

Strategic approach to expand green growth business in ASEAN

“Agro-Digital PH’s green growth approach involves contract-growing, ensuring income for farmers and minimizing food miles.

We prioritized market fit over funding, choosing to bootstrap and achieving break-even in year two. We rely on rural banks for loans and explore angel investors for steady capital.”



In the ASEAN region, green growth businesses are not just a trend, but a necessity for sustainable development. Companies like Agro-Digital PH are leading the way with their innovative approaches, such as contract-growing, which ensures income for farmers and minimizes food miles. They’ve shown that prioritizing market fit over funding, relying on rural banks for loans, and exploring angel investors for steady capital can lead to success. However, scaling such businesses requires a strategic approach. This approach not only ensures long-term success but also broadens the impact of these businesses.



Here are some key factors that entrepreneurs in the ASEAN community should consider:

1. Future Investments:

Workforce and Environment

Entrepreneurs should advocate for supportive policies from local governments that incentivize green technologies and facilitate rapid scaling. This advocacy should include urging for financial incentives, tax breaks, and subsidies that specifically encourage the integration of green technologies into business operations.

Moreover, entrepreneurs should prioritize investing in the future by supporting workforce development through training programs and initiatives focused on green skills. This commitment ensures a skilled workforce for the emerging green economy, fostering innovation and driving overall growth.

2. Scalability Drivers:

Vision, Demand, and Partnerships

Entrepreneurs should lead with a clear vision for a sustainable future, committing to long-term goals and embracing innovation. They should secure early adopters within the ASEAN region and establish partnerships with environmentally conscious consumers.

Additionally, they should foster collaboration with like-minded stakeholders, including NGOs, research institutions, and fellow businesses. This collaboration can help amplify the impact of green growth businesses and unlock new opportunities.

These factors enable ASEAN MSMEs to engage more deeply with the content and develop critical thinking skills. Future investments in the workforce and environment involve advocating for supportive policies and fostering a culture of sustainability within organizations. This includes equipping the workforce with green skills and advocating for policies incentivizing green technologies.