



Coral Triangle Initiative REGIONAL BUSINESS FORUM

October 10-11, 2011 • Royale Chulan Kuala Lumpur, Malaysia

Innovative Solutions Today for Sustainable Resources Tomorrow

WWF Network Report



Government of Malaysia



National Oceanography Directorate
and CTI Malaysia National
Coordination Committee



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The Coral Triangle Initiative Regional Business Forum

The Coral Triangle Initiative (CTI) Regional Business Forum 2011 was hosted this year by the Malaysian Government, organized by the Malaysian Ministry of Science, Technology & Innovation, in partnership with WWF, USAID & the Asian Strategy Leadership Institute (ASLI).

Building on the success of the first CTI Business Summit held in Manila in January 2010, this forum once again brought together government officials, industry

leaders, investors, funders, innovators and change-makers in the Coral Triangle to stimulate public-private partnerships and identify meaningful opportunities for stronger private sector engagement in fulfilling the goals outlined in the CTI Regional Plan of Action.

Themed ***Innovative Solutions Today for Sustainable Resources Tomorrow***, the forum provided a unique opportunity for high-level and key policy-makers to engage in frank and candid discussions with business and industry leaders in developing innovative solutions that are both profitable and sustainable for the Coral Triangle region.



Forum Objectives

- Engage business and industry leaders in developing innovative solutions which are both profitable and sustainable for the Coral Triangle region;
- Promote collaboration among the private sector, CTI member countries, NGOs, and international institutions to address green investment opportunities for increased economic growth;
- Catalyse new partnerships between the private sector and governmental institutions that foster shared goals for sustainable marine resources; and
- Ensure continuous commitment from key sectors in supporting CTI member countries' goals towards sustainable development.

WWF's Role

As one of the partners, WWF played a significant part in organizing this regional forum both substantively and logistically. Mr Paolo Mangahas, the CTNI Communications Manager, with his background in event organising, was again critical in keeping the preparations on track, and received much praise from the Malaysian Government and from the USCTI Program Intergrator.



Apart from channelling financial support to the event, WWF provided its technical expertise and experience (from organizing the first CTI Business Summit in Manila), in shaping this year's program, themes and topics, identifying and inviting plenary speakers and roundtable moderators, and bringing good examples of public-private partnerships (PPPs) and their representatives to the forum.

The forum benefited from WWF's strong working relationships with the private sector from relevant industries including but not limited to fisheries, tourism, energy, and technology, to name a few. Many of the participants and speakers were direct professional contacts of WWF colleagues around the region.

WWF CTNI Programme Leader, Dr Lida Pet-Soede, opened this year's plenary with a Keynote Address that focused on "Safeguarding the Ecological and Economic Benefits and Sustainable Growth of Coral Triangle Resources" (<http://www.ctibusinessforum2011.com/speech.htm>)

WWF-Malaysia lent its invaluable support to the forum in many ways, with its Executive Director / CEO, Dato' Dr Dino Sharma, leading the Roundtable Discussion on Sustainable Eco-Resources and Biodiversity Management. WWF-Malaysia's Marine Programme Head, Mr Ken Kassem, along with his able marine staff likewise contributed their time and expertise to the forum as part of the secretariat prior and throughout the forum.

One of the most notable contributions of WWF to the forum was bringing in some very good examples of PPPs from around the Coral Triangle region, which were highlighted at both the opening and closing ceremonies. This reflected WWF's good work and progress working with communities and the private sector through its various country programs.

WWF-Malaysia showcased some exemplary partnerships happening on the ground in relation to their sustainable fisheries work and strong relations with private sector companies (such as Shangri-La) and local communities.

WWF-Indonesia, through Ms Margareth Meutia, shared their progress with the Seafood Savers Program as she took one of the discussants seats at a roundtable panel on fisheries and

aquaculture. She also accompanied private sector partners from Indonesia as they were acknowledged for their good work as members of the Seafood Savers.

WWF-Philippines, on the other hand, highlighted a multi-sectoral partnership aimed at improving tuna hand line fishing practices in two sites in the Philippines, and WWF-Philippines CEO Mr Lory Tan was very instrumental in getting an important speaker to the forum.

WWF South Pacific Programme (SPPO) facilitated the participation of one of their new staff, Monica Patel and project consultant Chris Andrew, presenting the low-carbon tourism program that is spearheaded from Fiji as part of CTNI. WWF SPPO also facilitated Carl Probert, Biodiesel processor and a representative from the Fiji shipping and transport sector to discuss renewable fuels. Maurice Brownjohn, also from the Pacific Islands region, presented on the approach taken by the Parties to the Nauru Agreement towards responsible and sustainable skipjack tuna fisheries in the Pacific.

See complete list of PPPs below.

Forum Participants

More than 220 leaders from business, government and civil society came to the forum. Private sector participants represented sectors primarily from eco-tourism, information technology, shipping and logistics, green investment, and commercial fisheries.

The forum drew representatives from businesses such as Google USA, Nokia, Shangri-La Hotels, and TESCO chain stores. Michael T. Jones, Chief Technology Advocate for software giant Google, stated *“the challenges of the Coral Triangle Initiative are of a scale requiring cooperation between*



the peoples of these nations, their governments, and the businesses that serve them. Google is pleased to be an active part of these positive initiatives to sustain fragile ecosystems, enhance economic and natural prosperity, and more closely connect people so that the best ideas and ambitions can be realized.”

Exhibit

WWF, the CTI Regional Secretariat and relevant Malaysian government agencies displayed informative materials in an exhibit that ran throughout the 2-day event.

Aside from WWF, other institutions involved were:

- National Oceanography Directorate (NOD)
- Department of Marine Park Malaysia
- Universiti Putra Malaysia (UPM)
- Department Of Fisheries Malaysia
- Department of Fisheries Sabah
- Sabah Parks



Plenary Sessions

The forum had two main plenary themes:

(1) Enabling the Private Sector in Managing Coral Triangle Resources for Sustainable Business Opportunities & Long Term Economic Growth

-Panel sessions under this theme aimed to provide participants with enabling conditions for sustainable business opportunities.

(2) Motivating the Private Sector to Adopt Green Business Solutions

-Panel sessions under this theme aim to inspire participants with successful case studies that have worked and can work for varied sectors across the Coral Triangle.



Concurrent Roundtable Discussions

The forum offered participants the opportunity to join concurrent breakout discussions on three topics:

- Fisheries & Aquaculture for Food Security
- Renewable Energy, Green Transportation & Logistics
- Sustainable Eco-Resources & Biodiversity Management

For a full view of the forum program, visit: <http://www.ctibusinessforum2011.com/program.htm>

Sectoral Recommendations

Following the three interactive roundtables, participants drafted communiqués summarizing key results from the discussions. The primary outputs from the sessions included scaling up innovative technologies across the region, sharing business models that can be adapted to different countries, and strengthening legislation and compliance frameworks for innovative practices such as renewable energy.

Roundtable 1 Recommendations

1. Research and assessment on food security for the whole Coral Triangle is important. This will allow for investments and government enabling policies to address those food security aspects as they vary throughout the region. Furthermore, it could inform development and innovation in technology to improve food security where it matters most. In case of several external factors influencing seafood production, this knowledge will facilitate decisions between producing seafood for exports or for domestic purposes.
2. Technology available to share information and connect producers – fishers and farmers with buyers and consumers such as what was described by NOKIA would truly improve the understanding and the profiling of those farmers and fishers who are responsibly producing seafood and it could provide information to producers about what the market is asking for. In addition, it would enhance the awareness of the Asian consumers either on environmental sustainability or social livelihood issues which could eventually lead to an increased demand for sustainable seafood even within this region.
3. Innovative incentives and financial support for example from Blue Carbon mechanisms and platforms like Seafood Savers and MSC could upscale some of the early examples of sustainable and responsible initiatives in the Coral Triangle region throughout the broader sector and across the entire region.
4. In Science, Technology and Innovation, there is a role for the government and private sectors to play. The government can create enabling conditions to ensure livelihoods and food security, and the private sector can work on consolidating different supply chains so that even small producers (fishers and farmers) have benefit of market access and additional benefits of reducing waste and loss of product quality.



Roundtable 2 Recommendations

To create a small team under one of the CTI Technical Working Groups with members from the CT6 countries and the private sector, with other partners that will consider, prioritize and promote actions towards:

1. Conducting a table top review of existing assessments and feasibility studies
2. Reducing the impacts of marine transportation, through such actions as:

- Having at least 2 CT countries complete the ratification of the global Ballast Water Convention
- Urging organizations involved in offshore oil and gas as well as countries to use best practices
- Developing additional management mechanisms to address transit in the more sensitive marine areas and sea lanes of the Coral Triangle (hot spots)

3. Developing renewable energy and alternative energy options as one of the main sources of energy throughout the Coral Triangle, through such actions as:

- sharing of technology and business cases to improve livelihoods and environmental
- management of businesses, which are already commercially viable
- creating a model area to install some best renewable energy practices

4. Encouraging CT6 states to strengthen national legislation and compliance, and where necessary, to enact new laws, that develop regulatory frameworks for renewable energy, its potential, risks, operations, and beneficiaries that sustainably manage marine resources including renewable energies, marine habits within the EEZ

Roundtable 3 Recommendations

1. CTI Platform

- Need for more interactive roundtable dialogue sessions catered to specific stakeholders
- Implementation of solutions must be in accordance to 'weighting' based on competing stakeholder interests
- Recognise the need for adaptation in designing sustainable solutions
- Recognise the need to balance development & environmental conservation efforts
- Learn from RSPO platform / experience

2. Good national and international framework / guideline

- Recognise transboundary issues, needs trans-national partnerships
- Need to recognise linkages between issues and solutions
- Consider case studies for best practices to be adopted in other sites (science & technological & management innovations)

3. Climate Change Adaptation

- Need to have a dedicated CCA Platform for dialogues
- Identify & include climate change resilience issues

4. Business Models for Remote Islands

- Utilise & apply for existing “sustainable funding stream” through identification of issues and link innovative solutions from different sectors; e.g. carbon trading, energy saving solutions, sustainable protection & eco-tourism, good marine and coastal spatial planning

5. Education & Awareness campaigns

- CTI Campaign - Current program for the development of an interactive CTI website – to increase public awareness – fund raising activities / opportunities – events - etc...
- Need for more capacity building
- Need for more research / data & information for better decision-making
- Undertake project for sites “zero pollution – very polluted – clean environment” as case studies

Public-Private Partnerships

Twelve new partnerships were announced by business and government leaders from each of the Coral Triangle countries. Each of the six CTI countries announced new public-private partnerships (PPPs) or highlighted progress on their private sector programs since the first CTI Regional Business Summit held in the Philippines.



These PPPs addressed new technologies and practices at the regional and national scale that will protect sensitive marine species, increase fishery yields, and reduce the number of unintended by-catch. At the community level, the partnerships showcased how the formation of cooperatives among small-scale fishermen can strengthen their competitiveness in the marketplace and adopt sustainable practices.

PPP Highlights

Highlights of the PPPs announced include:

ANOVA Foods, an international seafood processing company pledged their commitment to adopt more rigorous fishing standards to satisfy consumer demand for sustainable seafood products.

Shangri-La Hotels (Malaysia) teamed with local fishermen in Malaysia to promote sustainably-source seafood in their restaurants as well as protect sensitive marine habitats for dugongs.

BPMIGAS, Indonesia's oil and gas regulator, announced their partnership with the government of Indonesia to support long-term sustainable financing and ensuring benefits for local people within the Anambas marine protected area.



PPP Models and Best Practices

MALAYSIA

A Partnership for the Collaborative Management of Tun Mustapha Park, Malaysia

Partners

- Persatuan Pemilikan Kapal Nelayan Kudat (PPKNK) Kudat Boat Owners Association
- The Department of Fisheries Malaysia (DoF)-Sabah



PPKNK is a non-profit society of commercial boat owners and fishermen that works with the government on the legal and management aspects of fishing operations, resource management, and sustainability issues on behalf of its members. PPKNK is working with Sabah Parks and DOF to develop a fisheries management plan as part of an overall integrated management plan for the proposed Tun Mustapha Park (TMP).

Through this partnership, PPKNK will provide fisheries related data and information that will be useful for decision making and the zoning process for TMP, while at

the same time promoting sustainable fishing and good fishing practices among its members and staff employed by its members.

A partnership to Support Responsible Fishing Practices to Protect Endangered Dugongs and their Habitat

Partners

- Shangri-La Tanjung Aru Resort
- Berungus Community

This partnership is intended to support fisheries and habitat conservation by the Berungus Community which lives within the boundaries of the proposed Tun Mustapha marine Park. This area is also home to Malaysia's second largest concentration of coral reefs, mangroves, seagrass beds and endangered species including turtles and dugongs. The Shangri-La Tanjung Aru Resort (STAR) in Kota Kinabalu has adopted the dugong as their resort mascot and is supporting the actions of local communities as they protect habitats and implement sustainable fishing practices that will help protect dugongs.



STAR is also buying sustainably caught fish from the Berungus Community to support the community's efforts to stop destructive fishing practices on their local reefs. The fish are specially processed and sent to Kota Kinabalu on a weekly basis for the kitchens and guests of STAR. Several other communities, who are aware of the partnership, are now enquiring about how they can join in the partnership or form their own with other hotels.

A Partnership to Conserve Marine Turtles in Northeast Semporna Priority Conservation Area, Malaysia

Partners

- Matakang The Reef Resort
- Pom Pom Resort
- Sabah Wildlife Department



This partnership is in support of marine turtle conservation in the northeast islands of the Semporna Priority Conservation Area. Four species of turtles can be found in Semporna. The endangered Green and Hawksbill turtles nest regularly in the area and they are totally protected species under the Sabah Wildlife Enactment. There are several threats to turtle nests including nesting beach erosion, egg poaching, natural predators, and others. The

resort operators routinely conduct monitoring of these turtle nests. The Sabah Wildlife Department is providing expertise, training, and quarterly monitoring assistance to the resorts' hatcheries. A memorandum of understanding for this collaboration is currently being pursued.

A Partnership for the Sustainable Culture of Live Reef Fish

Partners

- Shangri-La Penang
- Marine Fish Farmers Association of Malaysia

As the demand for live marine fish in the region has grown, so has the number of fish farmers growing fish in cages. There was a desire to make this industry more sustainable and provide the fish farmers with information on new developments in technology and practices. Fish farmers banded together to form an association to strengthen their competitiveness in new markets. The Shangri-La group in Penang is supporting this initiative and has expressed their interest in wanting to source sustainably harvested fish (capture/ farmed). This partnership will continue to transform the live marine fish culture industry in Malaysia and the adoption of these best practices will reduce pressure on the already fragile situation of marine resources in the region.



Use of Cutting Edge Technology to Mass Produce Premium Sea Cucumber by Induced Spawning

Partners

- Benih Jaya Aqua Sdn Bhd
- The International Islamic University of Malaysia

Benih Jaya Aqua Company has partnered with the International Islamic University of Malaysia to apply cutting edge technology to mass produce sea cucumbers to help satisfy the global demand for sea cucumber products and create employment for local business and fishing communities, and conduct additional Research on spawning and grow out techniques and explore the medicinal and pharmaceutical properties of sea cucumber.

INDONESIA

Recognition towards Progress on Indonesia Moratorium on Humphead Wrasse

Ministry for Marine Affairs and Fisheries, Indonesia

The Humphead wrasse is one of the most sought after fish for the live reef fish trade and stocks have been severely depleted. In addition, juveniles (less than 10cm) are collected for the aquarium fish trade which further accelerates the depletion of the wild population of humphead wrasse. After series of intensive discussions regarding the issue, currently a Ministerial Decree has been created and is undergoing a review process in the MMAF's Legal Department.

Partnership to Replace Circle Hooks to Reduce Injuries to Turtles and other Bycatch

Partners

- PT Sari Segara Utama
- WWF-Indonesia

PT. Sari Segara Utama, a tuna longline vessel company, adopted a new innovative design to use circle hooks instead of traditional "J" hooks on all their vessels to reduce the chance of injury to turtles and other unintended by-catch. The circle hook is designed to prevent the hook from being swallowed by turtles.

Induction into the Seafood Savers Program

Partners

- ANOVA Foods
- WWF-Indonesia



ANOVA has signed a memorandum of understanding with WWF-Indonesia to be part of the WWF Seafood Savers Program. The Seafood Savers Program works with the fisheries industry to improve the implementations of fishing and fish processing practices that are more environment-friendly.

Partnership to Share Management of Marine Protected Areas

Partners

- BPMIGAS, Indonesia
- Directorate General of Coasts, Small Islands and Marine Affairs, Indonesia
-

Two of the biggest challenges for effective marine protected area management is sustainable financing and ensuring benefits for local people within MPAs. These partners are tackling both at the same time through public-private partnerships in the newly declared Anambas Marine

Protected Areas in Indonesia covering 1.2 million hectares of marine area. BP Migas and the Indonesia Ministry of Marine Affairs and Fisheries are working together to develop sustainable financing mechanisms for the Anambas Marine Protected Area that directly involve local communities, the oil and gas sector, local government and national government.

PAPUA NEW GUINEA

A Partnership to Promote Community Fisheries Management

Partners

- Manus Fishers Cooperative Society (MAFISCO), Papua New Guinea
- National Fisheries Authority

The only means of livelihood and income for Manus coastal and atoll communities, in PNG, is through fishing. The Manus Provincial Government in its endeavor to support community fisheries has legislated the formation of Manus Fishing Cooperatives as a hub for community fisheries marketing, learning and development. The vision of Manus Fisheries Cooperatives is to assist fishermen and women to have access to fair markets, so that community fisheries can be sustainable in the long run.



This PPP will enable engaging local community managed marine areas to be more effective, and be the avenue to which communities will have access to fair markets, improve income and livelihoods.

PHILIPPINES

A Partnership Program for Sustainable Tuna Fisheries

Partners

- Coop/Bell Seafood of Switzerland
- Seafresh of The Netherlands
- Government of Germany
- Philippine Bureau of Fisheries and Aquatic Resources (BFAR)
- WWF Coral Triangle Programme

This is truly a public-private partnership as it brought together European seafood companies and their local suppliers, the Government of Germany and WWF to work together for a common cause- to improve management of Tuna Handline Fisheries at two sites in the Philippines to safeguard its sustainability.

The growing demand of a stable supply of responsibly-caught and processed tunas from well managed fishery has catalyzed this partnership. Two European seafood companies and the Government of Germany invested to co-fund these two fisheries improvement projects: both are artisanal handline fisheries targeting yellowfin tuna for sashimi markets.

With an estimated 4000 small boats belonging to these two fisheries, the project uses the standard of the Marine Stewardship Council (MSC) as the guiding framework to improve management and put the tuna resources on a state of sustainability. This, combined with special focus on value-chain promotion and establishment of direct supply to improve market access, will provide the incentives as rewards for good practice.



Two unique features characterize this partnership. It has a huge social dimension that seeks to improve not just the resources but more importantly, the well being of the community. In addition it has a built-in financial scheme that would enable the project to continue its operation even after the partnership ends after four years. This Partnership could serve as a model to scale up Fishery Improvement Programs covering other sites and commodities.

SOLOMON ISLANDS

Partnership to Support the Sustainable Development and Harvesting of Fishery Resources

Partners

- Artisanal Fishers Association of Solomon Islands (AFASI)
- Ministry of Fisheries and Marine Resources



The Artisanal Fishermen's Association of Solomon Islands (AFASI) is made up of members who have a common goal of going into Fishing and Fisheries Related businesses. The Association has a membership of around 350 members with widespread representation from all the different Provinces in the Solomon Islands and is made up equally of men and women. The goal of the Association is to promote the sustainable development and harvesting of fishery resources. The Association liaises with the Ministry of Fisheries and Marine Resources which has provided financial assistance for the establishment of their office, and provided training to its members on how to start a fishing business.

TIMOR-LESTE

Supporting Community-level Ecotourism Activities within Nino Konis Santana National Park

Ministry of Agriculture and Fisheries, Timor-Leste

Timor-Leste is starting to engage private enterprises within Nino Konis Santana National Park. With ecotourism presenting enormous potential for economic growth in coastal areas, the Government of Timor-Leste supports the local community to develop small-scale industries, such as guesthouses, fishing expeditions and arts and crafts. These developments form an important part of Timor-Leste's commitment towards its National Plan of Action for the Coral Triangle Initiative.

Business and Industry Innovations

Google USA highlighted how its technology can be harnessed to increase awareness of the priority issues in the Coral Triangle region through geographic visualization of problems using Google Earth as well as mapping critical resources.

NOKIA shared new technology that is downloaded to mobile phones that enables users to fill out surveys which will expand the geographic reach for rural populations and accelerate the frequency of data collection from fishery sectors.

Benih Jaya Aqua Company is partnering with a Malaysian University to apply cutting edge technology to mass produce sea cucumbers to help satisfy the global demand for sea cucumber products and create employment for local business and fishing communities.

PT. Sari Segara Utama, a tuna longline vessel company, adopted a new innovative design to use circle hooks instead of traditional "J" hooks on all their vessels to reduce the chance of injury to turtles and other unintended by-catch.

PPP Scholarships Offered

To further strengthen the capacity of the CTI countries in forging partnerships with the private sector, the CTI Regional Secretariat presented a full scholarship to each CTI country delegation for a six-week online PPP skills building course.

Media

Coral Triangle businesses partner for conservation breakthroughs

http://wwf.panda.org/wwf_news/?uNewsID=201926

<http://www.eco-business.com/press-releases/coral-triangle-businesses-partner-for-conservation-breakthroughs/>

<http://www.care2.com/news/member/100041282/2977583>

More investment key to protecting Coral Triangle

http://wwf.panda.org/wwf_news/press_releases/?201978/More-investment-key-to-protecting-Coral-Triangle

Resort conserving dugongs with Berungus people

<http://www.theborneopost.com/2011/10/14/resort-conserving-dugongs-with-berungus-people-latest/>

Global Biodiversity Hub to help Develop Marine Resources

<http://www.theborneopost.com/2011/10/11/global-biodiversity-hub-to-help-develop-marine-resources/>

<http://bernama.com/bernama/v5/newsindex.php?id=618915OCTOBER>

<http://biz.thestar.com.my/news/story.asp?file=/2011/10/10/business/20111010135741&sec=businessOCTOBER>

http://www.utusan.com.my/utusan/info.asp?y=2011&dt=1011&pub=Utusan_Malaysia&sec=Ekonomi&pg=ek_01.htm

Some Next Steps for WWF to Follow Up On

3rd CTI Regional Business Forum

Indonesia, in partnership with Timor-Leste, expressed interest in hosting the next CTI Regional Business Forum. WWF has committed to help Indonesia in its organisation if needed. The Bali-based Coral Triangle Centre, led by Ms Rili Djohani also expressed interest to help organise, particularly as it will likely be hosted in Bali.

Shangri-La representative, Ms Tara Hammond, mentioned that she would seek further relevant progress on footprint reduction and PPPs from Shangri-La in the region and Indonesia specifically to contribute to this next forum.



Establishing a CTI Business Council

WWF helped organize a side meeting to discuss the establishment of a CTI Business Council on 12 October 2011. A few CTI National Coordinating Committee members were present as well as relevant partner NGO and stakeholders attended this meeting and came up with the following steps:

- The group agreed that the establishment of a CTI business council is important
- The group discussed roles of the CTI business council to include several functions
- The group agreed that the composition of the CTI business council should be per relevant sector and discussed some priority sectors to include fisheries and aquaculture, and tourism.
- The group agreed to request to the CTI regional secretariat for the inclusion of CTI business council into the SOM agenda
- The group agreed to prepare a report to SOM, delivered by Government of Malaysia on the 2011 CTI regional business forum and the need to establish a CTI business council
- The group agreed to ask the CTI regional secretariat to share this information to all the NCCs before SOM (append the memo, the full minutes and the summary)
- The report to SOM will include the proposal to request CTI Ministerial Meeting for endorsement of the establishment of the CTI business council with recommendations on:
 - 1) The formation of a business advisory group, comprised of private sector champions (identified in cooperation with the CT6) with a chair and a specific timeline that includes:
 - Design value proposition on the business council's role , function, structure and linkages with the CTI (December 2011)
 - Consult with CTI governments on priority topics to include in agenda for council to address and for CTI regional business forum to address (January 2012)
 - Prepare a concept for presentation at Rio+20 on Blue Economy for CTI (December 2011)
 - 2) Approval of annual CTI regional business forum to occur and the venue for 2012

The Malaysian government agreed to report on this item in the upcoming CTI SOM and to propose it for inclusion in the decision list for the CTI Ministers to be tabled on October 28, and asked WWF to help with the preparations for this.

Connecting the Private Sector in CTI with the World Ocean Council

Following discussions prior to the forum and during the forum with Paul Holthus, WWF will follow up to facilitate the establishment of a CT Regional Ocean Council (CT-ROC). WOC will identify/reach out to companies that may be interested in exploring involvement and develop the initial network by building on/reaching out to:

- Existing WOC members and network that have presence in the CT
- Corporate partners of WWF, TNC, CI
- Corporate contacts from CTI governments

- Recommendations from early movers on other companies to contact

And further develop initial network via:

- Calls with interested companies
- Interaction with national and/or regional industry associations
- WOC participation in key regional industry conferences, e.g. oil/gas, shipping, fisheries, aquaculture, renewable energy
- Special opportunities, e.g., intern oil/gas conference in Malaysia mid-2012

With the aim to develop interaction of companies interested to participate in CT-ROC via:

- Conference calls
- 1-2 meetings before mid-2012 (preferably one as part of the Rio+20 events)

The CT-ROC process includes:

- Identify high priority issues of interest of CT-ROC members
- Develop roadmap for ROC development and activities
- Begin actions in first half of 2012
- Report on progress as part of CTI reporting to Rio+20

We already identified potential priority cross-cutting issues for ocean business community in the CT:

- Shipping accidents: impacts on reefs, potential bunker spills, insurance claim issues
- Noise impacts on marine mammals: oil/gas exploration, shipping, link to international efforts

And noted that funding support would be required for:

- Time and effort to identify contacts, develop initial network, hold conference calls, etc.
- 1-2 meetings of CT-ROC in first half of 2012
- WOC participation in 2-3 key regional industry conferences

Following up on Private Sector and Government Networking Meetings during the Forum

All WWF colleagues present at the forum had plenty of opportunities to network with private sector participants and will follow up on these meetings in support of their country or NI strategies. There will also be some support considered for the Timor Leste Government's progress on FIPs, possible exchanges between Indonesian and Malaysian fish farmers, and a possible project for the Solomon Islands Government to utilize the technology presented by NOKIA to help improve fisheries management. Progress on all these will be further reported in CTNI's regular bullet updates.



Speeches and Presentations

For more information on the event and to download all speeches and presentations, go to:

www.ctibusinessforum2011.com

A Few Words of Praise from Participants

"I can tell you that it seemed as if the businesses I met with were hand selected and uniquely qualified for my needs and expectations. If we were to rate the fit of businesses I met with, as they relate to my needs and expectations, on a scale of 1-10, I would say 9.999. I do not say this lightly, as I would be very frank otherwise. It was uncanny to say the least, as to how well everything seemed to fit."

"It was a great event with lots of sharing, networking and follow up for CTI!"

"...thanks so much for all your help and support. All the best in your new endeavors!"

"Thanks! I enjoyed giving the talk and the crowd was good. Look forward to the next event!"

"I am writing to express my gratitude to you all for an outstanding experience at the CTI RBF this week. The forum was a wonderful experience – perfectly organised, informative, enjoyable and an immensely useful opportunity. I thank you for the chance to attend, to contribute, and for your excellent hospitality, warmth and professionalism. I have been deeply impressed by the maturity and positive goals of the Malaysian Government's approach to the complex and critical issues discussed at the forum. The Deputy Minister's closing address on Tuesday was succinct, substantial and inspiring. There are many political leaders in my country who would appear far less impressive in any comparison...."

"Thanks again it was a great past few days"

"The effort put into this, and the effort extended to those of us attending, by you and your team was tremendous. Everyone was attentive, truly seeking to be of valuable assistance, and eager to facilitate business meetings and discussions. I commend you and the entire CTI team at WWF, and the USAID staff for their great work."

"I have already begun to follow up on the contacts made, and develop business relationships. They have expressed interest, and so do I, in working with WWF and the CTI to develop the next generation business models which bring the ecosystem approach to marine management into our business models. I believe that the time has now come for all of us to become acutely aware of the need for a paradigm shift, and to utilize the creative talents of the business community, in conjunction with support from WWF, CTI member countries, and other stake holders, to create the solutions that will provide sustainability for both the environment and the businesses reliant upon it."

“Thank you to you all for a job well done. You have much to be proud of.”

“I found it a very productive and interesting 2 days. Next year in Indonesia!”

Photo Credits:

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Gavin Jolis / WWF-Malaysia

Jurgen Freund / WWF Canon

Sebastian Thomas

WWF/PPTST Project

Manuwai Matawai/TNC

Mags Quibilan/UP MSI