INTERIM REPORT
Sep 2016 – Jan 2017

Asia Council for Small Business
Secretariat
STRONGER ACSB FOR GREATER ICSB

Quantity, Quality, and International Contribution
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Preface

WHAT IS HAPPENING NOW?

China’s ambitious “One Belt One Road” project aims to globalise the world like never before.

In the North, the ‘Belt’ would encompass Central Asia and Russia and all the way to Europe.

To the South, the “Road” would stretch over to East Africa, South Asia, and Southeast Asia.

And now, China even wants to connect the road with its satellite network. Space is not far away either – what a unique take on ‘Globalisation’!

While in Europe and the US, judging from developments this past year – Brexit and Donald Trump election as President – ‘Localisation’ is coming to the forefront!

Amidst this polarity, is the Middle Kingdom emerging as the New Center of the World?

Falcon 9, on the other hand, wants to deliver humans to the space. But Can it? The distant dream may be looking more achievable as SpaceX successfully landed its rocket at sea in December.

As we see the bigger picture, Entrepreneurship, Creativity and Productivity (ECP) as the spirit of Small Business is at the cross-road of ‘Glocalisation’ and Space-time.

As promised in New Jersey, when I was elected as President for ACSB for 2016-2019, we must endeavour to empower small businesses, in the process making a Stronger ACSB for Greater ICSB.

Let us work together to ‘Pave a new Pathway’ to enlighten our small businesses and start-ups!

Hermawan Kartajaya
President
Asia Council for Small Business (ACSB) was founded in Seoul, South Korea, in 2013. Prof. Kim Ki-Chan from South Korea was elected as the first President, for a three-year term. In 2015, Prof. Kim Ki-Chan took on his new role as the President of International Council for Small Business (ICSB) and Dr. Zakaria Taib was appointed as Acting President of ACSB.

During ICSB 2016 World Conference held in New York, the United States in June 2016, Mr. Hermawan Kartajaya was elected to be the new President of ACSB, 2016 – 2019.

On 13th September, 2016, in Jakarta, witnessed by ICSB Immediate Past-President Kim Ki-Chan, current President Luca Landoli, President-Elect Robert S. Lai and Indonesian Minister of Cooperatives and SMEs Puspayoga, Mr. Hermawan Kartajaya was handed over the ceremonial ACSB flag from Acting President Dr. Zakaria Taib, marking his official appointment as the President of ACSB.

On 14th September, during the 4th Asia SME Conference held in Jakarta, the ICSB Asia and Pacific member countries met for the first ACSB Board meeting. During the meeting, ACSB selected the new board and set up the new-term targets. A new era of ACSB thus began.

Also, in the middle of the 4th Asia SME Conference, ACSB Board released the proposed ICSB theme song created by Dr. Jacky Mussry, the Executive Vice-President of ICSB Indonesia.

In the following four months in 2016, ACSB has had a great start. Following the legacy of Prof. Kim Ki-Chan and Dr. Zakaria Taib, we believe, under the leadership of Mr. Hermawan Kartajaya, 2017 will be the year in the making for a “Stronger ACSB for Greater ICSB - Quantity, Quality, and International Contribution”.

Li Wei
Executive Secretary
CHAPTER 1
ACSB 2016 – 2019
ABOUT THE TEAM

BOARD OF EXECUTIVES
ACSB
2016 - 2019

Honorary Founding Chairman
Kim Ki-Chan

Advisor
Dr. Zakaria Taib

President
HERMAWAN KARTAJAYA

Vice-President
Financial Sourcing & Control
Hooi Den Huan

Vice-President
Youth, Woman, Netizen
Lu Xiao Jiao

Vice-President
Partnership
Daniel Boland

Vice-President
Humane Entrepreneurship
(TBC)

Vice-President
Research & Education
Noriyuki Takahashi

Vice-President
Research
Hiroyuki Okamura

Vice-President
Succession
Hiroyuki Okamura

Executive Secretary
Li Wei

Secretary General / Executive Director
Kim Yong-Jin

Vice-President
Membership & Development
Y.W Junardy

User Account: passwords are case sensitive
Humane Entrepreneurship
(Created by Prof. Kim Ki-Chan)

Humane Entrepreneurship, created by Prof. Kim Ki-Chan, is the first contribution of ACSB to the world. It believes that as countries and organizations move towards holistic growth, enterprises should extend their priorities beyond the profit margin. These companies should shift their focus onto their people, the environment, and society. Humane Entrepreneurship is a key to the sustainable development of not only enterprises, but also to the sustainable development of society.
Small Business Framework
“Asia to the World”
(Created by Mr. Hermawan Kartajaya)

Combining the Global Entrepreneurship Monitor (GEM) model, Healthiness of Business Ecosystems (HeBEX) and the concept of Humane Entrepreneurship, Mr. Hermawan Kartajaya has created a Small Business Framework “Asia to the World”, underlining the basic elements of small business ecosystem. It is the instructing framework for ACSB work.

![Small Business Framework "Asia to the World"](image-url)
TARGETS

ACSB board has created the three-year targets for this term of ACSB board. It includes Quality, Quantity and International (ICSB) three parts, each VP of ACSB is in charge of each of the three parts working together towards a “Stronger ACSB for Greater ICSB”.

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<tr>
<td>Quality</td>
<td></td>
<td>Database of Asian Chapters</td>
<td>HEBEX Stakeholders</td>
<td>Promoting Entrepreneurship to YWN</td>
<td>15 Members</td>
<td>Annual SME Academic Conference</td>
<td>ACSB Book</td>
<td></td>
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<tr>
<td>Quantity</td>
<td></td>
<td>ACSB Fellowship Fund</td>
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<td>Quality</td>
<td></td>
<td>Collaboration with AkF (Asia Marketing Federation)</td>
<td>ACSB Book Royalty</td>
<td>ACSB Annual YWN Award</td>
<td>4 Caucus: North East Asia, ASEAN, South Asia, ANZ</td>
<td>Annual YWN Entrepreneurship Camp</td>
<td>YWN Research</td>
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<td>International (ICSB)</td>
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<td>ACSB Conference 2019 of ADB Manila</td>
<td>ICSB Compliance</td>
<td>Small Business 20 /SB-20 at G-20</td>
<td>ICSB Conference YWN Award</td>
<td>Pre-approval for Asian Countries</td>
<td>World Class Human Entrepreneurship</td>
<td>World Class Human Entrepreneurship</td>
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ACSB 2016 REVIEW
THE 4TH ASIAN SME CONFERENCE

Between 13th and 17th September 2016, ACSB held the 4th Asia SME Conference in Jakarta, Indonesia. With 4 years of experience and expertise, the Asian SME Conference last year turned out to be the biggest and most influential SME conference organized in Asia. Delegates from 18 countries gathered together, and discussed about the most pertinent SME issues by referring to several economy contexts – factor-, efficiency-, and innovation-driven.

The conference listed prominent names among its attendees including ICSB President Prof. Luca Iandoli, ICSB Immediate Past-President Dr. Kim Ki-Chan, ICSB President-Elect Dr. Robert S. Lai, ICSB Senior Vice-President Dr. Winslow Sargeant, ACSB Immediate Past-Acting President Dr. Zakaria Taib, Minister of Cooperatives and SMEs of Indonesia Puspayoga, Minister of Trade of Indonesia Enggartiasto Lukita, Minister of Tourism of Indonesia Arief Yahya, and Bandung Mayor Ridwan Kamil. Together with other delegates from 16 countries, and organized in conjunction with The 2nd ASEAN Marketing Summit, the 4th Asian SME Conference attracted a gathering of over 800 people.
13th-15th September:
Youth Entrepreneurship Camp
by BINUS University

14th September:
Industrial Visit: YDBA, Martha Tilaar
14th September:
Welcoming Dinner by Ministry of Cooperatives and SME
@ Galeri Indonesia WOW

Dr. Zakaria Taib handed over flag of ACSB to Mr. Hermawan Kartajaya
14th September:
ACSB Dean Council Meeting
@ Galeri Indonesia WOW

Joint Statement of representatives from 8 countries
15th September:
The 4th Asian SME Conference

Gibran (son of President Joko Widodo, founder of Markobar) with Ciputra (founder of Ciputra Group)
15th September:
ACSB Academic Conference by Parahyangan Catholic University @ MarkPlus Main Campus

Best Paper Award: Atsushi Kato and Eriko Miyako
Title: From Housewives to entrepreneurs: How have the Japanese mamas overcome the discontinuance of career?
15th September:
International Gala Dinner – Bandung Cultural Night.
Hosted by Mayor of Bandung, feat. Minister of Tourism

Minister of Cooperatives and SMEs Puspayoga, Bandung Mayor Ridwan Kamil with Minister of Tourism Arief Yahya.
Accompanied by Miss Tourism Indonesia 2016
16th September:
The 2nd ASEAN Marketing Summit

Minister of Trade, Enggartiasto Lukita
17th-18th September: “Wonderful Indonesia” Bandung Field Trip

Angklung, traditional musical instrument of Indonesia
PROPOSED ICSB THEME SONG

ALWAYS THERE

Now comes the time
To define and touch the future

Free your dreams
Make it real
Let it flow
Be strong and glowing

The ray of hope is here to stay
Enflame the passion for achievement

ICSB is always there
Brighten up the sky with million stars

Song composed by Jacky Mussry and Aji Radhyantomo
Lyrics by Jacky Mussry
Digital orchestra arrangement by Jacky Mussry and Aji Radhyantomo Launched in Jakarta at the 4th Asian SME Conference on 14th of September 2016
The ACSB and ICSB Chapters/Affiliates have been actively supporting and assisting SMEs in Asia. Here is the timeline of the major activities from Sep 2016 to Jan 2017 (until 10th January).

**September 2016**
- ACSB & ICSB Indonesia: The 4th Asian SME Conference
- ICSB South Korea: Launching Humane Entrepreneurship Researchers Group for data analysis (with Prof. Bae Zong Tae from KAIST)
- ICSMEE (Malaysia): The 3rd Annual General Meeting
- ICSMEE (Malaysia): BMI’s Expo & CEO Forum, KLCC
- ICSB R.O.C. (Taiwan): Gung Ho Forum (start-up speeches)
- ICSB Indonesia: Gebyar UKM Roadshow in Jakarta

**October 2016**
- ICSB South Korea: Best Practices (Honorable SMEs) of Humane Enterprise Selection (broadcasted by KBS)
- ICSB Singapore: Entrepreneurship #startingUP2016 - #ideastalk
- ICSMEE (Malaysia): MATRADE’s ASEAN Boarder Trade, Kota Bharu (Expo & Seminar)
- ICSMEE (Malaysia) & ICSB Indonesia: Visit by Mayor of Bandung and Mr. Hermawan Kartajaya, KLCC Council Meeting
- ICSB R.O.C. (Taiwan): Gung Ho Forum (start-up speeches)
- ICSB Indonesia: Gebyar UKM Roadshow in 8 cities (Medan, Solo, Palembang, Balikpapan, Makassar, Pekanbaru, Surabaya, Bandung)

**November 2016**
- ICSB South Korea: Humane Entrepreneurship Seminar in Seoul, South Korea (with Minister of SMBA of South Korea)

**December 2016**
- ICSMEE (Malaysia) & ICSB Indonesia: Attending MarkPlus Conference & KIN ASEAN Forum in Jakarta
- ICSMEE (Malaysia): Launching of Penang Chapter, Extraordinary General Meeting
- ICSB South Korea & Japanese ICSB: Humane Entrepreneurship Seminar in Kyoto, Japan
- ICSB Myanmar: Visit by ACSB Secretariat, presentation on preparation of The 5th Asian SME Conference.
- ICSB Indonesia: Launching Wonderful Startup Academy (9-month incubation program)

**January 2016**
- ICSB South Korea: White Book of Humane Entrepreneurship (based on survey from 49 countries)
- ICSMEE (Malaysia): Visit to NTU Singapore, Talk by Mohd Yunus, Chairman of Gramin Bank Bangladesh
President Tsai Ing-wen visited 2016 StartupNEXT Summit
Taipei, R.O.C
Gebyar UKM Roadshow
Surabaya, Indonesia

Entrepreneurship #startingUP2016 - #ideastalk
Singapore
Best Practices of Humane Enterprise Selection broadcasted by KBS
Seoul, South Korea

ICSB Myanmar Gathering, with ACSB Secretariat
Yangon, Myanmar

Launching “Little Bandung” by mayor of Bandung
Kuala Lumpur, Malaysia
CHAPTER 3

ACSB 2017 OUTLOOK
THE MEMBERSHIPS

ACSB has set up 15 countries as target members by 2019 during the ACSB Board meeting in Jakarta, September 2016. Besides the current 11 country members (South Korea, Mainland China, R.O.C. (Taiwan), Japan, Myanmar, Bangladesh, Singapore, Indonesia, Malaysia, Australia & New Zealand), the number of country members is expected to reach 14 in 2017.

Potential New Country Members:

Thailand
In December 2016, Deputy Secretary of ACSB Mr. Hendra Warsita and Executive Secretary Li Wei visited Thailand to conduct discussions on setting up ICSB Thailand with local business practitioners, policy makers, and academics and researchers. Hosted by Dr. Sukit, Secretary General of Indonesia-Thailand Chamber of Commerce, the ACSB Secretariat visited the Federation of Thai Industries (FTI), a government-backed association with around 15,000 SME members all around Thailand. Mr. Hans, a professor at Stamford American International School, lends strong academic support to the organization. His wife Ulrike is in charge of GEM in Thailand. They propose to hold an Asian SME Conference in conjunction with The Diana Conference (Ulrike will be in charge) in 2018. Besides that, Kun Tosit, a retired Thai business tycoon who now focuses on educating young entrepreneurs, and Kun Prachuab, a 6 times minister in Thailand and very respected by Thailand and Vietnam business community, have also supported the setting up of ICSB Thailand.

A strong ICSB chapter in Thailand is expected.
Kun Prachuab (Middle), six-time minister in Thailand

Ron (Left Two), CEO of Maguro Sushi
Kun Tosit (Right Two), retired Thai business tycoon
Dr. Sukit (Right One), Secretary General of Indonesia-Thailand Chamber of Commerce
Hong Kong
President of ACSB Hermawan Kartajaya visited Hong Kong in December 2016. Following discussions with local businessmen and professors, an ICSB Hong Kong Chapter is in preparation. It is supported by Ms. Do, the Hong Kong government representative in Indonesia.
Laos
Ms. Latsamy, a businesswoman and member of Laos Woman Entrepreneurship Association, joined The 4th Asian SME Conference in Jakarta, Indonesia. She represents the Laos business society and expressed strong willingness to set up ICSB Laos. ACSB is assisting her to prepare the establishment of ICSB Laos.

Apart from these three countries, Mongolia and Vietnam also have the potential to take up new memberships for the ACSB.
THE 5th ASIAN SME CONFERENCE

The 5th Asia SME Conference will be held in Myanmar in September 2017. The ACSB Secretariat visited Myanmar in December 2016 in order to check the preparations.

In general, ICSB Myanmar is fully involved and committed in organizing the conference, now in the early stages of preparation.
Venue
Myanmar International Convention Centre 2 (MICC 2).
Industrial Visit

Yangon

Nay Pyi Taw
Youth Entrepreneurship Camp

ILA International Leadership Academy
OTHERS

Humane Entrepreneurship
Following 2 years of development, Humane Entrepreneurship has become an influencing project. Led by Prof. Kim Ki-Chan, the book about Humane Entrepreneurship is almost finished. This year, the efforts to promote Humane Entrepreneurship would continue with stronger commitment.

ACSB Book
The ACSB book project will be led by President Hermawan Kartajaya himself this year. The book will talk about integrating marketing with entrepreneurship.

Collaborations with AMF
Introduced by Mr. Hermawan, Secretary General Kim Young-Jin met Asia Marketing Federation (AMF) president and board members in Seoul, South Korea. ICSB will seek more collaborations with AMF in 2017.

YWN
ACSB will initiate Youth Woman Netizen (YWN) researches and awardings in 2017, to promote and encourage young, female and internet-based entrepreneurs.

ACSB Secretariat
The ACSB Secretariat has finished the basic database of ACSB, which will continue to be enriched in the New Year.
STRONGER ACSB FOR GREATER ICSB

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