

## SIDE EVENT 40

# Promotion of DRR Initiatives in Private Sector and Strengthening Public - Private Partnership for Local Resilience Building: Towards HFA2 to be Adopted in 3rd WCDRR in Sendai

### Program

<b>12:30-12:45</b>	Opening Remarks by Co-Chair Dr. Wei-Sen Li, Deputy Executive Secretary, National Science and Technology Center for Disaster Reduction/ Co-Chair, APEC Emergency Preparedness Working Group
<b>12:45-13:00</b>	Mr. Yukimoto Ito, Vice Mayor, Sendai City (Host City for 3rd WCDRR) <i>Developing Sendai into a Disaster-resilient City: Joint Efforts by Public and Private Sectors ~Based on Experiences and Lessons Learned from the Great East Japan Earthquake~</i>
<b>13:00-13:15</b>	Mr. Tadao Hasue, Deputy General Manager, Tohoku Branch, Development Bank of Japan Inc. and Ms. Kumi Onuma, Associate, Tohoku Revival Reinforcement Office, Tohoku Branch, Development Bank of Japan Inc. ! <i>DBJ Initiatives for Tohoku's Region-Wide Recovery from the Great East Japan Earthquake</i>
<b>13:15-13:30</b>	Dr. Hitoshi Baba, Senior Adviser, JICA (Japan) <i>Promoting the Implementation of Area BCP through AHA-JICA Area BCP Formulation Project</i>
<b>13:30-13:45</b>	Mr. Takahiro Ono, BCP Manager, Mitsubishi Corporation Insurance Co. (MCIC) / ADRC Visiting Researcher <i>Role of Private Sector for Local Resilience</i>
<b>13:45-14:00</b>	Q & A Closing Remarks by Co-Chair Mr. Kiyoshi Natori, Executive Director, Asian Disaster Reduction Center/ Co-Chair, APEC Emergency Preparedness Working Group