



*"Making Money is Happiness,
Making Other People Happy is Super Happiness"*

9th Social Business Day

Centara Grand and Bangkok Convention Centre
at CentralWorld, THAILAND

28-29
June
2019





Social Business Day

Social Business Day is the **world's largest** gathering of the **Social Business community**. It brings together **leading experts and representatives** from academia, business, civil society and government, to **share ideas and experiences** with innovators, change leaders and aspiring social business entrepreneurs.


This **9th edition** of Social Business Day will be held on June 28-29, 2019 in **Bangkok, Thailand**. Hosted by Nobel Laureate **Professor Muhammad Yunus**, founder of Grameen Bank and the pioneer of Social Business theory. The event is organized by Yunus Centre, Dhaka and the local host in Thailand - Yunus Center at Asian Institute of Technology (YCA), Yunus Social Business Center at Kasetsart University, and Thailand Social Business Initiative (TSBI).

The event provides a forum on how business with a social objective can determine the future of our world. Hot topics this year include:

- ★ **Banking & Microfinance**
- ★ **Pollution & Climate Change**
- ★ **Plastic Waste & Circular Economy**
- ★ **Social Business & Sports**

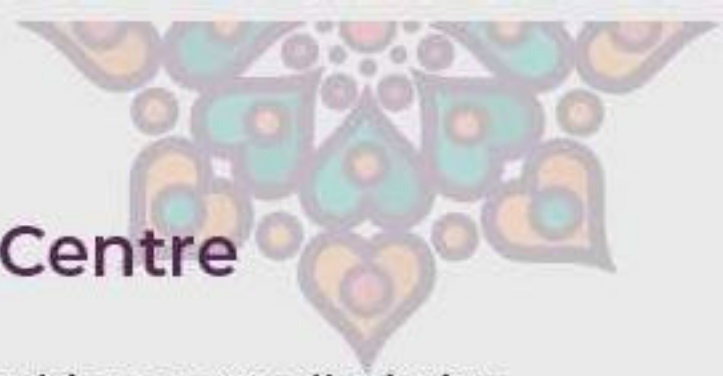
We are creating a new civilization with social business at the core.

***“Making Money is Happiness,
Making Other People Happy is Super Happiness”***



Professor Muhammad Yunus

Economist | Nobel Laureate | Chairman, Yunus Centre



Earning the Nobel Peace Prize for his poverty alleviation work as founder of Grameen Bank, Professor Muhammad Yunus, is a much-loved disruptor, who continues to challenge convention in ways that lead to empowerment and economic independence for multitudes across the world.

Professor Yunus introduced large-scale microfinance as a counter to discriminatory banking, invented social business as an altruistic antidote to selfish profit-maximizing businesses, and now having built over 50 such companies in his native Bangladesh alone and more emerging in every continent, he shows us how Enterprise is a potent vehicle for Sustainable Development.

Professor Yunus sees the capitalist engine in break-down, because in its current form it spawns rising inequality, unemployment, and environmental destruction. He believes there is more to business than just selfish profit-maximization and wealth concentration, envisioning a new inclusive and empowering economic system that balances selflessness with selfishness, resulting in profitable companies that propel economic growth and at the same time boost social uplift.

DAY 1 - 28th June, 2019

- 07:30 AM - 09:00 AM ● Registration - *Ground Floor entrance Centara Grand*
- 09:00 AM - 09:10 AM ● Opening Performance - *Dhospaak Troupe, Thai Culture and Sport*
- 09:10 AM - 09:15 AM ● Hosts' Welcome - *Ms. Lamiya Morshed, Executive Director Yunus Centre Dhaka*
- 09:15 AM - 09:25 AM ● Welcome by Hosts in Thailand:
 - *Dr. Eden Woon, President Asian Institute of Technology*
 - *Dr. Thapana Sirivadhanabhakdi, Chair, C asean**Introduced by, Dr. Faiz Shah, YCA Director & Organizing Team Chair*
- 09:30 AM - 09:50 AM ● Opening Speech
Professor Muhammad Yunus, Nobel Laureate & Chair, Yunus Centre
- 09:55 AM - 10:25 AM ● Special Keynotes:
 - *Mr. Emmanuel Faber, CEO, Danone, Founder Action Tank*
 - *Dr. Armida Salsiah Alisjahbana, Executive Secretary UN-ESCAP*
 - *HE. Krisada Boonrach, Minister For Agriculture & Cooperatives, Thailand*
- 10:30 AM - 10:40 AM ● Video Greetings Montage - *Messages From Around The World*
- 10:45 AM - 11:00 AM ● Break: Walkabout, Networking & Coffee
- 11:00 AM - 12:00 PM ● Opening Plenary:
Making Money is Happiness. Making Other People Happy is Super Happiness
 - *Dr. Kerstin Humberg (moderator), Yunel, Berlin-Germany*
 - *Mr. Sanjiv K. Shelgikar, Yunus Social Business, Mumbai-India*
 - *Mr. Mitsuru Izumo, Euglena Co. Tokyo-Japan*
 - *Prof. Nico Rose, International School of Management, Dortmund-Germany*
 - *Dr. Juergen Nagler, UNDP, Thimpu-Bhutan*

DAY 1 - 28th June, 2019

12:00 PM - 13:30 PM ● Break: Working Lunch Social Business Exhibits and Networking

14:00 PM - 14:30 PM ● Announcements:

- *Thailand Corporate Action Tank*

- *Nobin Program in Southern Thailand*

14:30 PM - 16:00 PM ● Breakout Sessions (9 Panels)

● Panel 1: Education: Purpose, Technology, Methodology

- Prof. Cam Donaldson (moderator), Glasgow Caledonian University, Glasgow-Scotland

- Prof. Nazrul Islam Asif, Dhaka University, Bangladesh

- Prof. Sharifah Hapsah, Universiti Kebangsaan Malaysia, Kuala Lumpur-Malaysia

- Prof. Bordin Rassameethes, Kaesetsart University, Bangkok-Thailand

- Prof. Alejandro Mungaray-Lagarda, Autonomous University Of Baja California, Mexico

- Dr. Lani Fraizer, Pepperdine University, Malibu CA-USA

● Panel 2: Food and Agriculture in the Context of the Environment and Hunger

- Ms. Aarti Wig (moderator), Yunus Social Business India, Delhi-India

- Mr. Yukoh Satake, Grameen Euglena, Tokyo-Japan

- Dr. Aziz Elbehri, FAO Regional Office, Bangkok-Thailand

- Mr. Richard Tugume, YSBF, Kampala-Uganda

- ML Dispanadda Diskul, Mae Fah Luang Foundation, Chiangmai-Thailand

● Panel 3: Corporates in Social Business: How to Get Traction, What is Missing?

- Mr. Jacques Berger, Action Tank Entreprise et Pauvreté. Paris-France

- Ms. Seema Bansal, Boston Consulting Group, New Delhi-India

- Mr. Mitsuru Izumo, Euglena Co. Tokyo-Japan

- Dr. Pipat Yodprudtikan, Thaipat Foundation, Bangkok-Thailand



DAY 1 - 28th June, 2019

- Panel 4: Social Business and Technology: How to Solve Social Problems through Technology?
 - Dr. Faiz Shah, YCA (moderator), Yunus Center AIT, Bangkok-Thailand
 - Dr. Aziz Akgül, TISVA, Ankara-Turkey
 - Mr. Sohel Ahmed, Grameen Shakti, Dhaka-Bangladesh
 - Ms. Nazneen Sultana, Grameen Communications, Dhaka-Bangladesh
 - Dr. Sam Ro, Shanghai Jiao Tong University, Shanghai-China
 - Dr. David Galipeau, UNDP, Bangkok-Thailand
 - Panel 5: Youth Leadership in Social Business
 - Mr. Christian Vanizette (moderator), MakeSense, Paris-France
 - Ms. Nini Daing, Myharapan, KualaLumpur-Malaysia
 - Mr. Shazeeb K. Islam, SBYA, Dhaka-Bangladesh
 - Mr. Alex Wang, Youthink Center, Beijing-China
 - Mr. Dwiti Vikramaditya, Kalinga Institute, Bhubaneswar-India
 - Mr. Callum Mackenzie, YCA, Bangkok-Thailand
 - Panel 6: Social Business and Microfinance
 - Mr. Shankar M. Shrestha (moderator), CSHD, Kathmandu-Nepal
 - Prof. Alex Counts, University of Maryland, College Park MD-USA
 - Ms. Corazon Henares, NGWTF, Bacolod City-Philippines
 - Mr. Ratan Kumar Nag, Grameen Shakti SB, Dhaka-Bangladesh
 - Ms. Thisana Thitisakdiskul, Noburo, Bangkok-Thailand
 - Prof. Masahiro Kan, Grameen Nippon, Tokyo-Japan
 - Mr. Zahirul Alam, Integrated Development Foundation, Patna-India
 - Ms. Claire Lyons, water.org, Kansas City MO-USA
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DAY 1 - 28th June, 2019

- Panel 7: Leading Examples of Social Business in Health
 - Ms. Anna Perenic (moderator), Grameen Danone, Dhaka-Bangladesh
 - Mr. Kishwar Imdad, Grameen Healthcare Services, Dhaka-Bangladesh
 - Mr. Imamus Sultan, Grameen Kalyan, Dhaka-Bangladesh
 - Dr. Poonchai Chitanuntavitaya, Social Health Enterprise, Bangkok-Thailand
 - Panel 8: Financing Social Business
 - Mr. Suresh Krishna (moderator), YSB Foundation, Bengaluru-India
 - Prof. Masaharu Okada, Yunus & Shiiki SBRC, Kyushu University, Fukuoka-Japan
 - Mr. Steve Hollingworth, Grameen America, New York NY-USA
 - Mr. Enzo Cursio, FAO Nobel Alliance, Rome-Italy
 - Panel 9: Art and Culture to Bring Social Change through Social Business
 - Ms. Monica Yunus (moderator), Sing For Hope, New York NY-USA
 - Mr. Tahsan Khan, Grameen Uniqlo, Dhaka-Bangladesh
 - Mr. K-Von Moezzi, Comedy Artist, Reno NV-USA
 - Ms. Tongjai Thanachanan, C-asean, Bangkok-Thailand
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DAY 1 - 28th June, 2019

- 16:00 PM - 16:45 PM ● Interactive Conversation with Nobin Entrepreneurs
 - Ms. Nurjahan Begum (co-moderator), Grameen Distribution, Dhaka-Bangladesh
 - Mr. Abdul Hai Khan (co-moderator), Grameen Trust, Dhaka-Bangladesh
 - Ms. Lamiya Morshed (co-moderator), Yunus Centre, Dhaka-Bangladesh
 - Nobin Entrepreneurs and Managers from Bangladesh, Kosovo, and Southern Thailand
- 16:45 PM - 17:15 PM ● Report Back Rapporteurs from the Breakout Sessions & The Givers Network
- 17:15 PM - 18:00 PM ● Plenary: Environment: Green Energy, Plastic, Agriculture, Deforestation
 - Ms. Christina Jäger, Grameen Creative Lab, Wiesbaden-Germany
 - Mr. Chaiwat Kovavisarach, Bangchak Green, Bangkok-Thailand
- 18:15 PM - 18:30 PM ● Closing Performance - Dhospaak Troupe
- 18:30 PM - 19:30 PM ● End of Day Networking
- 19:30 PM - 22:00 PM ● Opening Gala Dinner (Exclusive) at Centara Grand Ballom

DAY 2 - 29th June, 2019

- 08:30 AM - 08:40 AM ● Welcome Remarks - *Energizer*
- 08:40 AM - 09:25 AM ● Plenary: Social Business in Sports: Individual, Club, Federation and the Olympics
 - Mr. Yoan Noguier (moderator), Yunus Sports Hub, Paris-France
 - Ms. Amy Dahmen, Kabubu, Paris-France
 - Ms. Elisa Yavchitz, Representative of the Mayor of Paris, Paris-France
 - Achyuta Samanta MP, Rajya Sabha, New Delhi-India
- 09:25 AM - 09:45 AM ● Pecha Kucha - Brief Presentations of YSBC Achievement
- 09:45 AM - 10:30 AM ● Plenary: Challenges of Social Business
 - Mr. Hans Reitz (moderator), Grameen Creative Lab, Wiesbaden-Germany
 - Ms. Corinne Bazina, Danone Communities, Paris-France
 - Ms. Parvin Mahmud FCA, Grameen Telecom Trust, Dhaka-Bangladesh
 - Mr. Luciano Gurgel, YSB Brazil, Sao Paolo-Brazil
 - Mr. Sohel Ahmed, Grameen Shakti, Dhaka-Bangladesh
 - ML Dispanadda Diskul, Mae Fah Luang Foundation, ChiangMai-Thailand
- 10:30 AM - 10:45 PM ● Announcements:
 - Introduction to New Yunus Centers
 - YSB-C asean Hub Launch
 - Three Zeros Urdu Book Launch
 - JASBR Online Journal Launch
- 10:45 PM - 10:50 PM ● Special Keynote:
 - Mr. Supachai Chearavanont, CP Group, Bangkok-Thailand
- 10:50 AM - 11:10 AM ● Closing Remark: *Professor Muhammad Yunus*



DAY 2 - 29th June, 2019

11:30 PM - 12:45 PM

Country Forums

01. Bangladesh

02. India

03. China

04. Australia, Philippines, Malaysia

05. Thailand

06. Japan

07. North & Latin America

08. Europe

13:30 AM - 17:00 PM

Academic Sessions (by invitation)

- *YSBC Network 10th year Anniversary Celebration & Pre Academia Conference*
- *Talent Impulse sessions*

End of Day Networking



SOCIAL BUSINESS DAY

REGISTRATION FEE:

Register Category	Regular Fee
Participant with Opening Dinner	6,300 THB
Participant without opening dinner	4,700 THB

*Special rate discounts could be offer for a lager group registration

Group registration rate

- 10% bulk discount for 10-19 people
- 20% bulk discount for 20+ people



PACKAGES

ALSO AVAILABLE FOR :

NETWORKING IMPULSES

RECHARGE LUNCHEAS

DELEGATE DINING

EVENT MOBILITY SOLUTIONS

For more information about SBD 2019:
<http://socialbusinesspedia.com/events/sbd2019>





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CEO DANONE**



**TONGJAI
THANACHANAN:
DIRECTOR
C-ASEAN**



**NOBEL LAUREATE
PROF. MUHAMMAD
YUNUS: FOUNDER
GRAVEEN BANK**



**THAPANA
SIRIVADHANABHAKDI:
CEO & PRESIDENT THAI
BEVERAGE**



**HER MAJESTY QUEEN
SOFIA OF SPAIN**



**SUPHACHAI
CHEARAVANONT:
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