ASEAN Business Advisory Council
Report to ASEAN Leaders

Brunei Darussalam 2021: Recover. Stronger. Together. SAMA-SAMA
About the ASEAN Business Advisory Council (ASEAN-BAC)

Launched in April 2003, ASEAN-BAC was set up with the mandate to provide private sector feedback and guidance to boost ASEAN's efforts towards economic integration. Aside from providing private sector feedback on the implementation of ASEAN economic cooperation, the Council also identifies priority areas for consideration of the ASEAN Leaders. Accordingly, ASEAN-BAC's activities are primarily focused on reviewing and identifying issues to facilitate and promote economic cooperation and integration. The council also submits annual recommendations for the consideration and integration. The Council also submits annual recommendations for the consideration of the Leaders and the ASEAN Economic Ministers (AEM). Since 2013, ASEAN-BAC also pursues additional Dialogue with Senior Economic Official Meeting (SEOM). In addition to these activities, ASEAN-BAC also socializes ASEAN Economic Community (AEC) to the private sector, both within and beyond the Southeast Asian region.

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The ASEAN Secretariat
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Ampun Beribu Ampun,

On behalf of the ASEAN Business Advisory Council, it is my honor and privilege to formally transmit to Your Majesty our 2021 ASEAN BAC Chairmanship Report.

This Report highlights the strong collective effort of the Council, in close collaboration with all our private sector partners, to give life and substance to the mandate entrusted to us by the ASEAN Leaders as the apex private sector body under the AEC Strategic Blueprint 2025.

We launched this chairmanship journey under the most trying times of coping with the profound impact of the pandemic, the shifting and polarizing geopolitical landscape, which to date, continue to deepen the tension and uncertainty towards a faster regional and global post-pandemic recovery scenario.

But despite the unprecedented challenges, the trust and strong support from Your Majesty as Chair of ASEAN and the cooperation we enjoyed from the whole Brunei government and concerned ASEAN instrumentalities, I am pleased to report that the Council achieved its deliverables, for which we are most grateful.

Following our submission of the Pathway Towards Recovery and Hope for ASEAN report last year, our 2021 Report provides our follow through actions on our priority economic policy recommendations which we endeavored to drill down from the ASEAN Economic Ministers and other relevant ASEAN Ministers down to the different ASEAN Sectoral Bodies. We continue to vigorously push for their translation into action.
Our Report also features the various ASEAN and global engagements undertaken by the Chairmanship and my other colleagues in the Council, in pushing more aggressively our advocacy agenda on key strategic areas. It will walk you through our Brunei Legacy Project HIRED and Digital Travel Wallet which ASEAN BAC Brunei will continue to pursue beyond our chairmanship as our concrete and sustained contribution to AEC. Our culminating ASEAN Business Awards and ASEAN Business and Investment Summit events are highlighted which raised our Brunei chairmanship flag even higher.

In conclusion, the work remains unfinished in deepening a conducive AEC policy environment to make ASEAN truly competitive, inclusive, resilient and sustainable especially under the evolving normality. Above all, we need to multiply exponentially various projects on the ground that make a difference in the lives of our business communities and our ASEAN peoples. We wish to assure Your Majesty and the rest of the ASEAN Leaders, that ASEAN BAC continues to be fully committed to its mandate and serve as a dedicated partner in building the AEC.

Yours Sincerely,

CHAIRMAN

CO-CHAIR

CO-CHAIR

Yang Berhormat Siti Rozaimeriyannt DSLJ Haji Abd Rahman
Chair of ASEAN BAC 2021
Director cum Principal Architect of Eco Bumi Arkitek

Dr. Doan Duy Khuong
ASEAN BAC Co-Chair
ASEAN BAC Chair 2010, 2020
Vice President, Vietnam Chamber of Commerce and Industry

Neak Oknha Kith Meng
ASEAN BAC Co-Chair
ASEAN BAC Chair 2012
Chairman, Royal Group of Companies
President, Cambodia Chamber of Commerce
ASEAN Business Advisory Council Members

**BRUNEI**

Haslina Taib  
Chair, ASEAN Business and Investment Summit 2021  
CEO, Dynamik Technologies Sdn Bhd

Musa Adnin  
Chair, ASEAN Business Awards 2021  
Managing Director, Adinin Group of Companies

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**CAMBODIA**

Oknha Van Souieng  
Chairman, Garment Manufacturers Association in Cambodia (GMAC)

Oknha Sok Piseth  
CEO, G Gear Co., Ltd  
Vice-President, Cambodia Chamber of Commerce
ASEAN Business Advisory Council Members

INDONESIA

Bernadino Vega
President Director, P.T. Pembangkit Energi Mandiri

Adrian Gunadi
Co-Founder & CEO, Investree

Maspiyono
Regional Managing Director, P.T. Mayora Indah Tbk

LAOS

Oudet Souvannavong
ASEAN-BAC Chair 2004, 2016
President, LNCCI

Thanongsin Kanlagna
CEO, Datacom
President, LICA

Chantachone Vongsay
President, Lao Business Association
ASEAN Business Advisory Council Members

MALAYSIA

Tan Sri Dato’ Dr. Mohd Munir Abdul Majid
ASEAN-BAC Chair 2015, Chairman, CARI ASEAN Research and Advocacy

Raja Singham
Managing Director, BAC Education

Tan Sri Yong Poh Kon
Chairman, Royal Selangor International Sdn Bhd

MYANMAR

Zaw Min Win
President, Republic of The Union of Myanmar Federation of Chambers of Commerce and industry

Moe Kyaw
Founder and Chairman, Myanmar Marketing Research and Development Co., Ltd.

Thaung Tin
Vice-President, Republic of The Union of Myanmar Federation of Chambers of Commerce and industry
ASEAN Business Advisory Council Members

PHILIPPINES

Jose Ma. A Concepcion III
ASEAN-BAC Chair 2017, Philippine Presidential Adv for Entrepreneurship. Founder, Go Negosyo, President and CEO, RFM Corp

George Barcelon
Chairman, Philippine Chamber of Commerce & Industry

Michael Tan
President, LT Group

SINGAPORE

Dr Robert Yap
ASEAN-BAC Chair 2007, 2018 Chairman at YCH Group Pte Ltd.

Dr Douglas Foo
Chairman, Sakae Holdings Ltd

Rachel Eng
Managing Director, Eng and Co. LLC
ASEAN Business Advisory Council Members

THAILAND

Visit Limlurcha  
Director, Board of Trade of Thailand

Kobsak Duangdee  
Secretary General, Thai Bankers’ Association

Vathit Chokwatana  
Vice Chairman, Federation of Thai Industries

VIETNAM

Nguyen Thi Nga  
Chairman, Southeast Asia Joint Stock Commercial Bank

Pham Dinh Doan  
Chairman, Phu Thai Group
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ASEAN ECONOMIC COMMUNITY

"...Recognising that digital transformation holds tremendous potential and brings many benefits to ASEAN, especially towards a sustainable and inclusive recovery from COVID-19, and noting the need for greater support for digital transformation in the region, we welcomed the endorsement of the Bandar Seri Begawan Roadmap: an ASEAN Digital Transformation Agenda to Accelerate ASEAN’s Economic Recovery and Digital Economic Integration (BSBR). The Roadmap highlights existing and new ASEAN initiatives that are crucial in supporting ASEAN’s ongoing digital integration through the commencement of negotiations for an ASEAN Digital Economy Framework Agreement by 2025."

"...We acknowledged that the pandemic has accelerated efforts for sustainability and long-term resilience, and noted that the Circular Economy with its aim for resource efficiency, plays a key role in this. We noted the adoption of the Framework for Circular Economy for the AEC, which sets out a structured pathway towards the ambitious long-term goals of resource efficiency, economic resilience, and sustainable growth for ASEAN, while building upon past and on-going ASEAN initiatives. We encouraged ASEAN Sectoral Bodies, partners, and stakeholders, to support the implementation of the Framework and help ASEAN achieve a resilient, inclusive, and sustainable development."

"Cognisant of the need to further streamline work on addressing non-tariff measures in order to facilitate trade flows in the region, we welcomed the endorsement of the NTM Cost-Effectiveness Toolkit (NTM Toolkit), which aims to promote the adoption of good regulatory practices of simplifying import requirements and procedures to ultimately boost exports in the region. We also recognised efforts to facilitate the movement of trade in goods within the region and commended relevant officials for putting in place digital-based trade facilitation platforms."

"We recognised that global and regional economic recovery remains uncertain. In supporting the regional economic recovery, we reaffirmed and underscored the importance of keeping markets open, maintaining supply chain resilience, supporting MSMEs, and increasing trade inter-linkages. In this regard, we noted the progress in the implementation of the ASEAN Plus One Free Trade Agreements (FTAs) with Australia and New Zealand, China, Hong Kong, China, India, Japan, and the Republic of Korea (ROK), as well as negotiations and discussions on the upgrade of some of the FTAs, i.e., with Australia and New Zealand, China, India, and the ROK. We welcomed the full entry into force of the ASEAN – Hong Kong, China, Free Trade Agreement and the ASEAN – Hong Kong, China, Investment Agreement. We reiterated our resolve to ensure that the Regional Comprehensive Economic Partnership (RCEP) remains to be ASEAN-led and driven. We therefore underlined our commitment to expedite the ratification process for the RCEP Agreement and looked forward to its entry into force in early January 2022."
It has been a truly incredible and remarkable year for Brunei’s ASEAN Chairmanship despite the historic challenges brought on by the pandemic that continue to test our resilience, our resolve and our unity as a region. The unceasing and tireless determination, persistence and collaboration - between public and private sectors - as one community in finding ways and means to save lives and bring our economies back to normal have shown that it can be done – and can achieve much more – for as long as we stay together -SAMA SAMA.

I am therefore deeply honoured and grateful for the opportunity and privilege to be the Chair of ASEAN BAC and to have received invaluable support from my beloved Brunei government, partners and ASEAN as a whole throughout our chairmanship. I wish to extend my profound gratitude to a number of major supporters, partners and stakeholders that have made Brunei Chairmanship ASEAN BAC 2021 possible.

**YB Yanty Rahman**
Chair, ASEAN Business Advisory Council 2021
Director cum Principal Architect, Eco Bumi Arkitek
COVID-19 has been presenting us with opportunities to accelerate digital transformation. In the period of Liminality, it has been a privilege to Chair the ASEAN Business and Investment Summit 2021, meeting great minds of economic and business leaders and working together for a sustainable digital future.

Haslina Taib  
Chair, ASEAN Business and Investment Summit 2021  
CEO, Dynamik Technologies Sdn Bhd

The ASEAN Business Advisory Council Brunei acknowledged the struggles of businesses as a result of the adverse socio-economic impact and consequences of the COVID-19 pandemic and translated this into the ASEAN Business Awards 2021 theme and aspiration for ASEAN Member States to "Recover, Stronger, Together, Sama–Sama".

Musa Adnin  
Chair, ASEAN Business Awards 2021  
Managing Director, Adnin Group of Companies
Our theme aligned with ASEAN’s theme – ‘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 vaccine.
- 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.

CONVERGING AND REINFORCING CHAIRMANSHIP THEMES

We Care, We Prepare, We Prosper.
The epidemic has caused prolonged socio-economic distractions in our region, revealing fundamental vulnerabilities in various sectors resulting in outcomes of social progress and economic development gathered over decades to clear away.

The Central purpose of ASEAN BAC’s recovery efforts must be to serve the needs of the community. We have 4 priorities – Our first priority is endorsing private sector champions or co-champions for each Brunei’s Priority Economic Deliverables.

Second, Healthcare. When we talk about Inclusive ASEAN, we need to acknowledge that Inclusivity is not just on Finance but also on Healthcare. Which is why, it is imperative that ensuring health response as an inclusive objective – will we then have an Economic Response.

Third priority is on trade facilitation – in support of Brunei’s first priority economic deliverables (PEDs) under the Recovery strategic thrust to zero in on Non-Tariff Measures (NTMs).

And lastly, it is also critical to strengthen the role of MSMEs – we pursue legacy projects in support of the ASEAN Strategic Action Plan for MSME Development (or SAPSMED)’s 5 pillars.

So, if we are looking for impact both in the short and the long term for ASEAN, it is these legacy projects that can deliver. Thus, a more robust PPP platform needs to be in place to push these legacy projects further.
01 Endorsing Private Sector Champion or co-champions for each PED

In support of ASEAN Chairmanship 13 PEDs.

02 Healthcare

- Saving Lives and Livelihoods in the short term.
- Preparing for a sustainable and resilient recovery for the medium to long term.

03 Trade Facilitation

In support of Brunei’s Chairmanship PEDs to zero in on NTMs.

04 MSME Development Agenda

Pursuing legacy projects in support of SAPSMED’s 5 Pillars.
Brunei Darussalam's 13 Priority Economic Deliverables (PEDs)

Support for Brunei’s Chairmanship PEDs:

**ASEAN BAC endorsed to AEM Chair existing and new private sector champions willing to support one or more PEDs**

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**Bandar Seri Begawan Roadmap:** An ASEAN digital transformation agenda to accelerate ASEAN's economic recovery and digital economy integration (BSBR) - an additional deliverable

27th ASEAN ECONOMIC MINISTERS RETREAT VIRTUAL MEETING.  
(Source: ASEAN 2021 Brunei website)
Brunei Darussalam's 13 Priority Economic Deliverables (PEDs)

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Sharing of existing policy or research/white papers, best practice, conduct of webinar roundtables in developing frameworks and/or action plans per area.

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<td><strong>Strategic Thrust 1: RECOVERY</strong></td>
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<td>2. Post-COVID-19 Recovery Plan for ASEAN Tourism</td>
<td>1. ASEAN BAC&lt;br&gt;2. ASEAN Tourism Association (ASEANTA)&lt;br&gt;3. EUABC&lt;br&gt;4. ASEAN-India Business Council&lt;br&gt;5. Canada-ASEAN Business Council (CABC)&lt;br&gt;6. East Asia Business Council</td>
<td>Regional ASEAN National Tourism Organization (NTOs)&lt;br&gt;Brunei Darussalam Ministry of Primary Resources and Tourism (MPRT)</td>
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<td>3. Launch the negotiations for a possible ASEAN-Canada Free Trade Agreement</td>
<td>1. Canada-ASEAN Business Council (CABC)</td>
<td>Regional Senior Economic Official Meeting (SEOM) – Canada&lt;br&gt;Brunei Darussalam MOFE</td>
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<td>4. ASEAN Investment Facilitation Framework</td>
<td>1. ASEAN BAC Malaysia&lt;br&gt;2. CARI ASEAN Research and Advocacy&lt;br&gt;3. USABC&lt;br&gt;4. EUABC&lt;br&gt;5. ASEAN-Australia Chamber of Commerce and Industry (CCI)&lt;br&gt;6. UKABC&lt;br&gt;7. Canada-ASEAN Business Council (CABC)&lt;br&gt;8. Philippine Women’s Economic Network (PhilWEN) as the focal point of AWEN</td>
<td>Regional Coordinating Committee on Investment (CCI)&lt;br&gt;Brunei Darussalam MOFE</td>
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### Roles of Private Sector Champions or Co-Champions:

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<td>1.ASEAN BAC</td>
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#### Strategic Thrust 2: Digitalisation

6 Work Plan on the Implementation of ASEAN Agreement on Electronic Commerce 2021-2025

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<td>Regional</td>
<td>ASEAN Coordinating Committee on Electronic Commerce (ACCEC)</td>
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<td>Ministry of Transport and Infocommunications (MTIC)</td>
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7 Regional Action Plan on the Implementation of the Norms of Responsible State's Behavior in Cyberspace

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<th>2.Australia–ASEAN Business Council with King &amp; Wood Mallesons, and AgLive</th>
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<th>4.UKABC</th>
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<td>Regional</td>
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8 Convene ASEAN Financial Literacy Conferences

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<th>1.ASEAN BAC</th>
<th>2.ASEAN–Japan Business Council</th>
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#### Strategic Thrust 3: Sustainability

9 ASEAN Framework to Support Food, Agriculture, and Forestry (FAF) Small Producers, Cooperatives, and MSMEs to Improve Product Quality to Meet Regional/International Standards and Ensure Competitiveness

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<td>Regional ASEAN Coordinating Committee on Electronic Commerce (ACCEC)</td>
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<td>2. ASEAN BAC Thailand</td>
<td>Brunei Darussalam Ministry of Transport and Infocommunications (MTIC)</td>
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<td>6. East Asia Business Council</td>
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<td>11. Framework for Circular Economy for the AEC</td>
<td>1. ASEAN BAC Malaysia</td>
<td>Regional ASEAN Economic Coordinating Council (AECC)</td>
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<td>8. Canada–ASEAN Business Council (CABC) to join as an observer</td>
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<td>13. Initiate the development of ASEAN Taxonomy on Sustainable Finance</td>
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<td>3. ASEAN – Japan Business Council</td>
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**Private Sector’s Support towards Priority Economic Deliverables**

1. We have received the response and advice from the AEM chair and have correspondingly provided policy inputs to PEDs mainly on NTMs Streamlining, Circular Economy, Launch of ASEAN–Canada FTA Negotiations, Energy, etc.

2. We continue to conduct webinars on some of the PEDs and transmit the results and takeaways to relevant Brunei Ministry and ASEAN Sectoral Bodies.
Healthcare and Enhanced Mobility

Priority Areas from Pathway 225 Report

1. Accelerate the implementation of the Medical Device Directive 2015;

2. Work towards stronger Public–Private Partnerships (PPP) in the urgent call for stronger and more effective ASEAN pooled vaccine procurement;

3. Endorsement of ASEAN Travel Wallet (ATW) initiative
   - ATW as a response for the ASEAN Travel Corridor Framework
   - Institutionalize private sector participation through ASEAN BAC HWG in the Task Force for ASEAN Travel Corridor Framework
   - Setting up of a Taskforce to undertake sandbox mechanism for ready testing of ATW proposal

ASEAN Travel Wallet Ecosystem

FINAL TAKEAWAY

1. Involve and inclusion of the private sector in the ACCWG-PHE deliberations
2. Continue supporting Pathway 225 on the health recommendations
SAFE WAYS TO OPEN THE ECONOMY
Sharing of ASEAN Best Practices

24M Vaccines Procured
17M doses - Astrazeneca (Thailand)
7 M doses - Moderna

Can Thailand be a main source of vaccine supply to ASEAN?

PROTECTING THE UVACCINATED TO PROTECT THE ECONOMY

66
COVID Critical* Patients
55 Unvaccinated
1 Partially Vaccinated
0 Completely Vaccinated

21
Intubated patients and on Life Support machines in the ICU
19 Unvaccinated
2 Partially Vaccinated
0 Completely Vaccinated

280
COVID Patients admitted in PHN*
199 Unvaccinated
44 Partially Vaccinated
47 Completely Vaccinated

* Admitted COVID-19 pediatric patients 15 years old and below were not included in this graph.
* Critical patients are those requiring invasive and non-invasive mechanical ventilation.

SOURCE: Philippines General Hospital

VACCINE BUBBLE
GREATER MOBILITY FOR THE VACCINATED TO SPUR ECONOMY

FAMILY BUBBLE
TRANSPORT BUBBLE
BUSINESS BUBBLE
HEALTH FOCUS AREAS FROM PATHWAY 225

- Implement and operationalize the ASEAN Travel Corridor Declaration (during the ASEAN Summit in Viet Nam in November 2020).
- Work towards stronger public-private partnerships for stronger and more effective ASEAN vaccination programs, including manufacturing and pooled vaccine procurement.
- Accelerate the regional implementation of the Medical Device Directive 2015.

RECOMMENDATIONS

- To endorse Pathway 225 and the three recommendations of focus areas,
- To clearly request the ACCWG-PHE to systematically and routinely involve the private sector in their deliberations, decisions and implementation; and
- To prioritize regional ASEAN arrangements instead of bilateral arrangements.
ASEAN TRADE FACILITATION PRIORITY AGENDA

State of Trade Facilitation Reforms in ASEAN

- Self-certification for COOs is live since end of 2020
- ASEAN Customs Transit System is live since end of 2020
- MRA on Type Approval for Automotive Parts is signed
- ASEAN Single Window is up and running – and is gradually being extended to other documents
- CCA managed to “resolve” more cases on the Matrix of Actual Cases (NTBs) – but still lots to do
- Panel of experts to help CCA agreed in principle – but now hear Thailand is holding it up
- NTM Toolkit – apparently signed off, but not disclosed to private sector and use will be entirely voluntary by Member States
- Understand a review of “Essential Goods List” is completed and more tariff lines added, but unclear which ones.

However:

- Target of doubling intra-ASEAN trade by 2025 will be missed – only 21.5% of total trade in 2020
- Growth in total ASEAN trade since 2011 only 11% (average of 1.4% per annum) and flat 2018-2019

Figure 1: ASEAN NTMs: 2015 vs 2021

Source: 2021 Data taken from UNCTAD TRAINS Database on 14.1.21. 2015 Data from ERIA NTMs in ASEAN Report, 2015
ASEAN TRADE FACILITATION
PRIORITY AGENDA

ASEAN BAC and JBCs Priority Agenda

A. In direct support of Brunei Chairmanship’s top priority economic deliverable in streamlining NTMs, we look forward with great anticipation for the:

1. Launch of the NTM Cost Effectiveness Toolkit. We also look forward to the mandatory implementation of the toolkit.

2. Establishment of NTM Independent Panel/Rapporteurs to help CCA resolve pending Matrix of Actual Cases (MAC) and overall review of current and proposed NTMs. Appreciate recent resolution of 6 cases from the matrix.

B. Institutionalize private sector engagement with National TF Focal Points and Coordinating Committees

1. ASEAN BAC has initiated correspondence focusing on the per country results of NTMs and NTBs study published by EU ASEAN Business Council and ASEAN BAC in 2019. Some Focal Points have already responded and in active engagement.

2. Encourage Focal Points to be pro-active in initiating discussions of other pending national and regional TF issues.

C. Other pending issues that can be the subject matter at the National Level TF consultative platform:

1. For ASEAN Single Window:
   a) institute a Sunset Clause for the use of paper-based filing of e-Form D;
   b) facilitate live operation of e-Phyto document

2. Release of the public version of the ASEAN Seamless Trade Facilitation Index study as one of the instruments for the targeted 10% reduction of cost of trade in ASEAN

3. Live operation of the ASEAN Customs Declaration Document

4. Further Review and Expansion of Essential Goods list under food and agricultural products

5. Stricter enforcement of Art. II of ATIGA on notification of new NTMs and other new rules prior effectivity.

6. Improve quality of AMS responses to trade issues lodged by JBCs through ASSIST.

7. Completion of the ASEAN Trade Repository (ATR) in 2021.


ASEAN TRADE FACILITATION PRIORITY AGENDA

Specific to NTMs/NTBs: As Proposed by JBC to ATFJCC

E.3.4. Specific to ALVSP as Presented to ASEAN Study Group on ALVSP

ALVSP – Proposed Pathfinder Approach

| Element 1 | Agreement in principle for an ASEAN-Wide ALVSP – with Pathfinder as initial step as a “proof of concept” |
| Element 2 | Decide a transitional and flexible threshold target (proposed: SDR1000) |
| Element 3 | Decide on elements of ASEAN-wide simplified and faster clearance |
| Element 4 | Raise Form D waiver threshold (proposed: SDR1000) – to be taken as part of ATIGA Review |
| Element 5 | Agreement to waive license requirements for controlled items |
| Element 6 | Allow periodic or account based tax collection (could start with a pilot) |
| Element 7 | Simplified procedures for tax refund (returned shipments) |
SG-LVP is recommended to:

- Consider “Pathfinder” as proof of concept with ASEAN Member Countries volunteering to participate
- Ask all AMS to report on where they need to amend existing procedures and requirements to meet the requirements of ALVSP, and the potential methodology and timelines to do so.
- Consider various features to be included in the Pathfinder: threshold, consolidated declaration, data elements, official charges
- Consider timelines for the Pathfinder with the intention to report outcome to the next ASEAN DGs Meeting in June 2022
- Consider mechanism for continued JBC inputs during Pathfinder
- Consider the recommendations provided in the ASEAN-USAID IGNITE Report on Expediting the Low Value Shipments in ASEAN

ASEAN BAC AND JBC ENGAGEMENT WITH ASEAN TRADE FACILITATION JOINT COORDINATING COMMITTEE (ATF-JCC) AND OTHER TF SECTORAL BODIES

- 21 JAN 9th ASEAN Trade Facilitation Joint Coordinating Committee (ATF-JCC)
- 18 FEB ASEAN Coordinating Committee On E-Commerce (ACCEC)
- 2 MAR AEM-ASEAN BAC Consultation
- 24 MAR 35th Coordinating Committee On Implementation Of The ATIGA (CCA)
- 30 MAR 7th ASEAN Finance Ministers & Central Bank Governors
- 8 APR 26th ASEAN Single Window Steering Committee (ASWSC)
- 28 APR 34th ASEAN Coordinating Committee For Customs (CCC)
- 28 MAY 20th ATF-JCC
- 9 JUN ASEAN Customs Directors General (EU-ABC And USABC)
- 30 JUN 36th Coordinating Committee On ATIGA (CCA)
- 28 JUL 21st ATF-JCC
- 8 SEP 53rd AEM-ASEAN BAC Consultation
- 8 OCT Study Group On Feasibility Of Implementing Simplified Customs Procedures For Low Value Shipments (FSG-LVS)
- 26 OCT 27th ASEAN Single Window Steering Committee (ASWSC)
- 10 NOV 37th Sub-Committee on ATIGA Rules of Origin (SC-AROO) Meeting
- 24 NOV 57th ASEAN Single Window (ASW) Technical Working Group (TWG) Meeting
- 24 NOV 35th ASEAN Coordinating Committee For Customs (CCC)
- 13 DEC 37th Coordinating Committee On ATIGA (CCA)
The 7th AFMGM Interface with the Business Councils which was held on 30 March 2021, attended by representatives from ASEAN-BAC, EU-ASEAN Business Council (EU-ABC), and US-ASEAN Business Council (US-ABC)

(Source: ASEAN BAC Malaysia)
Key Takeaways from Dialogue with ASEAN Finance Ministers and Central Bank Governors Meeting March 30 2021 with urgent request to endorse ASEAN BAC and JBC recommendations to relevant AFMGM working level committees.

1. Advancing SDGs by orienting financial systems, banks, insurance and capital markets to attract and mobilize financing and investments in growth areas such as healthcare, sustainable and resilient supply chains, renewable energy and grid upgrading, transport, and other green technologies and infrastructure.

2. Optimizing the full impact of digitalization on the financial governance infrastructure, market and trade mechanisms especially in deepening financial inclusion.

3. Following through – with clear transition modalities -- on the recently agreed set of principles and adherence with international standards towards the full development of a strong ASEAN Taxonomy ecosystem.

4. Preparing the digital transformation readiness of MSMEs and the ASEAN workforce as governments and industries adapt to advancements in technology ushered in by the 4th Industrial Revolution.

5. Ensuring sufficiency and access to economic and social safety nets to those greatly impacted by the economic downturn from business down to the most vulnerable sectors of ASEAN such as the MSMEs.

6. Preparing and taking advantage of the forthcoming reality of RCEP to push forward the above strategic considerations and reforms towards a green, inclusive, resilient and sustainable recovery for ASEAN.

7. Promote a Sustainable Healthcare Financing by collectively ensure a more sustainable Universal Healthcare Investment as economic driver.
RCEP EARLY RATIFICATION AND PREPARATION

2 RCEP Tracks: Ratification and ASEAN Readiness

1st Track – Ratification: Can we deliver?

China, Japan, Singapore and Thailand have duly ratified RCEP. It provides strong signal of their resolve towards RCEP and take advantage of its promised economic benefits. We therefore urge the rest of ASEAN for its strong commitment to aim for early ratification of RCEP in 2022 during Cambodia’s Chairmanship.

2nd Track – Preparedness: Can we be ready to participate, especially the developing AMSs?

a. Redoubling our effort to do our Homework in achieving Enhanced Competitiveness
   1. Elimination of regional trade barriers, behind the border constraints and other inefficiencies to improve our overall business competitiveness;
   2. Address infrastructure gaps towards enhanced connectivity and allow digital transformation and innovation to increase productivity across all sectors;
   3. Update the AEC Strategic Blueprint 2025 and its Action Plans and MPAC 2025 to align with RCEP.

b. Expand the current membership in East Asia Business Council from Plus 3 (with Japan, China and South Korea) to Plus 5 platform to include New Zealand and Australia.
c. Provide support for business especially for MSMEs in the following preparatory phase for RCEP:

1. Further familiarization and orientation on how to navigate and take advantage of RCEP;

2. Providing guidance and capacity building in scanning the new regional market in terms of opportunities and leads to access value chains;

3. Reviewing their existing processes which includes current supply sources, production processes, value-adding and other ancillary activities along the expanded supply chains;

3. Addressing Perceptions and Doubts

a. The China Factor
1) That ASEAN will lose its Centrality in RCEP given the dominance of China.

2) China through BRI is ready to dominate thru infrastructure and access to finance.

3) The ASEAN will lose its leverage and strength once AMSs get embroiled in the US-China geopolitics

b. That only the Big 3 (China, Japan, and South Korea) stand to benefit the most in RCEP.
1) China’s exports are projected to rise by $248 billion or 4.6% in GDP

2) Japan seeing an extra $128 billion or 5% rise in GDP

3) South Korea $63 billion or 6.5% increase in GDP (Japan Institute of International Affairs)

c. That except for Singapore, Malaysia and Thailand, the rest of ASEAN is not ready.
LATEST IPCC REPORT: GRIM FORECAST

Human influence has warmed the earth with widespread and rapid changes observed.

Changes in global surface temperature relative to 1850–1900

Climate change is already affecting every inhabited region across the globe.
OPPORTUNITIES TO ACT:
(1) GREEN STIMULUS SPENDING

**Short-term**

1. Provide financial assistance for green businesses by setting a portion of financial support provided to businesses or firms that contribute towards a low carbon economy (short-term).

2. Provide reward system for cash pay-out used at sustainable outlets: Cash pay-outs provided to the population come with extra points/rewards when used at listed outlets that are energy efficient and practice sustainable business practices (short-term).

3. Include green measures in government bailout or lending. Funding from the government to bail out airlines and assist state governments should be equipped with a safeguard that ensures that the recipients implement carbon reduction initiatives such as carbon offsets. And in the case of state governments, invest in renewable energy and sustainable infrastructure.

**Medium-term**

4. Provide upskilling for the renewable energy sector: Training programmes can be introduced to include modules imparting the skills required of workers in the renewable energy sector (medium-term).

5. Include allocation for sustainable and climate-resilient infrastructure: For funding allocated for infrastructure projects, a portion should be channelled towards climate-resilient infrastructures such as flood and coastal protection (medium-term).

OPPORTUNITIES TO ACT:
(2) GREEN NATIONAL BUDGETS & TAXATION

**Medium-term**

6. Study the feasibility of carbon and environmental taxes: The highly controversial policy option of taxing carbon and activities harmful to the environment is needed to transition to a low carbon but these measures need to be done by taking into account the political economy and impact on vulnerable groups of the population.

7. Reform of fossil fuel subsidy schemes: The decline in fossil fuel prices as a result of the COVID–19 pandemic presents an opportunity for ASEAN countries to further reform their fossil fuel subsidy programmes. However, similar to carbon and environmental taxes, it should be done after gaining public buy-in and measures to reduce any adverse impact on vulnerable groups are implemented.
OPPORTUNITIES TO ACT:
(2) GREEN NATIONAL BUDGETS & TAXATION

Long-term

8. Work towards a common minimum Corporate-Income-Tax (CIT) standard for the region to increase fiscal space needed for the climate agenda:
   
a. ASEAN countries should work towards a common minimum tax standard for corporate income taxes (CIT). This is particularly critical in a time where countries may reduce taxes as they seek to attract more investments to drive their post-pandemic economic recovery.
   
b. According to preliminary OECD calculations, a global agreed minimum effective corporate tax rate for multinationals could increase governments’ tax revenues by US$100 billion a year which is equivalent to a 4% increase in global CIT revenues.

9. Phase in the Implementation of carbon tax – Once an ASEAN country has gained public support and implemented the relevant programmes to offset the possible negative impact on vulnerable groups, the carbon tax should be implemented.

10. Study the possibility of a ASEAN carbon market – ASEAN member states should collaborate to discuss, study and develop an appropriate carbon market for the region to achieve its target in CO2 emissions. The EU-Emissions Trading System (ETS) has often been cited as an example and could be considered as a case study.

OPPORTUNITIES TO ACT:
(3) GREEN INVESTMENT

Short-term

11. Provide tax incentives or the expediting of business licenses to attract green technologies and green infrastructure development.

12. Incentivise foreign investments in green aviation technologies. Financial support for the struggling aviation industry is not enough. Efforts should also be made in diffusing sustainable technologies throughout the industry though incentivising more foreign investments into relevant green aviation technologies in the forms of R&D, production, and commercialisation.

Long-term

13. Adopt blended financing approaches to attract foreign investments into ASEAN, such as de-risking mechanisms:
   
   • The ADB’s ASEAN Catalytic Green Finance Facility (ACGF) encourages private participation into green infrastructure projects but diluting the perceived high-risk of such ventures through co-financing with public financing.
   
   • It then provides ASEAN member governments with technical assistance and access to over $1 billion in loans from co-financing partners.

14. Provide financial and fiscal support to micro, small and medium enterprises (MSMEs) that are heavily interlinked with sustainability-focused foreign investors to uphold regional supply chains.
15. Prioritise green infrastructures in public works and infrastructure projects by the governments in economic recoveries such as energy efficiency and employee health related retrofits for buildings or natural capital projects.

16. Promote sustainable tourism industry Policymakers should look at ensuring future sustainable investments into ASEAN’s tourism industry. Low impact eco tourism is the most suitable strategy to diffuse COVID infection risk which is highest in densely packed indoor environments.

17. Require sustainability reporting as a condition for investment approval can encourage companies to disclose their environmental performance and implement improvements that provide sustainability, resource efficiency, and cost saving benefits.

18. Promote ESG standards as investment driver ESG rating agencies and investment funds are expanding rapidly and they apply strong environmental and social criteria for their screening of listed companies. This investment driver has a very comprehensive criteria which are based on what is considered material for each sector in terms of actual significant and relevant environmental and social (sustainability) issues, and should be considered by adoption.

**OPPORTUNITIES TO ACT:**

(4) GREEN JOBS

19. Promote investment into green infrastructure to drive the growth of green jobs. ASEAN has an opportunity to unlock economic growth by doubling down on green infrastructure as well as addressing basic infrastructure gaps.

   Promote worker reskilling schemes to be equipped for jobs in sustainability-related sectors such as renewable energy and green financing. This could include biofuels and strategies for reducing carbon footprints as this is a megatrend in the Aviation sector.

20. Create more green jobs. Skills gaps and shortages are already recognised as a major bottleneck in a number of sectors, such as in renewable energy, renovation of buildings, construction, environmental services and manufacturing.
In pursuit of more concrete and effective programs under the AEC, each chairmanship strives to launch a Legacy Project that it intends to champion beyond its chairmanship term.
Updates on ASEAN BAC’s Legacy Projects: SMARTGROWTH - SGCONNECT

First SGConnectTM Project: Vietnam SuperPort
Updates on ASEAN BAC’s Legacy Projects: SMARTGROWTH - SGCONNECT

Launch Of Vietnam SuperPort™

“SuperPort™ is the biggest logistics project invested by a Singaporean firm in Vietnam, and it will provide infrastructure assistance for Vietnam and the local export industry.” – Singapore Prime Minister Lee Hsien Loong

Second SGConnect™
Phnom Penh Logistic Centre (PPLC)

Signing of Framework Agreement
04 Mar 2021

Asia Infrastructure Forum
23 Jun 2021

Keynote Address By Ms Indranee Rajah, Minister in the Prime Minister’s Office, Second Minister for Finance and National Development, at The Asia Infrastructure Forum 2021 on 23 June 2021, at Marine Bay Sands Expo & Convention Centre

“Co-creation during project origination for greater success”

The early involvement of Governments, project owners and stakeholders during the project origination stage creates a shorter runway and reduces the risk premium of projects, thereby lowering the borrowing costs for project developers.

A good example is PPLC project which started off in early 2019, while Cambodia’s logistics master plan was still being finalized. The early involvement of YC1 Group & Cambodia’s MPVT enables PPLC to develop better.
Updates on ASEAN BAC’s Legacy Projects:
SMARTGROWTH - SGCONNECT

Growing the SGConnect™ Footprints

ASEAN ECONOMIC COMMUNITY (AEC)
ASEAN CONNECTIVITY 2025
ASEAN SMART CITIES NETWORK (ACSN)
ASEAN SMART LOGISTICS NETWORK (ASLN)

1st project under the SGConnect™ & ASLN & connecting China-ASEAN trade after Singapore’s Supply Chain City™ as the SGConnect™ Centre of Excellence (COE)

2nd project under the the SGConnect™ & ASLN & supporting ASEAN Connectivity Master Plan 2025

SGConnect™ COE & 1st & 2nd SGConnect™ Projects

2017
2020
2022

Growing SGConnect™ Footprints

2023
2024
2025 & Beyond

& More
Legacy Project: DIGITAL TRADE CONNECT

ASEAN-BAC AND ASEAN SECRETARIAT

ASEAN-BAC presented Digital Trade Connect Legacy Project to Mr. Satvinder Singh, Deputy Secretary General of ASEAN Secretariat on June 24, 2021

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2) Encourage Focal Points to be pro-active in initiating discussions of other pending national and regional TF issues.
Track 1: Regional Guidelines on Standards

ASEAN-BAC is finalizing an MOU with the Digital Standard Initiative (DSI) of International Chamber of Commerce (ICC) for collaboration and cooperation.

Signing of MOU between ASEAN-BAC and ICC on November 19th, 2021.

Track 2: Pilot Live

Pilot Live among between NDTP of Thailand, NTP of Singapore, and between NDTP of Thailand with TradeWaltz of Japan.

Term of Reference (TOR) between NDTP of Thailand and NTP of Singapore has been completed.

TOR between NDTP of Thailand and TradeWaltz of Japan will be finalized soon.


Proposed Support from AEM:

- AEM Endorse Regional Digital Trade Transformation and Connectivity
- AEM Support a Collaboration between ASEAN Secretariat and ASEAN-BAC
- Every ASEAN country builds an ecosystem to support and facilitate Digital Trade Documents, and Regional Trade Transformation and Connectivity
- Promote National Digital Trade Platform in all ASEAN countries
- Accelerate ASEAN Single Window (ASW) and National Single Window (NSW)
Updates on ASEAN BAC’s Legacy Projects: ASEAN MENTORSHIP FOR ENTREPRENEURS NETWORK (AMEN)

AMEN PHASE I

48 AMEN Level 1 Mentors
127 Trained MSEs
10 Mentorship Modules

AMEN Mentorship Institute (AMI)

AMEN PHASE II

Pilot of Certified Mentors in ASEAN
Mentors
Training Modules
PPP in all 10 AMEs

OBJECTIVES

1. PPP established to implement AMEN
2. Improved AMEN Framework & Operational Guidelines
3. Enhanced Mentor Training Modules
4. 100 mentors registered under AMEN Level 1
5. 500 MSEs mentored in all AMEs
6. Mentorship module for MSEs translated in local languages

OUTCOMES

WAYFORWARD
Support Needed

SHARING OF AMEN PHASE I EXPERIENCE

A virtual sharing session to highlight insights and recommendations from the Phase I implementation pilot run in Malaysia, Indonesia, and the Philippines, so the remaining AMEs could better understand the enhancement of Phase II, if implemented.

APPROVAL OF AMEN PROJECT FOR PHASE II IMPLEMENTATION
Updates on Myanmar

Updates on COVID-19

- Myanmar stands at 62 out of 223 countries, infected 415,416 cases with death rate 3.83%, total vaccinated nearly 5 million people including 250,000 from workforce. (as of 5th September 2021)
- Experts estimate that Herd Immunity would require around 80-90% of population to have COVID-19 immunity.
- Strongly endorse the approach for ASEAN pooled vaccine procurement.

Updates on the Economy

- Economy fall out due to COVID-19 pandemic and political instabilities has been compounded by multi-challenges.
- Stay-at-home orders, martial laws, security threats, logistic difficulties, cash flow challenges by banking restriction distressed business of all sizes severely.
- Double crises hard-hit sectors include 1) Construction 2) MSMEs 3) Financial 4) Garment 5) Logistics 6) Travel & Tourism 7) Retail
- Total Trade decreased about 21% compared to same period at the first half of fiscal year. Some FDI Projects have halted, some treading water for expansion, some planning to pull out. Labor Intensive Industries such as Garment are in a very fragile state after global call for sanctions and FDIs pulling out.
- According to ILO, 3.2 million people or 15% of the labor force in Myanmar have become jobless.
- MIFER is very keen on continuous reform action and multi-dimensional approach, reviewing and redrafting Myanmar Economic Recovery Plan (MERP) together with stakeholders including private sectors.
- In order to strengthening inclusiveness, UMFCCI has submitted inputs for MERP to MIFER on August 20, and zoom-met with relevant ministries on Sept 1.
- UMFCCI is preparing a three month Short Term Recovery Plan -- planning to submit within Sept. 2021 after several rounds of meetings with our affiliated business associations.
- Prioritized Sectors are - Agro-based industries, Manufacturing industries, Livestock and Fisheries, Services, Construction and Digital Economy Sectors.
- Asking for the allocation of the soft loans from the MERP fund to recover the impact from COVID-19 pandemic.

Helping Hands to the Current Crisis

- A number of ASEAN member countries + some foreign governments pledged humanitarian assistance in cash and in kind (e.g. COVID-19 related medicines and medical devices).
- Requesting ASEAN together with international community for holding hands with Myanmar to be able to take a turn for the better.

Conclusion

- Myanmar is struggling under the unprecedented situation at present and expecting your understanding and cooperation.
- Special thanks to ASEAN Leaders for the adoption of Five-point consensus and assigning ASEAN Special Envoy for Myanmar, the process which we believe will open up constructive dialogue and provide great assistance to our people.
- We, with the kind assistance and support from ASEAN and International Community on reviving back to normal in the Family of ASEAN Community, will together enjoy actual peace, stability, and prosperity of the region with you all.
The COVID-19 pandemic has brought unprecedented digital acceleration, changing the face of economy and workforce. As digitisation of economies expands, the changing nature of work requires specific skillsets and the need to be digitally literate.

According to ASEAN Post, COVID-19 has caused more than 30 million people in ASEAN to become unemployed, pushing about 18 million people into poverty of which 3 millions are in extreme poverty. What worries us the most is that if we don’t do anything, rising unemployment and poverty may persist in long term.

At the same time ASEAN witnessed an extraordinary level of digital transformation and connectivity. A survey conducted by the World Economic Forum on ASEAN youths revealed that ASEAN youths adjusted to the Covid-19 milieu progressively:

(i) 87% of youths increased usage of at least one digital tool during the pandemic; (ii) 42% of youths picked up at least one new digital tool; and
(iii) one in every four e-commerce sellers was a first-time user.

As ASEAN sets towards becoming the fourth largest economy by 2030, the urgency to ensure the youths and workforce in the region to adapt to a modern and technology-driven is critical. Brunei Darussalam’s Legacy Project ‘Harnessing Impact with Resilient Employability Digitally’ or ‘H.I.R.E.D.’ is investing in ASEAN’s future with preparing our youth and workforce to be digitally future-ready through skills development.
ASEAN workforce needs to have the precise skills for a digital age to help the business community recover. It has become even more imperative that businesses are strong and responsive by being able to prepare their workforce with the mechanisms needed to operate in a new environment that can cope with the transformation that has been driven upon our societies by both COVID-19 and the Fourth Industrial Revolution.

Through HIRED we seek to provide opportunities for the youths, unemployed and existing workforce with digital training and mentorship programmes remotely to gain the relevant skills to become employable and relevant to today’s industry in reaching their fullest potential.

**Goals**

A Public Private Partnership Initiative that harnesses on existing and new initiatives nationally and regionally in support of 4 goals:

- Address the skills gap in ASEAN
- Bridging skills within ASEAN
- Staying relevant by building an ecosystem
- Enable ASEAN – balance supply & demand of workforce

The COVID 19 pandemic is an opportunity to create momentum for skills development in which HIRED seize in preparing towards our recovery. Persistent skill gaps can undermine future growth and prosperity in the region which according to the world bank, the state of the human capital in ASEAN:

“A child born in ASEAN today will only achieve 59% of their full potential productivity”.

This is partly due to the huge developmental gaps in education, healthcare and the lack of relevant skills that they fail to receive.

Strengthening human capital through skills development for the future of work

Working closely with knowledge partners, Industry Champions to produce Tripartite System Training Programs by assembling suitable training institutes, private business sector who can support training programs and the trainees who will be more employable after successfully completing the training.

The three pillars of HIRED: 1) Information campaign 2) ASEAN policy dialogue 3) Pilot and reference projects

hired.bnlegacy@gmail.com
On 9th of June, a best practice sharing session took place under the HIRED legacy project of the ASEAN-BAC Chairmanship of Brunei Darussalam with support from the German Development Cooperation and RECOTVET.

Resource Persons shared their experiences and learnings from their projects:
- Merly M. Cruz, Executive Director of ASEAN Mentorship for Entrepreneur Network (AMEN)
- Raja Singham, Project DEEP (Digital Enterprise and Employee Programme), BAC Education Malaysia
- Norlela Suhailee, Darussalam Enterprise
- Dr Haji Supry Bin Haji Awg Ladi, Brunei Darussalam’s Manpower Industry Steering Committee (MISC) Construction

Some of the most important takeaways were a well-structured program is needed for long-term to sustain the initiative and should be tested also proven successfully at national level.

Furthermore, incentives for mentors have also been discussed where resource speakers agreed that especially within companies that have a link through their value chain there is a high interest both for mentors and mentees to share experiences.

One of the most important aspects highlighted by Gil Gonzales, the Executive Director of the ASEAN Business Advisory Council (ABAC) towards the end of the session is the importance of identifying and partnering with a champion to spearhead the project who is with a characteristic of good planning and execution experience as well as an active private sector network with effective support from and strong alignment with ASEAN government is the key towards sustainability.
On 23rd June 2021, HIRED’s first business consultation was virtually held with the ASEAN Business Advisory council members as well as ASEAN Future Workforce Council.

In the special keynote session, we had YBhg Tan Sri Dato Soh Thian Lai, the President, Federation of Malaysian Manufacturers (FMM) shared on the rise of significance in Technical, Education and Vocational Training can support in reducing the poverty rate in the case of Malaysia. Furthermore, He also highlighted that the groups of retirees who used to be champions of business and industries can provide a rich pool of trainers and mentors to share their wealth of experience and expertise.

Ingo Imhoff, Programme Director, Regional Cooperation in TVET, GIZ stated:

"Governments in the ASEAN region have in recent years expressed their interest in working with the Private Sector to close the skills gap of the region. The open question for them has often been how to get real commitment from the companies. That is why the HIRED Programme is so interesting: it aims to get businesses involved that already engage with the TVET system and offer internships or integrate apprentices or students. Those businesses can make a great contribution by sharing their experiences with other and less experienced companies. Such a mentorship approach from one company to another - which the HIRED project is aiming for - bears great potential."

Dato Palani, Chair of ASEAN Future Workforce Council:

"A strong commitment from the industry is needed to drive training initiatives and in ASEAN we are still supply-driven with a mismatch of skills. This needs to change as digitalisation is reshaping industries requiring workforce to adapt. Both Industry and the government needs to take a proactive role to design and develop training programmes which the HIRED legacy project is really supporting of this to address the skills gaps in the region."

Stephen Yee, Asst. Executive Director of Singapore National Employers Federation (SNEF):

"One core skills problem in our region is that even if people get trained but don't follow a standard that the industry endorses there will still be a mismatch. Especially now with the requirements of the “gig economy” and the changes we are currently facing in the industry because of the accelerated digitalisation, the skills required which companies look for change very fast. I believe the concept of lifelong learning is essential and companies need to be equipped in implementing reskilling and upskilling programmes for their employees."
**BRUNEI LEGACY PROJECT: H.I.R.E.D.**

**Pilot programme on Data Analytics Employer Workshop**
21 October 2021

**Key takeaways:**
- The role of a data analyst is in high demand globally and is experiencing a shortage of supply
- Majority of the employers highlighted the need of improving data literacy for all as well as the soft skills such as critical thinking and problem-solving.
- Important for data analysts to possess a growth mindset, innovative and resilient traits
- Closing the gap between government and private sector data roles
- Other areas that were also discussed included analysing data to predict future trends or to support decision-making process.

**Pilot programme on Data Analytics: Skills Training Institute Workshop**
18 November 2021

**Key takeaways:**
- The importance of industry endorsement in support of developing a suitable data analytics programme materials in conjunction with employers
- Employers play a crucial contributing role in shaping the programme to provide feedback that match with the demand
- Public – Private alliances is important to balance the gap of supply and demand as increasing dependence on data use pushed by the fast-paced digital adoption during the pandemic
- Training provider to work closely collaboratively with employers in producing the right materials needed
Unlimited ASEAN
Empowering ASEAN’s young people through skills, decent employment, opportunities, and partnerships
17 November 2021

Key takeaways:

- The damage created by COVID-19 is disproportionately being felt by young people, with greater impact on girls and young women.

- ASEAN’s economic recovery and development potential are now at risk.

- Develop diverse partnerships across private sector, governments, and young people can drive forward innovation and investment into skills, employability, and entrepreneurship for young people.

- Place greater focus on bridging the digital divide, through infrastructure investment, device access, and adapted digital skill curricula to reach the most marginalized.

- Involve more youth in the decision-making process and curriculum development. Governments and the private sector need to work much more closely together to provide young people with the requisite skills.

- Teach young people transferable skills, which remain relevant, regardless of changes in technology.
BRUNEI LEGACY PROJECT: H.I.R.E.D.

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The ASEAN Digital Gateway enables secure data encryption and exchanges via public keys while ensuring private data remain safely in each member nation. The ASEAN Travel Wallet is an essential mobile app to hold Covid-related certificates and documents securely and seamlessly for ease of travel and verifications across the region. This forefront technology integration protects both sovereign and individual data privacy while supporting regional travel and border reopening initiatives. As a legacy project, this is important not only for digitalisation in Brunei but creating sustainable impact for the ASEAN Digital Economy.

**ADG&TW**

**WHAT IS THE ASEAN DIGITAL GATEWAY AND TRAVEL WALLET?**

- **Launched at the ASEAN Business and Investment Summit 2021**
- Open, shared and standardized platform that encrypts and exchanges data on private permissioned blockchain
- Solution aimed at facilitating seamless and safer travel in the region, supporting the ASEAN Travel Corridor Framework

Email: greengateway@dynamiktechnologies.com.bn
7 July 2021

LAUNCH OF ASEAN BUSINESS ROUNDTABLES, ASEAN BUSINESS AND INVESTMENT SUMMIT AND ASEAN BUSINESS AWARDS

The Brunei ASEAN Business Advisory Council (ASEAN BAC) today launched the ASEAN Business Roundtables, ASEAN Business and Investment Summit and the ASEAN Business Awards 2021 in conjunction with Brunei’s Chairmanship of ASEAN 2021. The series of events will present an opportunity for government, business and civil society, across the region, to come together and identify ways to promote inclusive sustainable growth in a digital age and celebrate business innovation in Southeast Asia.

In his remarks he noted the critical role of the private sector in highlighting the business issues of the region and finding pathways forward.

YB Dato Dr Amin Liew said "Bringing together the Heads of State, the Presidents and Prime Ministers of ASEAN and of our Dialogue Partners, business CEOs and thought leaders to discuss the key issues facing the region, helps us crystallize our thinking on what needs to be done to recover stronger together. The world will be watching and it is an excellent opportunity for Brunei".

YB Dato Dr Amin Liew, Minister in the Prime Minister’s Office and Minister of Finance and Economy II and Chair of the ASEAN Economic Community Council

YB Siti Rozaimeriyanty informed the guests that ‘the theme for Brunei’s ASEAN BAC Chairmanship is ‘Recover, Stronger, Together. Sama-Sama’ and reflects the need for unity and collaboration in these difficult times’.

The ASEAN BAC Chair, also introduced the Council’s legacy project H.I.R.E.D, ‘Harnessing Impact with Resilient Employability Digitally’, that seeks to address the digital skills and knowledge gaps in ASEAN amongst the unemployed.

Remarks by YB Siti Rozaimeriyanty DSLJ Hj Abd Rahman, Chair of the ASEAN Business Advisory Council and, Director and Principal Architect of Eco Bumi Arkitek
“The inaugural ASEAN Business Awards were the first of their kind in the region, with the dual objectives of recognizing outstanding and successful ASEAN enterprises and to serve as a platform to spread information concerning the ASEAN Economic Community.

In addition, ABA also shines a spotlight on promising small and medium-sized enterprises that have the potential of becoming global economic players.”

Remarks by Hj Musa Hj Adnin, Chair of ASEAN Business Awards 2021 and Managing Director of Adnin Group of Companies

“I am honoured and excited to be Chairing the ASEAN Business Roundtables and ASEAN Business and Investment Summit. The two roundtables will lay the groundwork for the ASEAN Business and Investment Summit 2021 and serve to promote the Summit. The theme for this year’s Summit is ‘Building Our Sustainable Digital Future’. The theme supports the Brunei government’s three strategic thrusts of ‘Recovery, Digitalisation, Sustainability’.

Remarks by Haslina Taib, Chair of the ASEAN Business and Investment Summit 2021 and CEO, Dynamik Technologies
The ASEAN Business Advisory Council hosted the ASEAN Roundtable on Fintech and Financial Literacy 2021. Over 300 participants from across Southeast Asia and beyond participated in the virtual discussions that featured senior figures and experts from both the public and private sector which discussed issues that are being championed by Brunei for ASEAN’s economic recovery and inclusive sustainable growth.

The roundtable featured two panel discussions.

The first panel discussion on Fintech for inclusive and Sustainable ASEAN focused on ways fintech can provide solutions to help ASEAN recover stronger especially after the COVID-19 pandemic, promoting growth in ESG investment and the policies needed to further accelerate financial inclusiveness. Sopnendu Mohanty, the Chief Fintech Officer at the Monetary Authority of Singapore made the point that for fintech to develop in the region the skills, abilities and talent of the people in the fintech public and private sector in ASEAN needs to improve and the growth and benefits for the region will follow. The second panel discussed the topic of the role of Financial Literacy in ASEAN’s Economic Prosperity. Discussions focused on the importance of financial literacy, especially digital financial literacy, management of money and greater knowledge and skills towards financial services and products. The session also provided insight on how the public and private sector can play a role in financial literacy and ASEAN’s economic prosperity. Hajah Noraini binti Haji Sulaiman, Deputy Managing Director 1 at BIBD noted that from an Islamic Finance perspective, financial literacy is essential in ensuring financial inclusion stressing that digital literacy needs to be factored into education from a young age. The fintech and financial literacy roundtable is based on a new paradigm of which back-end and frontend systems will progress forward.

According to Haslina Taib, the Chair of ASEAN Business Investment Summit 2021, “the development of platforms that can communicate with each other is essential in the world of fintech to allow people to use and access banking systems in the new fintech world.” She explains that organisations such as banks are continuously modernizing the system which can then enable payments to be made seamlessly through all the platforms. This also highlights the importance of a secured framework of the technology’s architecture and the robust policies and regulations needed around fintech for and across ASEAN.
The ASEAN Business Advisory Council hosted the ASEAN Roundtable on Skills for a Digital Age 2021. Around 800 participants from across Southeast Asia and beyond registered to attend the virtual discussions that featured senior figures and experts from both the public and private sector which provided a greater understanding of how technology and digital transformation is changing the future of work and discussed ways to ensure that the ASEAN workforce has the necessary skills for a digital future.

Yang Berhormat Dato Seri Setia Awang Haji Hamzah bin Haji Sulaiman, Minister of Education of Brunei Darussalam delivered the opening keynote address and emphasized that digital skills has become as important as numeracy and language and highlighted the importance in ensuring that teachers are trained and developed with 21st century skills.

The Roundtable saw the launch of the ASEAN BAC Brunei’s legacy project called HIRED which stands for ‘Harnessing Impact with Resilient Employability Digitally’. YB Siti Rozalimeriyanty DSLJ Rahman, Chair of the ASEAN BAC said “HIRED is designed to address the issue of unemployment and also respond to the need for ASEAN to reskill and upskill its workforce. This has become even more so critical and timely now due to the impact of the pandemic as we hope to achieve the United Nations Sustainable Development Goals (SDGs) particularly Goal number 4 on Quality Education and Goal number 8 on decent work and economic growth’. She went on to note ‘Together we can collectively Recover – Stronger –and build a resilient workforce for a sustainable ASEAN digital future – SAMA SAMA”.

In her Special Remarks, Hajah Farida Dato Talib, Managing Director and CEO of Brunei LNG, a Lead Partner to the ASEAN Business series noted that “As the longest running LNG Plant in the world, innovation and digitalisation is, and has always been, a core part of our operations. It is not something we have only just started. It is something we have been consistently working and improving on throughout the years”.

The discussions explored some of the permanent changes in the work place caused by Covid-19 and how the ASEAN workforce needs to respond. The second panel discussed the topic of Skills for a Digital Age. The panel explored the changing nature of work and identified the skills gaps in Southeast Asia and discussed on how we can best prepare for the changing skills needs across ASEAN. The role of education and lifelong learning in ensuring a workforce ready for the needs of industry was also deliberated.
The ASEAN Business and Investment Summit (ABIS) is Southeast Asia’s premier annual forum that brings together the Heads of State, Presidents, Prime Ministers as well as business and thought leaders of ASEAN and its global partners.

It is a unique platform to hear how the key issues facing the region are being addressed and to discuss how to ensure the opportunities in ASEAN’s vibrant economies are developed sustainably and inclusively.

The coronavirus continues to impact lives and livelihoods across Southeast Asia. The pandemic has caused us to stop, rethink business models and social contracts and reconsider the future of work and education. This year’s theme ‘Building Our Sustainable Digital Future’ will focus on how we can build back better and recover stronger, together.

ABIS 2021

ASEAN’s Priorities in a New Normal

The Future of ASEAN

Digital ASEAN

Sustainable ASEAN

3000 REGISTRANTS

50 COUNTRIES

Catch the rerun here:
OPENING SESSION

"I believe this year’s ASEAN Business and Investment Summit will provide a platform for policymakers and other stakeholders, to discuss, share experiences, and work together on how we can enable businesses to become more sustainable and resilient against future shocks. I look forward to the continuous cooperation between the private and public sectors so that we can recover together and emerge stronger."

Opening Keynote Address by His Majesty Sultan Haji Hassanal Bolkiah Mu’izzaddin Waddaulah Ibni Al-Marhum Sultan Haji Omar ‘Ali Saifuddien Sa’adul Khairi Waddien, Sultan and Yang Di-Pertuan of Brunei Darussalam

"We are ASEAN, during this liminality through collaboration and commitment of progressive public sectors and proactive businesses, we can build a sustainable digital future SAMA-SAMA."

Welcome remarks by Haslina Taib, Chair of the ASEAN Business and Investment Summit 2021 and CEO, Dynamik Technologies

Thank you for your belief in our chairmanship and in raising the flag and honor of not just ASEAN BAC but of Brunei and ASEAN.

Vote of thanks by The Hon. Yanty Rahman, Chair, ASEAN Business Advisory Council 2021

Special Remarks were given by Hajah Farida Dato Talib, Managing Director and CEO, Brunei LNG and Mubashar H. Khokhar, Managing Director and CEO, Bank Islam Brunei Darussalam (BIBD)
ASEAN's Priorities in a New Normal:

What are the social, economic and geo-political issues facing Southeast Asia? How can ASEAN balance economic recovery with sustainable growth? What does the investment and trading environment for the region look like?

Indonesian President Joko Widodo has urged Southeast Asian countries to speed up plans to create a regional travel corridor to help revive tourism and speed up a recovery from the economic damage of the pandemic.

“Our rapid steps together in handling health challenges, reactivation of safe travels, as well as acceleration of a fair digital economy, will become our common gateway to recover and advance together,”

Keynote Addresses by H.E. Joko Widodo, President of the Republic of Indonesia
Prime Minister Justin Trudeau said Canada is making sure businesses of all sizes can reap the rewards of a strong trans-pacific partnership including through our 10 year ASEAN-Canada Strategic Action Plan for SMEs.

"A strong Canada-ASEAN relationship is a clear win-win for all of our businesses and all of our people. That’s why we are working hard to implement for a four-year action plan in support of the Joint Declaration on ASEAN-Canada enhanced partnership."

Keynote Address by The Right Honourable Justin Trudeau, Prime Minister of Canada

Prime Minister Boris Johnson said the UK is delighted to see ASEAN choose the UK as its first new dialogue partner in a quarter of a century as the UK at the forefront of the green industrial revolution to build back not only better but build back greener and more.

"The UK and Southeast Asia may appear very different, not least in terms of the weather. But take a look under the bonnet and you see deep and enduring ties in business, education, culture, history and more. Let’s use that unique relationship to make the most of this green revolution and invest in the future not just of ASEAN and the United Kingdom, but of future generations around the world."

Keynote Address by The Rt Hon Boris Johnson MP, Prime Minister of the United Kingdom
Deputy Prime Minister H.E. Pham Binh Minh, certainly need concerted efforts from all ASEAN members as well as ASEAN partners if we are to achieve the goal to contain the pandemic, revive the economy and bring about benefits to the people in the region.

"I believe that during times of hardship caused by COVID 19, it is crucial that ASEAN governments, business communities, and stakeholders focus on the implantation of the ACRF adopted by the ASEAN leaders at the 37th ASEAN Summit under the chairmanship of Vietnam."

Keynote Address by H.E. Pham Binh Minh, Deputy Prime Minister of the Socialist Republic of Viet Nam

Prime Minister Hun Sen said ASEAN must continue to adhere to multilateralism, strengthen globalization and strive to advance the regional integration agenda in line with ASEAN Vision 2025 aimed at strengthening greater connectivity between social beings and economic dynamism.

"As the Chair of ASEAN in 2022, Cambodia is committed to providing full support and facilitation for the ASEAN business and investment summit to attain more achievement. At the same time, Cambodia will contribute to enhance the building process of ASEAN Economic Community, trade and investment and cooperation between ASEAN and its partner in order to restore growth and transform ASEAN into a region of peace, resilience and development."

Keynote Address ‘Building Our Sustainable Digital Future’ by H.E. Samdech Akka Moha Sena Padei Techo Hun Sen, Prime Minister of the Kingdom of Cambodia
The Shape of Things to Come: How do we prepare for the future of work, education, health, travel and live with Covid-19 in ASEAN? What are the new business models and supply chain shifts? What are the key issues to watch out for?

Prime Minister Scott Morrison has said Australia is working to forge new trade partnerships and secure supply chains through the Indo-Pacific region.

“Our partnership with ASEAN is one that we are always seeking to strengthen. We all want our economies to rebound strongly from COVID-19. And we all know that this can be accelerated through trade and investment under an open, rules-based international system”

Keynote Address by The Hon. Scott Morrison MP, Prime Minister of Australia
Advancing ASEAN’s Digital Economy:
How can ASEAN develop a digital eco-system for sustainable and inclusive growth? How can Southeast Asian businesses accelerate their digital transformation? What are the challenges in connecting ASEAN digitally?

Three critical elements of suggested resolutions shared by Dato’ Sri Ismail Sabri are building inclusive digital infrastructure, which is imperative for every ASEAN country to foster a truly accessible and affordable digital infrastructure in line with the fourth industrial revolution.

“While we can agree the digital integration has enabled ASEAN to harness each collective competitiveness in the global economy and foster domestic growth – divergences in technological readiness and connectivity remain elusive.”

Keynote Address by The Right Honourable Dato’ Sri Ismail Sabri bin Yaakob, Prime Minister of Malaysia
ASEAN’s Circular Economy:
How can Southeast Asia grow sustainably? What needs to be done to incentivise business, big and small, to transition and commit to net-zero?

"The aim is to help ensure more ambitious cost-effective action on climate change can be pursued in a way that doesn’t cause trade distortions or carbon leakage."

Special Remarks by H.E. Mathias Cormann, Secretary-General, Organisation for Economic Co-operation and Development (OECD)

"ASEAN has played a central role in this recovery and must surely continue to do so with even greater determination. As we come out of COVID 19 pandemic. We must surely strength, build back and build greener."

Scene Setting video by Sir David Attenborough
ASEAN Investment Report 2020–2021: Investing in Industry 4.0

By Mr. Richard Bolwijn, Director of Investment Research, United Nations Conference on Trade and Development (UNCTAD)

Presentation on ASEAN’s Care Economy:
How can ASEAN ensure no one is left behind?

By The Hon. Dato Paduka Seri Haji Aminuddin Ihsan bin Pehin Orang Kaya Saiful Mulok Dato Seri Paduka Haji Abidin, Minister of Culture, Youth and Sports and Chair of the ASEAN Socio-Cultural Community Council

Presentation on ‘The Impact of Covid-19 on Children in Southeast Asia’ by Hassan Noor Saadi, Regional Director, Save the Children

Presentation by UNCTAD
ABIS 2021

PRESENTATIONS

Coffee and Conversation in the H.I.R.E.D Lounge
‘H.I.R.E.D: Brunei’s Legacy Project on Digital Skills’

Over coffee, The Hon. Yanty Rahman, Chair, ASEAN Business Advisory Council 2021 will seek a range of brief views on ‘Addressing the Digital Skills Gap in ASEAN’ one-by-one with: • Natalie Black CBE, Her Majesty’s Trade Commissioner for Asia Pac • Mizan Adilijah Mohamad Deli, Human Resources and External Relations Manager, Brunei LNG • Ingo Imhoff, Programme Director, Regional Cooperation in TVET, GIZ • Dato’ Palaniappan Joseph, Chairman of the ASEAN Future Work Force Council • Dr Dhruv Patel, founder and CEO of the Nisai Group • Noraini Sulaiman, Deputy Managing Director 1, Bank Islam Brunei Darussalam (BIBD)

Presentation on the ASEAN BAC Brunei Digital Legacy Project

Introduction of the ASEAN Digital Gateway and ASEAN Travel Wallet using Ethereum Blockchain Solutions, a collaborative project in support of ASEAN Corridor Framework initiative

Charles d’Haussy, Managing Director APAC, Consensys and Author of ‘Block Kong: 21 Entrepreneurs and Financiers Leading Blockchain in Hong Kong’ in conversation with Haslina Taib, Chair of the ASEAN Business and Investment Summit 2021 and CEO of Dynamik Technologies
ABIS 2021

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Brunei Darussalam’s ASEAN Chairmanship year acknowledges the struggles of businesses amidst COVID-19 and translated this into the ASEAN Business Awards 2021 theme; “Recover, Stronger, Together, Sama-Sama”. These awards provide a strategic approach for businesses to survive during a pandemic as it elevates their presence and provides increased credibility and respect within the regional and global business communities.

Musa bin Adnin
Chair of ASEAN Business Awards 2021

BACKGROUND

The ASEAN Business Awards (ABA) have been established for over 10 years and aim to recognise such outstanding and successful ASEAN companies contributing to ASEAN’s economic growth and prosperity.

Brunei Darussalam’s ASEAN Chairmanship year acknowledges the struggles of businesses amidst COVID-19 and has translated this into the ASEAN Business Awards 2021 theme: “Recover, Stronger, Together, Sama-Sama”. These awards provide a strategic approach for businesses to survive during a pandemic as it elevates their presence and provides increased credibility and respect within the regional and global business communities.
8 AWARD CATEGORIES

1. Priority Integration Sectors
This award recognizes outstanding performance amongst 10 ASEAN Economic Community Priority Integration Sectors, promotes the sectors and makes ASEAN a more prominent segment of the world economy while also encouraging regional cohesiveness and global competitiveness.

- Sub-categories: Agri-based, ICT, Sustainability, Infrastructure, Logistics, Energy, Finance, Tourism, Food & Beverage, Healthcare

2. SME Excellence
Growth: This award honors companies that have outstanding commercial success and sustainable growth. Submissions should demonstrate initiative to bold new ventures, including evidence of sustainable growth and commercial success to levels that are outstanding for the size of the applicant's operations.

Employment: This award applies for companies exhibiting the provision of a stimulating and supportive workplace. Qualified applicants for this award should demonstrate how its people development strategies have created a committed, effective and motivated workforce.

Innovation: This award is a proof of the ability to create, nurture and develop new products or services. Qualified applicants should demonstrate how they have differentiated themselves in their industry. Achievements can be included, but are not limited to the invention, design, production, performance, marketing and distribution of their product or service.

CSR: This award is for the companies that demonstrate a high standard of responsible business practices. Submissions should provide evidence of how their mainstream Corporate Social Responsibility (CSR) operation strategy results in a positive impact in the workplace, marketplace, environment or community.

3. Women Entrepreneur
This award recognizes outstanding women entrepreneurs who have demonstrated success through leadership, market positioning, company performance and created significant benefits to the company.

4. Young Entrepreneur
This award recognizes outstanding ASEAN Young entrepreneurs below the age of 35 who have demonstrated significant success through leadership, market positioning and company performance.

5. Friends of ASEAN
This award category recognizes non-ASEAN companies’ positive contribution to the society and economy of the Southeast Asia region. It shows the appreciation towards ASEAN region and the necessity to maintain the connection with other countries in the world. This award will be nominated by the ABA Chair and ASEAN-BAC.

6. Inclusive Business
ASEAN Inclusive Business award highlights good practice examples of companies with business models designed to make profit while solving problems of the poor and low-income people. Many specialists managing associations are currently in the process of setting up Inclusive Business support policies, and companies could be eligible for taking part in such promotion programs. Furthermore, being a winner of the ASEAN inclusive Business award may help businesses to access financing sources from investors with significant impact.

This award will be nominated with the consultation from ASEAN Coordinating Committee on Micro, Small and Medium Enterprises (ACCMSME) and ASEAN Business Advisory Council (ASEAN-BAC).

7. Skills Development
This award honors outstanding businesses that demonstrated a significant contribution to human capital development. Applicants are capable of developing a skilled workforce, especially considering the expected impacts of Industry 4.0 for a competitive and dynamic ASEAN economic community.

In 2019, the Skills Development Award was established to reflect the key guidance “Human Resources Development” (HRD), which focuses on the need to strengthen professional technical and vocational skills in ASEAN’s workforce.

This award is developed in cooperation with Knowledge Partner, Deutsche Gesellschaft für Internationale Zusammenarbeit GmbH (GIZ)/ Regional Cooperation Programme for Technical
and Vocational Education and Training (TVET) in ASEAN (RECO-TVET), referred to as the "GIZ’s RECO-TVET programme". The programme has objective to strengthen the capacities of the TVET systems of the ASEAN region in their adaptation to the requirements of digitalization.

8. Brunei Special Award: Emerging Social Enterprise
In conjunction with Brunei Darussalam's ASEAN Chairmanship 2021, the exclusive Brunei Special Award aims to give recognition to deserving ASEAN registered and based NGOs that have notably played a significant role in promoting and driving social, environmental and community development at both national and regional level.

Eligibility includes ASEAN registered and based NGO for at least 2 years of operations; A clear evidence of social, environmental and community impact (eg: media, testimonials, awards, etc.)

AWARDEES PER COUNTRY FOR 2021

1. BRUNEI DARUSSALAM
2. MYANMAR
3. CAMBODIA
4. LAO PDR
5. SINGAPORE
6. THAILAND
7. MALAYSIA
8. VIETNAM

ABA GALA NIGHT
Public Announcement of Award Winners

30 NOVEMBER 2021
ABA 2021 TIMELINE
The Brunei Assessment Panel performed Preliminary Assessment and scoring on applications which have passed the completeness and eligibility checking prior to submission to ABA Judging Panel.

The Final ASEAN Judging stage consists of holding a judges meeting for AMS judges to deliberate and select the winners for each award category.
ASEAN MEMBER STATES' JUDGES

Mr. Javed Ahmad (Lead Judge) CEO OF DArE Brunei Darussalam
Pn. Hajah Rosita binti Haji Hassan In-Country Value Manager Shell LIVEWIRE, Brunei Darussalam
Mr. Oknha Bolen Pech CEO & Chairman Westline Education Group Co. Ltd Cambodia
Mr. Bambang B. Suwarso Managing Director KIB Consulting Indonesia
PhD. Piya Vongphit Head of Finance and Banking Departments, Faculty of Economic and Business Management National University of Laos (NUOL)
Ms. Natasha Zulkifli Director YTL Construction Malaysia

Dr. Aung Thura CEO Thura Swiss Myanmar
Ms. Rizalina G. Mantaring Committee on National Issues Chair Management Association of the Philippines
Prof. Annie Koh Vice President for Office of Business Development SMU Singapore
Mr. Stanley Kang Advisor Board of Trade of Thailand
Dr. Nguyen Cao Tri Chairman Van Lang University Vietnam
ABA 2021 GALA NIGHT

Due to Covid19 restrictions, this year’s Award Ceremony is the first ever fully virtual ABA Gala Night to celebrate outstanding organisations from ASEAN’s business community that have contributed to the region’s economic growth and prosperity during this challenging year.

OPENING SESSION

GUEST OF HONOUR

Opening Keynote Address by His Royal Highness Prince Haji Al-Muhtadee Billah ibni His Majesty Sultan Haji Hassanal Bolkiah Mu’izzaddin Waddaulah, the Crown Prince and Senior Minister at the Prime Minister’s Office, Brunei Darussalam

"Through this difficult time, the business community has shown immense strength and I am proud to be part of an event which celebrates resilience, innovation and the spirit to overcome challenges."

CHAIR OF ABA 2021

Welcoming Remarks by Musa bin Adnin, Managing Director, Adnin Group of Companies and Chair of the ASEAN Business Awards 2021

"This evening, representatives from all 10 member states join together once again, bound by a common objective and demonstrating the ASEAN spirit of cooperation: “One Vision, One Identity, One Community”.

Vote of Thanks by The Hon. Yanty Rahman, Chair, ASEAN Business Advisory Council 2021

Special Remarks by Farida Dato Talib, Managing Director and CEO, Brunei Liquified Natural Gas (BLNG)

Special Remarks by Hajah Noraini Haji Sulaiman, Deputy Managing Director I, Bank Islam Brunei Darussalam (BIBD)
**RED CARPET INTERVIEW**

*Interview with Past ABA Winners by Jenny Malai Ali*

Poni Group Sdn Bhd
ABA 2020 Winner

Al-Huffaz Management
ABA 2020 Winner

Projek FEED
ABA 2020 Winner

Admin Group of Companies
ABA 2017 Winner

G Gear Co. Ltd.
ABA 2015 Winner

YCH Group Pte Ltd
ABA 2010 Winner

**INTRODUCTION OF AWARD WINNERS BY LEAD PARTNERS & SPONSORS**

*ABA 2021 Lead Partners and Sponsors introduces Awardees of respective Award Categories*

Farida Dato Talib,
Managing Director and CEO (Brunei LNG) announcing winners of PIS and Brunei Special Award

Hajah Noraini Haji Sulaiman,
Deputy Managing Director I, Bank Islam Brunei Darussalam (BIBD) announcing winners of PIS and Brunei Special Award

Steward James,
Managing Director and Group Government Affairs (HSBC) announcing winners of SME Excellence (Growth)

Pg Shamhary Pg Dato Paduka Hj Mustapha,
Managing Director (Brunei Gas Carriers) announcing winners of SME Excellence (Employment)
INTRODUCTION OF AWARD WINNERS BY LEAD PARTNERS & SPONSORS

Jean-Gaetan Guillemaud, Regional Director, Government Affairs & Sustainability (Zuellig Pharma) announcing winners of SME Excellence (Innovation)

Pg Aki Ismasufian Pg Hj Ibrahim, CEO (Standard Chartered Bank) announcing winners of SME Excellence (CSR) and Inclusive Business

Agnete Johnsgaard-Lewis, Managing Director (Brunei Shell Petroleum) announcing winners of Women Entrepreneur

Ti Eng Hui, CEO (Baiduri Bank) announcing winners Young Entrepreneur

Hajah Zainab M.A. Omar, Human Resources Director (Brunei Shell Petroleum) announcing winners of Friends of ASEAN

Verena Snow, President and Managing Director (SAP Asia Pte Ltd) announcing winners Skills Development

Her Excellency Jeanette Stovel, High Commissioner of Canada (Representing Invest in Canada) announcing winners of Inclusive Business
Selected ABA 2021 Awardees delivered acceptance speeches that were broadcasted during the ABA 2021 Gala Night. Additionally, the list of winners were publicly announced by the event hosts.

1. **PRIORITY INTEGRATION SECTOR**

   - **ICT**
   - **SUSTAINABILITY**
   - **ENERGY (LARGE TIER)**

   - **KMD COMPANY LIMITED**
     Mr. Ronald Aung Moe Shwe, CEO
   - **Veritas Design Group**
     David Mizan Hashim, Group President and Director
   - **PTG Energy Public Company Limited**
     Pitak Ratchakitprakarn, President and CEO

2. **FRIENDS OF ASEAN**

   - **SKILLS DEVELOPMENT**
   - **INCLUSIVE BUSINESS**
   - **BRUNEI SPECIAL AWARD: EMERGING SOCIAL ENTERPRISE**

3. **SME EXCELLENCE**

   - **5**

4. **WOMEN ENTREPRENEUR**

   - **5**

5. **YOUNG ENTREPRENEUR**

   - **3**

6. **EXCELLENCE**

   - **12**

7. **PRIORITY INTEGRATION SECTOR**

   - **7**

8. **YOUNG ENTREPRENEUR**

   - **3**

9. **BRUNEI SPECIAL AWARD: EMERGING SOCIAL ENTERPRISE**

   - **3**

10. **BRUNEI SPECIAL AWARD**

    - **3**

11. **FOOD & BEVERAGE**

    - **3**

12. **HEALTHCARE**

    - **2**

13. **FINANCE**

    - **2**

14. **ENERGY (MID TIER)**

    - **2**

15. **ICT**

    - **2**

16. **SUSTAINABILITY**

    - **2**

17. **ENERGY**

    - **2**

18. **FOOD & BEVERAGE**

    - **2**

19. **HEALTHCARE**

    - **2**

20. **FINANCE**

    - **2**

21. **FOOD & BEVERAGE**

    - **2**

22. **HEALTHCARE**

    - **2**

23. **FINANCE**

    - **2**

24. **FOOD & BEVERAGE**

    - **2**

25. **HEALTHCARE**

    - **2**

26. **FINANCE**

    - **2**

27. **FOOD & BEVERAGE**

    - **2**

28. **HEALTHCARE**

    - **2**

29. **FINANCE**

    - **2**

30. **FOOD & BEVERAGE**

    - **2**

31. **HEALTHCARE**

    - **2**

32. **FINANCE**

    - **2**

33. **FOOD & BEVERAGE**

    - **2**

34. **HEALTHCARE**

    - **2**

35. **FINANCE**

    - **2**

36. **FOOD & BEVERAGE**

    - **2**

37. **HEALTHCARE**

    - **2**

38. **FINANCE**

    - **2**

39. **FOOD & BEVERAGE**

    - **2**

40. **HEALTHCARE**

    - **2**

41. **FINANCE**

    - **2**

42. **FOOD & BEVERAGE**

    - **2**

43. **HEALTHCARE**

    - **2**

44. **FINANCE**

    - **2**

45. **FOOD & BEVERAGE**

    - **2**

46. **HEALTHCARE**

    - **2**

47. **FINANCE**

    - **2**

48. **FOOD & BEVERAGE**

    - **2**

49. **HEALTHCARE**

    - **2**

50. **FINANCE**

    - **2**

51. **FOOD & BEVERAGE**

    - **2**

52. **HEALTHCARE**

    - **2**

53. **FINANCE**

    - **2**

54. **FOOD & BEVERAGE**

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100. **HEALTHCARE**

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ABA 2021 AWARD REES LIST

2. SME EXCELLENCE

SME EXCELLENCE: Growth
- Declarators Pte Ltd
- Poni Marine
  - Mohd Tahsin Wong
  - Abdullah, Founder and CEO

SME EXCELLENCE: Employment
- Orange and Bronze Software Labs, Inc.
  - Calen Martin Legaspi, CEO

SME EXCELLENCE: Innovation
- Mansmith and Fielders
  - Chiqui Escareal-Co.
  - CEO

SME EXCELLENCE: CSR
- In-source Options Sdn Bhd
  - Rosmarie Rafel, CEO

3. WOMEN ENTREPRENEUR

- AIC Group of Companies Holding Corp.
  - Rosmarie Rafel, CEO

- Daoheuang Group Limited

- Smart Invest Securities Joint Stock Group Limited

- Kinderworld International Company

- Natural Wellness Industries Sdn Bhd
ABA 2021 AWARDEES LIST

4. YOUNG ENTREPRENEUR

HYHY IMPORT EXPORT TRADING SERVICE COMPANY LIMITED
Mai Tram Tran-Vu, Founder & CEO

Exceltech Solutions Sdn Bhd
Hafiz Fayadh, Managing Director

5. FRIENDS OF ASEAN

SAP Asia Pte Ltd
Verena Siow, President & Managing Director

Manulife
Manulife Financial Asia Limited

6. SKILLS DEVELOPMENT

GOTT Sdn Bhd
Mr. Tan Siang Guan, Director

Banyan Tree Group

Krung Thai Bank Public Co. Ltd

7. INCLUSIVE BUSINESS

Big B’WN Project
Noorhafizah Rashid, Founder

Ock Pop Tok (OPT)
Veomanee Douangdala, Co-director

Bewell Nutraceuticals Corporation

Lewi’s Organics (PT. Profil Mitra Abadi)

Amazing Speech Therapy

Akha Ama Coffee

PLSB (Masala Wheels)

Shwe Taung Nyo Gyi Co., Ltd

Sok Farm Co., Ltd

Ecoingenuity Inc

Amru Rice
ABA 2021 AWARDEES LIST

8. BRUNEI SPECIAL AWARD: EMERGING SOCIAL ENTERPRISE

Community for Brunei (The Collective Arts Events)
Ms. Shinny Chia, Co-Founder and Ms. Intan Daniel, Managing Partner

Young Entrepreneurs Association of Cambodia (YEAC)
Mr. Seang Sopagna, President

Malaysia TRIZ Innovation Association

ENTERTAINMENT SESSIONS BY BRUNEIAN TALENTS


HANDOVER SESSION

The handover session includes welcoming Cambodia as the next host country to hold ABA 2022.

Concluding Remarks by The Hon. Yanty Rahman, Chair, ASEAN Business Advisory Council 2021

Closing remarks and formal handover by Hj Musa Hj Adnin, Chair of the ASEAN Business Awards 2021 to Chair of ASEAN Business Awards 2022

Remarks by His Excellency Dr Tan Monivann, Chair of ASEAN Business Awards 2022.
ABA 2021

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Other Strategic AREAS of Concern

DIGITAL TRANSFORMATION WORKING GROUP

*Chaired by ASEAN BAC Brunei*

**DIGITAL TRANSFORMATION**

is one of the pillars of the ASEAN Comprehensive Recovery Framework and ASEAN BAC's/JBCs agenda.

**Purpose and Objective**

**#1**

To jointly work with ASEAN-BAC member states, Joint Business Councils, Sector Champions and other relevant stakeholders in setting up a platform to efficiently and effectively promote, coordinate, collaborate and monitor various current and forthcoming priority initiatives to support of Digital Transformation in ASEAN in response to the call of the ASEAN Leaders;

**#2**

To help ensure that the collective voice of private business sector and stakeholder champions are heard, engaged and consulted in relevant private-public partnership platforms in pushing the agenda for regulatory reforms, development and execution of strategic action plans in a sustained manner towards best practice in digital innovation in the above priority areas, but not limited thereto.

**#3**

To develop a workable and doable priority agenda and action plan in pushing for cross-cutting or sector-based policy reform, programs and projects in support of digital transformation whether on its own or in partnership with the public sector.

**#4**

To disseminate and share information such as policy papers and final research or studies conducted by experts and/or credible institutions.
RESPONSIBLE AND INCLUSIVE BUSINESS

Introduction

1) The ASEAN CSR Network, an ASEAN Entity, is the Sector Champion for Responsible and Inclusive Business for ABAC and its Joint Business Council. ACN mission is “to promote and enable responsible business conduct in ASEAN to achieve sustainable, equitable and inclusive social, environmental and economic development.

2) To fulfill its mission and its role as the Sector Champion, ABAC and ACN initiated the ASEAN Responsible and Inclusive Business Alliance (ARAIBA). ARAIBA is a network of businesses subscribing to the Code on Responsible and Inclusive Business. The Code is based on 7 principles and 7 key subject areas. The Code is attached.

3) In 2021, we continued to attract businesses especially MSMEs to join ARAIBA. Presently some 65 companies from the region are part of this network.

4) The activities conducted in 2021 included, webinars on topics of interest and research projects with partners. We also represented ABAC in many events bringing expert views.

5) We are also working on building the responsible procurement network – the Accelerate Sustainable Procurement in ASEAN Pledge (ASAP). The best incentive for responsible and inclusive business conduct is that they are preferred suppliers of products and services.

6) In December 2020, a virtual conference was held with active participation of ABAC leaders on the theme “All In for Digital Transformation: Revolutionising Your Purpose to Profit in the New Norm”. The Guest of Honour was Ms Sim Ann, Singapore’s Senior Minister of State for the Ministry of Communications and Information and the Ministry of National Development. The former Secretary General of ASEAN, Ambassador Ong Keng Yong delivered a special address and Chairman of ASEAN BAC Malaysia, Tan Sri Dato’ Dr. Munir Majid delivered the keynote address.

7) The research done included a paper in Labour and CSR in ASEAN for the ILO, publications on Business and Human Rights and Business Integrity. For the 2021 theme on circular economy, we shared the research done on the state of sustainable consumption and production for climate change with the working group.
Going Forward

8) The next step would be to strengthen ARAIBA by establishing and working with a Working Group on Responsible and Inclusive Business in ASEAN. We hope to have the support of leading business leaders from ABAC and the region. The working group would enable us to better coordinate our work and cut duplication of efforts.

9) To help companies in their journey and gain recognition for their efforts, a certification scheme will be launched. This will be especially useful for MSMEs in their journey and the scheme takes into account the ARAIBA Code and Sustainable Development Goals.

10) We will be embarking on training to help companies meet and exceed the requirements of different levels of certification. This will include supporting them with mentoring, access to investors, training programmes.

11) A conference is being planned for May 2022 on the theme ‘ASEAN’s Digital Future’ with the sub theme ‘Principled, Transparent and Safe’. In ASEAN’s drive for digitalization consumers and other businesses need assurance of safety and trust, that it will work for there benefit without the downsides.

12) Finally I congratulate Brunei for the successful chairman of ASEAN under difficult circumstances and ABAC Brunei for their leadership for the private sector.

Submitted by Thomas Thomas
CEO, ASEAN CSR Network
Other Strategic AREAS of Concern

YOUNG ENTREPRENEURS POLICY AGENDA

COVID-19 pandemic has disrupted global activities across all economic sectors and industries. Consequently, over the past two years, there have been constant disruptions and extraordinary constraints to global supply-chain operations, which has caused an adverse impact on global trade and industrial activities of unprecedented magnitude.

The logistics sector in particular has been affected by COVID-19 fall-outs in more ways than one. While some logistics sub-sectors suffered from extreme delays, postponements, cancellations and obstructions due to large-scale restrictions on mobility and the closing of borders – the most notable examples being commercial aviation and cross-border freight transport – others have reaped enormous benefits from COVID-19-related disruptions. Local freight transport, such as courier, express and parcel-delivery services, as well as container shipping, experienced explosive growth as a result of changing consumer behaviours during the lockdown with online shopping and home delivery both got a major boost in demand.

This stark divide in fortune among segments within the logistics sector has been aptly termed, the "great acceleration", which refers to the bifurcation between sub-sectors that have benefited disproportionately versus industries that have suffered greatly throughout this crisis. And now, after almost two years into a new world order coming out of COVID-19, it has become crystal clear that those industries most immersed in technology, most primed for a technological makeover, whether it be professional, personal or recreational technology, have benefited and will continue to benefit disproportionately going forward – again, e-commerce and consumer goods-related logistics companies being notable winners. And so between the winners and those who are losing out, or just simply didn't win effectively, the disparities accelerate ever quicker. This crisis, like others but even more so, has amplified that dispersion in a spectacular fashion.

But unlike larger, deep-pocketed logistics MNCs, ASEAN young entrepreneurs whose businesses are predominantly MSMEs, typically face greater financial constraints, such as more limited access to capital, more limited capacity for reinvestment, and more limited resources to train, equip or reskill employees for a rapidly digitalized, rapidly changing competitive landscape. It goes without saying that MSMEs in logistics sub-sectors most impacted by COVID-19, commercial aviation and cross-border freight transport again come to mind, are struggling even more just to survive. And in a winner-take-all world of technology, logistics MSMEs may soon find that as the gap accelerates faster and they get left farther behind that at some point in a near future, they wont be able to compete or defend effectively.

It would not only be a shame for ASEAN logistics companies to lose on their very own home ground but also a risk to national social stability because the logistics sector is an important contributor to ASEAN job creation, employing on average around 5% of the working population in ASEAN in 2019, with higher rates of 8.09% in the Philippines and 6.9% in Singapore, and rising fast, as the regional e-commerce industry continues to record impressive growth.

Moreover, the medium-term outlook for ASEAN logistics sector actually looks quite positive. Located at the heart of the strategic Asia-Pacific region and situated across major trade routes, ASEAN has become a key node in global manufacturing and supply chains, especially as the shifting trajectories of trade flows and capital flows away and from China to ASEAN continues to intensify. ASEAN is also expected to benefit significantly from major trade initiatives such as the Belt and Road Initiative, the Regional Comprehensive Economic Partnership and our own ASEAN Economic Community.
Other Strategic AREAS of Concern

YOUNG ENTREPRENEURS POLICY AGENDA

We highlight the top three ASEAN governmental initiatives as our call-to-action pleas, namely:

1. The risk of another COVID-19 wave resurgence is quite high and being realized in many European countries with high inoculation rates. MSME logistics companies in ASEAN, especially in hard-hit sub-sectors like cross-border freight transport, have reached and oftentimes exceeded the limits of our resilience. Outside of Singapore, and maybe to some extent Malaysia, ASEAN governments have struggled to provide the kind of stimulus that many of the Western governments have provided with positive impacts. Even in cases where they have provided a stimulus, their support measures don’t meet the actual needs of financially struggling logistics companies that are victimized by the on-again-off-again unhinged restrictions on mobility and business activities, especially at the borders.

2. COVID-19 has been the ultimate stress test on national resilience. It has forced all ASEAN governments to confront the stark reality of “How do we ensure that, now that supply chains and logistics have been disrupted, we can continue to feed and take care of our people?” National resilience has thus has become a matter of national security in view of the multiple crises in food, medical and PPE supply at the height of the pandemic last year. Just as COVID-19 has a more adverse impact on people with preexisting health conditions, it also has an equally adverse impact on economies with preexisting economic conditions. More than ever, ASEAN governments need to take a hard look at how ASEAN logistics companies have been contributing to their respective national resilience and the critical role they play in alleviating the immense pressure COVID-19 put on vital national supply chains in 2020. ASEAN logistics companies have proven to be great actors of change in this critical transformation and their efforts should be incentivised and prioritized.

3. Last but not least, digital transformation is here to stay with the power to democratize the economy of ASEAN countries and bring prosperity in ways that would not have been possible just ten years ago. ASEAN governments need to focus their efforts on bridging the digital divide and narrowing the capacity gap between logistics MSMEs and their MNC counterparts via concrete measures including long-term national investment in digital infrastructure, public-private partnership schemes, effective regulation (such as anti-monopoly policy, facilitation of cross-border trade, and mutually recognized rules for local taxation in e-commerce). Measures to fund and aid digital reskilling for MSMEs owners and employees, including data analytics skills, as well as subsidized adoption of overseas cutting-edge digital tools and technological advances will go a long way toward building sustainable competitive advantages for ASEAN logistics companies.
Other Strategic AREAS of Concern

YOUNG ENTREPRENEURS POLICY AGENDA

1st ABAC-AYEC Policy Dialogue Forum

The Policy Dialogue Forum is a culmination of our collective work at AYEC of attaining inputs from our young entrepreneurs from our respective countries – through surveys, focus groups and engagements which form the basis for the dialogue and discussion today. The ABAC-AYEC Policy Dialogue Forum is a platform for young entrepreneurs to engage with senior business leaders in ASEAN in dialogue on business challenges, insights collectively to empower and enable young entrepreneurs from across ASEAN countries to contribute to taking ASEAN to greater heights together.

Themed “Agility, Adaptability & Innovation: Paving the Path Forward towards Business Recovery”, the goal of this first edition of ABAC-AYEC Policy Dialogue Forum is to uncover opportunities and lessons from the pandemic to build resilient, nimble and innovative businesses and reemerge stronger, wiser and bolder together.

AYEC Chair view

1) Our supply chains have been adversely impacted by both COVID-19 lockdowns and recently, the speed of the economic recovery as countries are moving towards re-opening – leading to sudden surge of demand leaving the supply chain under alot of pressure and disruption. Clearly the pandemic has exposed us to the fragility of the global supply chain – exacerbated by the fragmentation of decision-making processes, limited collaboration between buyers and suppliers and transactional management. There is no obvious centralized business or authority commanding and controlling these chains.

2) Tourism is among the industries that have been hit hardest by the COVID-19 crisis as tourism essentially ground to a halt. Over a year since the onset of the pandemic, the numbers are staggering: Globally, tourism destinations recorded one billion fewer international arrivals in 2020 than in 2019. Tourism, as with many parts of the economy, is at a pause-reflect-rest stage as we all grapple with the fact that change was needed in the travel industry, even before the pandemic took place. The key question now is how do we reinvent and build this concept of sustainable tourism that gratifies the traveler, without being destructive to the planet and others?
On digitalization: Southeast Asia is home to some 400 million internet users and 10% of which went online for the first time in 2020. Internet penetration here stands at 70%—higher than the global average, however, digital adoption in the region remains nascent—it wasn’t until the pandemic that adoption of digital services such as e-wallets and online shopping really took off. Additionally, whilst the COVID-19 pandemic has accelerated the digital transformation across industries, it is important for our MSMEs to understand that digitalisation is more than just “simply putting physical business online”. Additionally as the main issue is really the inability of our MSMEs to strategically embrace digitalization so we have a huge gap with digital competencies. Businesses not able to respond to the need for digital transformation fail miserably particularly during this pandemic and this serious.

Given the complexity of the disruptions brought by the pandemic across various sectors and industries, the recovery phase will require unprecedented levels of orchestration and coordination during this challenging, uncertain and potentially protracted recovery period—public and private partnership and cooperation is needed to build an ASEAN Economic & Trading community that is both agile and resilient. So we sincerely hope that as the ASEAN Young Entrepreneurs Council representing over 70,000 young entrepreneurs across ASEAN, we could contribute to a stronger inclusive and more sustainable ASEAN.
Other Strategic AREAS of Concern

YOUNG ENTREPRENEURS POLICY AGENDA

6TH AYE Carnival:

AYEC Chair Summary

1) On adapting to the new normal – it is really easier said than done. Today was testament that adapting requires openness, new thinking, new ways of doing things and of course patience in navigating the unknown and the risks from the uncertainties.

2) On leadership - our panel have showcased that this is the era of empathetic leadership and of reflection especially as the movement restrictions have shown us that remote working is actually possible and therefore is forcing us to accept a potential new reality where remote work or flexible work arrangement could become the new reality – thus leaders, entrepreneurs and business owners would have to learn to manage such a shift. I feel like we are at a cusp of a new reckoning.

3) Third, This crisis has been an opportunity for us to hit the reset button – for us to thrive in this new paradigm we must lead the way towards a sustainable recovery and that means being intentional about our values and being responsible about actions/ impact.

4) Fourth, whilst there are so much talk about digitalization being an important enabler to recovery, a personal view is that women are the catalyst to thriving in this new paradigm – consider the fact that 61 million women own and operate business enterprises in ASEAN therefore, including women into the agenda will enable accelerated economic recovery as we witness firsthand the impact that our inspiring women speakers are making. Of course, reality is that women still make up a small percentage of the board memberships in ASEAN business establishments. My aspirations is for inclusivity and equality to be intentionally practiced and this shall require a concerted effort.

5) Fifth, hearing about digital acceleration globally is pretty exciting especially as 40 million people in Southeast Asia started using the internet for the first time in 2021. And now ASEAN is home to 350 million ‘digital consumers’. Therefore, businesses that are not able to respond to the need for digital transformation fail miserably particularly during this pandemic and this is serious.

6) And lastly, COVID has taught us this beautiful lesson to utilize collaboration to recover and re-emerge from this pandemic stronger, wiser and bolder.
Other Collaborations with Joint Business Councils and Partners

US-ASEAN Business Council

Launch of the E-Commerce Report: The Council launched a report on ‘A Vision for Cross-Border E-Commerce in ASEAN’ and held a virtual workshop with the ASEAN Coordinating Committee on Electronic Commerce (ACCEC) in February to discuss practical recommendations to advance a single market for e-commerce in the region.

Country Business Missions: The annual country business missions this year were held in Indonesia, Vietnam, Thailand, Malaysia, Cambodia, Singapore and the Philippines, in either virtual or hybrid format, allowing our member companies to advocate various public policy issues, while promoting the ease of doing business in Southeast Asia.

Industry Business Missions: This year, the Council hosted business missions to the ASEAN Tourism Ministers Meeting (M-ATM), ASEAN Digital Ministers Meeting (ADGMIN), ASEAN Finance Ministers and Central Bank Governors Meeting (AFMGM), ASEAN Customs Directors-General Meeting, ASEAN Ministers on Energy Meeting (AMEM), ASEAN Economic Ministers Meeting (AEM) and ASEAN Ministerial Meeting on Agriculture and Forestry (AMAF), discussing various industry recommendations to help ASEAN achieve its regional integration objectives as it recovers from the pandemic.

Capacity Building Program: The Council hosted a number of capacity building workshops, roundtable discussions, trainings and webinars throughout the year, focusing on topics such as modernization of customs regime in ASEAN, digital transformation, travel reopening and recovery programs post-COVID-19, environment and sustainability, and advancement of SMEs across ASEAN.

Transformative Tech in Trade Program: Addressed the various customs policy challenges that exist today across ASEAN, and how the adoption of cutting-edge technologies can not only alleviate burdens on customs officers but also accelerate trade and recovery goals, while creating broad-based, sustainable, and inclusive socio-economic growth.

SME Programs: Capacity building webinars organized in Myanmar, Vietnam, Indonesia, Malaysia, Thailand, the Philippines and ASEAN-wide on various topics such as bouncing back from COVID-19, digital payment, digital tools and transformation as well as export capacity. The online ASEAN SME Academy is also undergoing major revamp to be launched in 2022.

Digital Policy Consultative Forum: The first 2021 session of the flagship Digital Policy Consultative Forum Program discussed opportunities and challenges in utilizing cloud technologies for the development of data governance, as well as how to encourage a more robust dialogue on cross-border data flows, in support for the ASEAN Data Management Framework and Model Contractual Clauses. The second DPCF session picked up the topic of 5G and Digital Infrastructure.

Bounce Forward Report Launch: The Council launched their latest publication: Bouncing Forward from COVID-19 on December 7. Jointly developed by US-ABC and KPMG, the report details examples of the ongoing partnerships and support provided to ASEAN Member States, and further provides recommendations to enable a sustainable economic recovery, focusing on four key initiatives - (1) Vaccine Preparedness Exercise (2) Building Vaccine Confidence (3) Travel Reopening Roadshow Series and (4) ASEAN SME Program.
Other Collaborations with Joint Business Councils and Partners

Confederation of Asia-Pacific Chambers of Commerce and Industry (CACCI)

35th CACCI CONFERENCE – Held on November 2, 2021, the two-hour virtual event featured speakers who elaborated on their perspectives on issues surrounding the Conference theme “Sustainable and Resilient Growth Through a Robust World Trade.”

CACCI INTERNAL MEETINGS – CACCI held its 93rd and 94th CACCI Council Meetings virtually on October 26, 2021, with more than half of the Council members from 25 member countries in Asia Pacific region.

CACCI AWARDS – Winners of the following CACCI Awards were also announced during the 93rd CACCI Council Meeting:
(a) the 9th Local Chamber Awards, Big Chamber and Small Chamber Categories;
(b) the 8th Asia-Pacific Young Entrepreneur Award; and
(c) the 3rd Asia-Pacific Woman Entrepreneur Award

CACCI STUDY ON “ACHIEVING A SUCCESSFUL WORLD TRADING SYSTEM” – CACCI completed the CACCI study which covered the following topics:
(a) The world trading system as a public good;
(b) The demise of the trading system and WTO;
(c) Why this breakdown matters;
(d) Why has the breakdown happened; and
(e) What to do to fix the system.

RESTRUCTURING OF YEGAP – CACCI restructured its Young Entrepreneurs Group of Asia-Pacific (YEGAP) with the aim of making it stronger, stable, and sustainable in the years ahead and place it in a better position to pursue its objective of promoting entrepreneurship in Asia-Pacific countries.

CACCI BUSINESS AND INVESTMENT SUMMIT – CACCI conducted the first virtual CACCI Business and Investment Summit on June 4, 2021 to explore business and investment opportunities in three of its member countries, namely: Bangladesh, Taiwan and Vietnam

WEBINAR ON INCOTERMS 2020 – CACCI on 6 October 2021 organized a half-day online webinar on Incoterms 2020, the flagship rulebook International Chamber of Commerce (ICC) which defines the responsibilities and obligations of contract parties in relation to delivery of goods.

RELATIONSHIP WITH OTHER REGIONAL AND INTERNATIONAL ORGANIZATIONS – CACCI continued to strengthen its working relationships with other regional and international organizations (such as the International Chambers of Commerce, Eurochambres, ASEAN–BAC, SAARC–CCI, India–Ocean Rim Association, Pacific Alliance, United Nations, Conference of NGOs, etc) through various joint activities

PARTICIPATION IN EVENTS ORGANIZED BY CACCI MEMBERS AND OTHER ORGANIZATIONS – CACCI joined events organized during the year by its member chambers such as FICCI (India), TOBB (Turkey), CIECA (Taiwan), PCCI (Philippines).
In the year of 2021, under the chairmanship of Republic of Korea, the East Asia Business Council (EABC) has adopted the theme ‘Integrated and Digitally Connected East Asia for a Sustainable & Resilient Future’. EABC Work Programme for 2021 as below,

- Securing supply chains and facilitating cross-border business connectivity amid Covid-19
- Advancing post Covid-19 recovery by promoting trade, inclusivity and digital connectivity for sustained economic growth for East Asia
- Socialising RCEP as East Asia’s economic and business recovery tool against Covid-19

EABC had the opportunity to secure dialogue sessions with ASEAN Plus Three Senior Economic Officials on August 16, 2021 and ASEAN Plus Three Economic Minister on September 13, 2021 to share the Business Council’s initiatives and recommendations which focused on recommendations to build resilience against future shocks by bolstering mechanisms for trade. With the continuous support from Japan External Trade Organization (JETRO), EABC also has conducted a survey this year on ‘Business Outlook and Digital Strategy towards the ‘New Normal’. The outcome of the survey was shared with SEOM+3 and AEM+3.

As the sole business council representing East Asia, EABC through its Working Group on RCEP which consist of private sector representatives from the 15 member countries have stepped up our efforts to socialize and prepare businesses in the region for RCEP. Our efforts consist of a three-prong approach which includes:

- Produce an e-Book on RCEP to be launched end of 2021 to assist East Asian enterprises, especially MSMEs, to better utilise the RCEP agreement.
- Develop an RCEP site within the EABEX portal to publish latest information on RCEP, training videos etc to prepare the businesses especially the MSME on how to leverage on RCEP. (http://www.eabex.org/rccep)
- Collaboration with ASEAN Secretariat to co-organise a series of webinar on RCEP themed ‘Unlocking RCEP for Businesses’. The speaker for the sessions includes representative from government, businesses and academic. There are six sessions of webinar focusing on trade in goods, rules of origin, trade in services, investment, ECOTECH and General Provisions & Exceptions. To date four session of the webinar were successfully held with overwhelming response.
Other Collaborations with Joint Business Councils and Partners

**EU-ASEAN Business Council**

**2021 in Numbers...**

- Ministerial Meetings:
  - 1: Singapore
  - 2: Malaysia
  - 6: Brunei
  - 2: Philippines
  - 7: Thailand
  - 1: Vietnam

**Inaugural ASEAN-EU Health Summit**

The ASEAN-EU Health Summit was organized to cerebrate the EU-ABC’s annual Regional Business Summit, given the unprecedented circumstances posed by the global health crisis and held at the Mandarin Oriental Hotel in Singapore. Together, we addressed the challenges and opportunities of the business landscape, members of the ASEAN region and beyond. We were honored to have Singapore’s Minister of Health Dr. Gan Kim Yong and the EU’s Ambassador to Singapore and EU’s Ambassador to Singapore Dr. Astrid Rueda provide insight at the Summit.

**Position Papers 2021**

Future Papers for 2022:

- E-Commerce
- Circular Economy
- Automotive
- Agroindustrial Production
- Insurance
- Taxonomy
- Extended Producer Responsibility
- Non-Communicable Diseases
- ESG Data
- Value and Nutritious Food
- Standardization for New Metals
- Customs & Trade Facilitation
Other Collaborations with Joint Business Councils and Partners

Canada-ASEAN Business Council (ABC)

1. Advocacy for a Canada–ASEAN Free Trade Agreement (FTA) and Canada–Indonesia Comprehensive Economic Partnership Agreement (CEPA)

In support of Brunei’s Priority Economic Deliverable (PED) for its ASEAN Chairmanship, the CABC and ASEAN–BAC Brunei co-hosted “The Path to a Canada–ASEAN Free Trade Agreement” virtual event in June to raise awareness and rally support for a potential Canada–ASEAN FTA.

In April, the CABC co-hosted the “Advancing Canada–Indonesia Economic Relations” virtual event with KADIN and a closed-door trade roundtable to advocate for a Canada–Indonesia bilateral FTA. The CABC was credited for contributing to the launch of negotiations for a Canada–Indonesia CEPA in June.

On November 17, as the voice of the Canadian private sector, the CABC presented key policy recommendations at the 10th AEM–Canada Consultation.

This meeting saw the announcement of the launch of negotiations for a Canada–ASEAN FTA – a key advocacy priority of the CABC and one of Brunei’s PEDs for 2021. (Read the CABC press release and Joint Media Statement)

2. High-impact events to connect the Canada–ASEAN business and policy communities

In 2021, the CABC launched a year-long Canada–ASEAN Business Leaders Series in collaboration with the Government of Canada and supported by 7 CanChams and Business Councils in Southeast Asia. This series of high-impact webinars focused on a range of industry-specific and market-specific themes. It attracted and connected over 1,000 business and government leaders across Canada and ASEAN to foster closer Canada–ASEAN economic ties. Over half of our participant were senior-level business leaders and policymakers.

3. Accelerate ASEAN’s COVID-19 Recovery

As a strong supporter for ASEAN’s COVID-19 recovery and future growth, the CABC participated in some key initiatives include:

- Signed on as private sector co-champion for 9 out of 13 of Brunei’s PEDs.
- Worked in collaboration with ASEAN–BAC and the various JBCs to achieve our shared objectives in the region.
- Remained an active member of the ASEAN–BAC Healthcare Working Group (HWG), and provided recommendations from our Members relating to key health issues in the region, such as increasing vaccination rates and strengthening public health systems.
- Published a joint position paper with Manulife: Strengthening ASEAN’s COVID-19 Vaccine Rollout and Economic Recovery. Read paper here.

4. Expanded Research Capabilities

The CABC has forged new research partnerships to build market knowledge and foster trade/investment between Canada and ASEAN.

Partners for our joint research projects include the C.D. Howe Institute, the Lee Kuan Yew School of Public Policy (LKYSPP) and, University of British Columbia (UBC).

For example, the CABC–LKYSPP joint study explores ESG investment opportunities in ASEAN.
In 2021, the Australia-ASEAN Business Council (AABC) continued its advocacy and efforts to connect Australian and ASEAN industry to progress initiatives that mutually benefit Australia and ASEAN. AABC has an emphasis on entrepreneurship and youth and its initiatives focused primarily on 2 streams – strengthening capability and connections and policy advocacy.

AABC piloted an online Global Professional Immersion program run by Guru Advantage which develops work readiness skills, career confidence and employability with a team of ASEAN students studying in Australia. The students developed a unique concept called Skilled Workers Abroad Program (S.W.A.P.) which was presented at the AEM–CER Business Consultations and to ASEAN BAC.

AABC signed an MOU with the UNSW ASEAN Society (ASEAN Soc) appointing ASEAN Soc as the AABC’s Youth Ambassador in recognition of the exceptional work by ASEAN Soc and its ongoing collaborations with AABC since 2019. This includes hosting the inaugural the ASEAN Young Entrepreneurs Case Competition, and the UNSW ASEAN Conference 2021.

AABC held the first of its Business Leaders Masterclass – Inspiring Future Talent series, which brought together business and entrepreneur leaders with university students and graduates to exchange insights and experiences. This aims to connect generations and close the gap between Australian and ASEAN youth and business.

AABC participated in the ASEAN Economic Ministers–Closer Economic Relations Business Dialogue and advocated on issues including global virtual internships to accelerate work readiness, travel bubble, halal export market accreditation policy ‘sandbox’, and a sustainable minerals framework for ASEAN.

AABC, with the Sustainable Minerals Institute and the Minerals Council of Australia, took on the role of private sector champion for the Minerals Priority Economic Deliverable and held an exclusive roundtable discussion with ASEAN BAC on ways to develop sustainable minerals framework with ASEAN stakeholders.

AABC also participated in the activities of the RCEP Industry Cooperation Committee to raise awareness and explore opportunities from RCEP across the 15 member states.
Other Collaborations with Joint Business Councils and Partners

The Federation of Japanese Chambers of Commerce and Industry in ASEAN

The 13th Dialogue between Secretary General of ASEAN and FJCCIA / JETRO

- IFJCCIA held the dialogue with H.E. Dato Lim Jock Hoi on 7th July.
- IFJCCIA submitted and explained the policy proposal for 2021. They humbly asked the cooperation from the ASEAN side for business environment improvements considering severe situation by COVID-19.
- FJCCIA told they would contribute to and cooperate for the ASEAN Comprehensive Recovery Framework (ACRF).
- IFJCCIA and JETRO are very grateful to H.E. Dato Lim Jock Hoi and the ASEAN Secretariat for welcoming their proposals and kindly responding to all of the points.
**Other Collaborations with Joint Business Councils and Partners**

### 15th Sept, AEM Japan Meeting

![Photo Source: ASEAN](image)

### 27th Sept & 27th Oct, Joint Conferences

- **Sep 27, Philippines**
- **Oct 27, Malaysia**

![Photo Source: AJBC](image)

### 24th – 28th May, ASEAN Japan Business Week

- **Day 1 May 24 Opening**
- **Day 2 May 25**
  - Growing Opportunities for SMEs in ASEAN Region
- **Day 3 May 26**
  - Promoting Green Business for Sustainable Development

![Photo Source: METI, AMEICC](image)

**DISG (Dialogue for Innovative and Sustainable Growth)**

- **Feb 9**
  - Food Value Chain
- **Mar 24**
  - RCEP
- **Aug 26**
  - Green Growth
- **Nov 2**
  - Smart City
- **Dec 22**
  - HR Development

![Photo Source: AMEICC](image)
Areas of Collaboration in 2021 with ASEAN Business Advisory Council

The UK-ASEAN Business Council (UKABC) was honoured to partner with the ASEAN Business Advisory Council (ASEAN BAC) Brunei in supporting their Chairmanship of the ASEAN Business Advisory Council 2021. The collaboration focused on the three strategic thrusts of Brunei’s Chairmanship of ‘Recovery, Sustainability and Digitalisation’ and included areas that seek to strengthen the ASEAN Economic Community and UK-ASEAN trade and investment.

In 2021, UKABC and ASEAN BAC collaborated in the following programmes that took place virtually from the beginning of the year through to December.

UKABC and ASEAN BAC hosted a Forum to understand the theme of Brunei’s Chairmanship and to hear what Brunei’s Priority Economic Deliverables were. The discussions shaped the areas of focus for the year ahead.

The Hon. Yanty Rahman, Chair of ASEAN BAC, The Hon. Dato Amin Liew, Minister in the Prime Minister’s Office and Minister of Finance and Economy II along with senior UK government and business figures spoke at the event.

2) ASEAN’s Sustainable Infrastructure Needs. 01 April 2021.
This Roundtable was part of a weeklong workshop for the ASEAN Secretariat and ASEAN Member States hosted by the UK’s Infrastructure and Projects Authority. UKABC and ASEAN BAC hosted the business discussion that brought together experts to discuss the region’s sustainable infrastructure needs and identify solutions.

The Hon. Yanty Rahman, Chair of ASEAN BAC, The Hon. Dato Amin Liew, Minister in the Prime Minister’s Office and Minister of Finance and Economy II along with senior UK government and business figures spoke at the event.

3) ASEAN-UK Race to Zero Dialogues. 24-25 May 2021
The two-day event hosted by the UK Government, in partnership with ASEAN BAC and UKABC, brought together UK and ASEAN businesses to mobilise the private sector to commit to net zero emissions by 2050, through joining the United Nations’ Race to Zero campaign. Discussions included the need for stronger corporate climate action in ASEAN and visible business leadership via the global Race to Zero campaign.

The Hon. Yanty Rahman, Chair of ASEAN BAC, The Hon. Dato Amin Liew, Minister in the Prime Minister’s Office and Minister of Finance and Economy II, H.E. Dato Lim Jock Hoi, ASEAN Secretary-General, H.E. Satvinder Singh, ASEAN Deputy Secretary-General along with senior UK government and business figures spoke at the event.
**Other Collaborations with Joint Business Councils and Partners**

**UK-ASEAN Business Council**

**Areas of Collaboration in 2021 with ASEAN Business Advisory Council**

4) Brunei Darussalam’s Chairmanship of the ASEAN Ministers on Energy Meeting 2021. 28 July.

UKABC and ASEAN BAC heard Brunei’s key priorities as Chair of the ASEAN Ministers on Energy Meeting which included promoting a low-carbon energy transition agenda. Brunei will be focusing on continuous promotion of LNG as one of the cleaner energy sources. In addition, the priorities include new emerging sources of energy such as hydrogen, further development of green energy as well as technology development in renewables and Carbon Capture Utilization and Storage.

The Hon. Yanty Rahman, Chair of ASEAN BAC, The Hon. Dato Dr Mat Suny Hussein, Minister of Energy along with senior UK government and business figures joined the discussion.

5) ASEAN Business and Investment Summit (ABIS) 2021. 25 October.

UKABC supported ASEAN BAC in their hosting of ABIS by working with the UK Government in lobbying and securing speakers including Prime Minister Johnson, Andrew Morlet the CEO of the Ellen MacArthur Foundation and a video by Sir David Attenborough. Baroness Neville-Rolfe, UKABC Chair, moderated the Session on Sustainability. UKABC also promoted the Summit directly to its database and heavily on its social media channels.

6) ASEAN Financial Literacy Conference 2021. 01 December.

Hosted by the Brunei Darussalam Central Bank and the Brunei Ministry of Finance and Economy in collaboration with the UK Government, ASEAN BAC and UKABC. The conference highlighted Brunei's focus on Financial Literacy and the work done as a Priority Economic Deliverable.

The Hon. Yanty Rahman, Chair of ASEAN BAC, Hajah Rokiah Badar, Managing Director of the Brunei Darussalam Central Bank as well as senior UK government and business figures, including UKABC Board of Directors, joined the event.


UKABC is supporting the Department for International Trade led programme for HIRED that provides a framework for internships in the field of data analytics. The programme brings together UK and Brunei training providers as well as employers with the aim of building up the pool of skilled data analysts in Brunei. The pilot programme aims to be rolled out across ASEAN.
Other Collaborations with Joint Business Councils and Partners

ASEAN Young Entrepreneurs Council

Key Activities 2021 Proposed at AYEC Meeting No.1 Feb

2021 Year In Review

- 4 AYEC Council Meetings [February, June, September, October]
- AYEC Business & Entrepreneurship Dialogue Series [April, July, September]
- Formation & establishment of ASEAN Young Women Entrepreneurs Club [May]
- Charter signed on 31 July 2021
- 1st ABAC-AYEC Policy Dialogue Forum [kick-off meeting in May]
- 1st ABAC & AYEC Policy Dialogue Forum [19 November]
- 6th ASEAN Young Entrepreneurs Carnival [18 to 21 November]

External
- 3 JBC Meetings [Feb, June, Sept] + 2 official engagements with ABAC Chair
- Young Entrepreneurs Case Competition hosted by Australia ASEAN Business [June]: Judging, Mentorship
- Promoting AYEC, AYWEC & Southeast Asia Start Up Scene at London Tech Week [September]
ASEAN BUSINESS ADVISORY COUNCIL BRUNEI (ASEAN BAC BRUNEI)

"Recover. Stronger. Together. SAMA-SAMA"

ASEAN BAC Brunei Council Members

From left to right: Ms. Haslina Taib, Mr. Musa Adnin and The Hon. Yanty Rahman

ASEAN BAC Brunei Secretariat

From left to right: Nur Hayatie, Nurul Amirah, Dk Aina, Dk Ain, Rabi’atul Halim, Tinah Marzuki, Aniza Ishak and Rachel
WHO WE ARE

The ASEAN Business Advisory Council (ASEAN-BAC) was established by the ASEAN Heads of State and Government (HOSGs) at the 7th ASEAN Summit in November 2001, in Bandar Seri Begawan, Brunei Darussalam, and was later inaugurated at the ASEAN Secretariat in Jakarta, Indonesia, on April 2003. The Council has the primary mission to promote public-private sector partnership for the deepening of the economic integration process of the Association of Southeast Asian Nations (ASEAN), including the ASEAN Economic Community (AEC) and beyond. Aside from submitting annual recommendations for the consideration of the ASEAN Economic Ministers (AEM), and, subsequently, the ASEAN Leaders, ASEAN-BAC, since 2013, has also been engaging itself with the technical discussions on ASEAN economic integration initiatives with Senior Economic Official Meeting (SEOM). In addition to these activities, ASEAN-BAC also socialises the AEC and other ASEAN-led economic integration initiatives to private sector, both within and BEYOND Southeast Asia.

VISION

Being the APEX private sector body of ASEAN

MISSION

1. Take the lead in coordinating inputs from established business councils and entities in their interactions with various ASEAN sectoral groups.
2. Harness the collective resources of the private sector.
3. Implement a more inclusive and consultative process involving the private sector.
4. Assist relevant ASEAN bodies to institutionalise within each body a consultative process with lead private sector entities.
5. Assist private sector groups to initiate.
Launched in April 2003, ASEAN-BAC was set up with the mandate to provide private sector feedback and guidance to boost ASEAN’s efforts towards economic integration. Aside from providing private sector feedback on the implementation of ASEAN economic cooperation, the Council also identifies priority areas for consideration of the ASEAN Leaders. Accordingly, ASEAN-BAC’s activities are primarily focused on reviewing and identifying issues to facilitate and promote economic cooperation and integration.

The Council also submits recommendations for the consideration of the Leaders and the ASEAN Economic Ministers (AEM). Since 2013, ASEAN-BAC also pursues additional Dialogue at the Senior Economic Officials Meeting (SEOM). While since 2016, ASEAN-BAC also had a formal engagement with ASEAN Finance and Central Bank Deputies during the annual ASEAN Finance Ministers Meeting, where a proposal was made for ASEAN-BAC to be accorded regular consultation with ASEAN Finance Ministers in the future. In addition to these activities, ASEAN-BAC also extensively engages the private sector on matters relating to the AEC, both within and beyond the Southeast Asian region.