



2015 ICSB–ASEAN INITIATIVE

12–14 August 2015
Philip Kotler Theatre
Jakarta – Indonesia

PROGRAM AGENDA

Day-1

Wednesday, 12 August 2015

ASEAN Connectivity Opening Dinner

Sponsored by Jong-ok Rhee, President of Korea-ASEAN Entrepreneurship Research Institute (KAERI)
Hosted by Ki-chan Kim, President of ICSB

- 18.30 – 21.00** Welcoming Remarks
- Ki-chan Kim, President of ICSB
 - Hermawan Kartajaya, Founder and CEO of MarkPlus, Inc. (ICSB Indonesia Host)
 - Zakaria Taib, President ACSB
 - Jong-ok Rhee, President of KAERI
 - S.P. Hong, Ex-Senior Secretary to the President for Cultural Policy, Republic of Korea

Dinner

Day-2

Thursday, 13 August 2015

Jakarta Initiative Workshop

8.00 – 9.00 Registration

Session 1

9.00 – 10.00 Opening of Conference

Opening Remarks

- Dr. Ki-chan Kim, President of ICSB
- H.E. Mr. Jung-in Suh, Korean Ambassador to ASEAN

Chaired by Ayman Tarabishy, Executive Director of ICSB



- Establishing ICSB–ASEAN
Ayman Tarabishy, Executive Director of ICSB
- ICSB–ASEAN Roadmap and Benefits of Membership: A 5-year Planning
Ir. Yap Mew Sang, Pro tem Committee Chairman, ICSB–ASEAN
- Case Presentation
Collaboration between Korea and Indonesia: Komipo for Indonesia and SME

10.00 – 10.30 Coffee/Tea Break

Session 2

- 10.30 – 12.00** Collaboration between ICSB and ASEAN
Ayman Tarabishy, Executive Director of ICSB
- How to be member of ICSB
 - How to collaborate between ICSB and ASEAN

Delegation Discussion for Building ICSB–ASEAN

- The need for collaboration
 - Challenges, Opportunities, and What’s Next
 - Draft for Establishment of ICSB ASEAN among participants: Ir. Yap Mew Sang
- Discussants:

- Hooi Den Huan, Singapore
- Zakaria Taib, Malaysia
- Hermawan Kartajaya, Indonesia
- Htein Lynn, Myanmar
- Sophea Sean, Cambodia
- Latsamy Vetsaphong, Laos
- Vince Reyes, Philippines

12.00 – 13.00 Lunch

Session 3

- 13.00 – 15.00** HumanEntrepreneurship Session
Chaired by Hooi Den Huan, President of ICSB Singapore

- Keynote Speech: HumanEntrepreneurship 3.0
Hermawan Kartajaya, Founder & CEO of MarkPlus, Inc.
- Discussion with ASEAN Representatives
 - How to Summarize HumanEntrepreneurship as 10 items
 - Legislate 10 items for chapter of HumanEntrepreneurship
- Jakarta Declaration for HumanEntrepreneurship
 - Next stage: Start to endorse from other members and countries
 - Next stage: Start to publish book for HumanEntrepreneurship



15.00 – 15.30 Coffee/Tea Break

Session 4

15.30 – 17.00 Accreditation of Humane Enterprise with Human Entrepreneurship
Chaired by Hermawan Kartajaya, Founder & CEO of MarkPlus, Inc.

- What is Humane Enterprise?
- Implementation of Entrepreneurship 3.0,
- Survey Presentation among ASEAN Countries
John L. Enriquez, Catholic University of Korea
Jong-ok Rhee, President of KAERI

Selection Criteria for Humane Enterprise

Launching of Accreditation Ceremony of Human Enterprise based on
Selection/Recommendation at Asian SME Conference and Meeting, Miri, Sarawak

Dinner

Sponsored by President of ICSB

18.00 – 21.00 Greetings

- Hermawan Kartajaya, Founder & CEO of MarkPlus, Inc.
- Ki-chan Kim, President of ICSB
- Yoo-hwang Song, Director General of KOTRA Jakarta
- Minister of Cooperatives and SME Indonesia - Minister Puspayoga

Inauguration of ICSB Indonesia by ICSB and ACSB President

Ceremony to support US \$ 3,000 to No 1 Humane Enterprise at Indonesia
Sponsored by S.W. Hong (S. Korea – President of E&H Program)

ACSB 2015 Invitation by Miri

ACSB 2016 Invitation



Day-3

Friday, 14 August 2015

Jakarta Initiative Workshop

8.30 – 9.30 Registration

Session 5

9.30 – 11.30 HeBEx Session
Chaired by Jacky Mussry

- HeBEx 2015
Il Im, Professor of Yonsei University, South Korea
- Healthiness of Business Ecosystem 2015: Indonesia
Hermawan Kartajaya, Founder & CEO of MarkPlus, Inc.
- Healthiness of Business Ecosystem 2015: Myanmar
Htein Lynn, Director, Ministry of Commerce, Republic of the Union of Myanmar

Discussion with ASEAN representatives

How to Utilize Results of HeBEx 2015 for ASEAN Countries

Closing Lunch

11.30 – 13.00 Closing Remarks

- Hermawan Kartajaya, President of ICSB Indonesia
- Zakaria Taib, President of ACSB
- Ki-chan Kim, President of ICSB

Lunch

End of program

About Hermawan Kartajaya



Hermawan Kartajaya is the President of World Marketing Association and a co-founder of Asia Marketing Federation. In 2003, he was named by the United Kingdom's Chartered Institute of Marketing on the list of "50 Gurus Who Have Shaped the Future of Marketing". In 2009, he received the Distinguished Global Leadership Award from the Pan-Pacific Business Association at the University of Nebraska-Lincoln.

He is a unique combination of a thinker of strategic business concepts, particularly in marketing, and a practitioner. He has written five international books with Philip Kotler—the father of modern marketing. His latest book, *Marketing 3.0* is widely acknowledged globally and is translated into 23 non-English languages around the world. His marketing concepts can also be found in *Global Marketing Management* and *Principles of Global Marketing* textbooks by Warren Keegan—the world's renown expert of global marketing. To help companies in Southeast Asia grow, he founded MarkPlus, Inc.—Southeast Asia's leading professional services firm in the area of marketing consulting, research, and training—in 1990. Prior to leading his own firm, he was the sales and distribution director of a major consumer goods company.

About MarkPlus, Inc.

MarkPlus, Inc. is Southeast Asia's premiere marketing and strategy professional services firm. It was founded and established in 1990 by Hermawan Kartajaya. After 25 years, MarkPlus, Inc. is the Biggest Integrated Marketing Solution in ASEAN.

MarkPlus, Inc.'s differentiation has always been the thought leadership in the area of marketing. Integration is a key value proposition of MarkPlus, Inc. The firm has three core business units, each serving different client needs. MarkPlus Consulting, MarkPlus Insight, and MarkPlus Institute aim to provide strategic marketing solutions, marketing research services and marketing training, respectively. Three core business units are also supported by the Marketeers, which is MarkPlus, Inc.'s media fleet for brand activation. Marketeers owns a widely-circulated magazine, online radio, web portal, and a strong and involved marketer's community. As result clients often ask for comprehensive services from MarkPlus, Inc. without the need for third party.

Our clients are diverse, ranging from multinational corporations to private companies to state enterprises to national and international non-profit institutions. We serve 6 key industry groups, namely:

- Financial Services Industry (**FSI**)
- Automotive, Transportation, and Logistics (**ATL**)
- Communication, High-Tech, and Media (**CHM**)
- Healthcare, Property, and Consumer (**HPC**)
- Resources, Infrastructure, and Utilities (**RIU**)
- Government and Public Services (**GPS**)

With this vast experience, we have the unparalleled ability to provide industry-specific solutions across a wide range of business context.