



## IB Award-winning Companies for ASEAN Inclusive Business Awards 2022

No.	COMPANY NAME	COUNTRY
1	Agrome IQ International Sdn Bhd	BRUNEI DARUSSALAM
2	Lyly Food Industry Co., Ltd.	CAMBODIA
3	PT Dari Timur Indonesia (Tenoon.id)	INDONESIA
4	Passa Paa	LAO PDR
5	STAR MEDIK SDN. BHD.	MALAYSIA
6	Aung Nay Lin Htun Co., Ltd. (Genius Specialty Coffee)	MYANMAR
7	SIERREZA	PHILIPPINES
8	SPECO SINGAPORE PTE. LTD.	SINGAPORE
9	Local Alike Co., Ltd.	THAILAND
10	Vietnam Staraniseed Cassia Manufacturing And Exporting Joint Stock Company (VINA SAMEX., JSC)	VIETNAM



LOGOS OF INCLUSIVE BUSINESS AWARD-WINNING  
COMPANIES FOR ASEAN INCLUSIVE BUSINESS AWARDS 2022



## **COMPANY PROFILE**

### **1. Agrome IQ International Sdn Bhd (Brunei Darussalam)**

Agrome IQ International Sdn Bhd, established in 2017, is an agriculture technology platform company that works on supporting smallholder farmers to increase farm ROI and quality. Moreover, Agrome IQ International Sdn Bhd is the only company in Brunei Darussalam to be endorsed by the Ministry of Primary Resources and Tourism (Department of Agriculture and Agri-food) to provide BGAP Certification and Training taking up 100% of the market share. Agrome IQ International Sdn Bhd's products & services are:

- Software: Farm Manager Application
- Training & Audit: Farm Certification
- Distribution & Marketing: Agrome Market E-commerce Platform.

Smallholder farmers have limited business cash flow and find it challenging to have extra resources to improve their farms, for instance, training, new fertilizer, and identification of new market opportunities. Agrome IQ works with corporates, government bodies, and communities to help fund these training programs to provide access to training for smallholder farmers. The company believes that when farmers do better, they provide the community with higher quality and more sustainable products too. The company has worked with organizations such as DARE to provide financing to farmers, enabling them to get the GAP certification. Agrome IQ has a total database of 1,500 farmers and has directly supported 40 farmers in reaching new market channels. The company actively connects local products with local artisans and home businesses to build an ecosystem whereby local businesses can support each other in the supply chain.

### **2. Lyly Food Industry Co., Ltd. (Cambodia)**

Lyly Food Industry Co., Ltd. was created in May 2002 by Her Excellency Oknha Keo Mom to produce Khmer-quality food products, such as rice and snack crackers that export to Australia, Canada, China, Indonesia, Italy, Malaysia, Mauritius, Myanmar, South Korea, North Korea, Thailand, USA, and Vietnam. As an empowered woman entrepreneur at that time, she saw to it that her company would engage employees who were disadvantaged and hailed from humble beginnings, envisioning that she could contribute to their improvement of quality of life as a

consequence of abject poverty. In other words, her food manufacturing company was not only designed to make profits but likewise graced with corporate social responsibility. From a start-up operation of 20 employees, the company's human resources swelled currently to 280 (100 female).

The driving growth success is the competitive price that the company offers to its customers. The company benefits from selling products to the poor using BoP employees for the production process. Ultimately, BoP employees benefit from generating income by playing an active role in value creation. The company works on product development and expands the market distribution to meet the economy of scale of the manufacturing quantity. The company's expansion in new product development has increased the growth of BoP employees to work for the company by 10%.

### **3. PT Dari Timur Indonesia (Tenoon.id) (Indonesia)**

Tenoon is an Indonesian social enterprise (launched in May 2017) that produces goods from woven fabrics. The company purchased directly from local weavers through a fair-trade approach and employs Persons with Disabilities (PWDs) to help in manufacturing and business as well. The company embraces a Fair-Trade Approach (Empowering local weavers through regular orders of their woven fabrics, Payment at Fair Price), Inclusive Employment Opportunity (Employs Persons with Disabilities, partnering with vendors with PWDs' employees), and Educating Through Products (Introducing various Indonesian woven fabrics through innovative products, and increasing awareness about inclusivity).

### **4. Passa Paa (Lao PDR)**

Passa Paa is a modern textiles stitched with a tradition established by a long-time friend, Pok (Hmong/Lao artisan), and Heather (British textile designer) saw a need for Hmong artisans and hemp farmers in Laos to find a market for their skills and raw materials. In 2012, Heather and Pok began researching more about traditional Hmong techniques along with hemp and cotton production in northern Laos. They began combining Heather's design background with Pok's artisan upbringing to reproduce the Hmong motifs in contemporary ways through the combination of a screen print with applique and cross-stitch embroidery.

Passa Paa creates a platform for both Hmong women and men, where their textile culture can thrive, their story to be told, and their traditions to flourish in Laos and beyond. Moreover, the company is designed as a form of expression that creates new ways to marry tradition and contemporary lifestyle. Innovation and quality are essential to providing long-term jobs and promoting value in all things handmade.

Passa Paa provides a favourable wage which is higher than the official minimum wage in Laos to its employees. Moreover, Passa Paa provided non-financial support, such as clothes, medicines, and food. More importantly, the company values knowledge transfers to employees as well as our suppliers, which mostly are the BoP, by providing training, and workshops, particularly on quality control, product development, and value-added, to strengthen its partners to become more reliable and sustainable. Most of its suppliers are from rural areas of northern Laos, which have a limitation in accessing the market.

## **5. STAR MEDIK SDN. BHD. (Malaysia)**

Star Medik is a manufacturing distributor and exporter of medical services and disposables, leading the industry for over 17 years with expertise in Medical Gas Pathway Management. Star Medik's extensive experiences and industrial knowledge, complemented by highly skilled specialists and experts in-house, marks and cements the company's strong foundation. Star Medik experiences in medical intensive care ventilators, including but not limited to parts supplies, training, clinical and technical supports, are among the most extensive in the industry, with over 400 installations based in the country, spanning more than two decades.

Star Medik's accomplishments and success brought Start Medik a number of awards throughout its 17 years of operating in the medical and healthcare industry. The most notable investment was Lemon Grass Business, producing Essential Oils and Lemon Grass based F&B products. The company engages and helps low-income villagers to plant and produce lemon grass until harvesting. In the meantime, the company will provide training, logistic, collection house, and machineries like clearing and harvesting tractors. The efforts are to ensure villagers only produce high quality crops, which will be then guaranteed purchases by the company at a higher price than the market price. Additionally, the company executives continuously engage with the villagers on improvements and expansion of new cultivation areas. The support also comes from

the company and other related businesses like Medical Clinic (known as Klinik Sayang Masyarakat) should the villagers need medical attention and Yayasan Sayang Masyarakat as the main CSR Foundation.

#### **6. Aung Nay Lin Htun Co., Ltd. (Genius Specialty Coffee) (Myanmar)**

Aung Nay Lin Htun Co., Ltd. started processing and roasting coffee in late 2012. In 2014, the company began accelerating production by local machines and improving the coffee farm tourist site. In 2016, the company improved its machines and technology, began selling coffee machines, and received the International Organic Certificate from USDA and Control Union as the first in Myanmar. The company is certified as an ISO/FSSC 22000 (FOOD SAFETY MANAGEMENT SYSTEMS) Compliance and Initiative, and also a member of SCA, WCR, and ACE, among other international coffee organizations and the Myanmar Coffee Association. In 2019, the company achieved the first prize and national award of SME competition in Myanmar and the ASEAN Business Award and Sustainable Social Enterprise.

Genius Coffee's growing and production is in Ywar Ngan Township in the Southern Shan State of Myanmar. Its roasting, distribution, and café are located in Yangon. Aung Nay Lin Htun respects and values farmers by supporting a community development program in the village where Genius Coffee is grown.

#### **7. SIERREZA (PHILIPPINES)**

Sierreza supports their local marginalized farmers, especially IPs, by securing a weekly demand for their harvest to give them a stable income. This will keep them from having to turn to destructive and dangerous livelihoods (logging, charcoal-making) just to earn fast cash for their everyday needs. By showing their partner farmers that people from "siyudad or patag" are willing to purchase their farm-fresh and organic products at fair prices, they will be encouraged to pursue and learn more about ways to farm fruits and vegetables in a sustainable, eco-friendly, and health conscious way. At the same time, the company aims to be a channel where customers can learn more about the people who produce their food, where their food comes from, and how their food is produced. SIERREZA wants to have something more than just a trading relationship by aiming to establish a deeper connection between their farmers and their consumers. The company dreams

of communities supporting each other thru food and agriculture that's called "Community-Supported Agriculture".

## **8. SPECO SINGAPORE PTE. Ltd. (SINGAPORE)**

SPECO is born to Fight the Unseen Danger, an Environment Protection company that keeps you safe from viruses, bacteria, and other types of invisible dangers. The company's proprietary, Made-in-Singapore, antiviral coatings are certified by independent labs and the National University of Singapore. As viruses get deadlier, SPECO is responding with **faster, better, and smarter** antiviral solutions that are engineered with these unique characteristics:

- Microspikes to puncture the virus' protective shell
- Positively-charged molecules to electrocute the virus
- Long-lasting protective bond with treated surfaces

SPECO's goal is to realize its vision of “**A World with Zero Hidden Dangers**”. That is why all of Speco's Products, Processes and People revolve around giving you **720-Degree Protection, 24/7**. Moreover, the company is born to be good as a **B-Corp certified** company, they are committed to being a force for good that focuses on the Triple Bottomline of People, Planet and Profit. SPECO is dedicated to being a social enterprise that leverages innovation to help disadvantaged people, including ex-offenders, single parents and those with disabilities. SPECO provides employment opportunities to the marginalised persons in Singapore as hygiene specialists and discounted cleaning / disinfectant services to Non-profit organisations such as nursing homes that provide long-term care to the elderly typically from the BoP.

## **9. Local Alike Co., Ltd.**

Local Alike is a travel company that offers a wide range of community-based tourism and responsible tourism experiences. Their excursions are fun and immersive. Travelers not only get to take part in off-the-beaten-path experiences but also contribute to the preservation of the environment, culture, and local ways of life. The company serves as a link between local communities and the world through community development on sustainable tourism and connects local communities with domestic and international markets. Local Alike provides local communities with improved income distribution and livelihoods through community-based



tourism (CBT) while offering authentic local experiences to travelers. Local Alike equips local communities with CBT skills and knowledge, empowering them to start, manage and sustain CBT initiatives in their communities and providing them access to markets, especially corporate programs. For the past 7 years, Local Alike has been dedicated to developing local host communities profoundly through community-based tourism generating social impact as follows:

- Creating 2,000 part-time jobs for local residents to earn extra income.
- Collaborating with 50 companies and governmental agents.
- Working with more than 100 local communities in 46 provinces.
- Generating 54M THB worth benefit distributed to local communities.
- Bringing more than 32,000 travelers from all over the world to local host communities.

#### **10. Vietnam Staraniseed Cassia Manufacturing And Exporting Joint Stock Company (VINA SAMEX., JSC) (Vietnam)**

Viet Nam Staraniseed Cassia Manufacturing And Exporting Joint Stock Company (VINA SAMEX., JSC) was established in 2012. This is a leading enterprise in Vietnam with a good reputation in the market in terms of processing and exporting star aniseed and cinnamon. The company is currently focusing on Organic cinnamon, star anise, and other spices cultivation on over 5000 hectares in the provinces of Yen Bai, Lao Cai, Bac Kan and Lang Son, with over 3,000 farming households. The company cooperates and trains farmers in sustainable spice collection methods 3-4 times per year, then the company buys at a higher price than the normal market price and ensures fair trade for farmers and sends them to the Yen Bai processing factory. Vina Samex provides premium Organic cinnamon, star anise, other spices and essential oil to both domestic and all foreign markets.

Vina Samex has its team staying at the remote raw material fields to provide technical training and support for farmers on how to plant, care, trim, harvest, preprocess, etc., and rules such as non-pesticide or chemical fertilizers in accordance with requirements prescribed by organic certifications. Vina Samex also supplies the farmers with plant seeds, organic fertilizers, qualified containing bags that meet the product standards, and appropriate harvesting tools to

improve efficiency and reduce occupational risks. Vina Samex hired thousands of seasonal laborers and hundreds of formal workers. The company promotes fair working conditions in the factories and supports community initiatives including local infrastructure, housing, and education. Besides that, there are some projects under the company to promote Gender Equality as well as contributing to building schools for students and houses for poor people in mountain provinces.

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