

## **Emerging Markets Investment Strategies: New Pathways and Policies to Green Growth**

**Joint Global EPF-EMM Summit  
Berlin, 14 – 16 September 2014**

Actors from emerging markets have started to develop innovative business and policy solutions for sustainable investment strategies. For instance, Emerging Market Multinationals have introduced new carbon reduction schemes in their supply chains and incorporated green approaches into their core business models. Policy makers are shaping investment policies geared towards green innovation, often with the analytical and technical support of influential think tanks and policy advisors. The [Economic Policy Forum](#) (EPF) and [Emerging Market Multinationals Network for Sustainability](#) (EMM) support the development of such innovative policy and business approaches for sustainable investments.

The joint EMM and EPF Summit will showcase how business models can be geared towards more sustainable and environmentally sound outcomes without compromising revenues in emerging markets. It will combine this with the discussion on how governments can successfully provide policy incentives to support this development. Business case studies and research will be presented to set the stage for a debate on concrete actions to be taken in the Economic Policy Forum (EPF) and the Emerging Market Multinationals (EMM) Network for Sustainability.

The two networks and this summit are supported by the German Ministry of Economic Development and Cooperation (BMZ) with the secretariats hosted by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ), GmbH.

The Summit will:

- Showcase innovative solutions, tools and approaches for sustainable investment policies and business models in emerging economies
- Identify potential research foci for further evidence-based investment policy-making as part of the EPF
- Interlink and expand the two networks to facilitate further empirical analysis via case studies
- Establish new joint actions of EMMs to move forward sustainable investment initiatives
- Derive policy recommendations for the global development agenda

The joint actions/policy initiatives defined during the Summit will then be further developed by the EMM and EPF. Think tanks will use the results to advise emerging markets governments on sustainable investment policy; EMMs will increasingly replicate sustainable business models. Eventually, they will lead to more effective investment policy frameworks as well as more sustainable business practices in emerging markets.

### **Programme**

The programme is a mix of plenary sessions and thematic break-out sessions. On the first day, after opening keynotes by prominent expert speakers from emerging economies, a panel discussion will set the scene for the summit. Subsequent parallel sessions will focus on

innovative policy and business cases for sustainable investments at home and abroad with a final panel at the end of the day summing up the main insights of day one.

On the second day, smaller working groups focusing on specific economic sectors (about 20 participants each) will feature existing EMM members' in-depth case studies, sharing and/or developing lessons learnt for green business model innovation. A second set of small working groups will help showcase the innovative approaches partners of the two networks such as the Carbon Disclosure Project (CDP) and Ashoka have developed and to combine them with the mechanisms of the networks (joint actions, policy initiatives, etc.), where applicable.

Subsequently, research topics/policy initiatives, as well as lessons learnt, recommendations and joint actions for green business model innovation will be identified and policy recommendations will be presented and discussed.

### **Participants**

The Summit will be an invite-only conference, including about 80-100 representatives from the EMM network, EPF member institutions, potential partners and supporters of EPF and EMM, key representatives of their networks, as well as a wider policy-making community from Germany and Europe.

Joint Global EPF-EMM Summit - Agenda

## Emerging Markets Investment Strategies: New Pathways and Policies to Green Growth

Venue: EUREF Campus, Torgauer Straße 12, 10829 Berlin, Germany

Sunday, September 14, 2014	
	<b>Individual Arrival</b>
19.00	Pick up at the relexa hotel Stuttgarter Hof Contact: Ms Lisbeth Müller-Hofstede, Phone: +49 170 765 3247
19.30–21.30	<b>Welcome Reception</b> at Restaurant Sarah Wiener im Hamburger Bahnhof Address: Museum for Contemporary Art, Invalidenstraße 50-51, 10557 Berlin
21.30	Shuttle service back to the hotel
Monday, September 15, 2014	
09.00	Pick up at the relexa hotel Stuttgarter Hof Contact: Ms Lisbeth Müller-Hofstede, Phone: +49 170 765 3247
09.00–10.00	<b>Registration</b> and welcome coffee in Room Beijing
10.00–10.10	<b>Welcome and Opening Remarks by</b> <b>Astrid Skala-Kuhmann</b> , Director, Global Partnerships – Emerging Economies, Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ), Germany
10.10–10.30	<b>Keynote Address by</b> <b>Friedrich Kitschelt</b> , State Secretary, Federal Ministry for Economic Cooperation and Development, Germany (tbc)
10.30–11.30	<b>Opening Panel with Q&amp;A</b> <b>Chair: Adrian Taylor</b> , 4Sing, UK/Germany How do sustainability parameters contribute to good business opportunities for Emerging Market Multinationals? How can emerging markets achieve more effective investment policy standards and more sustainable business models? How do they feed lessons learnt into global development agendas? <b>Panelists:</b> <b>Hong Song</b> , Assistant Director / Senior Fellow, International Trade Research Division, Institute of World Economy and Politics, Chinese Academy of Social Sciences, China <b>T.S. Vishwanath</b> , former Senior Director and Head of the International Division & the International Trade Policy Division, Confederation of Indian Industries, India <b>Cristián Larroulet</b> , Director, Fundación Avanza Chile, former Minister General Secretariat of the Presidency of Chile, Chile
11.30–11.45	Coffee/Tea in Room Beijing

Investment in Emerging Economies vs. Investment from Emerging Economies – From Policy to Business Opportunities	
11.45–13.15	<p><b>Session A: Incentivizing Investments in Emerging Economies – Country Perspectives on Policy Frameworks, Business Challenges and Opportunities</b></p> <p><b>Room:</b> Mexico City</p> <p><b>Chair:</b> <b>Adrian Taylor</b>, 4Sing, UK/Germany</p> <p>Input:  <b>Cristian Larroulet</b>, Director, Fundación Avanza Chile, former Minister General Secretariat of the Presidency of Chile, Chile  <b>Roberto Fendt</b>, Executive Director, Centro Brasileiro de Relações Internacionais (CEBRI), Brazil  <b>Samir Saran</b>, Vice-President, Observer Research Foundation (ORF), India  <b>Sergio Franklin Quintella</b>, Vice President, Fundação Getulio Vargas, Brazil  <b>Lesley Wentworth</b>, Research Fellow, South African Institute of International Affairs (SAIIA), South Africa</p>
	<p><b>Session B: Investment Patterns and Incentives from Emerging Economies – Country Perspectives on Policy Frameworks, Business Challenges and Opportunities</b></p> <p><b>Room:</b> Pretoria</p> <p><b>Chair:</b> <b>Ilan Alon</b>, Chief Editor, International Journal of Emerging Markets, USA</p> <p>Input:  <b>Ricardo Simonsen</b>, Director, Fundação Getulio Vargas Projects, Brazil  <b>Francesca Spigarelli</b>, Director, China Centre, University Macerata, Italy  <b>Lin Chen</b>, Division Director, Investment Division of Policy Research Department, Ministry of Commerce, China  <b>M. R. Anand</b>, Economic Adviser, Ministry of Coal, India</p>
13.15–14.15	Buffet lunch in the Room Brasilia
14.15–15.45	<p><b>Session C: Toward Environmental Sustainability of Investments in Emerging Economies – Country and Business Cases for Innovation</b></p> <p><b>Room:</b> Mexico City</p> <p><b>Chair:</b> <b>Christopher Lattemann</b>, Professor for Business Administration and Information Management, Jacobs University Bremen, Germany</p> <p>Input:  <b>Roxana Barrantes</b>, Director, Instituto de Estudios Peruanos (IEP), Peru  <b>Hong Song</b>, Assistant Director / Senior Fellow, International Trade Research Division, Institute of World Economy and Politics, Chinese Academy of Social Sciences, China  <b>Luis Serra</b>, Director of Energy and Climate Change / Senior Researcher, Centro de Investigación para el Desarrollo (CIDAC), Mexico</p>
	<p><b>Session D: Toward Environmental Sustainability of Investments Abroad – Country and Business Cases for Innovation</b></p> <p><b>Room:</b> Pretoria</p> <p><b>Chair:</b> <b>Denise Leung</b>, Associate, World Resources Institute, USA</p> <p>Input:  <b>Gerhard Prätorius</b>, Head Coordinator CSR and Sustainability, Volkswagen, Germany  <b>Julian Lopez Garrido</b>, General Manager, Kaxu Solar One, South Africa  <b>Celso dos Santos Fonseca</b>, Executive Coordinator, Observatorio de Inovação e Competitividade (OIC), Brazil (tbc)  <b>Pedro Miranda</b>, Senior Researcher, IPEA, Brazil</p>

	<p><b>Marcia Nejam</b>, Competitiveness and Innovation Executive Manager, Brazilian Agency for the Promotion of Exports and Investments (APEX), Brazil</p> <p><b>Paulo Branco</b>, Vice Coordinator, Center for Sustainability Studies of Fundação Getulio Vargas (FGV-EAESP), Brazil</p>	
15.45–16.15	Highly Interactive Exchange on Sessions Coffee/Tea in Room Beijing	
	<b>Supporting Green Business Model Innovation in Emerging Economies – Voluntary Standards and Frameworks</b>	
16.15–17.45	<p><b>Supporting Green Business Model Innovation – The Ashoka Full Citizenship Initiative and the OECD Guidelines for Multinational Enterprises</b> Showcasing innovative approaches of sustainable investment solutions in Mexico and beyond and identifying opportunities for joint actions</p> <p><b>Room:</b> Mexico City</p> <p><b>Chair: Maria Luisa Luque</b>, Coordinator Economic Citizenship, Ashoka, Mexico</p> <p>Input: <b>Roel Nieuwenkamp</b>, Chair, Working Party on Responsible Business Conduct, OECD, Netherlands</p> <p><b>Sascha Suhrke</b>, Program Director Governance, ZEIT-Stiftung Ebelin und Gerd Bucerius, Germany</p> <p><b>Grupo Bimbo</b>, Mexico (tbc)</p> <p><b>Walmart</b>, Mexico (tbc)</p>	<p><b>Carbon Disclosure for Sustainable Growth</b> Showcasing innovative carbon disclosure and reduction schemes by EMMs and identifying opportunities for joint actions</p> <p><b>Room:</b> Pretoria</p> <p><b>Chair: Laura Bergedieck</b>, Carbon Disclosure Project (CDP), Germany</p> <p>Input: <b>Luisa Manzaneres</b>, Coordinator, Greenhouse Emissions Program, CESPEDES / World Business Council for Sustainable Development, Mexico</p> <p><b>Juan José Kochen</b>, Sustainability and Innovation Coordinator, Fundación ICA, Mexico</p> <p><b>Marcia Nejam</b>, Competitiveness and Innovation Executive Manager, Brazilian Agency for the Promotion of Exports and Investments (APEX), Brazil</p> <p><b>Alexander Roeder</b>, Corporate Manager Sustainability, CEMEX, Mexico</p>
17.45–18.15	Wrap-up of Day 1 in Room Beijing	
18.15	Shuttle service back to the hotel Contact: Ms Lisbeth Müller-Hofstede, Phone: +49 170 765 3247	
19.30	Pick up at the hotel	
20.00–22.00	<p><b>Casual Networking Dinner</b></p> <p>Boat tour through Berlin</p> <p>Address: Schiffbauerdamm 12, 10117 Berlin</p>	
22.00	Shuttle service back to the hotel	

Tuesday, September 16, 2014			
08.15	Pick up at the relexa hotel Stuttgarter Hof Contact: Ms Lisbeth Müller-Hofstede, Phone: +49 170 765 3247		
09.00–09.30	<b>Setting the Scene in the Room Brasilia</b> The Economic Policy Forum and the EMM Network for Sustainability – Current and Future Work Streams and Objectives		
	<b>Showcasing Results of EMM/EPF Members' Sustainability Efforts and Identifying Opportunities for Future Joint Actions</b>		
	<b>Automotive / Manufacturing Sector</b>	<b>Mining / Raw Materials Sector</b>	<b>Food / Energy Sector</b>
	<b>Room:</b> Mexico City	<b>Room:</b> Pretoria	<b>Room:</b> Santiago
	<b>Chair:</b> <b>Diego Angelino</b> , GIZ, Mexico	<b>Chair:</b> <b>Rolf Dietmar</b> , GIZ, China	<b>Chair:</b> <b>Markus Beck</b> , GIZ, Brazil
09.30–11.30	Input: <b>Molly Yang</b> , Vice President, Volkswagen, China <b>Yibo Du</b> , General Manager, Brilliance Bavarian Auto, China <b>Luisa Manzanares</b> , Coordinator, Greenhouse Emissions Program, CESPEDS / World Business Council for Sustainable Development, Mexico	Input: <b>Zhao Xiufu</b> , Deputy Director, Research Center, Aluminum Corporation of China (CHALCO), China <b>Ligia Saad</b> , Institutional Coordination and Partnerships Consultant, Instituto Votorantim, Brazil <b>Juan José Kochen</b> , Sustainability & Innovation Coordinator, Fundación ICA, Mexico	Input: <b>Samir Saran</b> , Vice-President, Observer Research Foundation (ORF), India (tbc) <b>Alexander Roeder</b> , Corporate Manager Sustainability, CEMEX, Mexico <b>Rogelio Rodríguez Morales</b> , Director of Development, Asociación Nacional de Tiendas Departamentales (ANTAD), Mexico <b>Francisco Suarez</b> , Director Social Sustainability, FEMSA, Mexico (tbc) <b>Rollie Armstrong</b> , Managing Director, Cronimet, Germany (tbc)
11.30–12.00	Highly Interactive Exchange on Sessions Coffee/Tea in the Room New Delhi		
12.00–12.45	<b>Identification and Discussion of Further Research / Policy Initiatives / Joint Actions (Part 1)</b> Lessons Learnt, Recommendations and Joint Actions for Green Business Model Innovation <i>Design Thinking</i> <b>Chair:</b> <b>Adrian Taylor</b> , 4Sing, UK/Germany  <b>Room:</b> Brasilia		
12.45–13.45	Buffet lunch in the Room New Delhi		
13.45–16.00	<b>Identification and Discussion of Further Research / Policy Initiatives / Joint Actions (Part 2)</b> Lessons Learnt, Recommendations and Joint Actions for Green Business Model Innovation		



	<p><i>Design Thinking</i> <b>Chair: Adrian Taylor</b>, 4Sing, UK/Germany</p> <p><b>Room:</b> Brasilia</p>
16.00–16.30	Coffee/Tea in Room Beijing
16.30–17.00	<p>Presentation and Discussion: Joint actions (EMMs) &amp; policy initiatives (EPF) Presentation and Discussion (EPF and EMM): Policy recommendations</p>
17.00–18.00	<p><b>Final Statements in the Room Brasilia</b> Discussion of results and policy recommendations</p> <p><b>Chair: Adrian Taylor</b>, 4Sing, UK/Germany</p> <p>Input: <b>Susanne Dorasil</b>, Head of Division Sustainable Economic Policy, German Ministry for Economic Cooperation and Development (BMZ) <b>Arno Tomowski</b>, Head of Portfolio Development Raw Materials, GIZ</p>
18.30	<p>End of Summit Shuttle Service back to the hotel</p>

Wednesday, September 17, 2014				
	EPF Members	Selected EMM & EPF Members	Selected EMM Members	
	<p><b>Location:</b> GIZ Berlin, Köthener Str. 2-3, 10963 Berlin Room: BK16050 "Buenos Aires"</p>	<p><b>Bilateral Meetings with Selected EMM Network Representatives, Berlin</b></p>	<p><b>Study Tour – Innovation and Sustainability, Berlin</b></p>	<p><b>Study Tour – Innovation and Sustainability, Berlin</b></p>
09.00–11.00	<p><b>Chair: Antje Uhlig</b>, Senior Advisor, Economic Policy Forum (EPF) Presentation of Work and Results in Policy Initiatives (Urbanization &amp; Regional Integration) Outlook 2015 – **: Themes, new initiatives and members Feedback and recommendations on way</p>	<p>Agenda will be circulated to selected EPF and EMM members</p>	<p>Agenda will be circulated to selected EMM members</p>	<p>Agenda will be circulated to selected EMM members</p>

	forward			
11.00–11.15	Coffee/Tea			
11.15–13.00	Agreement on Future Roles and Responsibilities (Secretariat, policy initiative coordination, standards)			
13.00–14.00	Lunch			
14.00–16.00	<b>Open Space:</b> Policy Initiative on Urbanization Policy Initiative on Regional Integration			
16.00	End			