

# ASEAN CSR FELLOWSHIP 2018

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## Module 2

Ho Chi Minh City, Vietnam

2-6 July 2018





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## ABOUT ASEAN CSR NETWORK

ASEAN CSR Network (ACN) is an accredited ASEAN Entity acting as the regional network for responsible business. We aim to create change by working with different actors who have the power to influence the way businesses operate. ACN's mission is to promote and facilitate the adoption of responsible business conduct in ASEAN to achieve a sustainable, equitable and inclusive ASEAN Community. The vision is a responsible business community that makes ASEAN a better place to live for all.

Through 8 network members in 7 ASEAN countries, as well as a growing number of corporate partners, ACN acts as a regional platform for those looking to achieve sustainability, well-being and economic growth. ACN's work is based on the premise that application of Corporate Social Responsibility (CSR), or strong responsible business policies by companies, together with frameworks by governments and inter-governmental bodies, is critical for sustainable economies, just societies, and well-being of the people in the region. By embedding social responsibility into their policies and practices, businesses can help address national and regional problems.

In a world where challenges are global, the solutions will also need to cross borders. CSR is a topic that cuts across countries, industries and actors. Change can only happen through multi-stakeholder processes and coordinated efforts. ACN's strength lies in its networks, enabling a greater connection to stakeholders at the regional, national and local levels.

ACN was registered as a Company Limited by Guarantee in Dec 2010 in Singapore. In 2014, ACN received an International Charity Organisation status from the Charity Council (UEN: 201025962K).

### ACKNOWLEDGEMENTS

This Fellowship is made possible with support from the Government of Sweden through the Embassy of Sweden in Bangkok, United Kingdom Foreign and Commonwealth Office (UK FCO), National Youth Council (Singapore), and Vietnam Chamber of Commerce and Industry (VCCI).

# ASEAN CSR FELLOWSHIP

The ASEAN CSR Fellowship seeks to develop the next generation of ambassadors for responsible business in Southeast Asia. It aims at bringing together a small team of high-potential individuals from businesses, governments, civil societies, and academia, to equip them with in-depth theoretical and practical concepts in responsible business. As ASEAN continues to face a variety of complex national and regional issues, the Fellowship also aims to deepen cross-border perspectives, and unite a new generation of CSR leaders in our common goal towards regional sustainable development.

The year-long journey will take Fellows to three countries across ASEAN, spending a week every quarter in the countries, which covers the full spectrum of varying levels of economic development among the ASEAN member states. Each week spent in the different countries will feature a series of study tours to meet top business leaders, government officials, academics and civil society practitioners. Modules will feature difficult issues that are at the heart of responsible business. The learning objective is to build an understanding of responsible business as it applies across ASEAN, comparing the different experiences in the 3 countries visited.

Upon graduation, Fellows will join an alumni network of past and present Fellows, and maintain regular contact through informal and formal meet-ups, sharing of resources and online platforms. By nurturing an alumni of leading CSR practitioners, the Fellows can be agents of change to mainstream responsible business into their business practices and models.

## MODULE 2

In Module 2, Fellows will convene in Ho Chi Minh City, Vietnam. The learning objective is to build on their understanding of responsible business as it applies across ASEAN, by following up with Vietnam's business integrity and anti-corruption initiatives, and explore human rights and labour issues in migration. Module 2 will also introduce the concept of sustainable development and deep dive into the fourth industrial revolution and its impact on responsible business. Fellows will go through a series of trainings, including but not limited to ethical recruitment, and cost and benefit analysis of responsible business.

# PROGRAMME\*

## MONDAY, 2 JUL

08:00 DEPART FOR BRITISH CONSULATE GENERAL

08:30 OPENING REMARKS

**Mr Thomas Thomas**  
CEO, ASEAN CSR Network, Singapore

08:35 WELCOMING REMARKS

**Mr Ian Gibbons**  
Her Majesty's Consul General to Ho Chi Minh City, UK FCO

08:45 UNDERSTANDING VIETNAM

An overview of the political and socio-economic issues in Vietnam, and analysis on the role of businesses in promoting CSR and responsible business practices.

**Dr Tran Thi Hien** | **Ms Mai Thu Ha**  
Lecturer, Foreign Trade University | Political Officer, British Consulate General

10:15 MORNING TEA

10:45 PANEL DISCUSSION: GOVERNMENT-BUSINESS INTEGRITY INITIATIVE

Vietnam has recently been on a serious crackdown on corruption, prosecuting a significant number of senior executives from state-owned enterprises (SOEs) with the death sentence and demoting or firing hundreds of other officials. How can the government and businesses work together to improve integrity standards? Does the prosecution of top management officials affect corruption of low-level officials? How do businesses move on after being hit with a corruption scandal?

**MODERATOR:** **Mr Florian Johannes Beranek**  
Lead Expert on Social Responsibility, United Nations Industrial Development Organization (UNIDO)

**PANELLISTS:** **Dr Tran Van Long**  
Head of Research Division, Government Inspectorate Research Institute (GIRI)  
**Mr Christian Levon**  
International Senior Advisor, Towards Transparency

\*Correct as at 28 June 2018

- 12:45      **LUNCH**
- 14:00      **DEPART FOR PEOPLE'S COMMITTEE**
- 14:30      **COURTESY CALL TO THE HO CHI MINH PEOPLE'S COMMITTEE**  
 The HCM People's Committee is the local state administrative body. It has recently taken on a Smart City Project to promote sustainable economic growth. What are some of the initiatives and socio-economic development strategies of the project? What role can businesses play to contribute to the project?
- 16:30      **CLOSING**  
 Fellows to make their own way back to the hotel.

## TUESDAY, 3 JUL

- 07:30      **DEPART FOR INTEL PRODUCTS VIETNAM**
- 08:30      **LEARNING VISIT: INTEL PRODUCTS VIETNAM**  
 In 2010, Intel opened its largest assembly and test facility worth US \$1 billion in Ho Chi Minh City. Since the facility was first announced, Intel committed to working with the government, academia, and communities in creating several thousands of jobs and support a goal of national growth through technology. A voluntary, third-party audit of ethics, labour, and environmental, health, and safety practices at the facility resulted in the auditors calling the site one of the best assembly or test facility they had ever seen. What are Intel's CSR focus areas? What processes does Intel have in place to manage its supply chain? What are Intel's diversity and inclusion policies? What impact does Intel's CSR strategies have on Vietnam's socio-economic development?
- Ms Ho Thi Thu Uyen**  
 Malaysia and Vietnam Public Affairs Director, Intel Products Vietnam
- 11:30      **DEPART FOR COCA-COLA VIETNAM**
- 12:00      **LUNCH**

**13:00 LEARNING VISIT: COCA-COLA VIETNAM**

The Coca-Cola Company and approximately 250 bottling partners in more than 200 countries and territories set its 2020 Sustainability Goals, with various focus areas, including agriculture, climate protection, giving back, Human & Workplace Rights, Packaging & Recycling, Water Stewardship, and Women's Economic Empowerment. Being a multinational corporation (MNC), what are some of Coca-Cola Vietnam's strategies to promote inclusive growth and support local businesses? Ranked one of the top five best workplaces in Vietnam in 2017, what are some of Coca-Cola Vietnam's human development initiatives?

**Ms Ly Le**

Legal and Public Affairs and Communications Director, Coca-Cola Indochina

This session will also feature a sharing session by an ASEAN CSR Fellow from the Class of 2017, on the impact of the ASEAN CSR Fellowship and how it has benefitted him.

**Mr Vo Ly Hoai Vinh**

National Government Relations and Sustainability Manager, Coca-Cola Vietnam

**15:30 DEPART FOR SAIGON HI-TECH PARK TRAINING CENTER****16:00 LEARNING VISIT: SAIGON HI-TECH PARK TRAINING CENTER**

Saigon Hi-tech Park Training Center (SHTP Training) was established in 2005 with the mission to prepare high-qualified workforce to meet the needs of advanced technology sectors in order to boost the international integration process and economic development of HCMC and Vietnam. How can a country attract high-tech investments? How does investing in human capital contribute to the development of economy and society? What role do businesses play in bridging the gap between requirements of the enterprise and employees' capabilities?

**17:00 HEAD BACK TO HOTEL**

## WEDNESDAY, 4 JUL

07:00 DEPART FOR BEN TRE PROVINCE

10:00 **LEARNING VISIT: BEN TRE HAND-GATHERED CLAM FISHERY**

Bến Tre is a coastal province, located in the Mekong Delta. While it is known for coconut and coconut candy, it is also an important area of biodiversity. The day trip will focus on the area of environmental sustainability - why it is important and how it affects socio-economic development, impact of climate change, and disaster management.

**Ms Tran Thi Thu Nga**

Chairwoman, Ben Tre Provincial Fisheries Association & Deputy Director, Sustainable Fisheries Development Committee, Vietnam Fisheries Society (VINAFIS)

15:30 HEAD BACK TO HO CHI MINH CITY

## THURSDAY, 5 JUL

09:00 REFLECTIONS

10:00 MORNING TEA

10:30 **PANEL DISCUSSION: IMPACT OF THE FOURTH INDUSTRIAL REVOLUTION**

Blockchain technology, robotics and Artificial Intelligence (AI) have been envisioned to have great impact on the future of the world economy. They provide the promise of innovative disruption and prominent solutions to the ongoing challenges to traditional finance, i.e. banking sector. How can technology and innovation contribute to sustainable development? What impact does technological advancements have on job creation or displacement? Does it have any implications on gender equality? How does it provide solutions to developmental problems?

**MODERATOR:** **Ms Doan Kieu My**  
Business Development Manager, Infinity Blockchain Labs

**PANELLISTS:** **Mr Nguyen Thien Tam**  
Innovations Center Director, FE Credit  
**Mr Rick Yvanovich**  
Founder & CEO, TRG International  
**Mr Robert Vong**  
COO, Talo.io

13:00 LUNCH

14:00 DEPART FOR PHONG PHU INTERNATIONAL

15:00 **LEARNING VISIT: PHONG PHU INTERNATIONAL**

Vietnam is the world's fifth largest textile and garment exporter. The garment sector has seen a speedy growth over the past few years, making it a significant contributor to the country's socio-economic development. What are the impediments to sustainable and responsible business practices in the sector? What are the key issues faced by workers in the garment industry?

**Ms Nguyen Thi Lien**  
Vice General Director, Phong Phu International

18:00 HEAD BACK TO HOTEL

**FRIDAY, 6 JUL****09:00 WORKSHOP: ETHICAL RECRUITMENT (PART I)**

According to the International Organization for Migration (IOM), approximately 25-30% of Vietnam's largest cities is made up of migrants. About 3 million Vietnamese live overseas with an additional 450,000 living abroad as temporary workers. What are the key protection issues that are faced by migrants? What role does migration play in promoting gender equality? What are the key factors relating to ethical recruitment and supply chains? How can the rights of migrant workers be protected in the supply chain? What role does the ASEAN Consensus on Migrant Workers play in protecting migrant workers?

**Mr Maximilian Pottler**  
Project Manager, IOM

**| Ms Laura Greene**  
| Project Officer, IOM

**10:30 MORNING TEA****11:00 WORKSHOP: ETHICAL RECRUITMENT (PART II)****12:30 LUNCH****13:30 CASE STUDY: COST AND BENEFIT ANALYSIS OF RESPONSIBLE BUSINESS PRACTICES**

**Dr Do Quynh Chi**  
Director, Research Center for Employment Relations

**15:30 AFTERNOON TEA****16:00 REFLECTIONS****17:00 CLOSING REMARKS**

## ROLE PLAYERS' PROFILES\*



### THOMAS THOMAS

**THOMAS THOMAS** is the CEO of the ASEAN CSR Network, a network of CSR networks in ASEAN to achieve a responsible business community in ASEAN. He serves on the UN Economic and Social Council for Asia Pacific (ESCAP)'s Business Advisory Council.

He was also the lead of the study team that did the base line study on CSR in ASEAN Member States for the ASEAN Intergovernmental Commission on Human Rights. He serves in the Eminent Persons' Group developing the Reporting and Assurance Framework Initiative (RAFI) for the UN Guiding Principles on Business and Human Rights.

He is an Honorary Professor of Corporate Social Responsibility with the Nottingham University Business School in the United Kingdom.

Thomas was the founding Executive Director of the Singapore Compact for Corporate Social Responsibility (CSR), the national CSR society in Singapore. He was the co-chair of the National Tripartite Initiative for CSR, formed in 2004 and initiated the formation of Singapore Compact for CSR. He was the Singapore focal point for UN Global Compact.



### DR TRAN THI HIEN

**DR TRAN THI HIEN** obtained a PhD in Management from the Southampton Business School, University of Southampton, United Kingdom. She is currently a lecturer and consultant for the BA and executive MBA programmes at her alma mater, the Foreign Trade University, Hanoi, Vietnam.

Her research interests are corporate social responsibility (CSR), sustainability, corporate governance, strategic management, international business, human resources, and organizational behaviours.

Dr Tran is the Principle Investigator in the project, "CSR in local tourism enterprises in Ha Long Bay, Quang Ninh province, Viet Nam" funded by ASEAN CSR Network, from Jul to Dec 2017.

She has been selected to speak at various workshops and conferences, notably on risk management and CSR for logistic providers, and CSR and combatting illegal wildlife consumption.

\*Profiles received after 28 June 2018 did not make it on time for print



## FLORIAN JOHANNES BERANEK

**MR FLORIAN JOHANNES BERANEK** is an Austrian, who has been working in Vietnam and the region since 2009, in the field of CSR and Responsible Business Conduct (RBC). His work involves mainly the course of UN projects.

Before his assignment to Vietnam, he worked for international companies and organizations in Europe as a senior partner of The CSR Company Ltd., Austria, for several years.

As consultant and trainer/lecturer, he is specialized in ISO 26000 and its linkages to other related standards like ISO 20400, ISO 20121, ISO 37001, stakeholder management, social responsibility communication and reporting, supply chain compliance, social responsibility management system integration and integrity programs.

Florian holds an MSc Degree on CSR and Ethical Management of University of Applied Sciences BFI Vienna, Austria.



## TRAN VAN LONG

**MR TRAN VAN LONG** is the Head of Research Division at the Government Inspectorate Research Institute (GIRI). Before joining GIRI, he was a researcher at the Institute of Legal Science, Ministry of Justice.

Dr Long participated in various projects on anti-corruption, including developing the National Anti-Corruption Law, Guide to Anti-Corruption Law, Development Strategy for the Inspectorate System, Control Mechanism of the Properties and Income of People with High Positions and Powers, Implementing Accountability in the Public Sector to Prevent Corruption in Viet Nam, and Study on Integrity in the Public Service.

He authored and co-authored a number of publications, including books and articles, such as Introduction to the National Strategy for Preventing and Combating Corruption towards 2020, Role of Society in Preventing and Combating Corruption, Reforming Organisational Structure and Activities of the Inspectorate System to Strengthen Capacity on Anti-Corruption, Implementation of the UN Convention Against Corruption: Theory and Practice.

Dr Long earned a Master's Degree and a Doctoral Degree, both in Laws. He has a Bachelor's Degree in Laws and another degree in English Language.



## CHRISTIAN LEVON

**MR CHRISTIAN LEVON** joined Towards Transparency at the beginning of 2017. He works as an International Senior Advisor, with a focus on promoting business integrity.

Prior to this, his 35-year career as a trade and economic counsellor at the French Ministry of Economy and Finance took him to various countries, such as France, Israel, Korea, Germany and Lithuania.

Christian lived in Belgium for ten years, where he worked for five years at the French Permanent Representation to the EU, in-charge of EU external development programmes, and subsequently, another five years at the European Commission, negotiating FTAs in the field of government procurement.

During the four years where he worked at the Embassy of France in Hanoi, Vietnam, from 2008-2012, Christian promoted bilateral trade, with special emphasis on large scale projects.



## HO THI THU UYEN

**MS HO THI THU UYEN** has been with Intel Products Vietnam since 2006 as a Corporate Affairs Manager. She currently holds the position of Malaysia and Vietnam Public Affairs Director. Since Intel is the biggest high-tech US investor and the first mover of this industry in Vietnam, she plays a key role in projecting Intel's voice and

image to external stakeholders. She is the first senior Vietnamese manager sitting in the Site Management Committee. Her daily engagement is to assure the ramping of Intel \$1B factory project.

Uyen has over 16 years of working with US-Vietnam Government entities, be it at central or local levels. Her primary responsibilities at Intel focus heavily on Government Affairs, Media Relations, Education Transformation and Corporate Social Responsibility. Uyen manages five local senior staff members and leads the Vietnam Corporate Affairs Group (CAG) as a strategic partner, from the manufacturing to sales marketing groups. Uyen can proudly say that her career growth and passion is to contribute to Vietnam's growth.

Uyen has a MBA from the Columbia Southern University (CSU) and a BA in English from HCM Teaching College. She is based in HCMC with her husband and her daughter.



## LY LE

**MS LY LE** has been the Legal and Public Affairs and Communications Director of Coca-Cola Indochina since 2013. Before this, she was responsible for all aspects of legal, government and regulatory affairs of the Vietnam and Thailand operations of a global cosmetics firm.

She has been actively involved in various non-government business associations, including the American Chamber of Commerce (AmCham) Direct Selling Committee, Vietnam Association of Oils - Aromas - Cosmetics, Vietnam Association of Trademark Protection, and establishment of the local Vietnam Direct Selling Association. She served on AmCham Boards of Governors from 2001. She led the development of AmCham F&B Committee in 2013. She is also Chair of CSR Committee in AmCham. In 2016, she was elected as Chair of AmCham Vietnam and became the first Vietnamese woman holding this chairmanship. She was Vice-Chair of US-ASEAN Business Council in 2016 and 2017. She also received ASEAN Women's Entrepreneur Award for her contribution towards the local women business community.

Her versatile expertise adds much value to high-level diplomatic ties, specifically US-Vietnam relationship, through corporate engagement.

Ly Le holds a Bachelor's Degree from Swinburne University of Technology, Australia, in Corporate Law and Singapore Institute of Management in Contract Negotiation and Management.



## VO LY HOAI VINH

**MR VO LY HOAI VINH** takes lead in Coca-Cola Vietnam's Policy Advocacy and Sustainability matters, addressing business challenges with expanding corporate relations to diverse stakeholders, from central government bodies to industry associations, academia, and civil societies.

Vinh also supported the business through multi-function collaboration on operational requirements and enhances corporate reputation by achieving the AmCham CSR Recognition Award and received Top 4 placement in VCCI's ranking of sustainable businesses in Vietnam.

Vinh has also worked for AmCham HCMC Chapter to support the Advocacy for Industry Committee since 2011.

Vinh graduated with Distinction in International Economics from Foreign Trade University and earned a Degree in Law at University of Law HCMC. In 2016, he received a scholarship for the ASEAN CSR Fellowship and in 2017, nominated as one of Coca-Cola's delegates joining the One Young World global forum in Colombia.



## TRAN THI THU NGA

**MS TRAN THI THU NGA** is the Chairwoman of the Ben Tre Provincial Fisheries Association, and Deputy Director of the Sustainable Fisheries Development Committee at the Vietnam Fisheries Society (VINAFIS).

She is an Economic Specialist and a Member of Ben Tre Provincial Vietnam Fatherland Front Committee. She is a former Deputy Director of the Ben Tre Department of Agriculture and Rural Development (DARD) and former Deputy Director of the Ben Tre People's Committee Department of Fisheries.

Her main role has been to provide support and advice to the Ben Tre People's Committee and other relevant organisations and associations on developing sustainable fisheries management plans, including fisheries production, process and export plans. She is experienced in developing and implementing community management models such as fisheries cooperatives. Ben Tre clam fishery received the Marine Stewardship Council (MSC) certification in 2009, becoming the first fishery in Southeast Asia to meet the organisation's sustainability and management standards. She contributed much to this achievement.

She graduated from the Ho Chi Minh City University of Agriculture and Forestry, and Vinh Long Education College.



## DOAN KIEU MY

**MS DOAN KIEU MY** describes herself as a combination of Geek, Business, Marketing, Creativity and Blockchain. In her career, she has been actively involved in management level of various functions including HR, business development, marketing strategy planning and execution (IMC, B2B and B2C) across multiple industries, specifically FMCG, education and technology.

After years of consulting and managing multiple million-dollar marketing campaigns for different multinational brands, she decided to "connect the dots" of her technical, business and marketing background by joining Infinity Blockchain Labs' mission.

My graduated with Merit from the Helsinki University of Technology (Finland) in Computer Science, while being a member of MENSA UK and the hackers' network. She also holds an MBA Degree with First Class Honours at the University of Gloucestershire (UK).

She also participates as an emcee, host, moderator, and English-Vietnamese interpreter for various government events and seminars.



## RICK YVANOVICH

**MR RICK YVANOVICH** is the Founder and CEO of TRG International, which started in 1994. TRG International is made up of TRG IT, TRG Talent, and TRG F&B. It has over one thousand customers in 80 countries and approximately 400 employees. He defines himself as an entrepreneur, techie, Brit and baby boomer.

He holds the position of Treasurer & Board Member of British Business Group Vietnam, Chairman of AMCHAM HCMC ICT Group, member of School Advisory Committee RMIT Melbourne, Chairman of Industry Advisory Committee at RMIT Vietnam, CIMA assessor, member of South East Asia Regional Board CIMA (vice-Chairman 2014-15, Chairman 2015-16), Co-founder and Vice-Chairman of International Project Management Association of Vietnam, as well as founder/co-founder of multiple start-ups. He was previously Chairman of Eurocham ICT Sector Committee.

Rick has over 30 years' experience working in supermarkets, accounting, breweries, newsagents, defence manufacturing, IT, property development and BP, in the UK, China, Singapore, Switzerland and Vietnam. Posted to BP China as Finance Manager, then relocated to BP Vietnam in 1990, possibly making him the longest Brit in Vietnam.

Rick is a regular speaker in Vietnam on multiple topics including Accounting, IT, Cloud, Talent and Project Management.



## ROBERT VONG

**MR ROBERT VONG**, as a BlockFin Asia co-founder, helped organize Vietnam's first Blockchain conference in 2016 to advocate for closer collaboration between industry and regulators. In addition to advising Fintech startups, he manages Bitcoin Saigon, the original home of the city's Bitcoin and Blockchain community.

In 2014, Robert contributed to the Australian Tax Office's draft ruling on the application of GST to Bitcoin by clarifying pertinent use cases for tax treatment. Subsequently invited to submit to the Australian Senate Standing Committees on Economics enquiry into digital currencies, he played a part informing early industry concerns about double taxation.

Prior to this, Robert was a buy-side equity research analyst in Melbourne and New York City. He has an MBA from New York University and an engineering degree from RMIT University.



## NGUYEN THI LIEN

**MS NGUYEN THI LIEN** is a Vice General Director at Phong Phu International, which is a member of Phong Phu Group, one of the leading garment textile manufacturers and exporters in Vietnam since 1965. She has over 25 years' experience in enterprise management of the textile and garment industry.

She also has over 15 years' experience in administration of human resources in the textile and garment industry.

She is a lecturer at the Textile and Garment Management Training Center of The Vietnam National Textile and Garment Group (Vinatex). She also co-teaches at some universities in Ho Chi Minh City and Hanoi, in Merchandising and Business Administration.

Nguyen Thi Lien has a Master's Degree in Business Administration.



## MAXIMILIAN POTTLER

**MR MAXIMILIAN POTTLER** is currently a Project Manager at the International Organization for Migration (IOM) and located in Ho Chi Minh City, Viet Nam. His role is to manage IOM's new regional Corporate Responsibility in Eliminating Slavery and Trafficking (CREST) project (2017-2022).

Previously posted with IOM in Geneva, Dhaka, Phnom Penh and Hanoi, he has been leading a number of partnership projects with companies to better understand and address the vulnerabilities of migrant workers in their supply chains.

Max joined IOM in 2013.



## LAURA GREENE

**MS LAURA GREENE** joined the International Organization for Migration (IOM) in 2018 and is based in Ho Chi Minh City, Viet Nam, where she currently works on IOM's regional Corporate Responsibility in Eliminating Slavery and Trafficking (CREST) project.

Prior to joining IOM, Laura worked with the International Labour Organization (ILO) in Bangkok and Geneva, where she formed part of the Bureau for Employers' Activities (ACT/EMP) team.



## DO QUYNH CHI

**DR DO QUYNH CHI** co-founded the Research Center for Employment Relations in 2007. She has published research on labour issues in Vietnam such as labour rights, migration, reproductive health of migrant women, and labour market in international journals such as JIR, Development and Change, Asia-Pacific Journal for HRM, among others.

She has also worked as a consultant for the international organisations such as the ILO, UNDP as well as the private sector.

She received her Master's Degree in International Economics from the University of Cambridge and PhD in Labor and Industrial Relations from the University of Sydney.