



**UNITED NATIONS GLOBAL COMPACT  
COMMUNICATION ON ENGAGEMENT (COE)**

**Myanmar Business Executives Association**

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**REPORT PERIOD COVERED  
FROM JULY 2021 to APRIL 2024**

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## Statement of Continued Support

To our stakeholders:

We are pleased to confirm that Myanmar Business Executives Association reaffirms its continued support to the United Nations Global Compact and its ten principles in the areas of human rights, labor, environment and anti-corruption.

This is our communication on engagement with the United Nations Global Compact. We warmly welcome feedback on its contents.

In this Communication on Engagement, we describe the actions that our organization has taken to support the UN Global Compact and its ten principles as suggested for an organization like ours. We also commit to sharing this information with our stakeholders using our primary channels of communication.

Sincerely yours,

A handwritten signature in blue ink, appearing to read "Min Oo", written over a thin blue horizontal line.

Min Oo

President

Myanmar Business Executives Association



**More About MBE;**

## **M**yanmar **B**usiness **E**xecutives **A**ssociation

**DICA Company limited by Guarantee-MBE INC. Reg/No :  
119998638**

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 [www.mbemyanmar.org](http://www.mbemyanmar.org)

 [facebook.com/MBEAssociation](https://facebook.com/MBEAssociation)

## Executive Summary

Myanmar Business Executives Association (MBE) is a network of more than 2000 MBA graduates prominent business actors Myanmar Business Executives Association (MBE) is a local NGO organization with over 150 core members of Myanmar Citizen MBA Graduates and members are owners or management executives of Private business of manufacturing, trading, marketing, services, IT, agriculture, Logistics, transportation, jewellery, travel & tours and professionals such as trainers, teachers, journalists,. Members are business entrepreneurs and owners dedicated to contributing to Myanmar's sustainable development through responsible business practices and it is driven by 5 staff members.

MBE's activities include business development, business sustainability, community development programs on livelihood, education, health and infrastructure. It has training and capacity development programs related to business education, social development, moral education, human rights, and organizational development.

It is also a social enterprise and an advocate for corporate social responsibility with an innovative mindset. Basically it ensures an open mind and support to all those in need of guidance to bring up their business organizations and livelihood in the most effective and efficient way.

MBE was formed in 2008 and started functioning in three areas; Humanitarian and Development, Business Capacity Building (BCB) Center and Social Business. Currently there are 5 working committees in the organization namely-

1. Business Capacity Development Committee
2. Collaboration and Strategic Partnership Committee
3. Fellowship and Public Relations Committee
4. Good Governance and Responsible Business Development Committee
5. Strategic Business Development Committee

Since its inception in 2008, MBE has implemented a variety of management training, seminars, workshops to promote capacity building of Myanmar citizens. The training includes Regular Business Management training, E-Learning for Entrepreneurs, Business English Trainings, Career Enhancement Program, Training of Trainers (ToT) partnering with Indiana University, and KV Zurich Business School.

From 2014 to 2016, MBE acted as implementation partner of Indiana University, Kelley School of Business to promote the economic development and entrepreneurship education of the people of Myanmar and conducted entrepreneurship programs and training. MBE also implemented the signature

program Local Entrepreneurs Assistant and Development (LEAD) Program of mentoring the micro-SMEs and 50 SMEs in Bagan Nyaung - U areas and successfully completed the one-year program of mentoring and business training.

Since 2012, MBE has been assisting in “Sharing the Dream” scholarship program, the CSR Project of Siam Cement Group of Thailand which, so far, has provided 1999 awards to high school students in Myanmar.

As the implementing partner of an independent NGO called Caritas Switzerland, MBE has reconstructed 37 school buildings in Pyapon, Dedaye and Kyaik Latt townships in Ayeyarwaddy Region to be cyclone and earthquake resistant facilities. The school children from more than 40 village tracts have benefited from the reconstruction of the facilities. The total project cost was US\$5.9 million during three years

We have registered under Myanmar Business Executives Association INC. (Reg.No.119998638) at the Directorate of Investment and Company Administration (DICA) which acts as a primary interface between businesses and the government. MBE is led by a president, two vice presidents, one general secretary and three joint secretaries.

### **Business Capacity Building Center**

MBE set up Business Capacity Building (BCB) Centre officially to enhance capacity at individual and institution level. At BCB center, theories are taught by well-known teachers from management and economic fields, and hands-on business practices are shared by the experienced business executives and entrepreneurs from BCB/MBE members. Interactive and participatory teaching, group discussion, brainstorming and problem-solving techniques are unique competitiveness of BCB center in the real time business environment of Myanmar. Not only regular business courses but also a series of customized corporate training are conducted.

The center also encourages members to participate actively and always invites market leaders to share their experiences by organizing panels. It stands as a center that desires to support each other and bring up hidden talents to be on par with other ASIAN countries.

## VISION

A successful yet highly responsible business community which contributes to improving living conditions and creating a sustainable environment for all, while preserving Myanmar's unique business culture.

## What MBE Value ...

- Leadership
- Reputation
- Responsiveness
- Professionalism

## Area MBE Focus;

- Business Capacity Development
- Strategic Business Development for MSMEs
- Responsible Business Development
- Fellowship & Community Support

## “Organization Structure of MBE - Management Team”

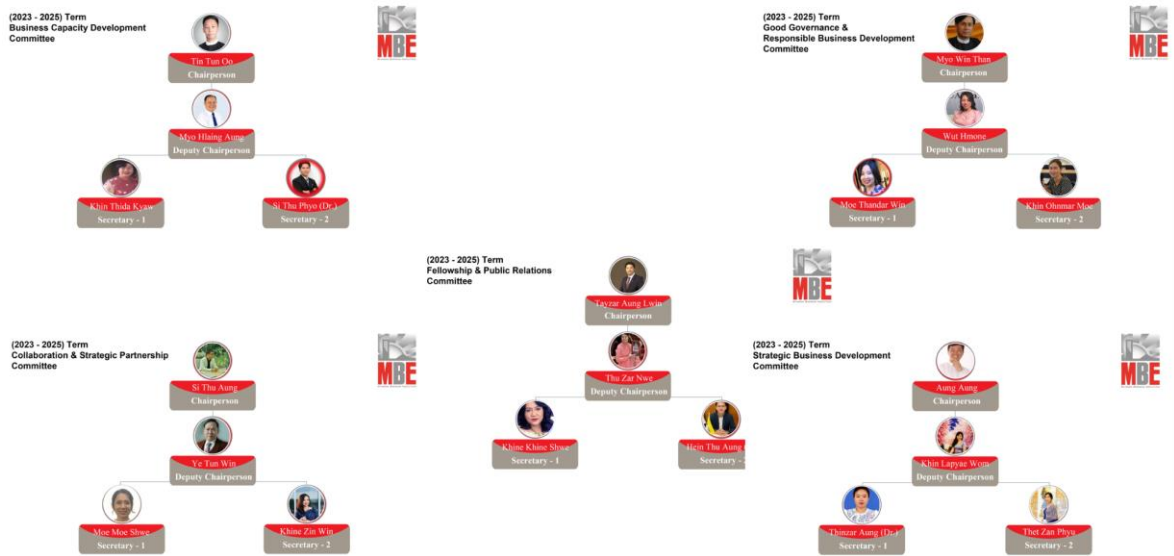
(2023 - 2025 Term)  
Management Team Members (CEC)



## “ MBE’s 5 working committees”

1. Business Capacity Development Committee
2. Collaboration and Strategic Partnership Committee
3. Fellowship and Public Relations Committee
4. Good Governance and Responsible Business Development Committee
5. Strategic Business Development Committee

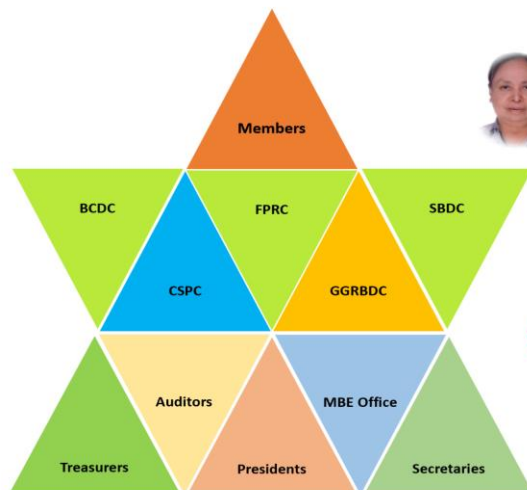
## MBE (2023-2025) Committees



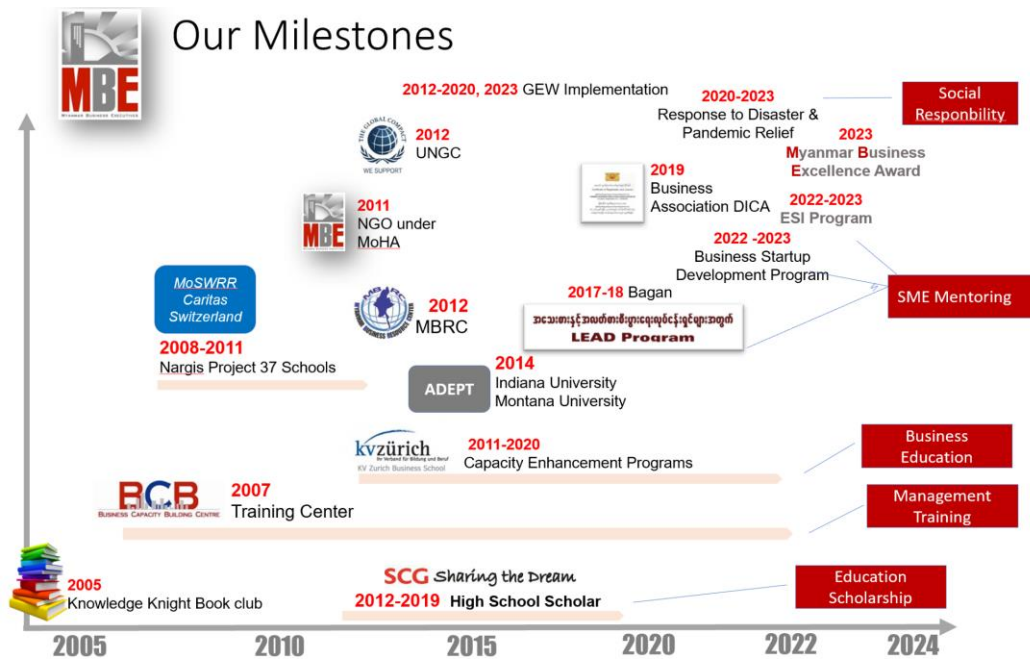
## MBE - Matrix



### MBE Matrix







**“Myanmar Business Executive Association’s activities during 2021-2023”**

In the following pages, as we have highlighted the MBE’s activities in chronological order it may not allow the principals to be in order as well. Owing to its peculiar nature, one activity could comply with more than one principle. Also, more than one committee could be engaged in one activity.

**10 Principles of UN GLOBAL COMPACT;**

**“HUMAN RIGHTS PRINCIPLES”**

Principle 1: Businesses should support and respect the protection of internationally proclaimed human rights; and

Principle 2 : Make sure that they are not complicit in human rights abuses.

**LABOUR PRINCIPLES**

Principle 3: Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining;

Principle 4: The elimination of all forms of forced and compulsory labor;

Principle 5: The effective abolition of child labor

Principle 6: The elimination of discrimination in respect of employment and occupation.

## ENVIRONMENTAL PRINCIPLES

Principle 7: Businesses should support a precautionary approach to environmental challenges;

Principle 8: Undertake initiatives to promote greater environmental responsibility; and

Principle 9: Encourage the development and diffusion of environmentally friendly technologies.

## ANTI – CORRUPTION PRINCIPLES

Principle 10: Businesses should work against corruption in all its forms, including extortion and bribery

### I. “Seminars & Talks”

MBE organized various seminars and talks to facilitate knowledge-sharing among members and the MBE network.

Date	Description	Objective
05 November 2021	From Blame To Gain Online Event Speaker : Prof. Dr. Aung Tun Thet	To initiate on cultivating a "No Blame Culture, emphasizing accountability, learning, and problem-solving without assigning blame.
23 November 2021	Creating Effective Executive Team Online Event Speaker : Prof. Dr. Aung Tun Thet	To explore insights and strategies for creating an Effective Executive Team, emphasizing collaboration, communication, and alignment toward organizational goals.
19 December 2021	Lifelong Learning In The Digital World Online Event Speaker : Prof. Dr. Aung Tun Thet	To get awareness of "Lifelong Learning in the Digital World," addressing the importance of continuous skill development and adaptation to technological advancements for personal and professional growth.

<p>08 January 2022</p>	<p>Dealing Positively with Disagreements</p> <p>Online Event</p> <p>Speaker : Prof. Dr. Aung Tun Thet</p>	<p>To emphasize on "Dealing Positively with Disagreements," providing attendees with techniques and strategies for navigating conflicts constructively and fostering productive outcomes.</p>
<p>03 February 2022</p>	<p>“Current and New COVID-19 Challenges in Business Society”</p> <p>Online Event</p> <p>Panelists : Dr. Aye Aye San ( CEO, Victoria Hospital), Dr.Khin Maung Htwe ( GM, N-Health Myanmar ), U Ye Win Aung ( VP, UMFCCI )</p>	<p>To Help and Support the social and economic organizations in overcoming the challenges posed by the COVID-19 pandemic.</p>
<p>08 March 2022</p>	<p>"Good Corporate Governance Matter"</p> <p>Online event</p> <p>Speaker : Prof Dr. Aung Tun Thet</p>	<p>To Support business organizations in transitioning into community-minded entities through the implementation of good governance and commitment to ethical principles.</p>
<p>22 March 2022</p>	<p>Workplace Trend in 2022 and Beyond</p> <p>Online Event</p> <p>Speaker : Prof. Dr. Aung Tun Thet</p>	<p>To provide insights into "Workplace Trends in 2022 and Beyond," discussing emerging developments, remote work dynamics, and innovative approaches to workplace culture and management.</p>
<p>25 June 2022</p>	<p>"Tapping Investment Opportunities of the Agribusiness Industry in Myanmar"</p> <p>Online Event</p> <p>Speakers : Daw Thein Thein Aung, Daw Thi Mar Win ( Directors of Myanseed Agri Business Consultancy Co., Ltd. )</p>	<p>To offer substantial support to agricultural businesses operating in Myanmar. Through this seminar, participants will gain insights into the various investment opportunities available within the agribusiness sector of Myanmar. The event aims to provide valuable information, resources, and networking</p>

		opportunities to empower agricultural businesses to thrive and grow in the dynamic landscape of Myanmar's agribusiness industry.
19 March 2023	"Why the Stock Market Crashes and How Can We Capitalize On it?" Online Event Speaker: U Kyaw Myo Tun (Financial Consultant & Author)	To share knowledge of the stock market, opportunities for stock investment, various factors of stock market crashes, and current stock market situation so that members can access more investment opportunities.
22 July 2023	"Three Critical Sets for Success: Mindset, Skillset, Toolset" Online Event Speaker : Prof Dr. Aung Tun Thet	To share about the interaction of mindset, skillset, and toolset which is crucial in various aspects of life, including personal development, career advancement, and problem-solving.
12 August 2023	"Sustainability of Small Businesses" Online Event Speaker: Dr. Daw Moe Moe Khaing	To provide practical strategies and expert insights into the unique challenges faced by small business owners. Attendees gained valuable knowledge and actionable steps to strengthen their businesses and promote long-term sustainability.
28 August 2023	"New Business Leadership Skill in the 21st Century" Hybrid (Online + On-site) Speaker: Prof Dr. Aung Tun Thet	To raise awareness that Business leadership needs adaptability to changing post-COVID-19 scenarios, with essential skills including digital proficiency, resilience, empathy, strategic vision, collaboration, and continuous learning. Leaders must navigate uncertainties with agility, leverage technology for

		growth, foster strong relationships, and drive long-term success through innovation and strategic planning.
17 February 2024	"Mindful Leadership & Management" Online Event Speaker : Prof Dr. Aung Tun Thet	To get awareness about Mindful leadership and management which are increasingly recognized as essential components of effective organizational leadership.

### **“HUMAN RIGHTS PRINCIPLES”**

Principle 1: Businesses should support and respect the protection of internationally proclaimed human rights; and

### **LABOUR PRINCIPLES**

Principle 3: Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining;

### **ENVIRONMENTAL PRINCIPLES**

Principle 7: Businesses should support a precautionary approach to environmental challenges;

Principle 8: Undertake initiatives to promote greater environmental responsibility; and

Principle 9: Encourage the development and diffusion of environmentally friendly technologies.

It was obvious that from 2020 to 2021 the world was going through the pandemic stage in all sectors. In addition to that our country went through other instabilities as well and by 2022 for many sectors, there was a need to Gear Up, especially downsizing.

During the COVID period, MBE increasingly arranges overall online & amp; life stream activities for all members and the public to share information, education, knowledge sharing, panel discussion, webinars, etc... to enjoy in the comfort of any place.

MBE has organized an online event on Current and New COVID-19 Challenges in Business Society on 3rd February. The event was to cheer up and support health education to business organizations by sharing ways and means to support people and organizations affected, limit further disruption, and facilitate business continuity for a swift recovery within their societies at different levels.

Again on 8th March MBE did one more seminar on “Good Corporate Governance ” Matter to support the organizations in transitioning towards community-minded entities and commitment to ethical principles like as “UNGC 10 Principles concept” through good governance. At the same time supporting each other to create friendly technologies.

On 25th June again we focused on creating awareness to invest and create more job opportunities in rarely tapped sectors like agri-based business and made an online seminar on Tapping Investment opportunities of “Agri-based Industry” in Myanmar. The event aims to provide valuable information, resources, and networking opportunities to empower agricultural businesses to thrive and grow in the dynamic landscape of Myanmar's agribusiness industry.

The period itself needed exploring and moving forward to help the community to sustain their business

MBE also did a talk on 19 March 2023 on Stock market crash and how we can capitalize on it. We manage to invite well-known financial consultants and authors in Myanmar to share knowledge on various factors in the Stock Market. Our event aims to convey as much information as possible to access investment opportunities.

MBE moves forward and continues with our journey of sharing knowledge and information. On 12th August 2023 and 28th August 2023, we did talks on the Sustainability of Small Businesses and "New Business Leadership Skill in the 21st Century". Also on 17 February 2024, we touched on a similar line of topic "Mindful Leadership & Management” again with an online event.

We need to encourage our fellow citizens to undertake initiatives to promote greater environmental responsibility, and for this mindful leadership is essential.

The event aims to encourage businesses to sustain and Leaders to navigate uncertainties with agility, leverage technology for growth, foster strong relationships, and drive to sustain long-term.

## ANTI – CORRUPTION PRINCIPLES

Principle 10: Businesses should work against corruption in all its forms, including extortion and bribery

As the business gradually stabilizes by mid of 2023 we shifted our focus towards ethics , mind sets. We need to cultivate a clear mind set in each individual so that the code of conduct can be practiced in Businesses. Skill set and Tool set come together with mind sets.

We organized an online event on 22 July 2023 tapping on Three Critical Sets for Success: Mindset, Skillset, Toolset" . We invited a speaker who is well known and has many years of experience in conducting and consulting so many big organizations.

### **II. MOU with Organization, MSME Development Program & Collaboration with International Organizations**

**UNGC’s 10 Principles ; HUMAN RIGHTS PRINCIPLES (2), LABOUR PRINCIPLES (4), ENVIRONMENTAL PRINCIPLES (3), ANTI – CORRUPTION PRINCIPLES (1)**

MBE’s activities as “MOU with partner organizations “,“MSME Development” and “Collaboration with International Organization" programs can provide a kind of support ( or ) consequently support to organizations or individuals in line with points of UNGC’s 10 principles activities.

#### **II.a) MOU with Partner Organizations**

During 2021-2024, MBE has signed MOU with various partner organizations to engage in collaborative activities of mutual benefit.

Date	Organization	Objective
01 October 2022	Myanmar Computer Industry Association	To emphasize Forms of MOU Binding Cooperation in Business Capacity Development Activities for Entrepreneurs, Business Development Activities and Networking Activities
01 October 2022	Myanmar Women Entrepreneur Network	To emphasize Forms of MOU Binding Cooperation in Exchange of Business Management and Computer Science Theories, Practices, and Experiences, Business Capacity Development Activities for Entrepreneurs, Business Development Activities and Networking Activities.

26 February 2023	Myanmar Women Entrepreneurs Association	To emphasize Forms of MOU Binding Cooperation in Business Capacity Development Activities for Entrepreneurs, Exchange of Business Management Theories, Practices and Experiences, Mentoring Program for Entrepreneurs, and Networking Activities.
21st October, 2023	Union of Myanmar Bamar Ethnic Entrepreneurs Association	To emphasize Forms of MOU Binding Cooperation in Business Capacity Development Activities, Exchange of Business Management Theories and Experiences, Mentoring for Entrepreneurs, Jointly Building Market Opportunities, and Networking Activities.
24th January 2024	Device Business University	To emphasize Forms of MOU Binding Cooperation with Business Institution in the Exchange of students, Joint teaching activities, Joint promoting and developing Myanmar Small and Medium Enterprise Programs, Visits by, and exchange of, scholars, and teachers.
17th March 2024	GUSTO University	To emphasize Forms of MOU Binding Cooperation for Inspiring Modern Business and Technology in Exchange of students, Joint Teaching activities, Internship opportunities for students, Jointly promoting and developing Myanmar Small and Medium Enterprise Programs, Visits by, and exchanges of, scholars, teachers, and resource persons, Jointly organizing Business Plan Contests, Matchings, and Networking Sessions, Jointly supporting CSR Activities.

During the tenure of 2022-2023, MBE has signed an MOU with a total of four different NGO organizations and two universities. We started with Myanmar Computer Industry Association on 01st October 2022 focusing on capacity development for Entrepreneurs in upgrading their business using software and application-based operations to be at par with other International companies.

Then we move forward for Businesses to uphold the freedom of association and the effective recognition. We did MOU with Myanmar Women Entrepreneur Network on 1st October 2022 and 26th February 2023 with Myanmar Women Entrepreneurs Association, and again on 21st October 2023, Union of Myanmar Bamar Ethnic Entrepreneurs Association. The purpose is to exchange Business Management Theories, and mentor entrepreneurs to cultivate exchanging ideas and jointly build up businesses from different ethnic groups.

In order to attain education opportunities and exchange scholar programs to upgrade the learning cycle we collaborated with Device Business and GUSTO Universities.

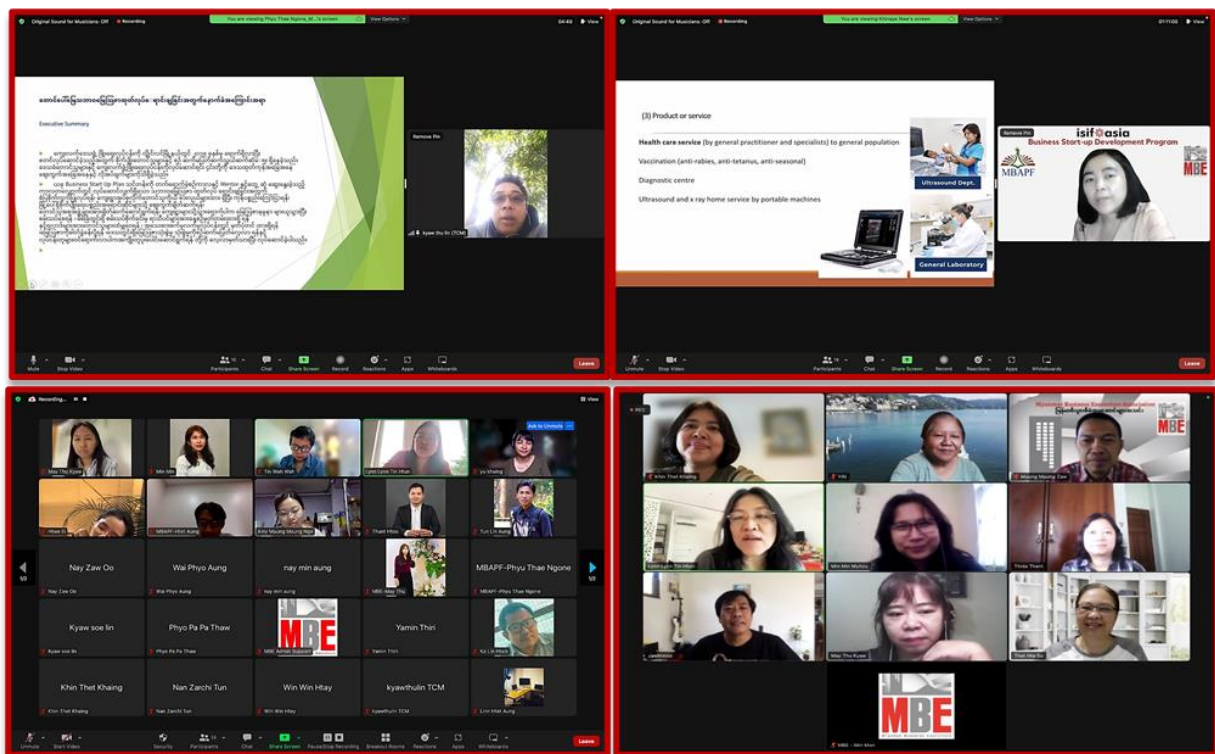


## II.b) MSME Development Program

### Business Start-ups Development Program

As the demand for business start-up development rises, particularly in terms of skill training, market access, and financial resources, MBAPF, a local NGO, has taken the initiative to recruit 40 SMEs from across Myanmar. These SMEs will undergo training and receive support to enhance their business management knowledge and skills, essential for the growth of their enterprises.

As an implementation partner, Myanmar Business Executives Association has been actively involved in program design, conducting need assessments, mobilizing and selecting program participants, delivering training sessions, providing mentoring support, and evaluating the progress of the selected 40 candidates. This comprehensive approach aims to increase the likelihood of business growth and sustainability among the participating SMEs.



## II.c ) Collaboration with International Organizations

### Enterprise Asia

Enterprise Asia is a leading non-governmental organization in pursuit of creating an Asia that is rich in entrepreneurship as an engine towards sustainable and progressive economic and social development within a world of economic equality.

## Hashtag

Hashtags is a Singapore-based organization, that specializes in strategic business transformation, AI-driven omni-channel marketing advisory solutions, and ecosystem development to enhance businesses' value to investors and customers.

Hashtags and Enterprise Asia invited MBE to be a supporting partner for the events host by them and MBE participated as follows:

Date	Topic of Event
(18-19) November, 2021	“Innovate, Uplift, & Transform the Future of Businesses”
(1-2) September, 2022	“Innovate, Collaborate, Globalize For the Future of Sustainable Economy”
(20-21) October, 2022	“Penang Economic Summit 2022”
(16-17) May, 2023	“Propelling Sustainable Innovation, Delivering Business Impact”

### **III. “ Entrepreneurship Support Initiative & International Women Day Event”**

**Principle 3:** Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining;

**Principle 6:** The elimination of discrimination in respect of employment and occupation.

#### **III.a )Entrepreneurship Support Initiative**

MBE also implemented “Entrepreneurship support Initiative” for women-led business funded by a swiss organization.

Women entrepreneurs are facing different and more severe challenges compared to their male counterparts; work family conflict (double burden- unpaid care and domestic responsibilities), difficulty raising capital, lack of infrastructure, unstable business, lack of training and education for business.

In order to increase the resilience of women led micro/ small businesses in Yangon, Shan (South), Mon and Kayin, the program is to provide entrepreneurship training as well as post training mentoring/ coaching/ networking support to increase the likelihood of enterprise growth and sustainability.

With the extensive knowledge and experience that MBE has got from implementing a variety of programs and projects over the years, the Entrepreneurship Support Initiative

(ESI) program was designed and developed and the program focused on following skills:

- Developed/ improved business plans for their businesses by the end of the training and understand how to access loans.
- Developed an online presence and understand how to market their products
- Ability to accept digital payments
- Consistent use of cash books to record monthly incoming and outgoing monies
- Understanding of the importance of separating their personal banking accounts from their business banking accounts

A total of 77 women-led micro/ small businesses from Yangon, Shan (South), Mon and Kayin completed this Entrepreneurship Support Initiative (ESI) which started from early November 2022 to mid-February 2023.



### **III.b) International Women Day Event (8 March 2023)**

To commemorate International Women's Day, MBE engaged in the "On Her Journey" Discussion and Dialogue program, together with MyanWEN, which is one of the partner organizations.

The main theme of the panel discussion during the event was "Embrace Equity," which centered around gender equity in the workplace, occupations, and broader societal contexts.

This inclusive program welcomes businesses of all sizes and genders, ensuring a comprehensive experience for women business owners, irrespective of their background or status. The aim was to offer valuable insights and benefits to every individual attendee, making it a rewarding experience for all participants.



#### IV) “Disaster Relief Support & MBE Green Growth Initiative”

##### ENVIRONMENTAL PRINCIPLES

Principle 7: Businesses should support a precautionary approach to environmental challenges;

Principle 8: Undertake initiatives to promote greater environmental responsibility; and

Principle 9: Encourage the development and diffusion of environmentally friendly technologies.

##### IV.a ) Disaster Relief Support

In May 2023, the Mokha Cyclone struck Myanmar, making landfall on the west coast and devastating much of the Rakhine Region and surrounding areas. To help and support the cyclone-affected region, MBE Association contributed 5,100,000 kyats, while MBE members collectively donated 9,600,000 kyats. A total of 14,700,000 kyats was provided to the WE LOVE RAKHINE group, a local CSO, which then distributed to 257 households that were impacted by the Mokha Cyclone in the Rakhine region.



#### **IV.b) MBE Green Growth Initiative**

As plantation is crucial for environmental reservation, climate regulation, food security ect., MBE also promotes environmental greening campaigns during the rainy season.

MBE organized the "Rainy Season Tree Planting Event" at the “Maha Vihara monastery” in Hmawbi. MBE members planted over 100 plants and donated Kyat 1,100,000/ for the monastery.



#### **V) Other Activities**

##### **V.a ) Donation of Books (2022 April & May)**

MBE has received a total of 4986 books from different organizations, all of which are properly stored and maintained. With these books, MBE organized a book fair for its members, offering each member a selection of 10 books as a token of appreciation.

Furthermore, MBE distributed these books to the Myanmar Librarian Foundation and the Village Library in PaganKwe Village, Bago Division.



## V.b) Member Gathering and Networking Events

MBE organizes Member Gathering events with the objective of fostering enduring friendships among members while also serving as a platform for the seamless exchange of valuable information. These gatherings are designed to cultivate a sense of companionship and belonging within the MBE community. Through structured activities, engaging discussions, and networking opportunities, members not only strengthen their existing bonds but also forge new connections with like-minded professionals. Additionally, these events provide avenues for sharing insights, experiences, and knowledge, thereby enriching the collective wisdom of the MBE community.

MBE also arranged the "Stress Release Walk (SRW) Program" at Kandawgyi Park, offering support to members navigating socio-economic hurdles and adapting lifestyles amidst the Covid-19 pandemic.

By fostering an environment of collaboration and mutual support, Member Gathering events play a vital role in sustaining the growth and vitality of MBE and its members.



## OVERALL OUTCOMES AND IMPACT OF MBE (July 2021- April 2024)

Business persons become more aware of their responsibilities in their investment and doing business. The United Nations Global Compact's core principles are the guiding principles for all the stakeholders. MBE has been playing a meaningful role in spreading more awareness among the public in general and entrepreneurs and business persons in particular by doing a lot of activities mentioned in our report. To put it in a nutshell, the activities and efforts of MBE have been hugely impacting on the business environment motivating its players to keep moving ahead. Thanks to UNGC.