



CONCEPT NOTE

Corporate Philanthropy in Humanitarian Action in Asia: How Can Businesses Step Up?

OVERVIEW

Humanitarian aid in Asia is at a crossroads, and greater collaboration is needed to address funding gaps amidst growing global crises. Corporate foundations in the region are increasingly important partners in humanitarian response. A recent report commissioned by the ASEAN Business Advisory Council Malaysia estimates that corporate philanthropy in Southeast Asia could generate USD \$5.3 billion—nearly six times the 2024 USAID budget for the region—suggesting that philanthropic giving is growing and shifting toward alignment with national development priorities, better use of data, and a focus on collaborative outcomes.

Asian businesses have a long history of supporting communities beyond financial contributions. The private sector is a vital catalysts providing rapid, technical, and coordinated support before, during, and after disasters. Corporations can mobilize heavy machinery, specialized rescue teams, and communication technology for immediate relief and long-term recovery.

This session explores how corporate foundations leverage expertise and industry networks to support disaster response operations across Asia. Through interactive discussions, participants will explore mechanisms that enable and scale solutions for more effective, locally led humanitarian action.

DATE AND TIME

Wednesday, 11 March 2026
16:00 – 17:30 Geneva (UTC+1)

LOCATION

[International Conference Center
Geneva \(CICG\)](#)

REGISTRATION

Advance registration is required.
[Please register online here.](#)

CONTACT

For more information, email
connectingbusiness@un.org.

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SESSION OBJECTIVES

1. **Demonstrate how corporate philanthropy and businesses contribute beyond financial assistance**, leveraging their expertise in manufactory, infrastructure, technology and industry networks to enhance humanitarian action.
2. **Identify best practices and approaches for effective partnerships with the private sector**, showcasing how businesses can co-develop and implement solutions that improve disaster preparedness, accelerate response efforts, and support long-term community recovery.
3. **Clarify what foundations and donors *aren't* interested in** as well as their evolving priorities and operational approaches given the political landscape.

PARTICIPANTS

Participants from the humanitarian, private sector, development, government, and academic communities are invited to this session, which will have a particular focus on how to strengthen collaboration in crisis response through technology, innovation and expertise from some of the leading private sector companies in Asia in humanitarian preparedness, response and recovery. The session aims to facilitate knowledge sharing, promote trust between public and private sector actors, and explore practical ways foundations and businesses can contribute to humanitarian action.

PROGRAMME

16:00-16:10 Welcome and Opening Remarks

16:10-16:30 Interactive Exercise

16:30-17:10 Panel Discussion

17:10-17:25 Panel Dialogue and Audience Q&A

17:25-17:30 Closing Remarks

ABOUT THE ORGANIZERS

OCHA-UNDP Connecting Business initiative (CBI)



Established and jointly managed by the [United Nations Office for the Coordination of Humanitarian Affairs](#) (OCHA) and the [United Nations Development Programme](#) (UNDP), CBI is dedicated working with local businesses to prepare for, respond to, and recover from disasters. CBI Member Networks are independent chambers of commerce, trade federations, business associations and private foundations that are ready, willing and able to lead private sector disaster management in their countries. CBI empowers local businesses to work hand-in-hand with governments, civil society, humanitarian organizations and affected people to alleviate human suffering while building more resilient societies. Learn more at connectingbusiness.org or email connectingbusiness@un.org.

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