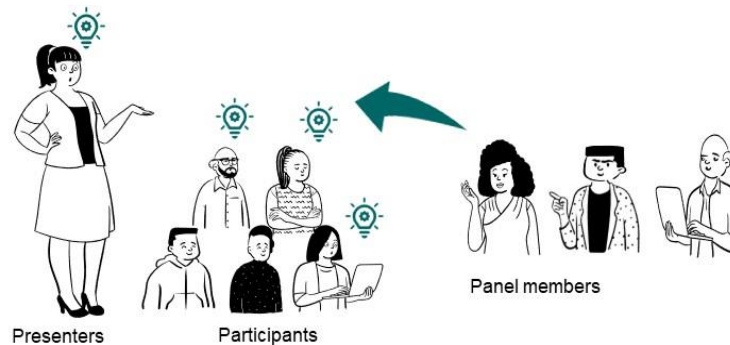
B. ORGANIZATION OF THE EVENT

Presentation & Feedback session

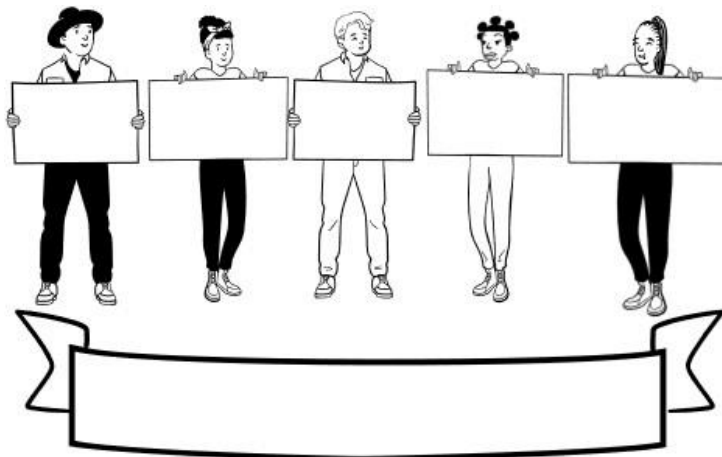
- **7-10** minutes presentation time will be given to each presenter.



- Maximum **5 minutes** feedbacks by the panel members to promote presenters' business further and foster other audiences' entrepreneurship.



- The panel members and participants assess each presentation through voting. The top 5 presenters will be awarded.



Individual Topic Session

- Presenters, Participants, Panel members and Organizers (AJC) will be provided with Zoom Breakout Rooms which have different topics, corresponding to challenges faced by young entrepreneurs (i.e.) Digitalization, Finance, Logistics, Marketing, etc
- In each breakout room, the attendees of same interest will discuss about how to overcome these challenges and promote re-connection. This also serves as networking opportunities for young entrepreneurs from different countries.

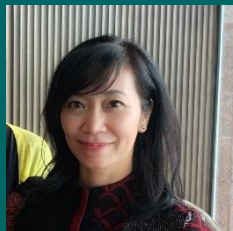


Panel members



Prof. Takeru Ohe,
Japan

- Dr. Ohe has a Ph.D. in Experimental Physics from the University of Maryland and an MBA from the Columbia University Graduate School
- Dr. Ohe worked as a professor at Waseda Business School of Waseda University and as Director of the Waseda Incubation Center. He founded T. Ohe Office, Inc., specializing in new business development, and has vast experience as a consultant for major corporations.
- Currently Specially Invited Professor to the International University of Japan, Executive member of the Japan Business Model Competition and Asia Business Model Competition, and Board member of ASIA SEED and Cambodia International Education Support Foundation (CIESF).



Ms. Leila Djawas,
Indonesia

- Member of the Indonesian Chamber of Commerce and Industry
- Advisor, Business Planning and Development and External Relations at Medco E&p Indonesia
- Strategic Advisor at Yayasan Furusato Indonesia Mandiri
- Co-Founder and Managing Partner at Mahayana Asia



Mr. Abdul Hakim Sahidi,
Malaysia

- Currently the Managing Director of Leave a Nest Malaysia, a Japanese based Venture that pursuing the vision of Advancing Science and Technology for Global Happiness. Since 2013, Leave a Nest has been creating a Deep Tech ecosystem, namely Tech Planter across Japan, US, UK and 6 ASEAN countries with more than 3500 teams in the whole ecosystem.
- They provide various kinds of support for startups including business training, prototyping and manufacturing support, seed funding as well as bridging startups to collaborate with relevant partners to solve deep issues locally and globally.
- Besides managing Leave a Nest Malaysia, he is also the co-founder of Shaf Industries Sdn. Bhd, a Malaysian company that provides innovative solutions in energy management.
- He is experienced in mentoring and supporting Deep-tech startups to construct their business plan and bring their business to the next level. He is actively involved in startups competitions as a panelist including recently for the ASEAN-India Startup Festival competition and "Enter the Tiger Lairs" by Malaysian Business Angel-Network.

C. PROGRAM (PROVISIONAL)

Time (GMT+9)	Activity	Person in charge
Opening		
12:00-12:05 (5 mins)	Welcome Remarks	To be decided
12:05-12:10 (5 mins)	Opening Remarks	Dr. Kuhihiko Hirabayashi, Secretary-General of ASEAN- Japan Centre
12:10-12:15 (5 mins)	Explanation of the program	Master of ceremony (MC), Mr. Kazuhiko Amagai, Project officer, Strategic Country Support Team, ASEAN-Japan Centre
Presentation & Feedback session		
12:15-13:30	Presentation & Feedback Session 1	Presenters & Panel members Facilitator: MC, Mr. Kazuhiko Amagai
13:30-14:30	Presentation & Feedback Session 2	Presenters & Panel members Facilitator: MC, Mr. Kazuhiko Amagai
14:30-14:45	Break	
14:45-16:00	Presentation & Feedback Session 3	Presenters & Panel members Facilitator: MC, Mr. Kazuhiko Amagai
16:00-16:30 (30 mins)	Discussion Q&A	All
Individual Topic Session		
16:30-17:00 (30 mins)	Breakout Room 1 Individual topic discussion of the challenges faced by entrepreneurs (i.e.) Digitalization, Finance, Logistics, Marketing, etc	Presenters, participants and the panel members. (Attendees can choose a breakout room they wish to attend)
17:00-17:30 (30 mins)	Breakout Room 2 (i.e.) HR, consumer products, service & product development, etc	Presenters, participants and the panel members.
Closing		
17:30-17:35 (5 mins)	Closing Remarks	AJC

D. WAY FORWARD

The year of 2023 marks the 50th commemorative year of Japan-ASEAN relations since its start in 1973.

This event will be preparatory activities for the series of commemorative events in 2023. The presenters in this event will be invited in the various events related to young people in 2023 (i.e.) Japan-ASEAN Young Innovative Entrepreneurs Forum (*provisional title).

E. LOGISTIC INFORMATION

Timeline	Activity
Friday 16 December 2022	<ul style="list-style-type: none">Registration of presenterNomination of the presenters is done by the following Google Form https://bit.ly/3FcLyjBSubmitted presentations will be evaluated by the panel
Friday 13 January 2023	<ul style="list-style-type: none">Submission of participants list from supporters
Monday 23 to Wednesday 25 January 2023	<ul style="list-style-type: none">Participating Zoom URL will be issued
Thursday 26 January 2023 (12:00~17:30 GMT+9, Japan Standard Time)	<ul style="list-style-type: none">Presenters from AMS log in to the online session at the latest 30 minutes before their presentation, and make presentations at their designated timePresentation format:<ul style="list-style-type: none">File type: Microsoft Power Point (PPT).Duration: 10-15 minutes (the final duration of the presentation will be notified upon registration of all presenters)
Friday 27 January 2023 onwards	<ul style="list-style-type: none">Further Communication with Presenters

F. FOCAL POINT

Main coordinator:	Mr. Kazuhiko Amagai, Project officer, Strategic Country Support Team (former Capacity Building Cluster) info_cs@asean.or.jp ; kamagai@asean.or.jp ;
Supervisor:	Ms. Retno Supeni, Assistant Director and Head, Strategic Country Support Team (former Capacity Building Cluster) supeni@asean.or.jp ;

Strategic Country Support Team (former Capacity Building Cluster)

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