

WBCSD Inclusive Business Seminar
“Inclusive Business Model Development and Scaling up
- Chances and Challenges for Japanese Business”

Some 4 billion people still earn less than USD 3,000 per year in the world. This population is referred to as the “base of the pyramid” (BOP) and represents a significant business opportunity with a combined purchasing power worth US\$5 trillion and growing.

Inclusive business, a term coined by the WBCSD in 2005, refers to sustainable business solutions that target the BOP by expanding access to goods, services and livelihoods in commercially viable ways. Inclusive business can create opportunities for employment and entrepreneurship for people living at the base of the economic pyramid, either directly or through companies’ value chains as suppliers, distributors, and retailers. Alternatively, companies can develop ways to supply affordable products and services to meet basic needs for food, water, sanitation, housing and health care. Or they can develop innovative business models to enhance access to key development enablers such as energy, communications, financing and insurance.

A wide range of organizations in both the private and public sector are working on catalyzing action, gaining greater market insights, and overcoming both internal and external barriers to scaling up these ventures around the world.

It is increasingly important for Japanese companies to apply inclusive business models when investing in emerging and developing markets in order to retain their international competitiveness and realize sustainable growth. While some Japanese companies have started applying this approach, and their number is gradually increasing, most ventures are still in the trial and error phase.

This seminar aims to share the latest knowledge around inclusive business. It will benefit from insights of various experts of organizations actively working in developing and scaling these solutions. Examples of successful inclusive business investments across various sectors will be showcased (most notably those of Japanese companies), alongside a discussion on common challenges and barriers faced, as well as support systems set up by the Japanese government and multilateral development organizations.

- Date:** Thursday, 2 October, 13:30 – 16:30
- Sponsor:** WBCSD, Fujitsu, Fujitsu Research Institute (FRI)
- Venue:** Fujitsu conference room
(Shiodome City Center, 5-2, Higashi-shimbashi 1-chome, Minato-ku, Tokyo)
- Language:** Japanese, English
- Fee:** Free
- Program:**
- 13:30 – 13:40 Welcoming words**
By Mikito Kiname, Senior Vice President, Head of Marketing Unit, Fujitsu Limited
- 13:40 – 14:00 Inclusive business – Scaling up awareness, action, and impact**
By Filippo Veglio, Director, Social Impact Cluster, WBCSD
- 14:00 – 15:00 Panel discussion: Moving from CSR to core business – Japanese experiences and lessons learned**
- Takayuki Hotta, Councilor, International Relations Group, Government and External Relations Division, Panasonic Corporation
 - Yasuhiko Toride, Group Executive Professional, R&D Planning Dept. Ph.D, Ajinomoto Co., Inc.
 - Sogo Fujisaki, Director, CSR Division, Fujitsu Limited
 - Filippo Veglio, WBCSD
 - Moderator: Takafumi Ikuta, Senior Research Fellow, Economic Research Center, FRI
- 15:00 – 15:10 Short break**
- 15:10 – 16:10 Panel discussion: Leveraging the financial and technical assistance support programs of the Japanese government and multilateral development banks**
- Junko Ishii, Director General, Trade and Economic Cooperation Department, JETRO
 - Armin Bauer, Principal Economist, Regional and Sustainable Development Department, Asian Development Bank
 - Eriko Ishikawa, Global Program Manager, Inclusive Business Group, International Finance Corporation
 - Moderator: Filippo Veglio, WBCSD
- 16:10 – 16:30 Seminar highlights, next steps, and concluding remarks**
- Filippo Veglio, WBCSD
 - Yoshihiko Tokumaru, Board member and Corporate Senior Vice President, President, Economic Research Center, FRI

Optional activity between 16:30 and 17:30 - Opportunity for individual companies based in Japan to pitch inclusive business ideas & proposals to IFC, ADB, and JETRO representatives