1. Chairmanship Theme

Theme: Recover. Stronger. Together. Sama-sama

Our theme is aligning with ASEAN Theme this year - ‘Recover. Stronger. Together. Sama-Sama’, which personifies and further strengthen our efforts in all fundamental areas.

We Recover - We pursue our support in reviving our business sectors from the COVID-19 pandemic, enhancing our private public collaboration for vaccine availability, improved our access to effective and speedy bridge financing, the creation of new markets emerging from the ‘new norm’ including Regional Comprehensive Economic Partnership (RCEP) and we boost smart mentoring for digital transformation.

- Support businesses for recovery from pandemic as outlined in the Pathway 225* Report (Pathway 225 is a report titled “A Pathway towards Recovery and Hope for ASEAN” acknowledged by the leaders in ASEAN Summit 2020)
- Public Private Collaboration for accessibility of vaccines.
- Access to effective and speedy bridge financing.
- New Markets emerging from the ‘new norm’ including RCEP.
- Smart mentoring for digital transformation.

We are Stronger – In our pursuit of our recovery, we shall rope our ASEAN Businesses to collectively recover stronger, uplift our economic harmonisation and reform under the ASEAN Economic Community (AEC), and outlining our tactical actions in emerging Pathway 225 to build stronger businesses.

- ASEAN Businesses can collectively recover stronger.
- Economic harmonization and reform under the AEC.
- Strategic actions materializing Pathway 225* will make businesses stronger.

We are Together (Sama-Sama) – As we recover to be stronger, together we shall signify our voice as One Community who are more connected, robust and integrated as we move together to achieve our goals. We Care, We Prepare, We Prosper Sama-Sama towards One Vision, One Identity, One Community. We move together towards our future – we are indeed the ASEAN Legacy.

ASEAN has always emphasized on being One Community for the last 50 years. We Care, We Prepare, We Prosper Sama-Sama. Sama-Sama we thread together towards One Vision, One Identity, One Community. We are indeed the ASEAN Legacy.
2. Chairmanship 2021 Deliverables

1. Endorsing Private Sector Champion or co-champions for each PED - In support of ASEAN Chairmanship 13 PEDs.
2. Healthcare - Saving Lives and Livelihoods in the short term, and preparing for a sustainable and resilient recovery for the medium to long term.
3. Trade Facilitation - In support of Brunei’s Chairmanship PEDs to zero in on NTMs.
4. MSME Development Agenda - Pursuing legacy projects in support of SAPSMED’s 5 Pillars.