



CATALOGUE OF THE
AWARDEES 2020-2023

ASEAN Inclusive Business Awards





Publication images courtesy of the Indonesian Ministry of Cooperatives and SMEs and Cambodian Ministry of Industry, Science, Technology and Innovation.





Welcome

ACCMSME Chair 2023-2024, Ms. Blesila A. Lantayona, Undersecretary of the Department of Trade and Industry, the Philippines

We are pleased to present this catalogue of award winning inclusive businesses (IBs) which chronicles our journey to promote IB models in ASEAN.

We, at the ASEAN Coordinating Committee on Micro, Small and Medium Enterprises (ACCMSME) are proud of the partnership with the ASEAN Business Advisory Council (ASEAN-BAC), Germany's Federal Foreign Office, and the Organisation for Economic Co-operation and Development (OECD) to push for this publication.

ASEAN is an economically dynamic region with approximately USD 3.6 trillion total GDP and around 600 million consumer base. With its size and diversity, we understandably experience development gaps within and among ASEAN Member States. Fortunately, IB models are helping solve these inequalities.

With IBs, we lift the bottom of the economic pyramid by integrating the micro and small enterprises into the value chain of more profitable and innovative businesses. IBs also provide social impact to the most vulnerable segments of society. Through the collective efforts of ACCMSME, ASEAN-BAC, Germany and OECD, we can continue to broaden the benefits of IBs across ASEAN.

May you find inspiration as you peruse the pages of this ASEAN IB Awards Catalogue, and let us together celebrate the entrepreneurial spirit of our esteemed IBs.

Foreword by the ASEAN-BAC Chair 2023

Over the last few years, the region has made a remarkable progress in promoting the concept of the inclusive business. The policy makers across ASEAN have adopted the ASEAN Inclusive Business Framework (2017), the Guidelines for the Promotion of Inclusive Business in ASEAN (2020), Declaration on Promoting Inclusive Business Models : Empowering Micro, Small and Medium Enterprises for Equitable Growth, and, finally, the Plan of Action for the Promotion of Inclusive Business in ASEAN (2023-2027). This builds also on a number of national-wide initiatives in selected ASEAN Member States.

These initiatives support and are built upon a number of wonderful examples of inclusive business models in ASEAN which should be identified and cherished and celebrated. That is why the ASEAN Business Advisory Council has created a special award category focused on inclusive business.

The ASEAN Inclusive Business Awards is one of the categories of the ASEAN Business Awards (ABA). It is a prestigious international event held annually by the ASEAN Business Advisory Council (ASEAN-BAC) since 2007. With 13 years of implementation, the Awards has been creating opportunities for businesses to reaffirm their position among industry peers, advance their competitiveness and integration, and enhance their brands throughout ASEAN region on a global level.

The ASEAN Inclusive Business Awards has been awarded since 2020 to ten businesses to showcase exemplary inclusive business models from businesses across all the AMS.



Mr. Arsjad Rasjid P.M.
Chair of ASEAN-BAC 2023

"I am pleased to see this IB Catalogue initiative as a testament that inclusive business is no longer just a slogan but in fact practiced and championed by many businesses in ASEAN. They deserve to be recognised and serve as models in ASEAN and beyond."

The awards emphasise the importance of collaboration and community empowerment in pursuing a more inclusive ASEAN society, highlighting the crucial role of partnerships in fostering peace and prosperity throughout the region.

We are also pleased to develop this catalogue together with our trusted partners, the Organisation for Economic Co-operation and Development (OECD) and the ASEAN Secretariat, in order to showcase the past winners of the ASEAN Inclusive Business Award and promote their work.

We hope that the exercise will further promote the role inclusive businesses plays in promoting a more sustainable and inclusive growth in Southeast Asia.



INCLUSIVE BUSINESSES provide goods, services, and livelihoods on a commercially viable basis, either at scale or scalable, to people at the Base of the economic Pyramid (BoP), making them part of the value chain of companies' core business as suppliers, distributors, retailers, or customers. **(G20 Inclusive Business definition)**

Background

What is inclusive business and why it is relevant?

Inclusive business (IB), a term formally recognised by the G20 in 2011¹, represents a transformative private sector approach aimed at providing goods, services, and livelihoods on a commercially viable basis to individuals at the base of the economic pyramid. The G20 definition emphasises the integration of the poorest segments at the bottom of the economic pyramid into the value chain, engaging them as suppliers, distributors, retailers, or customers. This inclusive approach has gained prominence as a pivotal tool for achieving global development goals, aligning the private market's role with broader socio-economic progress.

The meaning of IB has evolved over time, expanding to prioritise the needs of those living in poverty, especially the most vulnerable segments such as rural communities and women. This broader perspective includes various business models, notably cooperatives within the social and solidarity economy. The G20's strategic focus on IB underscores its potential to foster sustainable economic development, acknowledging the private sector's indispensable role in advancing global welfare.

While these businesses can be observed across various sectors and employ diverse business models, they share four key characteristics²:

- Possess commercially viable, bankable, and profit-driven IB models that form the core of their business operations.
- Offer systemic solutions addressing the specific challenges faced by individuals with lower incomes.
- Demonstrate scalability in business operations, growth, and social impact.
- Exhibit a level of innovation necessary to mitigate risks, achieve meaningful impact, and ensure profitability while involving the BoP.

Inclusive Business holds a large potential for ASEAN

For the ASEAN Member States (AMS), IB has emerged as a crucial force in fostering economic development and inclusivity. AMS, comprising a BOP market of over 300 million people, are increasingly recognising the potential of IB in their economic landscape. Governments, international institutions, and investors within the region are actively developing enabling environments for IB Models. These frameworks

1. [Inclusive Business, International Labour Organization](#)

2. [Advancing Enabling Policy Environments for Inclusive Businesses in the Association of Southeast Asian Nations \(ASEAN\)](#)



ASEAN
CAMBODIA 2022
ASEAN Priority Action Plan
Addressing Challenges Together



FIFTH ASEAN INCLUSIVE BUSINESS SUMMIT



H.E. Mr Kitti Settha Pandita CHAM Prasih, Senior Minister and Minister of Industry, Science, Technology, and Innovation (MISTI), Cambodia (fourth), chairing the Fifth ASEAN Inclusive Business Summit in 2022 in Siem Reap Cambodia and Mr John Samuel, Regional Director Asia, OXFAM (fifth), and Mr Christian Jahn, Executive Director of Inclusive Business Action Network (iBAN) (third) and other senior Cambodian policy officials.

can also support the implementation of MSME development agendas, especially those related to poverty reduction. Many of the IB Models are implemented by MSMEs and they help integrate many new MSMEs and farmers into the value chain of a larger company. For instance, PT Indofoods, one of Indonesia's largest Fast-Moving Consumer Good (FMCG) companies, downstream in its value chain, engages with over 50,000 micro-entrepreneurs retailing and distributing its products. These models can also promote innovation and increase capacity of many businesses and help them grow and access specialised finance.

ASEAN has become the region with the most advanced policy set-up for the promotion of the inclusive business in the world.

ASEAN as a region has made a tremendous progress in creating a policy set up to enhance the IB promotion. ASEAN policy makers have taken a number of important policy initiatives to increase the awareness around the process and put in place the policies that promote development of IB models. Some of the initiatives below indicate the level of commitment of the policy makers in the region to advance with the recognition of the concept.



H.E. Mr Teten Masduki, Minister of Cooperatives and Small and Medium-sized Enterprises, Indonesia, chairing the ASEAN Inclusive Business Award in 2023 with the Awardees from ten ASEAN Member States and the representatives of ACCMSME who have nominated them.

ASEAN Inclusive Business Policy Landscape

1. ASEAN Inclusive Business Framework

The ASEAN Inclusive Business Framework (AIBF) was launched in 2017³ and aligns with the ASEAN Economic Community (AEC) 2025 Vision, striving for resilience and inclusivity. AIBF sets forth three key objectives: reinforcing policy environments to maximise economic growth for IB companies, fostering cross-border collaboration, and aligning AEC and ASEAN Socio Cultural Community (ASCC) visions with IB practices. Guided by principles, AIBF promotes private sector engagement, ensures a common understanding of IB, emphasises IB Models, and underscores the crucial role of government support.

2. ASEAN Guidelines for the Promotion of Inclusive Business

The Guidelines for the Promotion of Inclusive Business in ASEAN, introduced in 2020⁴, serves as a comprehensive framework for supporting IB at both national and regional levels. Developed through collaboration with iBAN, ESCAP, and OECD, the guidelines offer a menu of best practices adaptable to the diverse socio-economic contexts within ASEAN countries. They were crafted based on three major reports on IB in ASEAN, incorporating insights from ACCMSME, ASEAN-BAC, and the 2018-2019 IB Policy Maker Engagement Programme.

3. [ASEAN Inclusive Business Framework](#)

4. [ASEAN-IB-Promotion-Guidelines-Endorsed-at-the-52nd-AEM.pdf](#)



3. Plan of Action for the Promotion of Inclusive Business in ASEAN (2023–2027)

The Plan of Action endorsed by the ASEAN Economic Ministers (AEM) during the 55th AEM Meeting focuses on four priority areas. These areas include:

- 1) strengthening policy advisory support for AMS to develop and adopt policies and strategies to promote IB;
- 2) supporting businesses in developing and integrating inclusive and sustainable business models through coaching services to develop IB models and linking MSMEs to larger companies;
- 3) establishment of financial vehicles to pilot innovative financing instruments to provide access to finance for inclusive businesses; and
- 4) establishing an ASEAN IB knowledge hub to generate awareness and share information and resources on IB.

4. ASEAN Responsible and Inclusive Business Alliance (ARIBA)

ARIBA, the ASEAN Responsible and Inclusive Business Alliance, is a regional network initiated by the ASEAN Business Advisory Council (ASEAN-BAC) and the ASEAN CSR Network (ACN) to champion responsible, inclusive, resilient, and sustainable enterprises in Southeast Asia⁵. The alliance addresses the interlinked concepts of responsible business, IB and corporate social responsibility (CSR), emphasising the impact of businesses on society and their role in societal well-being. ARIBA's objectives include fostering a responsible and IB community, promoting ethical business conduct, supporting a culture of prevention, sharing information and best practices, facilitating the adoption of international norms, and serving as a bridge between businesses and relevant stakeholders in the region.

5. [ARIBA_Brief_3_Nov_2019.pdf \(asean-csr-network.org\)](#)



Indonesian Minister of Cooperatives and Small and Medium-sized Enterprises **H.E. Teten Masduki** giving an Inclusive Business Award to **Ms Christies Paglinawan** representing Agriko, the Philippines.

Creating awareness: ASEAN Inclusive Business Summit event

Since 2017, ASEAN has mainstreamed the IB agenda, calling member states to build an enabling environment to grow inclusive practices by businesses in the region by endorsing the ASEAN Inclusive Business Framework. To demonstrate ASEAN's commitment to IB, six (6) ASEAN Inclusive Business Summits, platform to promote and discuss IB, had been organised by the ASEAN Coordinating Committee on Micro, Small and Medium Enterprises (ACCMSME) with the support of the partner organisations. The Summit brings together participants representing the private sector, academia as well as the policy makers. It serves as a platform for dialogue, collaboration, and the advancement of IB practices in the ASEAN region. The ASEAN Inclusive Business Summit has become part of the official list of events organised under the ASEAN Chairmanship. Under Indonesia's ASEAN Chairmanship in 2023, Indonesia hosted

the Sixth ASEAN Inclusive Business Summit, alongside High-Level Ministerial Meeting for Ministers responsible for MSME development on the promotion of IB in ASEAN. It was co-organised by the Ministry of Cooperatives of SMEs in Indonesia, ESCAP, OECD, and ASEAN Secretariat, and supported by the World Benchmarking Alliance and Oxfam. The previous Summits were hosted by Cambodia (2022), Brunei Darussalam (2021), ACCMSME (2020), Thailand (2019), and the Philippines (2017). Lao PDR is expected to hold the Seventh ASEAN Inclusive Business Summit in 2024. Find out more here: <https://www.aseanibsummit.com/>

Recognising excellence: ASEAN Inclusive Business Awards

The ASEAN Business Advisory Council organises the annual ASEAN Business Awards (ABA) to recognise non-native accents such outstanding and successful ASEAN companies contributing to ASEAN's economic growth and prosperity. Since several years, ABA also includes the

“I am of the firm conviction that diversity and inclusive business leads to better products, and we’re all about making products that enrich people’s lives, hence an IB company must put a ton of energy behind this as it is truly important. Inclusive Business is the soul of corporate social responsibility and is measured in terms of businesses improving conditions for their employees, shareholders, communities, and environment. Our moral responsibility extends to the need for corporations to address fundamental ethical issues such as inclusion, dignity, and equality.”



Mr Song Saran, CEO and President of Amru Rice Cambodia Co. Ltd., Cambodia

specific category focused on IB. Since 2019, the ASEAN Inclusive Business Awards has recognised ten businesses annually, showcasing outstanding IB models designed to make profit while solving problems of the poor and low-income people across all ASEAN Member States. The awards underscore the significance of collaboration and community empowerment, contributing to a more inclusive ASEAN society and emphasising the pivotal role of partnerships in fostering regional peace and prosperity.

The ASEAN Inclusive Business Awards comprise of a comprehensive evaluation criterion, which assesses contenders across four elements. First and foremost, *innovation in the value chain* serves as a cornerstone, recognising businesses that demonstrate creativity and novel approaches in their operational processes. *Financial sustainability* is a critical dimension, requiring participants to showcase robust economic models that not only drive profitability but also ensure long-term viability.

CRITERIA FOR THE APPLICATION FOR THE ASEAN INCLUSIVE BUSINESS AWARDS:

- Be headquartered in an ASEAN country, with commercial and/or operational presence in ASEAN;
- Be organised as a private for-profit enterprise;
- At least 55% of the applicant’s equity should be owned by ASEAN nationals;
- Integrate the BoP in its core operations working with/or serving as suppliers, distributors/retailers, employees and/or customers;
- Respecting good business governance practices and not fall in the ‘excluded businesses’ list;
- Demonstrate commercial viability;
- Comply with legal standards for labour and environment in its countries of operation.

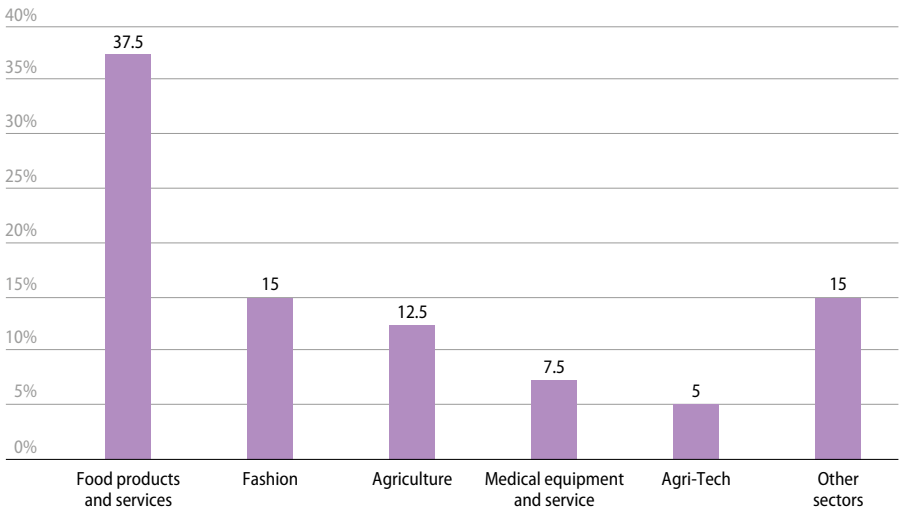
Source: Guidelines for the Promotion of Inclusive Business in ASEAN (<https://asean.org/wp-content/uploads/2021/09/6.-ASEAN-IB-Promotion-Guidelines-Endorsed-at-the-52nd-AEM.pdf>)

Further, *scalability and replicability* of the business model are key considerations, emphasising the potential for widespread adoption and expansion. Finally, *the impact on the base of the pyramid (BoP)* stands as a fundamental criterion, spotlighting initiatives that contribute meaningfully to the well-being and empowerment of underserved communities.

Since 2020, the ASEAN Inclusive Business Awards selected 40 remarkable winners, giving a glimpse into the intriguing trends within the entrepreneurial landscape in ASEAN. Notably, the **food products and related services** has emerged as a lucrative domain,

with 15 winning enterprises coming from this sector, suggesting a thriving market in this sector. Furthermore, the **fashion sector** claimed six victories, indicating a considerable presence in the winners' circle. Beyond these established domains, there is a rise in novel promising sectors as well. The **Agri-Tech sector**, with two enterprises recognised, stands out for its commitment to supporting marginalised and rural communities, showcasing a commendable intersection of technology and social impact. Additionally, the **Medical Equipment and Services sector**, with three winning enterprises, highlights a growing emphasis on enhancing accessibility to healthcare.

Most popular sectors among the awardees
(share of sectors as % of total number of awardees since 2020)





Awardees

2023 ASEAN Inclusive Business Awardees



Ghanim International Corporation Sdn Bhd

Country: Brunei Darussalam

Sector: Food and Beverages

Contact: <https://brunei-halal.com/>

Ghanim International Corporation Sdn Bhd produces and promotes local food, with the aim to address the growing requisite for halal, quality, safety and sustainability in all aspects of consumption.

Forte

Forte Insurance

Country: Cambodia

Sector: Insurance

Contact: <https://www.forteinsurance.com/>

Forte Insurance Cambodia provides health, life, business and various insurance products. Its objective is to provide a safety net for people and businesses across all levels of society to be financially protected in Southeast Asia and allow them to benefit from insurance coverage.



KAN Jabung

Country: Indonesia

Sector: Agriculture

Contact: <https://www.kanjabung.com/>

KAN Jabung is an agricultural cooperative which brings together agricultural producers to sell and promote their products. With 2423 active members, it invites its members to grow economically and provides the necessary facilities for its members to achieve their goals and dreams.



NAREE

Country: Lao PDR

Sector: Fashion

Contact: <https://www.naree.co/en/>

Naree is a fashion brand that specialises in Lao silk and cotton, known for their artistic beauty patterns. It sources its materials from silk-weaving artisans and craftsmanship specialists in a fair and responsible manner.



Everlasting Mus Sdn.Bhd

Country: Malaysia

Sector: Food and Beverages

Contact: Lumamusherbs.net

Everlasting Mus Sdn.Bhd is a local enterprise based in Sabah, Malaysia that specializes in producing natural dried herbs, ingredients, and products that promote healthy lifestyles. It is committed to collecting raw harvests from these communities and turning them into unique crafted products and mass-produced items for our customers' convenience.



Shwe Zee Kwat

Country: Myanmar

Sector: Food and Beverages

Contact: <https://shwezeekwatcompanymm.com/>

Shwe Zee Kwat is a fruit and vegetable store that specialises in making juice. It aims to support Burmese MSMEs and farmers sell their products and trade internationally. It also promotes short food supply chain linking producers with the customers.



Agriko Multi-Trade & Enterprise Corp.

Country: Philippines

Sector: Agriculture

Contact: <https://www.facebook.com/AgrikoCebuPH/>

Agriko Multi-Trade & Enterprise Corp is a family social business focusing on manufacturing healthy products. The company promotes sustainable agriculture practices through natural and organic farming, and promotes local development initiatives.

BETTR

Bettr Barista Pte Ltd (Bettr Academy)

Country: Singapore

Sector: Services in food sector

Contact: <https://bettr.academy/>

Bettr Academy provides a space for beginners, mid-career professionals and all interested participants to learn skills for a job in the food and beverages industry. For example, the company provides training for aspiring baristas and coffeemakers.



Paluck Charoen Company

Country: Thailand

Sector: Food and Beverages

Contact: <https://paluckcharoen.trustpass.alibaba.com/>

PaluckCharoen company farms herb plants in Thailand. It aims to prioritise environmental health and biodiversity by not using any chemicals in its production processes and by engaging organic farming practices.



Vietnam Food Joint Stock Company

Country: Viet Nam

Sector: Agriculture, Food and Beverages

Contact: <https://www.vnfoods.vn/>

Vietnam Food (VNF) is the leading company in processing and upcycling shrimp co-products (heads & shells) into value-added bioactive ingredients whilst alleviating environmental burden. VNF has now developed 80+ different bio-solutions applied to animals, plants, human foods & supplements, healthcare, and other industries.

2022 ASEAN Inclusive Business Awardees

AGROME



Agrome IQ

Country: Brunei Darussalam

Sector: Agri-tech

Contact: <http://www.agromeiq.com/>

Agrome IQ is an agriculture technology solutions platform shares farming solutions and tutorial materials to support the next generation of growers. It helps farmers increase their productivity by collecting data from farm systems and ensuring their monitoring, as well as by creating customised solutions. Its software intelligence supports farmers in making effective decisions to achieve productive and profitable farm systems.



Lyly Food Industry Co., Ltd

Country: Cambodia

Sector: Food and Beverages

Contact: <https://www.lylyfood.com>

LyLy Food Industry Co., Ltd. produces Khmer quality food products, including locally processed dried fruits and vegetables as well as rice and snack crackers. The company engages employees from the disadvantaged groups. The company has an objective to contribute to the improvement of their employees' quality of life.



Tenoon.id

Country: Indonesia

Sector: Fashion

Contact: <http://tenoon.id/>

Tenoon is a fashion brand which sells bags made with woven fabrics. Through innovation and fair-trade partnerships with weavers in Indonesia, especially eastern Indonesia, Tenoon aims to promote Indonesian woven fabrics. It also contributes to development by creating employment opportunities for marginalised and disabled communities.



Passa Paa

Country: Lao PDR

Sector: Fashion

Contact: <https://www.passa-paa.com/>

Passa Paa crafts handwoven hemp textiles for interiors products, involving artisans and local hemp weavers. The company creates quality and unique textiles that appeal to the ethical conscious consumer segment. Passa Paa works within fair trade principles to support their local community of skilled craftspeople to enable their skills to thrive for many years to come.



Star Medik

Country: Malaysia

Sector: Medical care equipment

Contact: <https://starmedik.com/>

Star Medik is an established and leading medical corporation in medical care equipment. The company has extensive experience, industrial knowledge with highly skilled in-house specialists and experts, backed with proven track records in medical ventilator management, respiratory care and its related segments. The company collaborates with a large number of small-scale local suppliers and helps them to be integrated into the global value chains.



Genius Specialty Coffee

Country: Myanmar

Sector: Food and Beverages

Contact: <https://www.geniuscoffee.info/about.html>

Genius Specialty Coffee sells coffee to the retail market in Myanmar. Its business model centres around social responsibility. It works closely with farmers and their families and supports community development projects in the villages which produce Genius Coffee. Genius' coffee growers are members of the Danu Hill Tribe who work the same hills as their ancestors.



Sierreza

Country: Philippines

Sector: Agriculture

Contact: <https://www.sierreza.com>

Sierreza brings naturally grown farm produce to customers' doorsteps, with the motto of "empowering marginalised communities by helping establish a sustainable livelihood and fair market." Sierreza, helps provide livelihood assistance to partner farmers and extend much-needed services to underserved communities.



Speco

Country: Singapore

Sector: Environment protection and hygiene

Contact: <https://www.speco.sg/>

Speco produces and sells air purifiers and personal hygiene products. It developed a "special coating" designed to self-clean surfaces, dramatically reducing the need for manual labour and harsh chemicals. Their mission is to create safe spaces by eliminating invisible dangers like viruses and bacteria. In 2020, Speco achieved B Corp Certification, a gold standard for sustainable businesses worldwide.



Local Alike

Country: Thailand

Sector: Tourism

Contact: <https://localalike.com/>

Local Alike is a tour operator in Thailand that abides by a philosophy of providing sustainable, educational, and interesting tours that improve the lives of local communities. Local Alike offers tours in all areas of Thailand and train knowledgeable locals to serve as guides on the tours, integrating them into the economic life.



Vietnam Staranised Cassia Manufacturing and Exporting Joint Stock Company (VINASAMEX JSC)

Country: Viet Nam

Sector: Food and Beverages

Contact: <https://vinasamex.com/en/>

Vinasamex is a Vietnamese company that produces, trades, and exports organic cinnamon, star anise, and various other spices. The company collaborates with over 3,000 ethnic minority farmer households in the Northern mountainous region and educates them on sustainable farming methods, in compliance with Organic, Forlife, FairForlife, and UEFT-RA standards. Moreover, Vinasamex pays the certification cost for these farmers and purchases their products at a higher price than the market value. The company also constructs factories in the raw material areas and employs local workers, providing them with a stable income and improving the livelihoods of surplus workers in the region.

2021 ASEAN Inclusive Business Awardees



Big BWN Project

Country: Brunei Darussalam

Sector: Marketing and services development

Contact: <https://www.bigbwnproject.com/>

Big BWN Project initiated over 350 local and regional, impact driven community campaigns and projects from environmental awareness projects to support local small businesses and women entrepreneurs and through educational workshops and capacity building training. Its aim is to create economic opportunities for local communities, youth, women and entrepreneurs.



Amru Rice

Country: Cambodia

Sector: Food and Beverages

Contact: <https://amrurice.com.kh/>

Amru Rice Cambodia Co., Ltd is the largest producer and exporter of organic rice from Cambodia, operating in accordance with international certification standards with strong ethical values aligned with corporate social responsibility. Amru Rice embraces sustainable practices by investing in farmers along the supply chain and providing them with education and financial security.



Lewi's Organics (PT. Profil Mitra Abadi)

Country: Indonesia

Sector: Food and Beverages

Contact: <http://www.lewiorganics.com/home>

Lewi's Organics trains farmers to cultivate and produce export-quality crops under their guiding philosophy of "partnering with farmers" instead of exploiting them as mere laborers. This trainings in harvesting high quality organic products have enabled farmers to sell their produce at a competitive price both domestically and internationally.



Ock Pop Tok

Country: Lao PDR

Sector: Fashion

Contact: <https://www.ockpoptok.com/>

Ock Pop Tok, meaning “East Meets West” in Lao, is an artisan social enterprise based in Luang Prabang Laos. It produces textile products merging traditions from the East with innovation methods and techniques from the West. The company aims to promote and preserve the culture of Lao textiles by involving local weavers and communities in its production.



masala wheels

Masala Wheels

Country: Malaysia

Sector: Catering and food delivery

Contact: <https://masalawheels.com/story/>

Masala Wheels is a Malaysian social enterprise food truck business, which operates under a cause to equally prioritise people and profit. They have leveraged several platforms to offer employment, capacity building and create awareness around microentrepreneurial opportunities to marginalised communities.



Shwe Taung Nyo Gyi Co., Ltd

Country: Myanmar

Sector: Food and Beverages

Contact: <https://pt.linkedin.com/company/shwetaungnyogyi>

Shwe Taung Nyo Gyi poultry farm is producing the free-range natural eggs. Their eggs are producing from Non genetically-modified chicken, raised without antibiotics, hormones and feeds with whole range natural feeds. Shew Taung Nyo Gyi is a first initiator of food transparency in Myanmar with their traceability via QR code.



Ecolngenuity (Now: Jacinto and Lirio)

Country: Philippines

Sector: Fashion

Contact: <https://www.linkedin.com/company/jacintoandlirio/>

Jacinto & Lirio (meaning “Hyacinth” and “Lily”), is a Philippine social enterprise that transforms a “pest” into eco-iconic and multi-functional leather goods sustainably made from water hyacinth, with a mission to empower affected families by the water hyacinth infestation problem through livelihood generation through a collaborative business model.



Amazing Speech Therapy

Country: Singapore

Sector: Medical Services

Contact: <https://amazingspeechtherapy.sg/>

Amazing Speech Therapy provides diagnosis and treatment for speech, language, voice and swallowing difficulties. Their desire is to break out of traditional speech therapy boundaries and a vision to innovate and create new possibilities for those living with communication and swallowing difficulties.



Akha Ama Coffee

Country: Thailand

Sector: Food and Beverages

Contact: <https://www.akhaamacoffee.com/>

Akha Ama Coffee is a coffee shop in Thailand that operates under the “sufficiency economy” concept. It entails growing things that will not only generate income but would also sustain and improve our lives. They grow coffee with a method called “integrated farming”, which combines different crops to sustain local biodiversity.



Sok Farm

Country: Viet Nam

Sector: Agriculture

Contact: <http://sokfarm.com>

Sokfarm produces and distributes Organic Coconut Sugar products from the Tra Vinh province. Sokfarm applies inclusive business model by involving local workers and farmers, often from marginalised communities. It has a positive impact by increasing the revenues of the local coconut farmers 2-3-fold and adapt to climate change since 2019.

2020 ASEAN Inclusive Business Awardees



Project FEED Management Services

Country: Brunei Darussalam

Sector: Entrepreneurial training

Contact: <https://www.instagram.com/projekfeedbn/>

Projek FEED is an organisation in Brunei that aims to alleviate poverty by teaching members of economically challenged families how to run their own businesses through an inclusive business approach. Their 2 main programmes include mentoring and village empowerment programmes.



Two Parrots

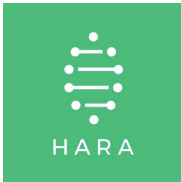
Country: Cambodia

Sector: Food and Beverages

Contact: [https://www.facebook.com/p/-Two-Parrots-](https://www.facebook.com/p/-Two-Parrots-Enterprise-100065226111834/)

[Enterprise-100065226111834/](https://www.facebook.com/p/-Two-Parrots-Enterprise-100065226111834/)

Two Parrots Enterprise is a company in Cambodia specialising in producing flours, peppers, noodles and chilis. It sources produce from local farmers, integrating them into a global value chain and ensuring high quality products to be exported outside Cambodia.



HARA

Country: Indonesia

Sector: Agri-tech

Contact: <https://www.hara.ag/>

HARA is an organisation promoting the blockchain-based data exchange for the food and agriculture sector. It has been operating since 2015. It provides farmers and other players in the agricultural sector with valuable data such as farmer, land, and weather data in different provinces across Indonesia which could help institutions across sectors to make data-driven decisions.



Lomakham Drinking Water

Country: Lao PDR

Sector: Food and Beverages

Contact: https://www.facebook.com/lomakhampage/?locale=en_GB

Lomakham Drinking Water produces and sells bottled water. Its water products adhere to numerous international standards on water safety and quality, which contributes to the need for safe drinking water at affordable price for local communities.



Holstein Milk (currently Farm Fresh)

Country: Malaysia

Sector: Dairy products

Contact: <https://www.farmfresh.com.my/the-farm-fresh-story/>

The Farm Fresh (previously Holstein Milk Company) is an integrated player in the Malaysia dairy market. The company produces fresh/ flavoured milk, yogurt drinks and yogurts. Holstein Milk was able to use cross breeding to breed heat-resistant cows which can thrive in the tropical climate. Through its rural farmer network, we provide farmers with mentorship, ongoing technical support and access to innovative technology which improves their milk yield and quality.



MYANMAR BELLE CO., LTD.

Myanmar Belle Company Ltd

Country: Myanmar

Sector: Food and Services

Contact: myanmarbelle@gmail.com

Myanmar Belle Company produces frozen and dehydrated vegetables for export to Japan. Through its contract farming model, it improves the lives of 3,500 smallholder farmers. In addition, it provides income and training opportunities to female factory workers



Halo Halo De Iloko

Country: Philippines

Sector: Restaurant and Food Delivery

Contact: <https://www.instagram.com/halohalodeilokoelyu/?hl=en>

Halo Halo De Iloko is a restaurant that specialises in serving “Halo Halo”, a famous Filipino dessert. It sources 98% of its supplies from local farmers and fisherfolks in its native La Union area. It also aims to boost local tourism by promoting local products in the restaurant.



Find Jobs

Country: Singapore

Sector: Employment website

Contact: <https://findjobs.com.sg/>

FindJobs, founded as a social enterprise, is a technology startup in Singapore that provides a multilingual mobile app which makes job opportunities more accessible for largely blue-collar, low-income, non-tech-savvy, illiterate and mature workers.



Biodernat

Country: Thailand

Sector: Medical services

Contact: <https://www.biodernat.com/>

Biodernat is a cosmetics producer from Thailand which specialises in creating beauty creams and spa products. It provides local entrepreneurs a platform to research, develop and produce their own beauty products, ensuring quality and safety.



Traphaco Sapa

Country: Viet Nam

Sector: Pharmaceutical products

Contact: <https://traphacosapa.com.vn/>

Traphaco Sapa is a pharmaceutical company in Viet Nam which aims to promote organic pharmaceuticals to protect human health. It manufactures its products on the basis of a green supply chain, which uses clean production and distribution systems which are environmentally friendly.





Federal Foreign Office

This document was produced by the OECD team in partnership with the ASEAN Business Advisory Council and in consultation with ACCMSME. We are grateful to the Germany's Federal Foreign Office for the financial support provided to develop this document.

<https://www.auswaertiges-amt.de/en>



The ASEAN Business Advisory Council (ASEAN-BAC) was established by the ASEAN Heads of State and Government (HOSGs) at the 7th ASEAN Summit in November 2001 in Bandar Seri Begawan, Brunei Darussalam. The ASEAN Business Advisory Council (ASEAN-BAC) serves as the leading private sector led voice of ASEAN to boost the region's efforts towards economic integration. Aside from providing private sector feedback on the implementation of ASEAN economic cooperation, the Council also identifies priority areas for consideration of the ASEAN Leaders.

<https://asean-bac.org/>



ASEAN Coordinating Committee on Micro, Small and Medium Enterprises (ACCMSME). Guided by the ASEAN Inclusive Business Framework endorsed at the 49th ASEAN Economic Ministers' Meeting (AEM) in September 2017, the ASEAN Coordinating Committee on Micro, Small and Medium Enterprises (ACCMSME) is the main sectoral body responsible on MSME-related policies pursued the promotion of inclusive business model in ASEAN. The ACCMSME meets twice a year and reports to the Senior Economic Officials Meeting under the mandate of the ASEAN Economic Ministers. ACCMSME chairmanship is on a yearly rotational basis.

<https://asean.org/>



The Organisation for Economic Co-operation and Development (OECD) aims to promote policies that will

improve the economic and social well-being of people around the world. The OECD Southeast Asia Regional Programme (SEARP) has been supporting the ASEAN region through policy advice, publications and events since its inception in 2014. The OECD works in ASEAN across 13 workstreams which include promotion of investment, SME-enhanced policies and greening promotion among others. The OECD has been the pioneer of analysis around the issue of social and inclusive entrepreneurship and has over 25 years' experience working on the subject.

<https://www.oecd.org/southeast-asia>

Inclusive Business (IB) is an emerging private sector contribution towards achieving ASEAN Economic Community (AEC) 2025 Vision of a resilient, inclusive and people-oriented and people-centred Community. IB models leverage the huge opportunity to engage with this BOP market of over 300 million people across the ASEAN Member States (AMS) as consumers and as micro- and small entrepreneurs in their value chains.