

## Speakers

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**Mr. Yukimoto Ito**  
**Sendai City**



*Mr. Yukimoto Ito became the vice mayor of the City of Sendai in April 2010. During the preceding two years, he has been a general manager, Tohoku Branch, Development Bank of Japan. He has over 30 years business experiences at the Development Bank of Japan. He has served in a variety of posts, including general manager of Business Restructuring Department and general manager of Information & Telecommunications department.*

The Great East Japan Earthquake that occurred on March 11, 2011 caused unprecedented damage to the Tohoku region including Sendai City, due to the unexpected scale of the earthquake and tsunami. It was the most complex and extensive damage that we had ever seen. However, we learned many lessons from this disaster, and in particular felt that the power of our citizens in community organizations, NPOs, and businesses was key in overcoming many difficulties in daily life after the disaster. Sendai City had worked to increase its disaster prevention capacity in collaboration with various sectors such as local communities, private companies and universities even before the Great East Japan Earthquake. At the time of the disaster, they engaged in initial response and first aid. Additionally, we were reminded of the importance of creating face-to-face relationships with the community, public interest groups, and businesses from before a disaster, and improving the disaster-prevention ability of the community through cooperation. Now, Sendai City is further developing public-private cooperation in disaster risk reduction based on the lessons we have learned.

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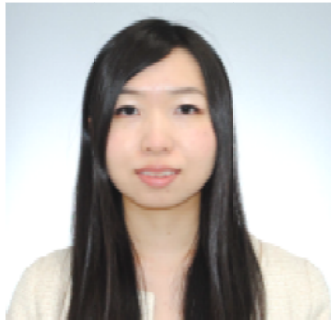
**Mr. Tadao Hasue and**  
**Ms. Kumi Onuma**  
**DBJ**



*Mr. Tadao Hasue became Senior Vice President of Tohoku Revival Reinforcement Office in 2011 and Deputy General Manager in 2013. He has engaged in recovery and revitalization support activities of the Tohoku Region including coauthoring the proposal "Directions in Region-wide Recovery in Tohoku from the Great East Japan Earthquake (DBJ, 2013)", which paved the way for establishment of Tohoku Alliance, a platform for collaboration of diverse entities in March 2014.*

*Ms. Kumi Onuma has been committed to various recovery support activities in Tohoku Revival Reinforcement Office since 2012. She planned and co-wrote the proposal "Directions in Region-wide Recovery in Tohoku from the Great East Japan Earthquake" (DBJ, 2013). She is now concentrating on the activities as a main person to disseminate information in and outside Japan while promoting realization of the proposal through Tohoku Alliance, established in March 2014.*

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We would like to introduce our activities on supporting the revival of Tohoku region in Japan. Especially, we focus on a multi-sector discussion and co-working platform “Tohoku Alliance” and planned activities of it. We, Development Bank of Japan Inc.(DBJ), is wholly subscribed by the government, and has been dedicated to industrial and regional development in Japan for about 60 years. In April 2011 we set up the Tohoku Revival Reinforcement Office in Sendai. DBJ provides not only finance for reconstruction and DRR/Resilience of private companies, but proposals for Tohoku’s region-wide recovery. Creation of the Tohoku Alliance is the core concept of the proposal. It was established in March, 2014. The members consist of DBJ, local governments, economic organizations, companies, and universities from both inside and outside Tohoku, including international organizations. We see an important role for the Tohoku Alliance. It will be a valuable venue for discussion, as participants will be able to draw on information from Japanese and foreign sources, as well as the lessons learned from disasters.

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**Dr. Hitoshi Baba**  
JICA



*Dr. Hitoshi Baba serves as a Senior Advisor to JICA since 2010. He holds a Ph.D. in Environment and Resource Engineering and MSc. in Forest Science. He has career over 26 years of administrative and technology of river disaster prevention and water resource development at the Ministry of Land, Infrastructure and Transport, GOJ. As a specialist of Flood Control, Hydrological Modeling and Disaster Management, he has been joining many projects and technical assistances in developing countries.*

Two large disasters which occurred in 2011, the Great East Japan Earthquake and the Flood of Chao Phraya River in Thailand, reminded the risks of business termination and further impacts on national, regional and the global economy through their supply chain. Prearranged Business Continuity Plans (BCP) or Business Continuity Management (BCM) System (BCMS) in private enterprises helped them survive to some extent but finally malfunctioned in continuation of their business or quick recovery from damages due mainly to disruption of business resources such as energy, water, transportation and communications that are essential for their operation. In order to minimize the negative economic impacts or losses particularly by large scale disaster that disrupt fundamental infrastructure in wide areas, it is important to carry out risk assessment at a proper scale and to prepare scenario based disaster management plans for area-wise damage mitigation and strategic recovery. In 2013, Japan International Cooperation Agency (JICA) proposed a new concept of scalable cross sector coordination framework of disaster management for business continuity, as “Area BCP” and “Area BCM”, applying to a project in three pilot areas of industry agglomeration in ASEAN region for the first substantiation of the concept. In the presentation, the benefits and further challenges of the new approach for enhancing resilience of local economy will be explained.

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**Mr. Takahiro Ono**

**MCIC / ADRC**



*Mr. Ono is Manager of Risk Consulting Office at Mitsubishi Corporation Insurance Co and Visiting Researcher at the Asian Disaster Reduction Center based in Kobe, Japan from July 2012. He is an expert on the ISO/TC233 committee on BCM and Supply chain continuity management standardization.*

In the Great East Japan Earthquake, many local governments were hit by tsunami and consequently their disaster response activities were suspended and slowed down the recovery processes of the communities. Considering the interconnectedness and interdependence of different actors and social functions in the region, the need for improving the resilience of both the private sector enterprises and local governments, as well as their collaboration, were highlighted.

In light of the past disasters, it is necessary for all actors in the community to recognize their respective positions, roles and responsibilities and move into action to develop disaster resilience in civil society.

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## Co-Chairs

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**Dr. Wei-Sen Li**  
NCDR / APEC EPWG



*Dr. Li is Co-chair at APEC Emergency Preparedness Working Group (EPWG). He has a wealth of experience in the development and implementation of transportation, disaster reduction and management systems.*

*His responsibilities include building capacity in the region through engaging public-private partnership to better mitigate and respond to emergencies and natural disasters in APEC economies. Dr. Li holds a PhD in Civil Engineering from National Central University, where he specializes in structure dynamics, seismic design and earthquake engineering.*

*Currently, he leads international collaboration and conducts research on large-scale urban disasters and disaster risk management in NCDR.*

Starting from 2012, through cross-cutting collaboration between the EPWG and the APEC Small and Medium Enterprises Working Group (SMEWG) and, a multiple-year project has been carried out to build guidelines for business continuity planning to boost public-private partnership. APEC economies are meanwhile benchmarking business continuity plans in the information and communications technology, logistics and auto parts sectors. The goal is to make it easier for suppliers to field effective systems to mitigate disaster risk and avert the kind of disruptions.

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**Mr. Kiyoshi Natori**  
ADRC / APEC EPWG



*Mr. Kiyoshi Natori has been Executive Director of Asian Disaster Reduction Center (ADRC) since 2011. He has majored in city / regional planning at the post-graduate faculty of Tokyo University and holds a M.E. in 1984.*

*He joined the Agency of National Land, Government of Japan as a regional / national spatial planner.*

ADRC is mandated to facilitate disaster reduction efforts in Asia region through multilateral cooperation for disaster reduction with the assistance of the Government of Japan, concerned countries and Hyogo prefectural government.

Initially comprised of 22 member counties, the ADRC has evolved over years to consist of 30 member countries. Likewise, the ADRC has expanded the scope of activities and more recently has been engaged in such application of space technologies to disaster risk reduction and engagement of private sector in DRR including business continuity planning (BCP).

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