



THE 3RD CORAL TRIANGLE
Regional Business Forum



A MARRIAGE OF PROFIT & SUSTAINABILITY



PROGRAMME BOOK
GRAND HYATT, BALI
24-26 MARCH 2013

ctirbf2013.com

HOSTED BY



ORGANIZED BY



CORAL TRIANGLE
INITIATIVE
ON CORAL REEF, FISHERY AND FOOD SECURITY
INDONESIA

IN PARTNERSHIP WITH



Ensuring Coral Reefs for Life

WITH THE SUPPORT OF



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WELCOME REMARK

MINISTER OF MARINE AFFAIRS AND FISHERIES OF THE REPUBLIC OF INDONESIA



On behalf of the Government of the Republic of Indonesia, I am deeply honored to welcome all of you to the 3rd Coral Triangle Regional Business Forum.

Over the last few years, we have seen a wave of efforts by governments, businesses, and environmental organizations—among others—to seek solutions that will meet the basic needs of a rapidly growing population and guarantee food supplies for future generations, without jeopardizing the fragile yet vital ecosystems with which we are tightly interconnected. These efforts are being mainstreamed at the national and regional levels.

With the theme 'A Marriage of Profit and Sustainability', this Coral Triangle Regional Business Forum is a strategic platform for the private sector to spread the seeds for pioneering creative and environment-friendly business solutions that will bring benefits to companies, communities and nature conservation. By any standard, this is an ambitious agenda; however, this is the only way forward if we are to grow our societies sustainably and allow producers to offer the best at the lowest price by introducing innovations that generate multiple benefits, not just increased profits. This is the essence of marrying profit and sustainability which is in line with the Blue Economy concept, an economic philosophy first introduced in 1994 by Prof. Gunter Pauli after he was asked by the United Nations to reflect on future business models.

Looking back at the success of the previous Regional Business Forum in Kuala Lumpur, Malaysia, in 2011, I am confident that this event will once again stimulate bright minds with inspiring business perspectives that can help leaders to explore new opportunities that can create jobs for millions of people around the Coral Triangle.

I would like to thank development partners, sponsors and all those who have contributed to make this 3rd Coral Triangle Regional Business Forum happen. My special appreciation goes to the Organizing Committee of the Indonesian National Coordinating Committee (NCC) of the Coral Triangle Initiative on Coral Reefs, Fisheries and Food Security (CTI-CFF), the CTI-CFF Interim Regional Secretariat, WWF, the Coral Triangle Center and the Indonesian Chamber of Commerce and Industry (Kadin) who worked very hard to organize this event.

I wish you a productive forum that will bring about positive impacts to our efforts in developing this region. Thank you.

H.E. Mr. Sharif Cicip Sutarjo
Minister of Marine Affairs and Fisheries



WELCOME REMARK

INDONESIAN CHAMBER OF COMMERCE AND INDUSTRY (KADIN)

As part of Kadin's commitment to support more responsible businesses in Indonesia, we are delighted to welcome you to the 3rd Coral Triangle Regional Business Forum.

Kadin focuses on matters relating to trade, industry and services, and is highly committed to tapping the potential and synergies of the national economy, while offering a strategic forum for entrepreneurs. In this role, we disseminate information on new economic models that have the potential to address current needs, such as encouraging businesses to adopt a longer-term perspective on sustainability measures.

This year's Forum hinges on the concept of the Blue Economy, which includes principles that are embedded in a strategy set up by the Indonesian Business Council for Sustainable Development—a business plan called "Indonesia Vision 2050". The document, which reflects four years of efforts by Kadin and the World Business Council for Sustainable Development, contains a framework for issues that need to be addressed by executives to develop a sustainable economy.

Not only does the Indonesia Vision 2050 dovetail with the "Blue economy", it also expounds on the priorities of the Coral Triangle Initiative on Coral Reefs (CTI), Fisheries and Food Security. Specifically, Indonesia Vision 2050's goal is to minimize waste, increase low-carbon access in remote areas, develop energy-efficient infrastructure, increase food security and make the green economy into a major contributor to Indonesia's gross domestic product (GDP).

Today, more than ever, there is a real need to influence corporate behavior through the promotion of new models for growth, thereby changing the behavior of those companies heavily involved in the exploitation of natural resources. The journey to get there is not an easy one; but we are convinced that forums such as this one can get us closer to our goal.

We wish you a productive and enjoyable time in Bali.

Mrs. Shinta Kamdani Widjaja,
Vice Chairwoman on Environment and Climate Change
at the Indonesia Chamber of Commerce and Industry (Kadin)



WELCOME REMARK

CTI REGIONAL SECRETARIAT



Welcome to the 3rd Coral Triangle Regional Business Forum (RBF) in Bali, Indonesia, that is jointly organized by the National Coordinating Committee (NCC) of the Coral Triangle Initiative on Coral Reefs, Fisheries and Food Security (CTI-CFF) of Indonesia, the CTI-CFF Interim Regional Secretariat, WWF, the Coral Triangle Center and the Indonesian Chamber of Commerce and Industry (Kadin). I am delighted to gather with a range of individuals who share our ideas and passion for a sustainable Coral Triangle.

The CTI-CFF considers the pivotal roles of business and industry sectors in working together to sustain extraordinary marine and coastal resources by addressing crucial issues such as food security, climate change and marine biodiversity in the Coral Triangle. The RBF, which took place for the first time in 2010, is the avenue to engage business and industry leaders in developing innovative solutions which are both profitable and sustainable for the Coral Triangle region.

Indeed, the RBF promotes collaboration among the private sector, CTI member countries, NGOs, and international institutions to address investment opportunities for increased economic growth. It expects to catalyze new partnerships between the private sector and governmental institutions that foster shared goals for sustainable marine resources. Through the RBF, we would like to secure continuous commitment from key sectors in supporting CTI member countries' goals towards sustainable development.

The CTI-CFF was launched in 2009 with a visionary 10-year Regional Plan of Action (RPOA) to safeguard the region's marine and coastal biological resources. The initiative is based on the solid commitment of the six Coral Triangle countries (CT6)—Indonesia, Malaysia, Papua New Guinea, the Philippines, Solomon Islands and Timor Leste—to safeguard coastal and marine resources and communities.

The establishment of the CTI-CFF has created a powerful platform for collaboration to deliver national and regional commitments on all multilateral conventions relevant to fisheries, oceans, biodiversity and climate. This is all the more important as coral reefs and fisheries in this region are facing similar threats, such as coastal pollution, climate change and habitat destruction.

To address the threats and challenges in achieving economic and social benefits from the use of marine resources in an efficient, equitable and sustainable way—in both the short and long term—we need to link healthy oceans and coasts with sustainable economic growth, poverty eradication, food security and sustainable livelihoods. The Blue Economy is an emerging concept that can be one of the foundations for addressing the challenges we face.

Taking the Blue Economy from a concept to a working business model will require inventiveness, daring and perseverance—the hallmarks of successful innovation. Businesses that respond to this opportunity will not only reap financial benefits, but will also help to achieve the CTI-CFF goal of sustainable management of marine and coastal resources in the Coral Triangle.

The RBF is a rare chance for talented individuals from different backgrounds to hear and learn from each other, and bring back home with them new sustainable ideas. May these ideas grow roots and promote growth that is sustainable for our marine and coastal resources.

On behalf of the country delegates of the CTI-CFF and the CTI-CFF Interim Regional Secretariat, I look forward to your participation at this very eventful and exciting 3rd RBF, and encourage you to sustain your contributions of time and spirit for achieving the CTI-CFF RPOAs.
Thank you

Dr. Sudirman Saad
Chair, CTI CFF Interim Regional Secretariat



OVERVIEW

THE CORAL TRIANGLE

There is broad scientific consensus that the Coral Triangle represents the global epicenter of marine life biodiversity. Spanning six million km² across Indonesia, Malaysia, the Philippines, Papua New Guinea, Timor Leste and the Solomon Islands (about 1.6% of the planet's oceans), the Coral Triangle region comprises 76% of all known coral species, hosts 37% of all known coral reef fish species, 53% of the world's coral reefs, the greatest extent of mangrove forests in the world, and spawning and juvenile growth areas for tuna and other globally significant commercial fish species.

These unparalleled marine and coastal living resources provide significant benefits to the approximately 363 million people who reside in the Coral Triangle, as well as billions more outside the region. As a source of food, income and protection from severe weather events, the ongoing health of these ecosystems is critical.

The staggering natural productivity of the Coral Triangle region not only makes it unique for its wildlife and marine and coastal ecosystems, but also for the benefits derived for local communities and governments.

Coral Triangle facts:

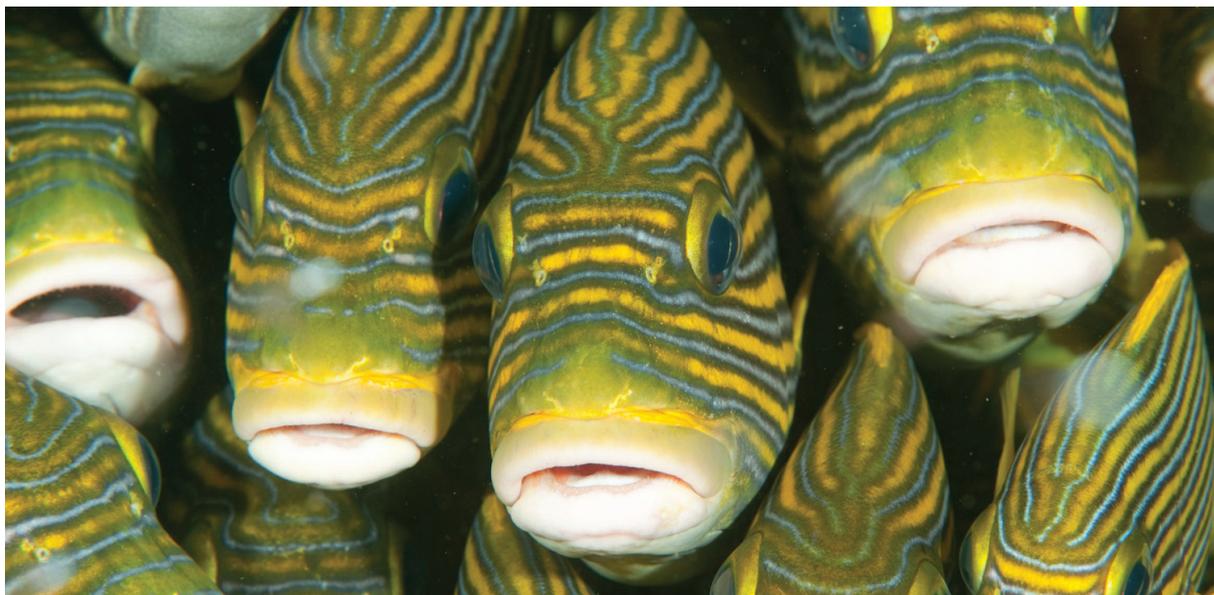
- 120 million people across Indonesia, Malaysia, the Philippines, Papua New Guinea, Timor Leste and the Solomon Islands are directly sustained by the marine and coastal resources of the Coral Triangle
- Sustainable coral reef fisheries are worth US\$2.4 billion in all of Southeast Asia, including US\$1 billion in tuna exports

Threats to the Coral Triangle

Global warming poses the most serious threat to the Coral Triangle. Rising temperatures and ocean acidity are causing higher rates of coral mortality and even local extinction in isolated, small populations.

The 1997-98 El Niño weather event triggered coral bleaching that destroyed or damaged an estimated 18% of all coral reefs in Southeast Asia. It was the largest worldwide coral bleaching event ever recorded.

The Coral Triangle is also under immense pressure from commercial fishing activities that include everything from unsustainable long-lining (which threatens tuna and other pelagic species), shark finning and turtle catching, to the use of explosives and poisons, such as arsenic, to collect reef fish. Across the Indo-Pacific region, 79% of spawning aggregations (reproductive gatherings) of reef fish have stopped forming or are in decline.



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THE CORAL TRIANGLE INITIATIVE ON CORAL REEFS, FISHERIES, AND FOOD SECURITY (CTI-CFF)

Recognizing the need to safeguard the region's marine and coastal resources, Indonesian President Yudhoyono inspired other leaders in the region to launch the Coral Triangle Initiative on Coral Reefs, Fisheries and Food Security (CTI-CFF) in 2007. The CTI-CFF is a multilateral partnership between the governments of Indonesia, Malaysia, Papua New Guinea, the Philippines, Solomon Islands and Timor-Leste (the 'CT6'), and it addresses crucial issues such as food security, climate change and marine biodiversity.

At the Leader's Summit in 2009, these governments agreed to adopt a 10-year CTI Regional Plan of Action (CTI RPOA) to safeguard the region's marine and coastal biological

resources. The RPOA has five goals: strengthening the management of seascapes, promoting an ecosystem approach to fisheries management, establishing and improving effective management of marine protected areas, improving coastal community resilience to climate change, and protecting threatened species.

Through the CTI-CFF, the Coral Triangle countries have agreed to support people-centered biodiversity conservation, sustainable development, poverty reduction and equitable benefit sharing. The CTI-CFF seeks to address both poverty reduction through economic development, food security, sustainable livelihoods for coastal communities and biodiversity conservation through the protection of species, habitats and ecosystems.



CORAL TRIANGLE REGIONAL BUSINESS FORUM



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The Coral Triangle Regional Business Forum is an annual platform where global business leaders and senior officials from the six Coral Triangle countries meet to share knowledge and views on sustainable development, and to explore opportunities for the promotion and implementation of sustainable solutions in the Coral Triangle.

Objectives

1. Engage business and industry leaders in developing innovative solutions that are both profitable and sustainable for the Coral Triangle region.
2. Promote networking and collaboration among the private sector, CTI Member countries, NGOs and international institutions to address green investment opportunities for increased economic growth.
3. Catalyze new partnerships between the private and public sectors that foster shared goals for sustainable marine resources.
4. Ensure continuous commitment from key sectors in supporting CTI Member countries' goals, shared vision and initiative towards achieving sustainable development.

The forum was designed to meet the needs of a broad range of institutions in the Coral Triangle:

- Non-governmental organizations that support on-the-ground implementation of sustainable practices.
- Business representatives from key sectors that require healthy marine resources to run their operations, such as commercial fisheries, tourism operators, and the transportation industry.

- Financial managers that invest in growth opportunities within the region.
- Technology innovators that provide tools and services as drivers of increased green investment.
- Policy makers at the national and provincial levels that want to learn how to better engage the private sector as a partner in managing shared resources.

For the past two years, the CTI-CFF and its partners have organized the Coral Triangle Regional Business Forum to engage with the private sector in creating innovative business solutions that are both economically profitable and environmentally sustainable. In just a short span of time, this regional platform has opened a number of business opportunities that address increasing market demand for environmentally sustainable products and services, while focusing on the Coral Triangle's rich but highly threatened marine resources.

Both events, the first one held in Manila, Philippines in 2010 and the second one in Kuala Lumpur, Malaysia in 2011, have paved the way for increased "green" investments, or more fittingly, blue investments in the Coral Triangle by establishing multi-sectoral partnerships between business and industry, governments, NGOs, financial institutions, and academia, among others, to cultivate socio-economic growth in this rapidly developing region.

This yearly event is now seen as an effective regional platform to help safeguard the long-term profitability of businesses, the sustainability of this region's finite marine resources, and the wellbeing of the millions of people who directly depend on the Coral Triangle for food and livelihood.



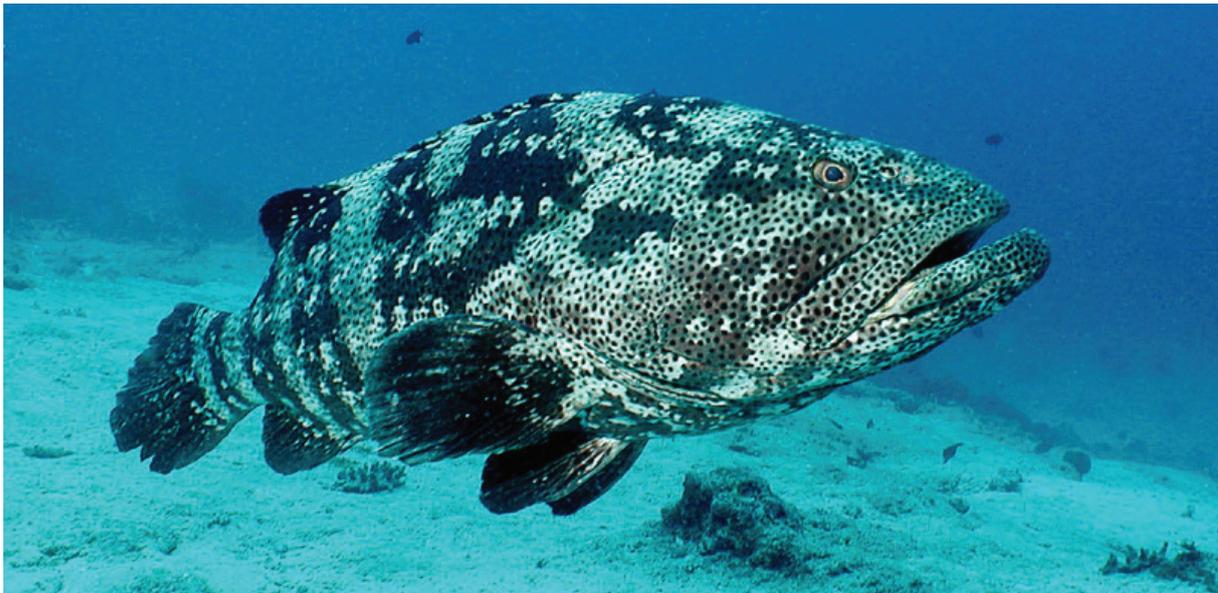
THIRD CORAL TRIANGLE REGIONAL BUSINESS FORUM

In 2013, the Government of Indonesia is hosting the 3rd Coral Triangle Regional Business Forum in collaboration with WWF, the Coral Triangle Center (CTC) and the Indonesian Chamber of Commerce and Industry (*Kamar Dagang dan Industri/KADIN*).

Carrying the theme “*A Marriage of Profit and Sustainability*”, this forum will once again provide a venue for business and industry leaders from around the region and other parts of the globe to come together to develop innovative business solutions that are both economically profitable and environmentally sustainable and to help create a thriving and bustling Blue Economy for the Coral Triangle region.

Business Forum's Objectives:

- Engage business and industry leaders in developing innovative solutions that are both profitable and sustainable for the Coral Triangle region.
- Promote networking and collaboration among the private sector, CTI countries, NGOs and international institutions to address “blue” investment opportunities for increased economic growth.
- Catalyze new partnerships between the private sector and governmental institutions that foster shared goals for sustainable marine resource use and management.
- Ensure continuous commitment from key sectors in supporting CTI member countries’ goals towards sustainable development and creating a thriving Blue Economy for the region.



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BLUE ECONOMY OVERVIEW

First introduced by Gunter Pauli from Zero Emissions Research Initiatives in 2004, a Blue Economy encourages people to manage resources efficiently through innovations and technologies that create "zero waste" products.

The trademarked term for his concept, the Blue Economy, was brought into life with Mr Pauli's book, *The Blue Economy: 10 years - 100 innovations - 100 million jobs*, based on his 16 years of experiences and more than 50 successful initiatives and projects all over the world, introducing the mentality, philosophy and methodology behind the entire concept. The book describes several innovations in the context of water, energy, building or food supply.

The Blue Economy principles respond to the basic needs of all with what we have. It stands for a different way of designing business by using the resources available in cascading systems, where the waste of one product becomes the input to create a new cash flow. It aims at creating jobs, building up social capital and rising income while saving the environment. An international community of companies, innovators and scientists support the concept, providing open source access to develop, implement and share prosperous business models which targets to improve natural ecosystems and quality of life.

The Blue Economy Principles

1. Solutions are first and foremost based on physics. Deciding factors are pressure and temperature as found on site.
2. Substitute something with nothing - question any resource regarding its necessity for production.
3. Natural systems cascade nutrients, matter and energy waste does not exist. Any byproduct is the source for a new product.
4. Nature evolved from few species to a rich biodiversity. Wealth means diversity. Industrial standardization is the contrary.
5. Nature provides room for entrepreneurs who do more with less. Nature is contrary to monopolization.
6. Gravity is the main source of energy; solar energy is the second renewable fuel.
7. Water is the primary solvent (no complex, chemical, toxic catalysts).
8. In nature the constant is change. Innovations take place in every moment.
9. Nature only works with what is locally available. Sustainable business evolves with respect not only for local resources, but also for culture and tradition.
10. Nature responds to basic needs and then evolves from sufficiency to abundance. The present economic model relies on scarcity as a basis for production and consumption.
11. Natural systems are non-linear.
12. In Nature everything is biodegradable; it is just a matter of time.
13. In natural systems everything is connected and evolving towards symbiosis.
14. In nature, water, air, and soil are the commons—free and abundant.
15. In nature, one process generates multiple benefits.
16. Natural systems share risks; any risk is a motivator for innovations.
17. Nature is efficient. So sustainable business maximizes use of available material and energy, which reduces the unit price for the consumer.
18. Nature searches for the optimum for all involucrated elements.
19. In nature negatives are converted into positives. Problems are opportunities.
20. Nature searches for economies of scope. One natural innovation carries various benefits for all.
21. Respond to basic needs with what you have, introducing innovations inspired by nature, generating multiple benefits, including jobs and social capital, offering more with less.

Find out more:
www.theblueeconomy.org

100 innovations of the Blue Economy:
http://www.zeri.org/ZERI/The_Blue_Economy.html



PROGRAM / AGENDA

GRAND HYATT BALI

MARCH 24

TIME	EVENT	VENUE
10:00 – 18:00	Onsite registration	Main Lobby
18:00 – 18:30	Participants arrival for welcome reception Dress Code: Smart Casual	Tabanan Room
18:30 – 18:35	Opening by MC	Tabanan Room
18:35 – 18:45	Welcome Speech by : H. E. Mr. I Made Mangku Pastika, Governor of Bali Province .	Tabanan Room
18:45 – 19:00	Launching of Indonesian version of The Blue Economy book	
19:00 – 19:10	Opening Remarks by : H.E. Mr. Sharif C. Sutardjo, Minister of Marine Affairs and Fisheries, Republic of Indonesia	
19:10 – 19:30	Press conference: <ul style="list-style-type: none">• H.E. Mr. Sharif C. Sutardjo, Minister of Marine Affairs and Fisheries, Republic of Indonesia• Prof. Dr. Gunter Pauli, ZERI• Mr. Bill Holden, Pacific Fisheries Manager for MSC• Mrs. Shanti L Poesposoetjipto, CEO Samudra Indonesia Additional: <ul style="list-style-type: none">• Mr. Sarwono Kusumaatmadja, Chairman of LEUSER International• Prof. Emil Salim, Chairman and Member of the Advisory Council to the President of the Republic of Indonesia on Economics and Environmental Affairs	Tabanan Room
19:030 – 21:30	Dinner with entertainment Traditional Balinese dances	Salsa Bar

PROGRAM / AGENDA

MARCH 25

TIME	EVENT	VENUE
08:00 – 09:00	Registration Dress Code: Business Attire	Prefunction Grand Ballroom I
09:00 – 09:05	Welcome Remarks Mrs. Shinta Kamdani Widjaja, Vice Chairwoman on Environment and Climate Change at the Indonesia Chamber of Commerce and Industry (Kadin)	Grand Ballroom I
09:05 – 09:10	Opening of the event and introduction to the speakers Mrs. Yuli Ismartono, Deputy Chief Editor of Tempo English Edition	Grand Ballroom I
09:10 – 10:00	Keynote Speech Prof. Dr. Gunter Pauli, Founder, Zero Emissions Research Initiative (ZERI)	Grand Ballroom I
10:00 – 11:35	Government Sector Panel <ul style="list-style-type: none">• Prof. Syarief Widjaja, Secretary General of the Indonesian Ministry of Marine Affairs and Fisheries• Mr. Ho Koon Seng, Under Secretary, International Division, Malaysian Ministry of Science, Technology and Innovation• Prof. Emil Salim, Chairman and Member of the Advisory Council to the President of the Republic of Indonesia on Economics and Environmental Affairs Moderator : Mrs Yuli Ismartono	Grand Ballroom I
11:35 – 11:50	Coffee break	Tabanan Room
11:50 – 13:00	Natural Resource and Services Sector Panel <ul style="list-style-type: none">• Mr. Ganto Novialdi, Strategic Planning Director, Dentsu Indonesia• Dr. Paul Holthus, CEO, World Ocean Council• Mr. Florendo Maranan, Executive Director, Bank of Philippine Islands Moderator : Mrs. Yuli Ismartono	Grand Ballroom I



PROGRAM / AGENDA

TIME	EVENTS	VENUE
13:00 – 14:00	Lunch break	Grand Ballroom III
14:00 – 14:10	Capacity Support for Sustainable Development <ol style="list-style-type: none">H. E. Dr. Sapta Nirwandar, Vice Minister of Tourism and Creative Economy, Republic of IndonesiaJohn F. Hansen, Director of Office of Environment USAID/Indonesia Moderator : Mrs. Yuli Ismartono	
14:10 – 15:00	Transportation and Tourism Sector Panel <ul style="list-style-type: none">Captain Rod Short, Executive Secretary of GlobalMETMrs. Shanti L. Poesposoetjipto, CEO of Samudra IndonesiaMr. Ida Bagus Wirajaya, Director of Development, Bali Tourism and Development Corporation Moderator: Ms. Rili Djohani, Director, Coral Triangle Center	Grand Ballroom I
15:00 – 15:40	Seafood Sector Panel <ul style="list-style-type: none">Mr. Bill Holden, Pacific Fisheries Manager, Marine Stewardship CouncilMr. Aditya Utama Surono, Director, ANOVA Fishing and Living ProgramMr. Dilan Sawalius Batuparan, Head of International Division, Indonesia Eximbank Moderator: Dr. Efransjah, CEO, WWF-Indonesia	Grand Ballroom I
15:40 – 16:00	Tea break and networking	Grand Ballroom I
16:00 – 16:40	Wrap up Mrs. Yuli Ismartono and Prof. Dr. Gunter Pauli	Grand Ballroom I
16:40 – 17:00	Closing remarks Dr. Victor P. H. Nikijuluw, Executive Secretary, CTI-CFF Indonesia	Grand Ballroom I

PROGRAM / AGENDA

TIME	EVENTS	VENUE
19:00 – 21:00	GALA DINNER <ol style="list-style-type: none">1. Presentation of certificates of recognition to those companies and partnerships (PPPs) that have shown exemplary leadership in applying responsible business practices in the Coral Triangle2. Mr. Handry Santriago, CEO, General Electric Indonesia : Youth Should Take up the Challenge for a Blue Economy3. Youth Think Tank Presentation4. Journalist Writing Competition winner announcement5. Movie Presentation (CTI-CFF) <p><i>Piano instrumentalia</i></p>	Grand Ballroom II or Negara Room

MARCH 26

TIME	EVENTS	VENUE
09:00 – 12:00	1st Meeting of CTI-CFF Regional Business Advisory Council* *To Be Confirmed	Tabanan Room



SPEAKER PROFILE

H.E. MR. SHARIF C. SUTARDJO

Minister of Marine Affairs and Fisheries, Republic of Indonesia

H.E. Sharif Cicip Sutarjo has been Chair of the Young Entrepreneurs Association of Indonesia (Himpunan Pengusaha Muda Indonesia/HIPMI), Chair of the Indonesian Chamber of Business and Industry (KADIN), and Vice Chair of Golkar, one of the major political parties in Indonesia. Before he entered the political arena, Mr. Sutarjo was an entrepreneur, and he is still the owner of the Ariobimo Perkasa Group.

As Minister of Indonesia's Ministry of Marine Affairs and Fisheries, he strongly promotes the implementation of a Blue Economy to support the development of sustainable marine resource management in Indonesia, as well as to create more job opportunities for people. Under his coordination, the Ministry of Marine Affairs and Fisheries has developed a more profitable, sustainable, and integrated fisheries industry by creating 24 aquaculture pilot projects from East to West in Indonesia.

His Excellency believes that education can set fishers free from poverty. This is why the Government of Indonesia has allocated funds for fishers, youth and women to reach higher educational goals to manage marine resources for a better future.



PROF. DR. GUNTER PAULI

Initiator and Author of The Blue Economy

Mr. Pauli's entrepreneurial activities span business, culture, science, politics and the environment. Under his leadership, a small European company pioneered an ecological factory. He founded the "Zero Emissions Research Initiatives" (ZERI) at the United Nations University in Tokyo, and subsequently established the Global ZERI Network, redesigning production and consumption into clusters of industries inspired by natural systems. He is dedicated to design and implement societies and industries which respond to people's needs, using what is available.

His latest initiatives include redesigning mining, urban development and economic growth based on happiness and competitiveness. Fluent in seven languages, and having lived on four continents, he is a world citizen. As of 2011, he had published 19 books (written 15 and edited 4) and 36 fables bringing science and emotions to children, which have been published in more than 30 languages. Mr. Pauli obtained his masters in business administration from INSEAD, France.



SPEAKER PROFILE

PROF. SJARIEF WIDJAJA

Secretary General, Indonesian Ministry of Marine Affairs and Fisheries



A proficient writer, Mr. Widjaja is Secretary General at the Indonesian Ministry of Marine Affairs and Fisheries. Previously, he was Head of the Marine and Fisheries Human Resources Development Agency of the same ministry, where he oversaw efforts to improve education in fishing villages across Indonesia.

This issue, which is close to his heart, has compelled him to write a book on the subject called *Fishers Transition: A Formula to Develop Marine and Fisheries Human Resources*. For Mr. Widjaja, there is an urgent need to transform the main actors in the marine and fisheries sectors so that they can adopt modern, effective and profitable ways. Mr. Widjaja represents Indonesia as a Council Director to SEAFDEC, and is a graduate of the University of Strathclyde (Ph.D.).

PROF. DR. EMIL SALIM

Chairman and Member of the Advisory Council to the President of the Republic of Indonesia on Economics and Environmental Affairs



Mr. Emil Salim is Chairman and Member of the Advisory Council to the President of the Republic of Indonesia on Economics and Environmental Affairs. He has been appointed to several ministerial posts in Indonesia, but the role he has been playing on the environmental agenda is global. He was a member of the United Nations World Commission on Environment and Development (1984-1987), Vice Chairperson of the UN High Level Advisory Council for Sustainable Development (1992), Co-chair of the World Commission on Forests and Sustainable Development (1994), Chairperson of the 10th United Nations Commission on Sustainable Development (2001-2002), Chairperson of the Preparatory Committee for the World Summit (2002), and Chair of the Third ASEAN Ministerial Meeting on the Environment. In all these positions Mr. Salim has been able to give a voice to developing nations in Asia regarding their environmental problems.

The Government of Indonesia has also recognized his expertise. Over the course of 30 years, Mr. Salim has occupied key economic posts; as State Minister for Administrative Reform and as Vice Chairman of the National Planning Board (1970-1973), Minister of Transportation, Communication and Tourism (1973-1978), Minister of Development Supervision and Environment (1978-1983), Minister of Population and Environment (1983-1993), Chairperson of the National Economic Council (2001-2002), and Member of the Advisory Group for the President (2001-2002). He was member of the Council of Advisors to the President (2007-2009) and since March 2010 he is the Chairman of the Council of Advisors to the President.



SPEAKER PROFILE

BILL HOLDEN

Pacific Fisheries Manager for MSC

Mr. Holden is the Pacific Fisheries Manager for the Marine Stewardship Council (MSC), a global fisheries certification and ecolabel programme. He began working with the MSC in February 2009 and is based in the Sydney, Australia office. His work involves fisheries outreach in the Pacific and Indian oceans with a focus on tuna fisheries, and he is responsible for coordinating the global tuna fisheries program for MSC. Another component of his work is outreach to fisheries in South East Asia and the Pacific working towards sustainable fishing practices.

Mr. Holden has a wealth of experience in fisheries management with more than 20 years as an owner, operator and skipper of snapper and tuna longliners in the Kingdom of Tonga. He managed Alatini Fisheries Company which he started in 1989. He was the President of the Fishing Industry Association of Tonga (FIAT) and also a director of the Pacific Islands Tuna Industry Association (PITIA).

As well as his vast industry experience and knowledge of fishing and marketing operations, Mr. Holden's work in associations provides him with an understanding of regional management and an extensive Pacific network. Mr. Holden grew up in San Diego, California where he began commercial fishing. He graduated in 1984 with a BA in Political Science and Communications from University of California, Santa Barbara.



SHANTI L. POESPOSOETJIPTO

Chairman of PT. Samudera Indonesia Tbk

Mrs. Poesposoetjipto has been the President Commissioner of PT. Samudera Indonesia Tbk since 2008. She is also the Chairman of PT. Asuransi Bintang Tbk and the CEO of PT. Ngrumat Bondo Utomo (the Family Office of the Soedarpo family). She serves as an Independent Commissioner of PT. Tambang Timah and PT. Bank Rabobank International Indonesia (also known as PT. Rabobank International Indonesia). She has been a Commissioner of PT. Samudera Indonesia Tbk since 2000 and PT. Asuransi Bintang Tbk since May 2007.

She serves as a Member of the Board of Trustees of the Institute of Technology Bandung (ITB), and also served as an Independent Commissioner of PT. Timah Tbk. She is also actively engaged in several NGOs, e.g. Member of Professionals and Associations of the Indonesian Infocom Society (DPA-MASTEL) and Co-Chairman of the Board of Advisors of The Nature Conservancy (TNC) Indonesia Program. In the educational sector, she serves as Member of the East Asian Council at the INSEAD School of Management (France – Singapore), Chairman of the Supervision Board at the Foundation for Management Education and Development (YPPM) and Member of the School Council of the School of Business and Management at the Institute of Technology Bandung (ITB).

In 2002, she was granted the Women Inspire 2002 Award for Information Technology from Women's Business Connection Singapore. Mrs. Poesposoetjipto holds a Diplom Ingenieur (Dipl. Ing) in Electronics Engineering specializing in Computer Science from the Munich Technical University, Germany (1974).



SPEAKER PROFILE

DR. PAUL HOLTHUS CEO of World Ocean Council



Mr. Holthus is founding Executive Director of the World Ocean Council. He works with the private sector and market forces to develop practical solutions for achieving sustainable development and addressing environmental concerns, especially for marine areas and resources. His experience ranges from working with the global industry associations or directors of UN agencies to working with fishers in small island villages. He has been involved in coastal and marine resource sustainable development and conservation work in over 30 countries in Europe, Asia, the Pacific, Central America and Africa.

As a consultant on sustainable development and environmental management, he has worked with companies, industry associations, UN agencies, international NGOs and foundations on sustainability, especially in the areas of oil/gas, fisheries, aquaculture, standards and certification.

Past positions include: Deputy Director for the Global Marine and Coastal Program of IUCN - The World Conservation Union; founding Executive Director of the Marine Aquarium Council (an international standards-setting, certification and capacity-building organization bringing together industry/fishers, conservation and international agencies for sustainability in this global marine fishery, aquaculture and trade); Senior Officer in the Asia-Pacific Program of The Nature Conservancy; and Senior Program Officer of the UNEP South Pacific Regional Environment Programme (SPREP). Mr. Holthus is a graduate of the University of California and the University of Hawaii, with advanced degrees in coastal/marine resources and international business.

FLORENDO G. MARANAN Executive Director of the Bank of the Philippine Islands Foundation



Mr. Maranan is the Executive Director of the Bank of the Philippine Islands (BPI) Foundation. He leads the promotion of BPI's corporate social responsibility activities focusing on education, entrepreneurship, and environmental protection. He is also BPI's Chief Sustainability Officer and heads the Sustainability and Total Quality Office. As Chief Sustainability Officer, he oversees bank-wide energy efficiency and conservation, waste management and carbon footprint reduction.

He led the energy management program for the Head Office building of the Bank, resulting in 20% savings in energy costs per month with the ESCO guaranteeing about US\$150,000 a year. The head office building became the demonstration project for BPI's Sustainable Energy Financing for SMEs in both technology and ESCO financing structure. He is also handling bank's resource efficiency measures in branches with the use of LED lighting, photovoltaic solar system and rainwater harvesting systems. Mr. Maranan is also leading a three-year project with WWF-Philippines to assess the business risks related to climate change faced by the Philippines' major cities

Mr. Maranan has more than 20 years' experience in Human Resource management, having served as Head of HR Operations, Group Relationship Management. He is a graduate of Adamson University with a degree in B.S. Industrial Engineering.



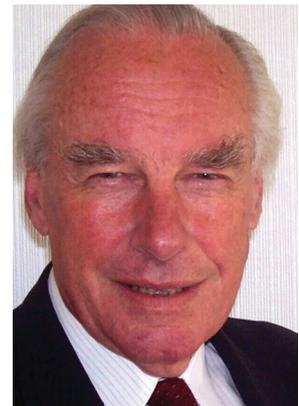
SPEAKER PROFILE

CAPTAIN ROD SHORT Executive Secretary of GlobalMET

Mr. Short has worked in the shipping industry for almost 60 years, having commenced seafaring at the age of 16. After 10 years of world-wide seafaring on various ship types in positions up to Second Mate, he commenced teaching while studying for the Extra Master certificate in the United Kingdom. He also has a degree as Master of Public Policy and a Diploma of Public Administration. Experience includes Instructor / Examiner of Masters & Mates, CEO, Marine Division, New Zealand Ministry of Transport; Head of Nautical Studies, Singapore Polytechnic; Commissioner, Eniwetok/Sentosa Cableway Collision Commission of Enquiry; court adviser; marine consultant; motor-yacht skipper; and delivery ship master.

He was awarded the Singapore Public Administration Medal in 1984. In 1996, after serving for six years as CEO/Principal of the Australian Maritime College and as a Director of the Australian Maritime Engineering Cooperative Research Centre, Mr. Short formed AustralAsian Maritime Education Services Ltd. to service maritime education in the Asia Pacific region, including the provision of Executive Secretary services to the Association of Maritime Education and Training Institutions in Asia Pacific (AMETIAP), which was established during his time at the Australian Maritime College.

As a result of growth outside the Asia Pacific region, the network has become the Global Maritime Education and Training Association, GlobalMET Limited, with a membership of over 100 maritime education and training providers in over 30 countries. Captain Short is currently serving as Executive Secretary of GlobalMET. From 2009 to 2011 he served as an advisor on e-learning to the Singapore Maritime Academy.

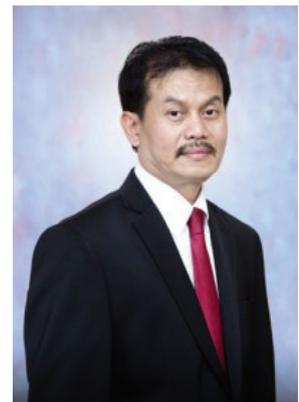


EDWIN DARMASETIAWAN

Development Director of Bali Tourism and Development Cooperation

Mr. Darmasetiawan began his career in an ocean shipping company, PT. Ocean Indonesia, in 1982. From there he was hired by PT. Bank Dagang Negara (1985 to 1999) where he reached the position of General Audit Team Leader. When the company merged with three other state-owned banks to form Bank Mandiri in 1999, he was assigned for several months as a member of the integration team. In 1999, he joined PT. Bank Export Indonesia as Head of the Department of Audit and subsequently became Head of the Division of Treasury (2005 to 2009).

The Indonesian government changed the function of PT. Bank Export Indonesia into a special fund (Indonesia Eximbank export) in late 2009, and he was assigned as head of the Asset Restructuring Division until March 2011. He subsequently joined PT Bali Tourism Development (Limited) as Director of Development. Mr. Darmasetiawan holds a Bachelor of Economics from the University of Indonesia and a Master of Management (MBA) from the University of Gajah Mada.



SPEAKER PROFILE

ADITYA UTAMA SURONO

Director of ANOVA Fishing and Living Program



Mr. Utama Surono has a passion for fisheries sustainability and community development in coastal areas of Indonesia, and has been working for more than ten years in fisheries and community development across the archipelago. As the Director of the Fishing and Living Program funded by the Anova Seafood Group, he is currently in charge of all certification, fisheries sustainability and coastal community development (along with corporate social responsibility) efforts under this initiative.

Mr. Surono studied International Relations at the Catholic University of Parahyangan, Bandung, and he has worked for years in conjunction with the Asian Development Bank, NACA, the Japan Fund for Poverty Reduction and the Ministry of Regional Development. He is an outspoken advocate of sustainability for tuna fisheries and coastal livelihood community development. He believes that to make fisheries sustainable we must first sustain the livelihoods of fishermen.

DILAN SAWALIUS BATUPARAN

Vice President / Head of International Division of Eximbank



Mr. Batuparan has been working with Eximbank since 1999 in various roles. The bank supports the Government of Indonesia's national export program through the National Export Financing.

This is achieved by providing export assistance in the form of financing for firms producing goods and services and/or other businesses that support exports; providing financing for the transactions or projects that cannot be financed by banks but have the prospects (non-bankable but feasible) to increase the national exports; and helping cope with the obstacles faced by the banks or the financial institutions in providing financing for the exporters that are commercially potential and/or important in Indonesia's economic development, security and insurance for development.



SPEAKER PROFILE

DR. HANDRY SATRIAGO CEO of General Electric Indonesia

Mr. Satriago is credited with changing the strategy of General Electric (GE) in Indonesia by shifting focus from 'future market' to the 'now market'. Based on the strength of this concept, he was offered to apply it as CEO of GE in Indonesia.

Now, 70 years after GE began operating in Indonesia, the company has initiated local innovations emphasizing its 'Company to Cities' program. Jakarta is no longer the center of activities. In western Indonesia, Palembang has risen in GE's business map and Balikpapan is today the business center for the eastern part of the country. GE operates its business in many rural areas through programs covering rural healthcare and rural energy.

As CEO, Mr. Satriago has broken two records: he is the first graduate of a national university to hold this job and he is the youngest leader in GE Indonesia's history. He is passionate to see more of Indonesia's young talents become global leaders.

Mr. Satriago holds a doctorate degree in Strategic Management from the University of Indonesia, a Master in International Business from Monash University (Australia) and the Indonesian Institute of Management Development, as well as a Bachelor in Industrial Engineering Technology from the Bogor Agricultural Institute of Indonesia (IPB).



MODERATOR PROFILE

YULI ISMARTONO

Deputy Chief Editor of Tempo English Edition



An expert in media issues and media training, government relations and community development, Mrs. Ismartono is currently the Deputy Chief Editor of the English edition of TEMPO, a weekly news and current affairs magazine based in Jakarta, Indonesia. She is also managing editor of AsiaViews, a monthly supplemental magazine distributed by publications in the member countries of the Association of Southeast Asian Nations (ASEAN).

Mrs. Ismartono completed her undergraduate studies in political science at Delhi University in India and graduate studies in journalism at Syracuse University in New York. She is a member of the Jakarta Editors Club, the Indonesian Alliance of Journalists and the Jakarta Foreign Correspondents Club. She is Chairperson of the Board of Directors of the TIFA Foundation, a non-governmental organization in Jakarta supporting projects in the areas of media development, democracy, pluralism, access to justice and women's empowerment. She is also a member of the advisory board of the New York-based Revenue Watch Institute and Altsean Burma, a Bangkok-based non-governmental organization campaigning for a free and democratic Myanmar.

RILI DJOHANI

Director of the Coral Triangle Center



Ms. Djohani has worked for over 20 years to improve the management and financial sustainability of Marine Protected Areas (MPAs) and to reduce the use of unsustainable fishing practices in Southeast Asia. She is the Executive Director of the Coral Triangle Center (CTC), which is focused on strengthening local capacity for marine conservation through an integrated portfolio of MPA learning sites, customized training and learning networks, and facilitation of public private partnerships in the Coral Triangle region.

Ms. Djohani worked for The Nature Conservancy (TNC) from 1995 to 2011. During that time, she led an innovative financing and collaborative management initiative in Komodo National Park with the International Finance Corporation of the World Bank, established TNC's CTC program in Bali in 2000 and served as TNC's Country Director for Indonesia from 2004 to 2008, with responsibilities over the forest programs in Southeast Asia and the Coral Triangle. She was also part of the team that helped start up and launch the Coral Triangle Initiative. She was appointed TNC Coral Triangle Program Director in 2009 and focused on government and partner relationships in the Asia Pacific region. She then worked closely with TNC to launch the CTC as an independent, regionally-based non-profit in 2011.

Ms. Djohani holds a Master of Science in Tropical Marine Ecology from the University of Leiden in the Netherlands and a Master of Science in Tropical Coastal Zone management from the University of Newcastle-Upon-Tyne. She is currently enrolled in a Ph.D. program (Environmental Policy and Law) with the University of Leiden (the Netherlands) regarding legal frameworks for public private partnerships in MPAs in Indonesia.



MODERATOR PROFILE

DR. EFRANSJAH CEO of WWF-Indonesia

Mr. Efransjah joined WWF-Indonesia to take the helm of the organization as Chief Executive Officer in 2010. He previously served as CIFOR Regional Coordinator for South-east and East Asia, was UNDP Chief Technical Advisor in charge of a large Global Environment Facility (GEF) initiative for seven years, and served as Project Manager (Asia and Pacific region) at the International Tropical Timber Organization (ITTO) in Yokohama, Japan, for ten years. He started his career with the Indonesian Ministry of Forestry.

Mr. Efransjah graduated from Bogor Agricultural University (IPB) in 1980, and pursued higher education in France. He completed his Masters and Doctoral degrees in Sciences du Bois, at the Universite de Nancy I, in 1988.



ACKNOWLEDGEMENT



The National Coordinating Committee of the Coral Triangle Initiative on Coral Reefs, Fisheries and Food Security (CTI-CFF) under the Ministry of Marine Affairs and Fisheries of Indonesia (MMAF) would like to acknowledge the Government of Indonesia, all partners, sponsors and individuals who contributed to making the 3rd Coral Triangle Regional Business Forum such a success.

We wish to convey our gratitude to H.E. Mr. Sharif C. Sutarjo, Minister of MMAF, for opening the event, Mr. Syarief Wijaya, Secretary General of the MMAF for his guidance and support, and Mr. Sudirman Saad, Director General, Marine, Coastal, and Small Island Affairs, MMAF, who is acting as the Executive Secretary of the Interim Regional Secretariat of the CTI-CFF, for his leadership, support and ongoing encouragement.

We would also like to thank Mr. Suseno Sukoyono, Mr. Eko Rudianto, and Mr. Hendra Yusran Siry from the Regional Secretariat for their endless support as well as CT6 delegates for their substantial participation and cooperation. All National Coordinating Committee members from other ministries are also thanked, along with the Bali Provincial Government for the management and technical support that was provided to ensure the success of this forum.

The event would not have been possible without the backing of partners such as WWF for financial support, and also for enthusiastically mobilizing their extensive network of contacts to attract international speakers of the highest caliber. We also appreciate the support of the Coral Triangle Center and the Indonesian Chamber of Commerce and Industry (Kadin) in identifying and inviting high-level speakers. Furthermore, the help of USAID's Coral Triangle Initiative Support Program was catalytic in enabling delegates from the CT6 countries to attend this forum. We wish to extend our best appreciation to all speakers who have travelled to Bali to share their valuable opinions and insights to stimulate discussion, as well as to give inspirational motivation to create business solutions that are economically profitable and environmentally sustainable.

We would like to convey our sincere thanks to all forum participants, whose interest in, and commitment to the Coral Triangle drives us all to explore new approaches to manage our marine resources for today and for future generations.

Finally, on a personal note, I wish to thank all the members of the organizing committee and the partners who have done a marvelous job in making 3rd Coral Triangle Regional Business Forum such a successful and memorable event.

Sincerely

Dr. Victor PH Nikijuluw
Executive Secretary
National Coordinating Committee
Coral Triangle Initiative on Coral Reefs, Fisheries and Food Security



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