

# The forefront of disaster response with private sector partnership:

**Innovations to achieve disaster risk reduction, response, and reconstruction beyond sectors and national borders**

**Contents:** In order to make participation of companies in disaster management more effective, a disaster relief cooperation type platform that was born from the public-private partnership experience in Japan, is expanding to 5 Asian countries today. It has produced an effect not only for domestic disasters but also on international "mutual support". In this session, [1] good practices on how corporations, NGOs, and government agencies have worked together and seamlessly conducted disaster preparedness, response, and reconstruction activities will be introduced; and [2] together with the participants, we will think about the mechanism required and its possibility in order for this multisector collaboration to function.

**Date** March 14 [SAT.] 13:30~15:30 (Admission from 13:15)

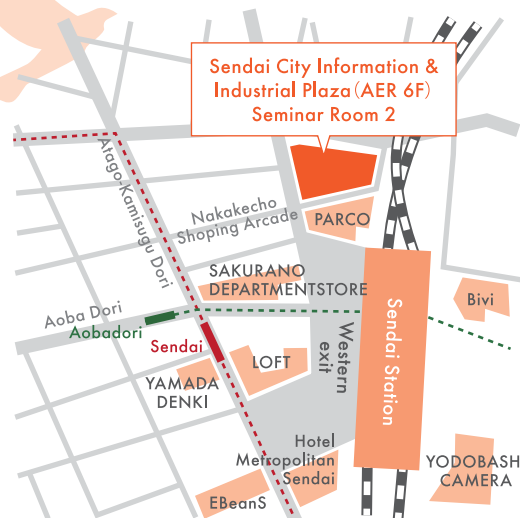
**Venue** Sendai City Information & Industrial Plaza (AER 6F) Seminar Room 2

**Organizer** Asia Pacific Alliance for Disaster Management (A-PAD)

**Programs** **13:30 Session 1**  
"Perspectives from the field: The importance of emergency and reconstruction assistance in disasters by multiple sectors as seen by business enterprises"

**14:30 Session 2**  
"Thinking about A-PAD's role: A mechanism for regional collaboration"

**Speakers** Representatives of companies and NGOs involved in disaster relief from five Asian countries will come together at this occasion, Kensuke Onishi (CEO of A-PAD & Chairperson of Peace Winds Japan), Representative of Ceylon Chamber of Commerce as well as NGOs and companies from 5 countries.



2-minute walk from Sendai Station  
6th Floor, AER 1-3-1, Chuo, Aoba-ku, Sendai  
TEL:022-724-1200 FAX:022-724-1210

**The Asia Pacific Alliance for Disaster Management is a trans-national disaster aid alliance.**

The idea behind A-PAD is to utilize each country's various strengths and bring about a collaboration that can work beyond national borders. If our member countries agree on how to cooperate during disasters beforehand, it can result in efficient and effective response when a large scale disaster occurs. To achieve this, first, we create a National Platform in each country composed of its central business community, NGOs, and the government. The National Platform serves as the main coordination body that will enhance cooperation and discussion among these sectors even before a disaster occurs. A-PAD was founded in 2012, and to date five countries have joined. In 2014, we expanded our emergency response efforts in disasters in the Philippines and Sri Lanka. Since we cooperate and discuss with the business community, NGOs, and government agencies even before a disaster occurs, it has become possible to achieve quick and effective disaster response.

<http://apadm.org>

