PHILIPPINE CHAIRMANSHIP 2017 AND HIGHLIGHTS OF 2018

ASEAN BUSINESS ADVISORY COUNCIL

PARTNERING FOR CHANGE, PROSPERITY FOR ALL
What is ASEAN BAC?

The ASEAN Business Advisory Council (ASEAN BAC) was formed in April 2003 with the mandate to provide private sector feedback and guidance to boost ASEAN's efforts towards economic integration.

What does ASEAN BAC do?

The ASEAN BAC was inaugurated in April 2003 at the ASEAN Secretariat in Jakarta, Indonesia. Its establishment was earlier mandated by the ASEAN Leaders at their 7th ASEAN Summit in Bandar Seri Begawan, Brunei Darussalam on November 5-6, 2001, as the official ASEAN linkage to provide private sector feedback and guidance to boost ASEAN's efforts towards economic integration and to identify priority areas for considerations by the ASEAN Leaders.

Objectives of ASEAN-BAC

ASEAN-BAC is mandated by the ASEAN Leaders as the official ASEAN linkage:

- To provide private sector feedback and guidance to boost ASEAN's efforts towards economic integration
- To identify priority areas for consideration by the ASEAN Leaders
- In fulfilling the mandate to provide policy recommendations to the ASEAN Leaders, ASEAN BAC organizes the annual ASEAN Business & Investment Summit (ASEAN-BIS) to coincide with the ASEAN Summits
# TABLE OF CONTENTS

## ASEAN BUSINESS ADVISORY COUNCIL PHILIPPINES

<table>
<thead>
<tr>
<th>6</th>
<th>Jose Ma. Concepcion III</th>
<th>Chairman</th>
</tr>
</thead>
<tbody>
<tr>
<td>8</td>
<td>Teresita Sy-Coson</td>
<td>Council Member</td>
</tr>
<tr>
<td>9</td>
<td>George T. Barcelon</td>
<td>Council Member</td>
</tr>
<tr>
<td>10</td>
<td>Ramon M. Lopez</td>
<td>Secretary, Department of Trade and Industry Chair, ASEAN Economic Minister 2017</td>
</tr>
<tr>
<td>12</td>
<td>Ambassador Marciano A. Paynor Jr.</td>
<td>Director General, ASEAN National Organizing Council 2017</td>
</tr>
</tbody>
</table>

## WORLD LEADERS

| 16 | H.E. Rodrigo Roa Duterte | President, Republic of the Philippines Chair of ASEAN 50 |
| 20 | H.E. Gloria Macapagal-Arroyo | Former President, Republic of the Philippines |
| 28 | H.E. Dmitry Medvedev | Prime Minister, Russian Federation |
| 33 | H.E. Gen. Prayut Chan-o-cha (Ret.) | Prime Minister, Kingdom of Thailand |
| 37 | H.E. Dato’ Sri Najib Tun Razak | Prime Minister, Malaysia |

| 42 | H.E. Moon Jae-In | President, Republic of South Korea |
| 46 | H.E. Aung San Suu Kyi | State Counsellor and Union Minister for Foreign Affairs Republic of the Union of Myanmar |
| 52 | H.E. Narendra Modi | Prime Minister, Republic of India |
| 56 | Maria Leonor Gerona-Robredo | Vice President Republic of the Philippines |
| 60 | Vongthep Arthakaivalvatee | Deputy Secretary-General of ASEAN for Social Cultural Community |

## 2017 ASEAN EVENTS

### ASEAN50 Chairmanship Events
- 64 Prosperity for All Summit
- 66 ASEAN Agriculture Summit

### ASEAN50 Legacy Project: ASEAN Mentorship for Entrepreneurs Network (AMEN)
- 76 AMEN Regional Launch

### ASEAN BAC Flagship Events
- 82 ASEAN Business Awards 2017
- 92 ASEAN Business and Investment Summit 2017
- 94 ASEAN Business Advisory Council Interface with ASEAN Leaders

## ASEAN50 Official Events
- 102 ASEAN Philippine Chairmanship Launch in Davao
- 104 ASEAN 2017 Business and Investment Program Launch
- 108 ASEAN Business Advisory Council + Economic Ministers Retreat and Related Meetings
- 110 ASEAN MSME Development Summit
- 114 ASEAN 50th Celebration
- 118 ASEAN Women’s Business Conference
- 124 ASEAN Young Entrepreneurs Carnival
- 128 ASEAN Inclusive Business Summit
- 132 ASEAN Business Advisory Council Interface with ASEAN Economic Ministers
- 134 Slingshot ASEAN Startup and Innovation Summit
- 136 ASEAN Summit Gala Night

## ASEAN BAC Engagements
- 140 ASEAN Chairmanship Turnover to Philippines
- 144 ASEAN Business Advisory Council (ASEAN BAC) Welcome Dinner
- 146 ASEAN BAC Philippine Chairmanship Welcome Dinner
- 150 ASEAN Women Entrepreneurs Network (AWEN) Welcome Dinner
- 154 ASEAN-Japan Open Innovation Forum

## 177 BEYOND ASEAN50

- Padma Shri Awarding of Joey Concepcion
- JAC meets Jack Ma
- Mentoring the Mentors
- Go Negosyo Talks with Jeff Hoffman
- Partnering with Australia for Mentorship
- AMEN Regional Launch
- Exclusive Lunch and Round Table Discussion with Y.A.B Tun Dr. Mahathir Mohamad
- MATCH Manila + Cebu
- AMEN Workshop Malaysia
- ASEAN BAC Philippines Donation
- AMEN Mentor Me on Wheels Taguig
- ASEAN Agriculture Summit 2018

## ASEAN BAC Regular Events
- 164 ASEAN Business Advisory Council Planning Retreat and Second Extraordinary Meeting
- 166 69th Council Meeting
- 170 70th Council Meeting
- 174 71st Council Meeting
- 176 72nd Council Meeting

## ASEAN BAC Turnover Ceremonies
- 146 ASEAN BAC Philippine Chairmanship Welcome Dinner
- 150 ASEAN Women Entrepreneurs Network (AWEN) Welcome Dinner
- 154 ASEAN-Japan Open Innovation Forum

## ASEAN50 Official Events
- 156 Digitize ASEAN Conference 2017
- 158 ASEAN BAC Philippine Chairmanship Thanksgiving Night
- 160 ASEAN BAC Philippines Thanksgiving Dinner
- 163 ASEAN BAC Chairmanship Turnover to Singapore
THE PHILIPPINES IS FORTUNATE TO HAVE HOSTED A MILESTONE YEAR FOR ASEAN AS IT CELEBRATED ITS 50TH ANNIVERSARY.

Behind these events are some people who have led the development of various programs.

With the combined efforts of the government and business council, the Philippines has staged successful engagements, which have shown not only Filipino hospitality, but also the mission to partner with our ASEAN counterparts to create positive change around the world.
private sector arm of ASEAN, gave voice to the businesses and other enablers on how it can complement the strategies of its respective governments.

For 2017, the ASEAN BAC Philippines was honored to be the host of its meetings and engagements. For the past year, we have pursued for the realization of our theme, “Partnering for Change, Prosperity for All.” Our theme envisions an ASEAN region where every citizen experiences growth and prosperity. We visualize an economic bloc wherein all countries will enjoy business partnerships and transactions. We aspire for an inclusive development where no one will be left behind.

Our programs have been focused on micro, small, and medium enterprise development, concentrating on mentorship, money and market. I have personally rallied for this advocacy since 2005 with the foundation of Go Negosyo.

It has been a privilege to chair the Council even for just a year. My father, Jose Concepcion Jr., also chaired the Council 10 years ago, which has helped me prepare for this enormous responsibility. I believe it is really God’s will to put me here.

I have learned much from my co-council members through our meetings and have been given a chance to see the status and condition of businesses, most especially the micro and small enterprises, region-wide.

Looking back at that wonderful chairmanship, I can say that we have taken a big step towards our goal of inclusivity and prosperity. I hope that you enjoy browsing through this special photobook and relive not just the moments we all have shared, but also the insightful discussions and topics we’ve delved into.

May you always remember that ASEAN BAC Philippines continues to strive for prosperity for all!

Jose Ma. A. Concepcion III
2017 Chairman
ASEAN Business Advisory Council

“Partnering for Change, Prosperity for All.”

Our theme envisions an ASEAN region where every citizen experiences growth and prosperity. We visualize an economic bloc wherein all countries will enjoy business partnerships and transactions. We aspire for an inclusive development where no one will be left behind.
TERESITA SY-COSON  
ASEAN BAC Philippines  
Vice Chairperson,  
SM Investments Corporation

Teresita Sy-Coson is the Vice Chairperson of SM Investments Corporation (SMIC), one of the Philippines’ leading groups with interests in retail, banking, and property development.

With over four decades of retail experience, Sy-Coson has helped transform the group’s retail business, which includes the flagship SM Department Stores under THE SM STORE, and SM Markets that consist of SM Supermarket and other retail affiliates.

She also works closely in the Group’s property business via SM Prime Holdings, Inc., where she sits as an Adviser to the Board of Directors. SM Prime Holdings, Inc., is one of the largest integrated property developers in Southeast Asia with interests in malls, residences, commercial buildings, leisure and tourism development.

In banking, Sy-Coson is the Chairperson of BDO Unibank (BDO), the Philippines’ leading bank to date in terms of total assets, loans, deposits, capital and trust funds under management. BDO was recently named the Best Bank in the Philippines by various international publications.

She also serves as the Vice Chairperson of SM Foundation, Inc. (SMFI), which takes the lead in implementing a community impact template that improves the quality of life of its host communities. It makes targeted social investments in education, healthcare, livelihood and shelter to help underserved Filipinos and promotes initiatives to enhance the sustainability of the environment.

GEORGE T. BARCELON  
ASEAN BAC Philippines  
Chairman, Philippine Chamber of Commerce & Industry

George T. Barcelon is the chairman of the Philippine Chamber of Commerce and Industry, the largest business organization in the country. He represents the private sector in the Industry Development Council and National Competitive Council.

He is the President of the Integrated Computer Systems (ICS), a pioneer in computer systems and peripherals and one of the biggest suppliers of well-known brands such as HP, Dell, Acer and Lenovo. The company is known as a one-stop-shop for IT requirements. An affiliate of ICS is the ICS-ICT Corporation, an IT-logistics company that operates out of Clark Special Zone and Cebu.

He is also the President of Paramount Vinyl Products, a footwear manufacturing company and producer of rubber expanded sheets for soles and sport mattings, and Interpolymer Corporation, which is one of the biggest PVC Sheeting manufacturers in the country that makes book covers, tablecloths, shower curtains and packaging materials.

He is also the President of Realty Corporations, a realty development company that provides office space, commercial outlets, warehouse offices for ecozone locators and BPOs.

He is Trustee and Treasurer of Philippines Exporters Confederation, Director of Cardinal Santos Hospital Foundation, Member of Rotary Club of Makati and President of Manila Golden Lions Club Foundation.
Ramon M. Lopez started a solid professional economic, trade and industry development career in the government in 1981. He worked at the Presidential Management Staff Office (1981), the Department of Trade and Industry (1982-1989), and the National Economic Development Authority (1989-1993). He has extensive experience in trade and industry development planning; is at the forefront of the Tariff Reform Program, Industry development programs; participated in the setting up of Asia Pacific Economic Cooperation (APEC) and the Association of Southeast Asian Nations (ASEAN) cooperation programs, technical studies on Countervailing Duty cases, critical consumer products’ price structures and the development of the Foreign Investment Act. This included policy and program development and project evaluation functions.

His government work was followed by a career in the business sector from 1994 to June 2016, with over 22 years of experience as a top executive of RFM Corporation, covering strategic-planning and business development, marketing, mergers and acquisitions and equity investors group.

He was the Executive Director of the advocacy group Go Negosyo for the past 11 years (October 2005 - June 2016), initiating and implementing all its programs that empower the youth and aspiring entrepreneurs, micro and small entrepreneurs, the underprivileged sectors such as the PWDs, women and out-of-school youth. Previously, he had co-hosted the weekly Go Negosyo radio program at DZRH. He has also been giving lectures and mentoring thousands of entrepreneurs through Go Negosyo seminars, workshops, summits, books and social media.

With his extensive experience in various government agencies, private sector and a dynamic entrepreneurship advocacy group, Lopez has gained the admiration and respect of the business, financial and investor communities in the Philippines and abroad.

This led to his nomination and eventual appointment as the Secretary of Trade and Industry under the administration of the popularly-elected President Rodrigo Roa Duterte.

As Trade and Industry Secretary, he serves as Chairman of the ASEAN Economic Ministers. He chairs important advisory boards and councils including the Board of Investments, Phil. Economic Zone Authority (PEZA), Micro SME Development Council, Export Development Council and the Industry Development Council, to name a few. In his capacity as the Trade Chief, he is also among the APEC Ministers Responsible for Trade and has been invited to be a part of the World Economic Forum (WEF) and to be a founding member of the WEF-ASEAN Regional Strategy Group and Stewardship Board for International Trade and Investment System.

Lopez received his Masters in Development Economics at Williams College in Massachusetts, USA, in 1988, and finished his AB Economics degree at the University of the Philippines’ School of Economics in 1981. He was recently recognized as one of the Outstanding Alumnus of the School.

“Through innovation and digitalization, we are confident that MSMEs can leapfrog their status as globally-competitive enterprises, thus benefiting everyone in ASEAN.”
Ambassador Marciano A. Paynor Jr. was born and raised in Baguio City. He finished his secondary education at Baguio City High School. He has three daughters and four granddaughters with his lovely wife, Teresita Bustamante Paynor, a military nurse who graduated from St. Luke’s College of Nursing in 1971.

Before entering the Philippine Military Academy (PMA) in 1967, he received a scholarship from the Philippine government to study at the Mindanao State University. A member of the Charlie company, he finished a B.S. Degree from the PMA and is a member of the Matatag Class of 1971.

He joined the Philippine Constabulary and his first assignment was in the Presidential Guard Battalion. After four years, he became the Project Manager at the Information Systems Division, Office of the President. Two years after, he was assigned abroad as a Market Analyst in the Philippine Trade Office in Chicago, US. In 1982, while working for the Department of Trade and Industry, he was detailed with the Philippine Embassy in Washington, DC, as attaché and Special Assistant to the Ambassador with oversight on the Embassy security.

It was this exposure to the Foreign Service that made him decide to enter the Diplomatic Service. He took the Foreign Service Exam in 1981 and joined the Department of Foreign Affairs in March 1983 as Third Secretary and Vice Consul, Washington, D.C.

During his stint as a Foreign Service Officer, he served in various posts across the globe, including Hungary, Africa, Italy, and the US. He became an Ambassador to Israel in 2000. He reconfigured the Emergency and Evacuation plans of Filipinos working in Israel resulting from the outbreak of hostilities between Israelis and Palestinians in November 2000. The evacuation plan was used as a model by other Philippine posts in the Middle East prior to the Gulf War of 2003.

While serving as the Philippine Ambassador to Israel, he was given a concurrent designation as Presidential Assistant for State and Foreign Visits, which required him to arrange all the foreign visits of the President. He held this designation until June 30, 2010, having been posted as Consul General in Los Angeles in 2002-2006 and in San Francisco in 2007-2014.

He also served in the Office of the President as Chief of Presidential Protocol under several administrations, from President Fidel V. Ramos to President Gloria Macapagal-Arroyo. In this light, he was given the highest award for diplomatic merit, the Order of Sikatuna. He was awarded two more major Philippine awards and two international major awards. He was conferred a Gawad Mabini Dakilang Kamanong award by the Secretary of Foreign Affairs in 2007; Order of Lakandula for his outstanding and dedicated service as Secretary-General of the Philippine Hosting of the 2007 ASEAN Leaders’ Summit, Ministerial Meetings, and Related Meetings; two awards conferred by His Majesty King Juan Carlos, the King of Spain, for meritorious service to the King and the Throne, on the occasion of the state visit of the President in December 2008, and the visit of the King to the Philippines in 2009 - Orden de Isabela la Catolica and the Merito Civil.

He organized several international events such as the APEC Summit in 1996, ASEAN in 2007; the Philippine participation in 10 APEC Summits in Seattle, US, Bogor, Indonesia, Osaka, Japan, Vancouver, Canada, Shanghai, China, Los Cabos, Mexico, Seoul, South Korea, Santiago, Chile, Hanoi, Vietnam and Sydney, Australia; the Philippine participation in 11 ASEAN Summits Phnom Penh, Cambodia, Bali, Indonesia, Vientiane, Lao People’s Democratic Republic, Kuala Lumpur, Malaysia, and Singapore; and the Papal Visits in 1995 and 2015.

In 2014, President Benigno Aquino III appointed him as Undersecretary and Director General of the National Organizing Committee for the Philippines’ hosting of APEC 2015. Due to the success of the conduct of APEC meetings, he was given a Presidential Medal of Merit by the former President last year.

Ambassador Marciano A. Paynor Jr. also served as the protocol chief to former presidents, Fidel Ramos and Gloria Macapagal-Arroyo, and a few months under the Duterte Administration. He is currently the Director-General for Operations of the ASEAN 2017 National Organizing Council.
Change is coming for all Filipinos towards greater prosperity.

President Rodrigo Roa Duterte
Republic of the Philippines
H.E. RODRIGO
ROA DUTERTE
President, Republic of the Philippines

ASEAN MENTORSHIP FOR ENTREPRENEURS NETWORK (AMEN) LAUNCH AND OPENING OF ASEAN BUSINESS AND INVESTMENT SUMMIT (ABIS)

[Delivered at Solaire Grand Ballroom, Pasay City November 12, 2017]

Former President Fidel V. Ramos. He owns the brand fist actually, it’s not mine.

During his time, it was his logo actually. Kaya ba natin ’to? Kaya! That was his punchline. And indeed, we succeeded very well during his time.

Foreign Minister of the ASEAN Member States and the Dialogue Partners; Secretary Jose Rupert Martin Andanar and the other members of the Cabinet; distinguished members of the diplomatic corps; ASEAN Business Advisory Council Chair Jose Maria Concepcion III; pioneer mentors — saludo po ako sa inyo — of the ASEAN Mentorship for Entrepreneurs Network; honored guests; my countrymen.

You know, this is my speech. I will read to do justice to the guy who labored the few sentences that he worked on maybe late last night. And after that, I will share with you my own thoughts.

I am pleased to join you today as we open the ASEAN Business and Investment Summit and launch the ASEAN Mentors for Entrepreneurship Network.

As an opportune time for government and business sectors leaders across the region to come together, it is my hope that the ASEAN Mentors for Entrepreneurship Network would become a catalyst for inclusive prosperity that can be shared by all. Now, I would not bore you with so many words. It’s the run-of-the-mill speech of greeting everybody and, well, practically saying nothing.

During the Plenary Sessions in Viet Nam the other day, when my turn came to talk about my situation and I said, “This is a region’s concern. And everything you guys said today are all here in my speech also.” So I won’t bother, but I was listening and I was very well educated this afternoon.

There’s only one aim actually, what we do today for our world and our generation. You know, you are the ones who have the warm enthusiasm to do what you can do for your country and to the world. You have all the data and you know what ails the world today. One, what is the trouble with the economy.

Suddenly, the digital age came to your fore and almost by surprise. Other nations went well, they were prepared. But most of the third world countries were not in a position to catch up as much.

And so today, we realize that almost 80-85 percent of the world are run by MSME. The micro, small and medium actually.

And taking together, it fuels the world economy. Except for the few things that really we spent the income of the world and their GDP is to build arms for destruction, everything or everybody else in the world was busy making a living. Well, globalization came, and suddenly, it placed everybody in a very awkward position.

Actually, the first country to be hit by the consequences of the growing globalization the world relates was America. And its economy was the first to suffer when they went to to China. Deng Xiaoping opened the doors for cheap labor and everything else including the minimal taxedations.
And today, China is the number one economic powerhouse, and we have to be friends. There are other hotheads who would like us to confront China and the rest of the world for so many issues. The South China Sea is better left untouched.

Nobody can afford to go to war. Neither the big powers, Russia, China, Britain or the United States, can ill afford a violent confrontation. It does not have the luxury of the option of war and violence.

And my last bilateral last night, we had the last appointment with President Xi Jinping before I took off. And we agreed; he said, “If you are President Duterte and you want to preserve the lives of the Filipinos, then as President of China, I want to save lives. I do not waste the lives of my countrymen for a useless war that cannot be won by anybody.”

He made it clear to us that the only way to go is cooperation. And so I would say that we should open our doors to everybody. Ideological conflicts are no longer in the vogue. So as one who is really poor at Economics — I have told you, I am a law graduate, I am not an economist, and I remember failing the subject twice. I had to take it on a summer course.

But I have enough understanding of what is really practical for us all. The bulk of the money would go to the livelihood. We’re not interested in wars. We’d like to appeal to the revolutionaries to just simmer down and we’ll talk, we will rebuild Marawi.

And today, China is the number one economic powerhouse, and we have to be friends. There are other hotheads who would like us to confront China and the rest of the world for so many issues. The South China Sea is better left untouched.

Nobody can afford to go to war. Neither the big powers, Russia, China, Britain or the United States, can ill afford a violent confrontation. It does not have the luxury of the option of war and violence.

And my last bilateral last night, we had the last appointment with President Xi Jinping before I took off. And we agreed; he said, “If you are President Duterte and you want to preserve the lives of the Filipinos, then as President of China, I want to save lives. I do not waste the lives of my countrymen for a useless war that cannot be won by anybody.”

He made it clear to us that the only way to go is cooperation. And so I would say that we should open our doors to everybody. Ideological conflicts are no longer in the vogue. So as one who is really poor at Economics — I have told you, I am a law graduate, I am not an economist, and I remember failing the subject twice. I had to take it on a summer course.

But I have enough understanding of what is really practical for us all. The bulk of the money would go to the livelihood. We’re not interested in wars. We’d like to appeal to the revolutionaries to just simmer down and we’ll talk, we will rebuild Marawi.

So it’s a good year. Next year, I would like to make some late changes in the GAA — the annual budget. I would like to pour more money into medium, small, and micro enterprises.

And so today, I’d like to announce to the region, especially to the Filipinos that we have — it’s going to be by the year’s end — collected taxes. Billions of taxes which were unpaid for many years.

So you guys, the small businessmen, maybe a few billions here and there would suffice? Well, talagang bubuhos ako ng capital because we found out in our meetings with APEC, that the basic unit of the economy has always been moved by the MSMEs.

So as one who is really poor at Economics — I have told you, I am a law graduate, I am not an economist, and I remember failing the subject twice. I had to take it on a summer course.

But I have enough understanding of what is really practical for us all. The bulk of the money would go to the livelihood. We’re not interested in wars. We’d like to appeal to the revolutionaries to just simmer down and we’ll talk, we will rebuild Marawi.

And so today, I’d like to announce to the region, especially to the Filipinos that we have — it’s going to be by the year’s end — collected taxes. Billions of taxes which were unpaid for many years.

So it’s a good year. Next year, I would like to make some late changes in the GAA — the annual budget. I would like to pour more money into medium, small, and micro enterprises.

And my last bilateral last night, we had the last appointment with President Xi Jinping before I took off. And we agreed; he said, “If you are President Duterte and you want to preserve the lives of the Filipinos, then as President of China, I want to save lives. I do not waste the lives of my countrymen for a useless war that cannot be won by anybody.”

He made it clear to us that the only way to go is cooperation. And so I would say that we should open our doors to everybody. Ideological conflicts are no longer in the vogue. So as one who is really poor at Economics — I have told you, I am a law graduate, I am not an economist, and I remember failing the subject twice. I had to take it on a summer course.

But I have enough understanding of what is really practical for us all. The bulk of the money would go to the livelihood. We’re not interested in wars. We’d like to appeal to the revolutionaries to just simmer down and we’ll talk, we will rebuild Marawi.
A grand golden jubilee to ASEAN! We are proud of what ASEAN has achieved in the past 50 years in terms of peace, security and economic growth.

We, the ASEAN countries, have created our own shared history, in the same manner that we keenly seek our common destiny. It was that sense of marching the same path that led us toward a deliberate decision to create the ASEAN community in 2015.

Yet for all that we have accomplished, the bold step of establishing our community does not mean we have won the race. We are in a marathon, not a sprint. And now that ASEAN is 50 years old in this Summit, Joey (Concepcion of Go Negosyo) asked me to look at ASEAN in the next 50 years. What will ASEAN look like 50 years from today?

If we are a market of 650 million people today, we will be over a billion in 50 years. If we are the fastest-growing region today, we will likely be a mature, modest growth region in 50 years. And if we are unsure about global security and the threats of nuclear war and terrorist conflict today, what will we face in 50 years?

Each question about tomorrow begs an answer hidden in the potentials of today. We must make sure that our answer supports our social needs, embraces a sustainable economic model, and buttresses regional and global peace. And, of course, we would want the region to realize its full potential as a major global economic force.

But 50 years from now, I have no crystal ball, and neither does anyone. As veteran journalist Kavi Chongkittavorn put it, in today’s world it is hard to forecast the next five years, let alone the next five decades.

To illustrate the how hard it is to foretell, let’s go back to Southeast Asia 50 years ago. Security concerns led five Southeast Asian foreign ministers to put ASEAN together. With that signed agreement, did anyone predict that that would blossom into an economic community today? Fifty years ago, did anybody predict China was a sleeping economic dragon? Fifty years ago, could anyone predict that China would emerge today as the world’s second largest economy and counting? That’s how difficult it is to predict what will happen 50 years from today.

Let’s recall a more recent era. Let’s go back to 35 years ago, in the early 1980s, when China was beginning to wake up. The sleeping dragon was just beginning to wake up. And in the region, everybody thought that China might be a competitor. We did predict that China will be a class of its own. And today, we see that China is not a business competitor, but a collaborator, a donor, a market.

Let’s look at ASEAN 25 years ago. At that time, ASEAN was just emerging from an obscure regional grouping into one that is believed to be associated with success. Why? For one thing, the individual ASEAN economies were growing fast although that had little to do with ASEAN’s activities as an organization.
Nonetheless, just as in the ‘80s, the region did not place in 1991, in the Paris International Conference the dispute was limited. The final resolution took analysts opine that the success of ASEAN to resolve Democratic Kampuchea was formed. However, ASEAN capitals, the Coalition Government of or Kampuchea. In 1982, after negotiations in various UN seat instead of the People’s Republic of Cambodia campsaid for the Khmer Rouge to keep Cambodia’s Cambodia was not yet part of ASEAN, but ASEAN, every year at the United Nations, successfully campaigned for the Khmer Rouge to keep Cambodia’s UN seat instead of the People’s Republic of Cambodia or Kampuchea. In 1982, after negotiations in various ASEAN capitals, the Coalition Government of Democratic Kampuchea was formed. However, analysts opine that the success of ASEAN to resolve the dispute was limited. The final resolution took place in 1991, in the Paris International Conference on Cambodia. Nonetheless, just as in the ‘80s, the region did not predict that China would become a collaborator, a donor and a market, the world did not predict then that Southeast Asia would become a zone of peace and an economic community.

Today, we can say that ASEAN, which has expanded from five to 10 countries, including Cambodia, has kept the peace, expanded our economies and drawn closer together through trade, diplomacy, cultural exchange and greater connectivity. We are a diverse, multi-ethnic, multi-religious region at different levels of social and economic development. It is remarkable that ASEAN has resisted the temptation to drift apart. Instead, we remain on a steady arc of comity, cooperation and community.

And so on to the next 50 years, with the caveat that our crystal ball has lousy long-term connectivity. When we ponder the next 50 years, we see increasing prosperity, greater reliance on technology and artificial intelligence and yet we see greater income disparity. We see a more peaceful world, but see more nations with nuclear capability. We see a cleaner environment, and global warming affecting government policies and our economic model and having a decisive impact on our lives.

A few nights ago I had dinner in honor of Cambodian Prime Minister Hun Sen and Myanmar State Counselor Aung San Suu Kyi. I asked the Prime Minister how he saw ASEAN 50 years from now. He said he believes that ASEAN has resisted the temptation to drift apart. Instead, we remain on a steady arc of comity, cooperation and community. When Aung San Suu Kyi said this, she was talking about the region’s peace and stability. She also said that ASEAN must, with the help of the community, become strong. For the rest to benefit as much, they too must, with the help of the community, become strong. That will require reforms in political governance and economic management.

Regional integration benefits those whose products complement the others’ and is biased against those whose products compete with each other. It benefits those who are efficient in production and governance, and those that use information technology more efficiently and is biased against those who are less efficient. But overall, regional integration’s advantages outweigh the disadvantages. It is better for all members to embrace regional integration while providing safety nets for the disadvantaged sectors and states.

The right reaction for the less efficient is to increase efficiency, with better infrastructure and better governance that includes a strong but competitive fiscal system, and monetary and political stability. Disadvantaged countries should try to maximize their benefits from regional integration by improving governance standards through greater transparency and an ethic of effective implementation.

Efficient infrastructure is both physical and digital and it is a must for member nations as well as for ASEAN as a whole. Surin reports that ASEAN has embarked on a Connectivity Plan to facilitate the transport of goods and people across the region, increasing the need for infrastructure financing. He suggests that the funding solution be the creative mobilization of the combined foreign exchange reserves of the ASEAN member states amounting to almost US$1 trillion. So we need to find ways to mobilize that for infrastructure and connectivity.
As for monetary policy, according to the IMF, the original five countries have monetary framework that helped them well after the Asian Financial Crisis. It helped them through their transformation and it helped them in the global financial crisis in 2008 and the following years.

It has delivered peace and financial stability in a period of significant domestic and regional transformation and a global financial crisis. As for Brunei, its currency is pegged to the Singapore dollar, and IMF said that’s good because it provides for certainty and meets Brunei’s external investment needs. But in the CLMV countries, the IMF said there is too much of dollarization, meaning the widespread use of foreign currency deposits and loans, is considered not good for financial stability. And that is where a possible financial reform will have to happen.

But not everything is perfect. It is said that Philippine agriculture is vulnerable to ASEAN integration. And even for rice exporting countries, as Prime Minister Hun Sen remarked to me, Cambodia competes with Vietnam, Thailand and Myanmar. Thus to reduce the prospect of greater income disparity, there is a need to modernize agriculture in a way that is compatible with equity. Since the Philippines has no great river basin like the Mekong, it needs to invest more in irrigation. The Philippines and the agriculture exporting countries, except for Vietnam whose rice is highly competitive, need to invest more in agricultural infrastructure, credit, marketing assistance for farmers and fisherfolk, research and development, education, and IT. I remember when I was President, we were so happy that farmers could read what the prices are by looking at their cellphones. But today like in China, farmers get paid by WeChat and that is how technology can make agriculture more efficient.

On the regulatory framework, it is good we have land reform but it is more important that the regulatory system must empower the use of farmlands as collateral so the small farmers can enter the formal financing system and again I cannot overstress that financial technology is so important for developing modernizing any sector including agriculture.

Agribusiness should have rural non-farm activities like processing, where more diversification and complementation can happen. This is where SMEs can thrive rather than wither under the pressure of economic integration. But since to the strong goes the victory, the SMEs must also become stronger. This is where NGOs like Go Negosyo can make a difference.

I spoke at the SME Conference of Go Negosyo and I mentioned that mentoring can help is to introduce your small brothers to technologies.

As for political stability, ASEAN harmony and solidarity have helped diminish disputes and tensions among members, so that even former conflict adversaries like Vietnam and Cambodia are now united in a common cause for regional peace and development.

The organizers have also asked about the issue of human capital movements with regards to our prospects for integration. ASEAN integration is supposed to provide the opportunity to any country in the region. We have Mutual Recognition Agreements in eight areas. This forum’s guide questions asked: How have the snags on the issue of human capital been resolved? Or has it remained one of the major bottlenecks?

Let me refer to a major bottleneck on a human capital issue that I addressed during my time as President of the Philippines and during my chairmanship of ASEAN 10 years ago. That year 2007, I used my general prerogative to push for the declaration on the Protection and Promotion of the Rights of Migrant Workers. It was our most contentious chairman’s initiative in the 2007 summit because in ASEAN, we have members who send workers and we have workers who receive workers, and, of course, they had deep differences of opinion. But we invoked our chairmanship to push that initiative, on account of so many Filipino workers overseas.

In good times and bad, overseas Filipinos in Southeast Asia and elsewhere keep our nation resilient. I know that that is not a sacrifice joyfully borne. That is work where it can be found—among strangers with different cultures. It is lonely work, it is hard work. That is why we worked doubly hard to create good paying jobs at home, so that overseas work will just be a career choice, not the only option for a hard-working Filipino.

But for the foreseeable future, we will continue to be heavily dependent on overseas worker remittances. On that basis that we are duty-bound to protect our citizens wherever they are. When I was President, my government worked hard to strengthen workers’ protection at home and especially overseas and that is why I pushed for the protection of our migrant workers in 2007. Among the provisions in the Declaration tasked the relevant bodies to develop an ASEAN instrument on the protection and promotion of the rights of migrant workers.

The next step now is to sign that ASEAN instrument. I am gratified that at yesterday’s summit opening, President Duterte heralded the landmark signing of the ASEAN Consensus on the Protection and Promotion of the Rights of Migrant Workers. It is the fruition of what we started in 2007.

Now the bottleneck is the mobility itself of human capital. It is taking time for the Mutual Recognition Arrangements to be fully implemented and one of members observed that it is because member countries are apprehensive of the fully integrated sector.

Similarly, the mobility of shared services and outsourced labor is feared for its impact on the locals. Because of technology, there is so much mobility in shared services and many countries fear what will happen to their own locals, their own workers, their own managers. When that issue was brought to me, I said the Philippines has a comparative advantage in this area, so personally I never felt threatened if shared technology workers come here. We do experience distortions when our skilled labor like IT workers or nurses are pirated by neighbors like Singapore. The answer to that distortion is to train more IT workers and more nurses, as enabled by the Nursing Act that I signed into law in 2002. It is not the issue of the locals but a distortion of our labor market. But with such
With ASEAN integration, though, there may be sectors holding the bag. We must not forget their essential safety nets: health, education, social protection. But beyond that, we must help them empower themselves.

From security concerns at the beginning, ASEAN has transformed into an economic community. Are we coming full circle when we foresee more nations with nuclear capability 50 years from now? We await President Trump’s announcement about North Korea tomorrow, Washington time, before our crystal ball can have better connectivity. The challenge for ASEAN is to look after each other in terms of common security by cooperating to counter, prevent and suppress terrorism. That is why I pushed so hard during my ASEAN Chairmanship in 2007 to finally sign the ASEAN Convention on Counter Terrorism so we have a way to fight terrorism all the way to the future.

Meanwhile, some ASEAN analysts foresee the ascendance of the socio-cultural community even as economic integration deepens. I am happy for that because when I was President of the Philippines, it was our country that pushed the socio-cultural pillar in the Bali II Concord on the ASEAN Community.

The ascendance of the socio-cultural community is especially called for because in the next 50 years, we see the continuing challenge of global warming. ASEAN addresses the issue in the the Socio-Cultural Community Blueprint. In the coming years it needs to take concrete and coherent actions to implement that blueprint.

The future belongs to those nations that seek common ground to resolve common problems. This is true in virtually every aspect of our lives: economy, social justice, security.

It is asked: How are we going to be deciding looking for solutions to common problems in the next 50 years? Will we transform from consensus transform into majority rule? I think so. I think we really should. I myself found difficulty with consensus when I was President. I felt compelled to break away from consensus on Aung San Suu Kyi and support the United States instead.

As ASEAN matures and if it wants to be a global leader, the majority rule may arise in economic, social and environmental concerns, where national interests often differ because of disparate geography, population, and economic and social conditions. At the same time, majority rule does not mean the tyranny of numbers, for ASEAN has clout because it is 10 unified nations speaking and dealing with the world as one.

Though made up of small nations, ASEAN commands respect because we know how to advance and sacrifice for the common interest. And that may well catapult ASEAN to global leadership among the panoply of nations far below the gaze of big power giants. But for us to succeed in that in 50 years, we first need to achieve full integration by 2025.

All the hope and anxiety about the future leads us to one conclusion. We must all press for ever closer cooperation if we are to collectively benefit from the good and collectively tackle big challenges together.

The place to start is building stronger regional entities like ASEAN and expanding their political, economic and security influence to other partners around the globe.

Congratulations once again for 50 years and on towards another 50 years. Thank you.
H.E. DMITRY MEDVEDEV
Prime Minister, Russian Federation

KEYNOTE SPEECH
DAY 2 OF THE ASEAN BUSINESS AND INVESTMENT SUMMIT (ABIS)
[Delivered at Solaire Grand Ballroom, Pasay City | November 13, 2017]

Efforts to regulate international trade are still locked in an old paradigm that dates back 40 years despite the rapid advances in e-commerce and digital technology. There is persistent instability on the commodity markets, corporate and public debt are adding up, and so-called neo-protectionist policies are used with increased frequency, making economic sanctions a competitive tool.

Russia is looking for ways to adapt to the new economic reality. We succeeded in improving our national economy to some extent by adjusting its development path slightly and reducing its excessive dependence on commodity exports. This positive momentum became visible last year and in 2017. Growth is recovering in Russia with GDP expected to increase two percent by the end of the year.

This economic policy focuses on providing anti-crisis support to high-potential industries and the banking sector. Some measures remain in place even now, as is the free float of the national currency and inflation targeting. We keep a close eye on the budget deficit in order to ensure that the budget is balanced, while the price of oil remains relatively low.

We are addressing structural imbalances, and there is positive momentum in economic sectors that are not related to oil and gas. They benefit from competitive advantages on the domestic market.

Russia currently has a trade surplus, and an opportunity to expand its currency reserves. Against this backdrop, it makes perfect sense that foreign investors are increasingly interested in Russian projects. In the first six months of 2017, foreign direct investment increased by more than 100 percent.

We are facing the complex and challenging task of promoting international cooperation in information technology, encouraging e-commerce and cross-border business activity, while also ensuring national and information security.

Russia is ready to engage proactively in these efforts. In fact, we have already adopted a special strategy for the development of an information society and a programme on the digital economy.

For more than 20 years, Russia and ASEAN have cooperated in the special framework of a dialogue partnership, focusing on trade and investment promotion, although trade volumes remain quite modest.

We see genuine interest within the business community of our countries to cooperate on energy, transport, agriculture, satellite navigation, high technology, financial services, and in almost all possible areas.

From 2014 to 2017 alone, Russia sent high-profile business missions to Indonesia, Malaysia, Singapore, Vietnam, Cambodia, Brunei Darussalam, Myanmar and the Philippines.

Russia is also ready to contribute to ASEAN initiatives to develop energy, transport and information infrastructure.

Offering the most efficient transport routes is a priority for us. We are developing seaports and airport infrastructure in Russia’s Far East and are building crossborder oil and gas pipelines.

The main goal of all these efforts is to ensure maximum efficiency in cargo transport between Asia and Europe, and create a major transport and industrial hub in Russia’s Far East to serve the Asia Pacific Region. More than 500 joint investment projects have already been launched in Russia’s Far East. Only recently, we held the Eastern Economic Forum there, during which contracts worth almost $50 billion were signed.

Having a large market with clear regulations and developed infrastructure is a key prerequisite for business success. We wanted to create an environment of this kind within a new integration body, the Eurasian Economic Union, which, at this point, includes Russia and four other countries.

Together with our EAEU partners, Russia is interested in broad cooperation with the ASEAN countries. The first full free trade agreement between the EAEU countries and an ASEAN member state, Vietnam, came into force last year. We have recently completed talks on a similar agreement with China, and there is ongoing discussion of the creation of a multilateral free trade area between EAEU and ASEAN. We are also conducting separate talks on this matter with specific ASEAN countries.

Russia belongs to the Asia Pacific Region in terms of its geo-politics, history and economy. Promoting cooperation with all countries within the region and

Prime Minister, Russian Federation
MEDVEDEV: between Russia and our region in this regard? What role can Russia play in accelerating the level of competence in infrastructure technology. Russia has achieved great success and a high is a strategic priority for us.

This includes airports and seaports, railways, roads, pipelines, powerlines and high-speed communication channels.

These opportunities may be available with due account for prospective cooperation, even more so because in the past years a wide range of major infrastructure project have been completed.

We are currently preparing for the 2018 World Cup that Russia will be hosting next year. We also see great potential in developing the Northern Sea Route. We have improved the major corridors in our country, including the Baikal Amur Mainline and the Trans Siberian Railway that connect Europe and Asia. We also continue to develop international transport corridors. All of our experience is available to our ASEAN partners.

For example, Russian Railways is participating in a large project to build complex infrastructure in Kalimantan (Borneo) in Indonesia, including a new railway and a coal transport terminal.

There are examples of investment in Russian infrastructure. In particular, Singapore’s Changi Airports International has invested in the development of an air hub in Vladivostok.

What is Russia's strategic stance regarding the ASEAN Economic Community?

MEDVEDEV: The ASEAN Economic Community is a partner with great potential and with a substantial degree of regional integration. Of course, there are many challenges for ASEAN countries, including drastic gaps in socio-economic development. There are difficulties in logistics and transport. There is instability and increasing favoritism in the markets. All these threats affect the ASEAN Economic Community as well. But I am certain it is possible to mitigate these.

This is our idea of cooperation between Russia and ASEAN. The trade between Russia and the ASEAN Economic Community is still rather low and remains under $15 billion a year. Trade has increased by one third in the past year, but the potential is much higher, perhaps 10 times greater.

Last year in May, the ASEAN Russia Summit in Sochi became a milestone in our relations with ASEAN. I hope it will also give a strong impetus to building a strategic partnership between our countries, the Eurasian Economic Union and the 10 ASEAN economies.

How can you encourage Russian business people’s interest in Asia and Asian markets? What do you think about inviting Asian companies to your country? What can you do to motivate Asian businesses to expand into the Russian market?

MEDVEDEV: I think we are doing exactly that. Over the past few years, I have visited Cambodia, Laos and Myanmar. Our business missions were also sent there. We will organize visits by companies from all ASEAN economies, including the three countries I just mentioned, to Russia.

Last year, ASEAN’s foreign trade exceeded $2.22 trillion. Russia’s commercial relations are much more modest.

The Russian Government is pushing these types of contacts forward, but it is also important to develop direct relationships between business representatives.

In October, Russia and ASEAN agreed on a plan of action in science, technology and innovation. I hope that the business community will also find a place in these plans. We have approved an energy development programme. There are programmes on agriculture, food security and tourism with ASEAN economies. All these programmes can make an additional contribution to our interaction.

It is very important that business contacts also expand. The Russia ASEAN Business Council that convened in May 2016 in Sochi, the ASEAN Business Advisory Council, the Chamber of Commerce and Industry and business clubs in specific countries—all these contacts will be encouraged by the Russian Government and by our public business association. I hope that it will give a new impetus to talks on establishing a free trade framework.

We, (by which I mean the Eurasian Economic Union, an association of five member states), have so far only signed a free trade agreement with one ASEAN country, Vietnam. However, we are working out terms with a number of other states in Southeast Asia, including all of ASEAN, in general.

What is your roadmap for helping small businesses in Russia move up the value chain to become medium and large enterprises?

MEDVEDEV: The ASEAN countries differ in terms of economic development. Some are more developed, and some are less, and there is persistent poverty, underdeveloped infrastructure, and issues with the development of education.

By working together, we can make our own contribution to resolving these matters, primarily through joint business initiatives, as well as educational and humanitarian initiatives and by seeking to help and support the ASEAN countries in general.

In the recent years, we have taken a number of measures designed to support small business. According to our estimates, some 50 to 60 percent of Russia’s population could be involved in projects undertaken by small businesses. So far, this figure is much lower. In fact, only about 25 percent of our population is involved in small entrepreneurship.

We have adopted several pieces of legislation to promote small business, including tax benefits and deductions related to production equipment leasing and to facilitating investment.

We also support small business by setting up government funds for carrying out various projects in this area. A fund specifically designed to support small businesses was recently created in Russia. It could benefit hundreds of thousands of small enterprises. What matters most is that the state and the Government make this a priority.

We see genuine interest within the business community of our countries to cooperate on
energy, transport, agriculture, satellite navigation, high technology, financial services, and in almost all possible areas.

From 2014 to 2017 alone, Russia sent high-profile business missions to Indonesia, Malaysia, Singapore, Vietnam, Cambodia, Brunei Darussalam, Myanmar and the Philippines.

Russia is also ready to contribute to ASEAN initiatives to develop energy, transport and information infrastructure.

Offering the most efficient transport routes is a priority for us. We are developing seaports and airport infrastructure in Russia’s Far East and are building cross border oil and gas pipelines.

The main goal of all these efforts is to ensure maximum efficiency in cargo transport between Asia and Europe and create a major transport and industrial hub in Russia’s Far East to serve the Asia Pacific Region. More than 500 joint investment projects have already been launched in Russia’s Far East. Only recently, we held the Eastern Economic Forum there, during which contracts worth almost $50 billion were signed.

Having a large market with clear regulations and developed infrastructure is a key prerequisite for business success. We wanted to create an environment of this kind within a new integration body, the Eurasian Economic Union, which, at this point, includes Russia and four other countries.

Together with our EAEU partners, Russia is interested in broad cooperation with the ASEAN countries. The first full free trade agreement between the EAEU countries and an ASEAN member state, Vietnam, came into force last year. We have recently completed talks on a similar agreement with China, and there is ongoing discussion of the creation of a multilateral free trade area between EAEU and ASEAN. We are also conducting separate talks on this matter with specific ASEAN countries.

Russia belongs to the Asia Pacific Region in terms of its geopolitics, history and economy. Promoting cooperation with all countries within the region and contributing proactively to resolving regional issues is a strategic priority for us.
Distinguished participants, I am very pleased that ASEAN’s private sector, specifically the ASEAN Business Advisory Council, has expressed interest in assisting MSME entrepreneurs since any effort to drive the economy necessarily requires business sector inputs from large businesses and SMEs alike. They are the major players while the public sector merely plays a supporting role. Furthermore, I believe providing solutions and support for MSMEs requires public and private partnerships. As mentioned earlier, Thailand has initiated “Pracharat,” an advocacy programme for MSMEs, involving tripartite collaboration between the Government, large private businesses and micro enterprises, particularly those grassroots economies in rural areas. Collaboration is carried out in a “fraternal” manner, with the Government providing motivation for large business in the form of tax incentives or relaxation of certain regulations. Larger businesses will help introduce innovation to smaller enterprises, provide management mentoring as well as distribution channels.

The topics discussed by all of you today reiterate common challenges faced by MSMEs, especially access to finance to allow MSMEs to upgrade their capacity to better cope with increased competition in the digital age. The challenges also include the need for cost reduction, access to technology and an innovation, increase of value added to their productions as well as better access to finance, innovation and market and identify concrete mechanism to achieve these goals, including the development of a more transparent financial market, the introduction of non-collateral/information-based lending, as well as the fostering of marketing network across the region.

In 2016, Thailand had a total of 2.9 million SMEs. If we include micro enterprises, the number would be approximately 5 million enterprises. SMEs alone created employment for 10 million people and contributed to 42 percent of the country’s GDP. It is interesting to note that, like those of other ASEAN countries, approximately 80 percent of Thailand’s MSMEs are involved in food-related businesses, agricultural processing, services and retail sales.

Recently, Thailand has been engaging intensively in implementing the ASEAN Economic Community Blueprint 2025 and the ASEAN Strategic Action Plan for SME Development 2016-2025. Earlier this year, “Pracharat” or Public-Private Partnership Fund was established to develop and assist MSME entrepreneurs. This is deemed a major restructuring for MSMEs, aiming not simply to provide credit but also to foster new start-ups throughout Thailand’s economic provincial clusters. In particular, the Fund is targeted at enabling new generation graduates, who are still full of business ideas, to return to their hometowns and start businesses in their localities. In the future, support will also be channelled to the ever increasing number of MSMEs in agriculture, tourism and services.

The establishment of this Public-Private Partnership Fund constitutes a part of the Government’s policy to increase the number of new entrepreneurs. Meanwhile, the Fund will create enhanced capacity for existing entrepreneurs by financing the improvement of goods and services, a process involving the use of new technology and innovation to better accommodate market needs. E-commerce will help bring agricultural products from remote regions to the hands of urban consumers who have purchasing power, both in Thailand and in major cities of ASEAN. In this regard, logistics management plays a pivotal role in promoting e-commerce and necessitates that ASEAN Member States join hands in the development of cross-border logistic systems.

To promote MSMEs in the agriculture and tourism sectors, I would like to suggest that Member States utilise three distinctive characteristics that the ASEAN Economic Community has in common. We are the world’s food hub. We have diversified arts and cultures. And we are renowned for our service sectors. The next step forward is to facilitate the integration of MSMEs in agriculture, creative industries, and service sector such as tourism into the global and regional value chains, particularly tourism related services. As such, Thailand is putting its efforts into developing a new generation of “Young and Smart Farmers,” into agricultural entrepreneurs with technological and innovative capabilities, and helping them create higher value goods or services. Smart farming activities include organic farming, processing of raw materials into functional food as well as agricultural tourism that leverages on local culture and wisdom in their local areas. These smart farmers can provide employment and generate income to their locality. They can also accelerate agricultural restructuring in a more effective manner.

In the manufacturing sector, we have launched Thailand 4.0 Policy aiming at assisting innovative MSMEs and start-ups to integrate into existing supply chain, especially in our first S-curve industries, including Food for the Future and Food Innopolis Scheme, focusing on MSMEs’ adoption of innovation to further increase value added in their production. Additionally, MSMEs are now encouraged to integrate into the digital economy and the few New S-Curve industries, namely, robotics,
aviation, biofuel and biochemical, digital industries and medical hub.

The Thai Government recognises that MSMEs do play a crucial role not only in the economic but also in social dimensions as MSMEs are numerous and dispersed throughout every region. If we can help these MSMEs to become more resilient, then we can improve the living conditions of these business owners as well as their employees and at the same time help narrow the development gaps, which have been a challenge for both Thailand and ASEAN in general.

Mr. Chairman and distinguished guests, I would like to reaffirm that our vision on MSME development set out for the ASEAN Community integration process can actually be realized. On the part of Thailand, we are ready to cooperate and share with you our MSME development model with our common goal in mind, that is, for our region to grow sustainably. It will be a growth suited to our economic structure where MSMEs play an important role as a fundamental pillar. To date, many Pracharat enterprises have sprung up Thailand, and the ones who stand to benefit most from this setup are the MSMEs and agricultural enterprises. These are grassroots economies, which allow for greater participation by women as well as for skills transfer to younger generations, who are the future assets of ASEAN.

In closing, I commend the ASEAN Business Advisory Council’s constructive role in organizing today’s Summit, especially for initiating a network of mentors who will help design world-class training modules for ASEAN MSMEs. With rising challenges in the global market, we need to focus more efforts on the development of human capital. The public and private sector partnership in ASEAN will be instrumental in helping us form initiatives that benefit the region. ASEAN was established 50 years ago in 1967 with the signing of the ASEAN Declaration in Bangkok. Active cooperation among ASEAN Member States will help boost the international community’s confidence in Asia’s economy. Last but not least, I hope you will all be inspired to come together to support, promote and develop MSMEs in this people-centered community and work together for the benefit of all and of future generations, while leaving no one behind.

Thank you.
Ladies and gentlemen, it is a pleasure to be with you this morning, and let me first of all thank the organisers for inviting me to deliver this keynote address. Allow me also to congratulate the Philippines government and the ASEAN Business Advisory Council for choosing an apposite theme for today’s summit: Prosperity for All. For this was indeed the foundation of ASEAN when it was established 50 years ago. Prosperity for the peace and stability of the region. And indeed, in those 50 years we have made great strides. Between 1975 and 2014, for instance, the ASEAN economy multiplied 28 times, from US$87.2 billion to US$2.5 trillion.

By November 2015, when during Malaysia’s chairing of ASEAN, we signed the Kuala Lumpur Declaration on the Establishment of the ASEAN Community, we were looking at an ASEAN economy which was closed to US$2.7 trillion, the seventh largest in the world. And recent estimates suggest that taken as one, ASEAN would now represent the sixth largest economy in the world.

Peace has become ever-more the norm in the region. There has been no conflict between the founding ASEAN-5 countries, and since the end of the Vietnam War in 1975, after negotiating civil war in Cambodia as well as the hostilities between Vietnam and China in 1979, ASEAN has been successful in bringing the states of Indochina and Myanmar into the regional family of nations.

This was a very important step. The harmony between Southeast Asia’s nations has allowed for resources to be focused on bringing economic benefit to our peoples, consolidating regional stability and keeping true to the vision of ASEAN’s founding fathers.

We have achieved a critical mass to take us forward.

Our economies are growing faster than most of the rest of the world, and it is expected that by 2050 the ASEAN economy will amount to over US$9.2 trillion, making it the fourth largest in the world.

Again, there are other predictions that are even more optimistic, suggesting ASEAN could reach the number four position by 2030 – a mere 13 years from now.

These are big numbers and impressive positions. But we have yet to achieve them. The big challenge is to ensure that the integration of our individual economies, that is necessary for ASEAN itself to become a significant world market, is driven through.

On that, we still have a long way to go.

We have to bring down further the trade tariffs which still exist. WTO figures show average tariffs in ASEAN were around four percent in 2015. The work to bring them down to zero must be pursued vigorously.

Next, we must work to facilitate Intra-ASEAN trade further. To achieve the US$9.2 trillion figure by 2050 there has to be a 20 percent reduction in fixed trade costs. We need to work towards facilitative measures such as national single windows seamlessly linked to the ASEAN single window, and standardised customs procedures.

Most of all, non-tariff barriers and measures – or NTBs and NTMs – must be reduced and ultimately removed. This is a stubborn world-wide problem, but it is in ASEAN’s own interests to lead the way in this endeavour.

Here, there really is a lot to do. Between 2000 and 2015, NTBs and NTMs in ASEAN actually rose – from 1634 measures to 5975. This cannot be tolerated, it has to be checked and reversed.

For ASEAN to reach that target economic total of US$9.2 trillion, NTBs and NTMs have to be reduced by at least 50 percent. There is no alternative if we wish to be able to seize that prize. So huge, coordinated efforts are required to deal with this problem.

Why is it that economic growth and economic size are so important? It is because only if you have a growing economy, then only you can distribute prosperity and wealth. We want this prosperity to be shared by all. Without economic success, there is nothing to be shared.

We have had years of very strong growth in Malaysia, and our Gross National Income has increased by nearly 50 percent since we began our Economic Transformation Programme in 2010.

Our focus has been on ensuring that growth is both sustainable and inclusive, and, if possible, equitable, or more equitable. For we want no Malaysian to be left behind, regardless of ethnicity, faith and community.

We have been successful; 1.8 million new jobs were created between 2010 to 2016, which means individuals and their families benefit from being in work and sharing in our country’s prosperity. We have virtually eliminated poverty, reducing its incidence to just 0.6 percent.

We do not want any of our citizens to be marginalised. In an age of extremism and radicalization, and there is a practical reason for that. We know that those who see no hope in their own societies are more prone to the siren calls of terrorist groups, who can exploit their vulnerability and lure them with their lies by giving them a false sense of purpose and achievement.

One of the lessons of the rise of extremist populism in Europe, too, is that a neglected underclass – of those who felt left behind by economic growth, prosperity and the benefits of globalisation – can overturn elections and political systems.

We have put in place many programmes to encourage training; entrepreneurship among communities. I believe in creating more entrepreneurs, particularly in rural and disadvantaged areas; female participation in and leadership of the workforce; and learning the skills needed to succeed in the innovation economies of today and tomorrow.

I’m glad to say that our Government Linked Companies have been doing admirable work to support the government’s stress on sustainable, inclusive and equitable growth, not just as part of their corporate and social responsibility, but also because it makes sound business sense. For example giving them internship.

At the same time, we recognise that some of our fellow citizens need extra assistance to ensure that they can live in dignity and provide properly for their families, and so we provide financial aid, in the form of what we call BR1M, to low income families. This not only helps them, but it provides a multiplier effect which further boosts the overall economy.

I am aware that in the Philippines, the government is giving special attention to the need to bring prosperity to all segments of society. I have been told of the work by Go Negosyo to socialise economic growth, and I applaud that.

I am also glad that this year ASEAN-BAC is launching the new ASEAN Mentorship for Entrepreneurs Network, or AMEN, which aims to enable micro, small medium size enterprises or MSMEs by having big companies expose them to greater opportunities and to better management methods, and to help them towards sustainable growth by linking them to regional and global supply chains.

These MSMEs employ anywhere between 59 to 97 percent of the work force in different ASEAN countries. They are the backbone of our economies, comprising more than 90 percent of all ASEAN companies.
This can be seen in the excellent performance of Malaysian SMEs, which have an average annual growth rate of 7.1 per cent – higher than the still very healthy 4.2 per cent maintained by the overall economy in 2016.

We are taking further steps to boost this sector by declaring 2017 as the Startup and SME Promotion Year, and we have allocated large sums of money to provide incentives and programmes to support this thriving and vital part of our economy.

Micro, small and medium enterprises are at the heart of this Summit today, and in this regard, I am heartened by the signing earlier this month in Tokyo of the ASEAN-Japan Innovation Network (AJIN) by the ASEAN Business Advisory Council and the ASEAN Business Club, with major Japanese business organisations.

I hope this framework of cooperation, and others like it, will bring, through the use of technology, those on the periphery of economic prosperity to its mainstream.

There is great need to expand e-commerce in ASEAN, particularly among MSMEs, whose sales will benefit immensely from the exponential growth that it can offer.

On retail sales alone, the average percentage of e-commerce transactions in ASEAN countries is only just over one percent of the total, compared to over 10 percent in the developed economies.

This underlines the huge potential for growth in e-commerce; and initiatives such as AJIN, and the recently announced Digital Free Trade Zone that Jack Ma of Alibaba and I recently announced in Kuala Lumpur, should encourage all in ASEAN to build this vibrant sector of our economies.

I also welcome the establishment of the ASEAN e-Commerce Coordinating Committee towards enhancing e-commerce activities in the region.

The harmony between Southeast Asia’s nations has allowed for resources to be focused on bringing economic benefit to our peoples, consolidating regional stability and keeping true to the vision of ASEAN’s founding fathers.

The current internet user base in ASEAN of 260 million people is expected to grow to 480 million users by 2020, making ASEAN the world’s fastest growing internet region. Some studies show that the ASEAN e-commerce economy is expected to grow to US$200 billion by 2025.

We must deploy digital technology, this powerful force of economic innovation, to help us make the leap into that great future that ASEAN promises, and ensure that it is one of prosperity for all.

Another challenge that ASEAN faces, and we should bear it in mind particularly in this 50th anniversary year, is the need both to raise awareness of ASEAN and to make it real, relevant and tangible to all our citizens.

We are one of the most successful regional associations in the world, and while some have criticised us for moving too slowly, we have avoided the downsides of moving too fast.

The turmoil in the European Union, and the strong swells of anti-EU opinion in many countries on the continent, demonstrates the dangers of Europe-wide institutions not having sufficiently won the support and affection of member-state populations.

At the same time, however, there is a large body of EU citizens who think of themselves as exactly that – as citizens of the European Union. I am not saying that ASEAN countries want to go that far, but to what extent do our peoples think of themselves as being members of ASEAN?

For our Community to be real, it must be something that is part of our people’s lives. It must be something that touches their hearts. ASEAN must be seen as a source of cohesion, solidarity, support, unity, friendship and strength and of course greater prosperity.

In so many ways, ASEAN has been exactly that. But the bonds between our countries and our peoples need to be more evident for our citizens to feel that is what our association is all about.

As we celebrate a half century of ASEAN, what better way for us to do so than working towards making the theme of this summit – Prosperity for All – into a reality.

That really would be an ASEAN that feels meaningful to all our citizens, and I encourage all present here today not just to make the most of your discussions at this summit, but to bring those ideas, and that spirit of togetherness, home with you.

Then we can begin to make the next 50 years of ASEAN a fulfillment of that sense of promise that our first five decades have led us to.

I wish you all a very productive and enjoyable Summit.

Thank you.
I am delighted that my first meeting with the leaders of the Association of Southeast Asian Nations comes at a historic moment: the 50th anniversary of ASEAN’s founding. During those 50 years, not only my country, the Republic of Korea, but almost all of Asia has been utterly transformed. ASEAN’s role in harnessing and spreading economic dynamism has been essential to the region’s success. For Korea, ASEAN has undoubtedly been a special and valued friend. Last year alone, some six million Koreans visited ASEAN member-states, both as tourists and for business. Approximately 500,000 citizens of ASEAN member-states now live and work in Korea, while roughly 300,000 Koreans live and work in ASEAN countries.

This is one example of why Korea’s ties with ASEAN are more than just intergovernmental relations. Our relationship is deepened in the most personal way possible, through the intertwining of so many individuals’ lives.

This fact should not surprise anyone. ASEAN 2025: Forging Ahead Together, which was endorsed by ASEAN leaders at their 27th Summit in November 2015, states that the group strives to be a “people-centered, people-oriented community” that seeks to build a caring and sharing society, which is inclusive, and where the well-being, livelihood, and welfare of the people are enhanced.

“People first” has been my longstanding political philosophy as well, and it is a vision in line with the spirit of Korea’s “candlelight revolution” that lit and heated up the winter in Korea a year ago. Korea and ASEAN share a common philosophy that values people, and that shared outlook will set the path that Korea and ASEAN take together in the years and decades ahead.

Since 2010, Korea and ASEAN have made significant strides together as strategic partners. Korea-ASEAN cooperation so far, however, has remained focused mainly on government-led collaboration in political, security, and economic affairs. I intend to help advance Korea-ASEAN relations, while placing a high priority on the “people”—both Koreans and the people of ASEAN.

My vision is to create, in cooperation with ASEAN, a “peace-loving, people-centered community where all members are better off together.” This can be summed up in three Ps: People, Prosperity, and Peace.

To realize this vision, I will pursue “people-centered diplomacy.” So, from this point onward, cooperation between Korea and ASEAN will be developed in a way that respects public opinion of the peoples of our association, gains their support, and invites their hands-on participation.

To this end, and in commemoration of ASEAN’s 50th Anniversary, we have designated this year as “Korea-ASEAN Cultural Exchange Year,” and actively promoted various cultural and people-to-people exchanges. Last September, the ASEAN Culture House (ACH) opened in Korea’s southern port city of Busan. The ACH is the first of its kind to be opened in an ASEAN dialogue partner country, and it is expected to serve as a hub for cultural and people-to-people exchanges between Korea and ASEAN members. The Korean government will spare no effort to expand these exchanges, especially among the young people who will lead Korea-ASEAN relations in the future.
We should also work to build a community of peace where people are safe. In Asia, we all are facing the threat posed by North Korea’s nuclear weapons and missiles, as well as non-traditional security threats, including terrorism, violent extremism, and cyber-attacks on our businesses, our social and civic infrastructure, and our official institutions. The Korean government will strive to ensure that both Koreans and the people of ASEAN are able to lead happy and safe lives, which means cooperating with all ASEAN member states, at both the bilateral and multilateral level, to overcome the security challenges that we jointly face.

Finally, I will endeavor to promote greater mutual prosperity, which benefits citizens of both ASEAN and Korea. To ensure the sustainability of people-centered cooperation, all countries in the region must grow and develop together. Creating a structure for mutual prosperity requires lowering regional and transnational barriers to facilitate the flow of goods and promote people-to-people interactions. In short, ASEAN’s dynamism must now be tied to its inclusiveness.

That is why Korea will actively support the “Master Plan on ASEAN Connectivity 2025” and “Initiative for ASEAN Integration (IAI) Work Plan,” both of which call for enhancing the connectivity between ASEAN economies and citizens. We will also accelerate the pace of negotiations for the further liberalization of a Korea-ASEAN Free Trade Agreement (FTA), in order to pave the way for freer and more inclusive growth in the region.

Korea is now preparing for yet another “hot” winter: the PyeongChang Olympic and Paralympic Winter Games, to be held in February 2018. Our preparations are focused on ensuring that these games deliver a message of reconciliation, peace, mutual understanding, and cooperation throughout the world.

I happily invite you all to discover a peaceful and joyous winter in PyeongChang, and experience the dynamism sweeping through Korea and ASEAN. Don’t miss the opportunity to find out and enjoy what Korea and ASEAN have in common.
Excellencies, ASEAN economic ministers, speakers, ladies and gentlemen.

Let me first thank the Philippines for giving me a very warm welcome to your country. This is only my second visit to this country. The first time I was here for two nights and we had nothing but a conference hall. But I still feel very much at home. The people are very similar to us. The Philippines is far away from Burma, but I do not feel it that way because we feel close to one another. I thank you once again for giving this opportunity to be here.

As in fact, we all know, ASEAN BAC was formed in 2002 and since then the Business and Investment Summit has been held annually to enhance interaction and engagement between public and private sector. This regular engagement clearly shows the commitment of ASEAN leaders in acknowledging the critical role of private sector in economic development and regional integration.

I would like to specifically mention the fact that we do welcome and very, very warmly and eagerly the participation of the private sector of our ASEAN neighbors in the development of our country. So let me take this opportunity to say, I invite you all to join in the development of Myanmar.

The ASEAN economy has grown tremendously in the recent decades, becoming the second largest in the world. Everybody knows that but I think it bears repeating that some people do not realize what an achievement it is. Already they’re taking it for granted. ASEAN is a dynamic economic region. But it didn’t just happen. Everybody had to work towards it. We, Myanmar, are one of the newcomers. Although we have been a member of ASEAN for 20 years, I think perhaps we have not acquired the full and continuous experience. We look to you to help us gain this experience.

The ASEAN economy has integrated a significant proportion of young people in our labor force. It is the third largest after China and India.

Since 2004, ASEAN’s GDP growth has reached 5%, outpacing that of any other region. Myanmar, as a member of the ASEAN family has been growing rapidly as we roll out rigorous reforms and structural changes in every sector.

I would also like to mention that our young entrepreneurs are amongst the most vigorous of them all. I am very much happy to discover that in the recent seminar of young entrepreneurs, 49% of them are women.

Significant reforms can especially be seen in the investment sector as visible progress is being done to ensure a level playing field to strengthen competition and to create a favorable, predictable, and friendly investment climate.

Center to all of this is the role of the private sector in mechanisms, which include but are not limited to Public Private Partnership arrangements. These insure that the public sector plays an important role in developing major hard and soft infrastructure projects that would contribute in new measures towards economic development.

I would also like to mention that we depend for economic development on the enhancement of integrity. I think it is a better way of saying getting rid of corruption. I was talking earlier about the new possibilities that have opened up in our country. I can’t help mentioning the fact that some of those who are
resources play a pivotal role in filling the gap of such integration, human capital, and intellectual assets. In the process of this transformation, the need for women’s perspective to bring about sustainable social change is crucial.

For Myanmar, newly emerged from a decade of economic and political isolation and with the recent economic slowdown, there are many challenges. Yet, despite these, we remain committed to stay in the cause to achieve exclusive and sustainable development, together with all the other ASEAN countries.

As a responsible member of the ASEAN family, we will work together to be more connected and integrated economically and socially. In the process of such integration, human capital, and intellectual resources play a pivotal role in filling the gap between diverse ASEAN countries at different stages of economic and social development.

Myanmar host the International Women’s Forum in 2013 to acknowledge the important role of women and economic and social development. The vital role played by the creativity and resilience of women in our country’s transformation and the need for women’s participation in the transformation cannot be overstated. More and more women entrepreneurs have emerged to participate vigorously in the transformation, demonstrating the increasing importance of women not only in the social but also in the economic sphere.

I should mention, that traditionally our women have always been at the forefront of business. When I was a child, I was brought up to understand that men usually went into the civil service for prestige and women did business to keep the family’s fire alive. The women keep the kitchen growing. So, we have always depended on women to make sure that our family’s economy is secure. This is why it is not a surprise that 49% of our young entrepreneurs are women. While I am delighted with the active participation of women in the private sector, I am also inspired by the millions of women who work each day—holding their heads high in the face of every adversity—saving and sacrificing everything so that their children can enjoy a better life.

All these women should be empowered themselves as well as their families and for their contribution to the transformation of Myanmar. For their shared contribution across ASEAN, the lived experiences that demand the integration of the countries into a common family are absolutely invaluable.

Our women are putting a great premium on education. We always have. This is one of the reasons why we have great hopes for the future of our country. The future of our young people will be encouraged to increase their abilities and their skills by their mothers, their sisters, and their wives.

The majority of enterprises in Myanmar led by women entrepreneurs are small and medium in size. In MSMEs, challenges are everywhere and range across access to finance, access to market, access to land, access to information, and access to technology. And as if these challenges were not enough, women have to cope with gender discrimination as well.

There are those who say that there is no gender discrimination in our country, but this is not true. It is tradition to look upon men as the superior gender. There is a Burmese saying, which I find somewhat reprehensible, that, “you must treat your son like a lord and your husband like a god.” I don’t think I could agree with that.

There is gender discrimination. It is true we are not discriminated in the sense of we are debarred from doing activities such as business or practicing a profession. But there is the underlying concept that men are superior. There are still many mothers who favor their sons above their daughters especially when it comes to educational opportunities.

And yet, paradoxically at the same time, we all realize that if we don’t have daughters, we cannot rely on our sons especially in old age. In spite of that, the mothers go on favoring their sons.

Measures need to be taken to empower and to overcome social constraints, strengthen their potential and unleash the economic power to contribute to the nation’s development.

Report after report, our scholars in the international organizations assert importance of gender equality. It is sometimes said that the one unambiguous factor in economic development literature is the strong and statistically significant relation between the empowering women and economic growth.

A landmark study by the FAO demonstrated that closing the gender gap and agriculture decision-making would lead to 20 to 30 increase in farming yield. In Myanmar, women account for approximately half of the agricultural workforce. However, often, too often, they are confined to farm labor and not properly recognized as a major driver of farm productivity—food selection to planting times. Much too frequently they are excluded from land entitlement. To achieve positive changes in women’s rights, it is important to increase number of girls enrolling in primary and secondary schools, improve the participation of women in the labor force, ensure better maternal care outcomes, provide social protection measures, and promote the role of women in decision-making.

In the education sector, we should say that in my country, women are going ahead of men. Already in other universities, 60% are girls, so it shows that they are doing well in the education sector. And increasingly, the professors in the faculty are becoming women. Actually, I am not quite sure where the men have gone to. I come to the civil service, they are not going to the academe. Men go to business, but women are very strong in business, too. And I have to ask this questions, where have all the men gone?
The participation of women in recent political and economic changes is remarkable in many countries. However, women are still missing out on opportunities in countless areas. The social norm that equates women in unskilled labor and perceives them as mere homemakers, incapable of making decisions, is one of our biggest challenges.

In recognition of the importance of women’s role in the achievement of economic and social development, Myanmar has developed the 10-year national strategic plan for the advancement of women. This plan is based on the 12 priority areas of the Beijing platform for action and the principles of the Convention on the Elimination of All Forms of Discrimination against Women to which Myanmar became a signatory in 1997.

Our plan is ambitious but achievable. Myanmar is committed to creating an enabling environment for women that will allow them to realize their full potential. It is said that women hold up half of the sky. But I’d rather say that they nurtured half and probably more than half of the earth. It is the earth that we have to deal with on an everyday basis. We need our women to be stronger here where we live, where we struggle and where we will create the future for our Young.

The contribution of women towards economic and social development can be significant, not only in my country but throughout our region and throughout our world. As we go forward, trying to empower our women and to develop our human capital, perhaps we should think about: Why are we doing this? Where are we heading? Where do we wish to reach?

I do not think that we can get the answers to these questions immediately. I do not think that the answers can always remain the same. The answers must change as rules of our times change. But I would like to continue with these questions, asking you: What do you think empowerment is for? How do you think empowerment can help, not just in making the world become a better place?

What do you think development is about? How can we use human development to build a bigger store of capital for all human beings, not just for particular countries who are part of the economic functioning of the world?

Thank you.
Mr. Joey Concepcion, Chairman, ASEAN Business Advisory Council; Excellencies; ladies and gentlemen!

At the onset, I apologize for the delay. In business, like in politics, both time and timing are very important. But sometimes despite our best efforts we cannot help it. I am delighted to be here in Manila, on my very first visit to the Philippines.

There is a lot that India and the Philippines share in common: We are both pluralistic societies and vibrant democracies. Our economies are among the fastest growing economies in the world. We have large, young and aspiring populations that are innovative and enterprising. The Philippines is a services powerhouse just as India is.

And, just as in India, here in Philippines also, the government wants to see change, bring about inclusive growth, develop infrastructure, and fight corruption. No wonder so many of our top IT companies have invested here. They are creating thousands of jobs and promoting the Philippines services sector world-wide.

Friends, this morning we witnessed a brilliant performance of the dance drama, ‘Rama Hari,’ based on the Ramayana at the Opening Ceremony of the ASEAN Summit. It depicts the way historically the people of India and ASEAN have been bound together. These are not only historical bonds. This is a living, shared heritage. The Act East policy of my government puts this region at the centre of our engagement. We have exceptionally good political and people-to-people relations with each and every country in the ASEAN region. We wish to bring our economic and business relations up to the same level.

Friends, this morning we witnessed a brilliant performance of the dance drama, ‘Rama Hari,’ based on the Ramayana at the Opening Ceremony of the ASEAN Summit. It depicts the way historically the people of India and ASEAN have been bound together. These are not only historical bonds. This is a living, shared heritage. The Act East policy of my government puts this region at the centre of our engagement. We have exceptionally good political and people-to-people relations with each and every country in the ASEAN region. We wish to bring our economic and business relations up to the same level.

Friends, the task of transforming India is proceeding on an unprecedented scale. We are working day and night to ensure good governance, which includes easy, effective and transparent governance.

To give you an example: we have started an open auction for natural resources including telecom spectrum, coal mines and other minerals and even private radio channels. This has together contributed about US$75 billion in revenue. Using technology, we are enhancing responsibility and reducing discretion and corruption. We are using our Unique ID system in financial transactions and taxation for this purpose and the results are already visible. These steps, coupled with demonetization of high value notes has resulted in formalizing a large part of our economy. The number of new taxpayers filing income tax returns has more than doubled. Digital transactions have increased by 34 per cent in one year, as we march towards a less-cash economy.

We have used technology to reach out to people. An online citizen engagement platform, MyGov has harnessed ideas, suggestions and inputs on policies and programmes from two million pro-active citizens.

We have also introduced a new framework called PRAGATI – Pro-active Governance and Timely Implementation under which I am able to review project implementation and redress public grievances through video conference with officials across the country. In keeping with our emphasis on minimum government and maximum governance, 1200 outdated laws have been repealed in three years.

New laws and institutions for Bankruptcy and Insolvency, as well as IPR and Arbitration, are now in place. Thirty-six white industries have been taken out from the requirement of environmental clearance.

Incorporating a company is now just a one-day affair. We have simplified industrial licensing, and introduced
online application process for environmental and forest clearances. All these have made opening a new business very easy. The results are obvious.

India has climbed 30 places in the World Bank Ease of Doing Business Index this year. It is the biggest jump by any country this year and a recognition of India’s long term reform trajectory.

And, the world is taking notice. We have moved up 32 places in the last two years in the Global Competitiveness Index of the World Economic Forum. We have also moved up 21 places on the Global Innovation Index of WIPO in two years. We have moved 19 places on the Logistics Performance Index of 2016 of World Bank.

Friends, most of the sectors of our economy are now open for FDI. More than 90 per cent FDI sectors are on automatic approval route. India has emerged as a frontrunner in attracting foreign direct investment. Compared to the last three years, we have received 67 per cent more FDI in this year.

Now, we are a globally integrated economy. Moreover, these milestones have been achieved even before some of the major recent reforms.

This year in July, we have implemented the highly complex task of migrating to a uniform Goods and Services Tax for the whole country. This has done away with a vast range of state level and central level taxes throughout India. This is no small achievement. This is a transformation that addresses another felt need of entrepreneurs. Indeed, for the near future, Southeast Asia will be the growth engine of the world. Hence, building connectivity with ASEAN is a key objective for India. We wish to build land, sea and air connectivity to this dynamic region. Work is already being done in the construction of the trilateral highway through Myanmar and Thailand to connect to other countries in Southeast Asia.

Until August this year, 290 million such accounts have been opened in Indian banks. Nearly 200 million Rupay cards were issued for easy cashless transactions. Access to banking services by the poor has also played a major role in tackling corruption in government. Now, subsidies meant for the poor get directly deposited into their accounts in the form of direct benefit transfers, eliminating leakages and possibility of any discrimination. More than 146 million people are receiving direct cash subsidies through bank accounts on cooking gas alone. Today, the government is using Direct Benefit Transfers for 59 different schemes. Subsidies worth nearly US $10 billion are being directly transferred to the bank accounts of the intended beneficiaries.

Friends, one of the major themes of this summit is entrepreneurship. We have launched a campaign called “Make in India.” Through this initiative, we are committed to transform India as a major player in the global value chain. We want to make India a global manufacturing hub. At the same time, we want our youth to be job creators; not just jobseekers. For this purpose, we have launched drives called “Start up India” and “Stand up India.” A major constraint in freeing up the enterprising energy of small entrepreneurs is lack of collateral for finance. For the first time in India, collateral-free loans have been disbursed to more than 90 million small entrepreneurs under the Mudra scheme. Very near to the population of Philippines. This is a recognition of the contribution of small entrepreneurs in the economy and to empower a person who has a workable business idea but no collateral.

I see the importance being given to entrepreneurship in the Philippines and in ASEAN region. The ASEAN Mentorship for Entrepreneurs is a commendable initiative that addresses another felt need of entrepreneurs. Indeed, for the near future, Southeast Asia will be the growth engine of the world. Hence, building connectivity with ASEAN is a key objective for India. We wish to build land, sea and air connectivity to this dynamic region. Work is already being done in the construction of the trilateral highway through Myanmar and Thailand to connect to other countries in Southeast Asia.

There is a lot that India and the Philippines share in common: We are both pluralistic societies and vibrant democracies. Our economies are among the fastest growing economies in the world. We have large, young and aspiring populations that are innovative and enterprising. The Philippines is a power house just as India is.

We are working on the early conclusion of the Agreement on Maritime Transport between India and ASEAN and are exploring coastal shipping services with countries that are our immediate maritime neighbours. In the area of air connectivity, ASEAN countries enjoy the facility to operate a daily service to the four metro cities in India and to 18 other destinations. We have taken steps such as electronic VISA system to boost tourism to India. Outbound tourism from India is growing at one of the fastest rates in the world. Given the primacy of connectivity, India is organizing an ASEAN – India Connectivity Summit in New Delhi next month with ministers, officials and business representatives from all ASEAN countries participating. Just as India sees business opportunities in the region, I am sure that the ASEAN business community recognizes the potential for business in India. While some of you are already deeply involved in India, others are just discovering the possibilities that remain to be tapped.

To coincide with the ASEAN – India Commemorative Summit of ASEAN leaders in January next year, we are also organizing the ASEAN-India Business and Investment Meet and Expo. I invite you all to attend it. It will be the biggest ASEAN-focused business event India has ever organized. India wishes to participate in your growth story and we invite all of ASEAN to participate in ours.

Thank you!
Mr. Joey Concepcion, Chairman of the ASEAN Business Advisory Council; Ms. Tessie Sy-Coson, Council, ASEAN-Business Advisory Council Philippines; Senator Bam Aquino; Mr. George Barcelon, Council, ASEAN-Business Advisory Council Philippines; ASEAN-BAC Council Members; delegates to the ASEAN Business and Investment Summit 2017; ASEAN mentors, fellow workers in government, honored guests, a pleasant afternoon to all of you.

This year, ASEAN’s world leaders come together at a time of great global transformation. Our nations and our peoples are grappling with threats to security, fast-changing economic risks and opportunities, and the rise of disruptive technologies, among many others. In the face of these developments, it would not hurt to revisit how ASEAN came to be and why we are all together today.

Memoirs of ASEAN’s beginnings show that it was on August 8, 1967, when the five founding fathers of ASEAN signed the Bangkok Declaration. They were Adam Malik of Indonesia, Narciso R. Ramos of the Philippines, Tun Abdul Razak of Malaysia, S. Rajaratnam of Singapore, and Thamal Khoman of Thailand.

They came together at a time of great upheaval, just like today. Thailand was at that moment brokering a reconciliation among Indonesia, Malaysia, and the Philippines. Vietnam was embattled and Narciso Ramos’ son, Fidel, who would eventually become Philippine President, was then serving in Vietnam with the Philippine Civic Action Group. Indonesia was on the verge of political and economic chaos.

In his speech, Mr. Ramos spoke of the uncertainty sweeping across the region during those dark times. He said, it “almost taxed the goodwill, imagination, and patience” of the five founding fathers. Each of them, after all, had political and historical perspectives that were very different from each other.

And yet, they broke through those barriers. Several accounts of those events showed that they deliberately came together in what they called “sports-shirt” diplomacy, an informal way of reaching consensus while playing golf and teasing each other about their game.

Our ability to reach friendly consensus informally is now symbolized by the customary handshake among ASEAN leaders during each annual ministerial meetings. During these extraordinary times, when the politics of rage and anger define internal and external relations, the ability of ASEAN’s leaders to talk through differences, with not a single country claiming hegemony over others, is a remarkable feat.

For a long time, we have depended on the invisible hand of Adam Smith’s free market economy to determine which businesses, which services, which nation’s economy grew or shrunk. We noticed that some industries or sectors needed help in accessing these free markets, we depended on government to do the job. This has changed due to the urgency of fixing global inequality.

The problem of inclusivity is everyone’s job now, because inequality has turned the world’s poor into angry consumers. Technology has given them a voice, and the Internet has taught them to use the power granted by democratic and political institutions. Connectivity has made it easy to stage revolutions, and now, the world is realizing that they are a force to reckon with. It has increasingly become apparent, that we must do things right by them if we are to keep our world from breaking apart.

Hence, the ASEAN’s decision to put prosperity for all at the center of all our conversations is timely and critical at this point. For too long, the world has treated micro, small, and medium-scale enterprises that words are better than nuclear warheads and naval might; that we can agree despite our huge diversity. ASEAN’s handshake gives hope to a divided and confused world.

Having said that, I am sure it is also apparent to all of us that it is time to go beyond words. Whatever we achieve on the negotiating table must be felt by those who have been left behind by globalization and progress. For each action point that we reach by consensus, lives must be changed. The metrics for our success must be better lives, not just well-written documents. Meaningful transformation is the only way for us to douse the anger that the poor and the marginalized are shouting out for all the world to hear.
During these extraordinary times, when the politics of rage and anger define internal and external relations, the ability of ASEAN’s leaders to talk through differences, with not a single country claiming hegemony over others, is a remarkable feat.

With casual concern, their small economic footprint keeping them in the little boy’s room, unable to participate in global discussions. But if we are to solve inequality, we must ensure that MSMEs benefit from unlogged value chains, fair trade, and peace.

Creating more inclusive and sustainable economies is imperative, if we wish to prevent the rise of terrorism and extremism in our region. Our country’s recent crisis in Marawi City, in the province of Lanao del Sur, a city in the southern part of our country, reminds us that desperation provides terrorists fertile ground for recruitment of our youth. Many of them have wider access to social media and are vulnerable to manipulative propaganda that sow hate and anger. We need to give our restless youth broader opportunities to take them away from that path. As technology creates faster means of sending information to a content-hungry generation, the faster it will be to influence them to either do good or bad.

As we rebuild Marawi and encourage trust among our security officials, the more lasting solution to diminish the influence of extremists will be opportunities for gainful jobs and livelihood.

This vision—and its calcification into reality—will have a massive impact on how our economies and our societies will grow moving forward. That is because research has shown that countries may experience economic growth from the rise of extractive industries and uneven opportunities, but not for long. Weaknesses in political and economic institutions that perpetuate the concentration of wealth and power among the few, hurt everyone in the end. Wealth does not lead to sustainable prosperity if it is not shared by all.

Within this backdrop, technology is a wildcard we must all learn to decode—rich and poor countries alike. It is redefining our economies and changing the future of work. The sharing economy is upending what seems to be tried-and-tested business models. Imagine that today, a retired couple with a cozy villa near the ocean can rival the best hotels in the area just by listing their property on Airbnb and other similar websites. Ride-hailing apps are lowering costs and improving access to transportation. From the lens of inclusivity, this is a great thing. Technology is making it easy for ordinary people to reach markets. But policymakers are grappling with new things: safety of consumers, legal liabilities, and ensuring that quality of service meets industry standards, among other things. New developments; new problems.

Artificial intelligence will make a lot of jobs obsolete. Are they tools for inclusivity or enemies? The world’s thought leaders are still divided. What we do know is that in the next five to 10 years, our people will have to compete with machines, not just each other’s pool of talent and workers, and some say this may cause civil unrest. The roadmap to inclusivity will have to look at artificial intelligence and machines’ growing ability for deep learning, and hopefully we will arrive at answers together. We will have to look at re-tooling and retraining our people so that their skills will not be at risk of automation. We will need to rewrite our education systems to inculcate critical thinking skills and creativity among our youth—skills that cannot be matched by machines.

It would be best if we can do these things together in ASEAN, so we can do things faster and better. In a region criticized to have more trade with the West than with each other, it would be a terrible tragedy if we are manipulated in the end by machines.

Pursuing fair trade within and outside of ASEAN in a tariff-free world is also a developing challenge. The vision for a single market is clear: people, goods, and services must be allowed to move freely across our borders.

This should benefit our MSMEs most of all, because big companies can pierce other markets more easily even when tariffs are up due to their size and resources. But while tariffs have gone down, non-trade measures and non-trade barriers are making it difficult for businesses to cross borders.

In the quest for inclusivity, I am happy to note that the private sector, not just governments, are providing solutions through inclusive business models. Many of you here are responding to the call of the times, by opening up your value chains to smallholders, micro, and small businesses. You spend your resources and time to improve their processes and their products. You are empowering many of those who have previously been left behind by progress and globalization: farmers, fisherfolk, women, and even indigenous peoples. Truly, the power of the entrepreneurial spirit can move our world.

Hopefully, all of these efforts will greatly improve your businesses as well. The best thing that each of you businessmen, investors, and policymakers can do for the poor is to create a moat of responsible sustainability around your businesses. This way, you keep your employees employed and those who benefit from your goods and services stay happy. As you do better, we all do better.

ASEAN is the sixth-largest economy in the world, with a combined gross domestic product of US$2.55 trillion. From US$122 GDP per capita in 1967, our peoples’ standard of living has risen to US$4,021 per capita as of 2016. Asia is now leading global growth, delivering 60% of GDP. Our growing demographic of over 600 million people are the world’s happiest consumers.

But the best is yet to come. This is the age of Asia. Let the dragons and the tigers claim this century, and in the process show the world how it is possible for our economies to grow wealth and spread it equitably.

In the last three days, we have all heard much from great speakers and panelists about ASEAN’s roadmap towards prosperity for all. May we all translate them to action, push through barriers, and improve lives on the ground. May the heavens bless all your efforts. Thank you very much, magandang hapon po sa inyo lalat.
innovation, what it can do to help us propel the integration process of ASEAN community building.

I congratulate this ASEAN Impact Challenge event and really, the important part of this is it also highlights how we can come together with ideas and innovation and to promote sustainable development.

Your participation and success in this year’s challenge, under the theme “Inclusive Innovations,” strengthen the desire and aspiration for better engagement to get the contribution of new generation of innovators in ASEAN.

For inclusiveness, which is one of the objectives of the ASEAN nations is moving ahead. The integration process of the ASEAN community cannot be fully realized if it is only in the economic development. It is important we emphasize the importance of the role of human resource development.

Here, I would like to echo the wise words of Her Excellency Aung San Suu Kyi earlier, when she emphasized the importance of investing in people. I could not agree more. Investing in education; investing in young people. But to also encourage them to create a conducive environment where innovation can prosper.

I am also excited that this exercise shows the importance of how we can move ahead with the implementation of the SDGs. From the point of view of the ASEAN Secretariat, we would really like to promote what we call the complementarities between the ASEAN 2025, on the one hand, and on the other hand, the SDGs. I think there are the synergies and the twin goals of achieving sustainability here and particularly through innovation incubated by the catalyst role of the private sector and the nurturing and enabling role of the government.

I congratulate all awardees for taking up our challenge. I encourage you to sustain your pursuit in the same direction so as to engage everyone on this journey and to leave no one behind.

Let me assure you that the ASEAN has been doing its fair share, again by moving ahead with the ASEAN Vision 2025, inclusive in our approach and engaging and promoting complementarities with SDGs.

This is the kind of regional collaboration and synergy that we would like to see happening going forward. We see that continued engagement in this process and your continued engagement with ASEAN in inclusive innovation will contribute to enhancing the synergy between governments, private sectors, CSO, and the citizens of ASEAN towards inclusive innovation in the years to come.

I wish you all continued success in the future.
A SEAN Business Advisory Council Philippines Chair Joey Concepcion summed up this powerful mantra for the ASEAN Business Advisory Council’s 50th anniversary, highlighting the vision of prosperity, wherein every ASEAN citizen will benefit from the region’s inclusive growth.

Concepcion shares, “Partnering for Change, Prosperity for All’ is very meaningful and important, and it should be embraced by our 10 ASEAN partners, the entrepreneurs, and the people from each participating nation.”

To make this vision into a reality, Concepcion spearheaded numerous programs that are founded on the 3Ms: MENTORSHIP, MONEY and MARKET.

Programs on MENTORSHIP guide and equip aspiring, start-up micro and small entrepreneurs with the right mindset and business know-how to help them scale up their enterprises and achieve success.

To help address one of the major challenges that hinder the growth of micro and small entrepreneurs, programs on MONEY were also launched to offer financial support and assistance to MSMEs.

Another goal of the ASEAN Business Advisory Council is to nurture a healthier market wherein MSMEs can participate and be part of the greater growth of the region. Concepcion, under his leadership, created more opportunities and provided wider market access to MSMEs through different infrastructure projects and linkages with online and offline markets.

Guided by its principles and 3Ms approach to inclusive growth, the ASEAN Business Advisory Council commits to being a partner of the government in achieving prosperity for all.
Laos Turns Over ASEAN BAC Chairmanship to Philippines

ASEAN BAC CHAIR JOEY CONCEPCION ACCEPTED THE CHAIRMANSHIP TURNOVER FROM FORMER CHAIR OUDET SOUVANNAVONG.

Laos turned over the ASEAN Business Advisory Council (ASEAN BAC) chairmanship to the Philippines on October 13, 2016. The Philippines officially took over the ASEAN BAC chairmanship at the Philippine Chamber of Commerce and Industry’s Philippine Business Conference at the Marriott Grand Ballroom.

Senior officials in attendance included President Rodrigo Duterte, Department of Trade and Industry Secretary Ramon Lopez, and Department of Finance Secretary Carlos Dominguez III, among others.

ASEAN BAC Chair Joey Concepcion received the ASEAN BAC flag as a symbol of his succession from Oudet Souvannavong who is the 2016 chair from Laos.

President Rodrigo Duterte graced the ceremony, as well as Department of Trade and Industry Secretary Ramon Lopez and Department of Finance Secretary Carlos Dominguez III. ASEAN BAC members also flew in to attend the ceremony and to participate in the first meeting held in Manila.

Souvannavong highlighted the council’s efforts as well as their corresponding accomplishments in establishing ASEAN BAC as the lead private sector body in the region as mandated by the ASEAN Leaders in the ASEAN Economic Community Blueprint 2025.

ASEAN BAC was created in 2003 by the ASEAN leaders to put together and champion private sector concerns and feedback to boost ASEAN’s efforts towards faster and more inclusive economic integration.
Thailand Prime Minister H.E. Gen. Prayut Chan-o-cha (Ret.) joins ASEAN BAC members after his keynote message.

Thailand Prime Minister Prayut Chan-o-cha delivers the final keynote speech.

Philippine Vice President Leni Robredo, together with the ASEAN BAC members, after delivering her keynote message.

Malaysia Prime Minister Dato’ Sri Najib Tun Razak said that “ASEAN must raise awareness and make it feel real, relevant, and tangible, to all our citizens.”

Robredo of the Philippines also delivered a keynote speech emphasizing the need for the creation of an inclusive environment for micro and small entrepreneurs.

With over 1,000 delegates from across the ASEAN region, the summit focused on MSME development through five key sessions:

1. Creating an Enabling Environment in Achieving Prosperity for All: Driving growth through micro and small entrepreneurs in trade, services and agriculture;
2. Where’s the Market?: Strengthening the one ASEAN market to access global markets;
3. Where’s the Funding?: Opening up innovative and inclusive financing options for micro and small entrepreneurs;
4. How Do We Transform?: Establishing efficient business practices through disruptive technology and innovation;
5. Call to Action: Initiating ASEAN Mentorship for Entrepreneurs Network (AMEN)

The summit was hosted by BBC World News Anchor Rico Hizon, who also acted as the moderator of the summit along with Cathy Yang (ANC), Coco Alcuaz, Pia Hontiveros-Pagkalinawan (CNN Philippines), and Dr. Doan Duy Khuong (Vietnam).

Speaking on behalf of “the last, the least, and the lost,” Vice President Leni Robredo of the Philippines also delivered a keynote speech emphasizing the need for the creation of an inclusive environment for micro and small entrepreneurs.

With over 1,000 delegates from across the ASEAN region, the summit focused on MSME development through five key sessions:

1. Creating an Enabling Environment in Achieving Prosperity for All: Driving growth through micro and small entrepreneurs in trade, services and agriculture;
2. Where’s the Market?: Strengthening the one ASEAN market to access global markets;
3. Where’s the Funding?: Opening up innovative and inclusive financing options for micro and small entrepreneurs;
4. How Do We Transform?: Establishing efficient business practices through disruptive technology and innovation;
5. Call to Action: Initiating ASEAN Mentorship for Entrepreneurs Network (AMEN)

The summit was hosted by BBC World News Anchor Rico Hizon, who also acted as the moderator of the summit along with Cathy Yang (ANC), Coco Alcuaz, Pia Hontiveros-Pagkalinawan (CNN Philippines), and Dr. Doan Duy Khuong (Vietnam).

Speaking on behalf of “the last, the least, and the lost,” Vice President Leni Robredo of the Philippines also delivered a keynote speech emphasizing the need for the creation of an inclusive environment for micro and small entrepreneurs.

With over 1,000 delegates from across the ASEAN region, the summit focused on MSME development through five key sessions:

1. Creating an Enabling Environment in Achieving Prosperity for All: Driving growth through micro and small entrepreneurs in trade, services and agriculture;
2. Where’s the Market?: Strengthening the one ASEAN market to access global markets;
3. Where’s the Funding?: Opening up innovative and inclusive financing options for micro and small entrepreneurs;
4. How Do We Transform?: Establishing efficient business practices through disruptive technology and innovation;
5. Call to Action: Initiating ASEAN Mentorship for Entrepreneurs Network (AMEN)
The ASEAN Business Advisory Council and guests together with former Malaysian Prime Minister Najib Razak, (from left) Trade and Industry Secretary Ramon Lopez, Sen. Miguel Zubiri, George Barcelon, Dr. Robert Yap, Chairman Joey Concepcion, Prime Minister Najib Razak, former Philippine President Gloria Macapagal-Arroyo, Dr. Mohd Munir, Tessie Sy-Coson, Oudet Souvannavong, Ohn Naing, Lisa Ibrahim, Apoom Sonokloen, Moe Nywe, Ann Vira, and Dr. Doan Duy Xuan.
Myanmar Union Minister for Planning and Finance Kyaw Win (fifth from left) with Chairman Joey Concepcion and the members of the ASEAN Business Advisory Council

Malaysia Prime Minister Dato' Sri Najib Tun Razak arrives for the summit; (Left) Injap Sia and Bernie Liu

Sen. Bam Aquino is interviewed by Shawn Yao

Aurelio Montinola III, Ambassador Jose Manuel Romualdez, and Thierry Tea

Forum 3 of the Prosperity For All Summit featured Alex Buenaventura, Dr. Raymond Kwong, Dr. Jaime Aristotle Alip, and Jojo Flores. They are joined by the members of the ASEAN Business Advisory Council and guests.
A

ASEAN Business Advisory Council (ASEAN BAC) Chair Joey Concepcion led the official launch of the ASEAN Agriculture Summit last October 4, 2017, at the SMX Convention Center, Pasay City.

With the theme, “Agripreneurship: Uplifting Lives Towards Prosperity for All,” the summit focused on informing, inspiring, and connecting agri ecosystem stakeholders toward adopting and supporting the modernization and industrialization of agriculture through agripreneurship as a sustainable strategy to alleviate poverty, accelerate growth, and promote rural development throughout the region.

Joining ASEAN BAC Chair Joey Concepcion were Inang Lupa Foundation President Dr. William Dar and Senator Cynthia Villar.

The four keynote speakers each discussed their thoughts and shared their expertise, hoping to inspire delegates to work together and transform ASEAN agriculture.

“If we really want to change the landscape of prosperity for all in this country, the poor rice and coconut farmers have to be paid attention to. The private sector has to eventually realize the importance of helping. It has to come from the heart, our heart. How much are we willing to share from our wealth? (…) Partnering for change and creating prosperity for all is not a mere theme but something that all of us together have to achieve. And in the end, agri can only be the game-changer if all of you want to see it happen,” said ASEAN BAC Chair Concepcion.

In addition to the keynote speakers, prominent figures in agripreneurship from the ASEAN regions led the four panel discussions on the following topics:

1. Small Farm Holdings and Land Consolidation in Agri Enterprise Development; and Farm Consolidation as Rural Development Strategy;

Karen Davila (moderator), Dato’ Dzulfiikri ADB Wahab (FELDA, Technoplant Sdn Bhd - Malaysia), Henry Lim Bon Liong (SL Agritech), Dr. Hengky Notariato (Indonesia Palm Crops Research Institute), and Winston Uy (Universal Leaf Philippines)
Development Strategy;
(2) The Agri Value Chain and Value-Added Agri Extension Services;
(3) Enabling Environment for Inclusive Business; and
(4) Leveraging on Technology and Innovation.

The first ASEAN Agriculture Summit was established to build a stronger public-private partnership and create an enabling and inclusive economy for the underserved sectors of the society, particularly the farmers and other members of the agriculture sector.

Karen Davila Cong. Arthur Yap Dr. Rolando Dy Saran Song Bettina Quimson

Leveraging on Technology and Innovation Forum moderator Bettina Quimson surveying agritech incubators and accelerators across the region

Josephine Romero, DTI Usec. Nora Terrado and Faye Conquera

Key Role Players take their photo after the lively discussion during the Leveraging on Technology and Innovation Forum

Dr. Henry Lim Bon Liong
The Legacy Project: ASEAN Mentorship for Entrepreneurs Network

President Rodrigo Duterte and ASEAN Business Advisory Council Chairman Joey Concepcion with the 143 ASEAN Mentors who pledged their commitment to the ASEAN Mentorship for Entrepreneurs Network (AMEN).

One of the highlights of the ASEAN Business and Investment Summit was the launch of the ASEAN Mentorship for Entrepreneurs Network (AMEN), the flagship project of the ASEAN Business Advisory Council under the Philippine chairmanship. At the event, 143 entrepreneur-mentors from across the 10 ASEAN Member States were recognized.

AMEN is a private-public partnership platform for fellow AMS intended to augment and actively scale up the micro and small enterprises through mentorship and world-class teaching modules. Mentorship is a way of educating through intensive guidance in an area that is of interest to both the mentor and mentee.

AMEN’s mentorship program provides a platform to promote best practices and maximize potential in the path towards inclusive growth throughout the Member States. It seeks to prepare the MSMEs to face the growing challenges in the business community and to scale up their operations to increase the production of their goods and products through the training modules provided in the mentorship program. It is intended to bring the “3Ms” — Money, Markets and Mentorship—of entrepreneurial success, especially to micro and small enterprises.
President Rodrigo Duterte and Chair Joey Concepcion

The ASEAN BAC Chairs: Joey Concepcion (Philippines, 2017), Dr. Robert Yap (Singapore, 2018), and Oudet Souvannavong (Lao PDR, 2016)

AMEN Pioneer Mentors from the Philippines posed for a picture

President Rodrigo Duterte, Chair of ASEAN50 and Joey Concepcion, Chair of ASEAN BAC

ASEAN BAC Chair Joey Concepcion poses for a selfie with some of the AMEN Mentors

ASEAN Business Advisory Council Chairman Joey Concepcion launched the ASEAN Mentorship for Entrepreneurs Network (AMEN), which will create the largest pool of mentors across the region to better guide micro and small entrepreneurs
President Rodrigo Duterte encourages all mentors from the member states to inspire and build a thriving culture for enterprise.
Forty-seven awardees received recognition from the ASEAN Business Advisory Council (ASEAN BAC), led by Council Chair Joey Concepcion last September 6, 2017, at the Solaire Grand Casino and Resort.

Around 600 guests and delegates from ASEAN, ASEAN Ministers, ASEAN businesses, Philippine government officials, entrepreneurs, and partners attended the awarding ceremony. The ASEAN Business Awards (ABA) is the first of its kind in the region, with the dual objectives of recognizing outstanding ASEAN enterprises, and to serve as a platform to spread information concerning the ASEAN Economic Community. In addition, ABA also brings to the spotlight promising small and medium-sized enterprises in the ASEAN that have the potential of becoming global economic players in their respective industries.

The ABA committee known as the ‘National Gateways,’ was comprised of 10 representatives appointed by the respective councils from the different countries who promoted the event in their home countries and selected the judges who screened the ABA nominees.

Since 2007, ABA has recognized more than 100 companies throughout the region that have shown exceptional work in the following categories: The SME Excellence Awards (Growth, Employment, Innovation, and Corporate Social Responsibility); The Special Award (Friend of ASEAN); Inclusive Business Awards; and the Legacy Awards. The awarding body also added the Priority Integration Sectors of ASEAN (Fisheries, Electronic, E-ASEAN ICT, Textiles, Logistics, Wood-based, Rubber, Agrifood, Healthcare, Tourism, Automotive, and Retail) element as well as acknowledging the outstanding young and women entrepreneurs of the year.

In its 10th year, the Philippines bagged eight out of 24 categories while Laos, Malaysia, and Singapore received two awards each. Included in those recognized were Destileria Limtuaco, Nature’s Legacy Eximport, Asian Marine Transport Corp., Golden ABC, Lamoiyan Corp., Imperial Homes Corp., and Generika Drugstore. Dennis Uy of Udenna Corporation was awarded the Young Entrepreneur of the Year.

The Philippine winner for the Legacy Awards was John Gokongwei Jr., founder of JG Summit Holdings, which is the parent company of Cebu Pacific, Universal Robina Corp., and Robinsons malls and department stores. Founding members of the ASEAN BAC were also recognized during the ceremony. Jose Concepcion, the former council chair in 2007, was joined by his son Joey Concepcion, who is the current chair. “Even if my father does not remember my name, I know I have done him proud,” said the younger Concepcion.

Philippine President Rodrigo Duterte graced the event and gave a speech, urging the ASEAN nations and business leaders to embrace micro, small, and medium enterprises. “The ASEAN Business Advisory Council has been instrumental in realizing our common aspiration of serving the growth of our people. I call on entrepreneurs to follow their example to become beacons of innovation for poverty eradication and economic development.”

The ASEAN Business Awards has consistently trained the spotlight on the promising and outstanding ASEAN companies that have the potential of becoming global economic players. Attended yearly by the top business players in the region and beyond, the awards continue to propagate progress and business leadership.
Legacy Awardee from Philippines John Gokongwei, Jr. receives his ASEAN Business Award.

ABA 2017 Legacy Awardees from across the ASEAN (L-R) Haji Musa Bin Hj Adnin (Brunei), Rattana Prathoumvan (Lao PDR), Aung Ko Win (Myanmar), Dr. (H.C.) Sudhamek AWS (Indonesia), Sakchai Unchittikul (Thailand), John Gokongwei Jr. (Philippines), Wee Cho Yaw (Singapore), Goh Peng Ooi (Malaysia), and Le Van Than as the representative of Le Thu Thuy (Vietnam).

Founding Council Member of ASEAN-BAC Jose Concepcion Jr. receives his honorary award from President Rodrigo Duterte, assisted by son and ASEAN BAC Chair Joey Concepcion.

ASEAN Business Advisory Council Philippines recognised its founders Jose Concepcion Jr., Miguel Varela, Rose Teodoro, and Donald Dee during the ASEAN Business Awards 2017.
Awardees of the ASEAN Priority Integration Sector Excellence Awards (L-R) Tony Fernandes (AirAsia – Tourism), Vidjongtius (PT Kalbe Farma – Healthcare), Paul Rodriguez (Asian Marine Transport Corporation – Transport), Edward Yip representing Kuang Sia Lim (Kossan Rubber Industries – Rubber), Bernie Liu (Golden ABC – Retail), Olivia Limpe-Aw (Disteleria Limtuaco – Agri Food), and Pedro Delantar, Jr. (Nature’s Legacy – Wood-Based)

AirAsia, headed by Tony Fernandes of Malaysia, was recognized as the winner of the Priority Integration Sector Excellence Award in Tourism.

FRIENDS OF ASEAN WINNERS
Australia and New Zealand Banking Group Ltd. – Philippine Branch, with Anna Green (AUSTRALIA); Prudential Corporation Asia, with Nikolaos Nicolaides (HONG KONG); and Robert Bosch (SEA) Pte Ltd., with Martin Hayes (GERMANY).

GREEN TECHNOLOGY AWARD WINNER
Imperial Homes Corporation, Emma Imperial (PHILIPPINES)

MOST PROMISING AWARD WINNERS
Printmartz Advertising, Adrian Tan Vui Shung (BRUNEI); Wing Ltd. Specialised Bank, Jojo Malolos (CAMBODIA); Phouvong Jewelry, Phouvong Pharmasith (LAOS); Myanmar ComBiz Trading Co., Aung Soe Thu (MYANMAR); and Nghia Nippers Corporation, Thi Thu Huang Nguyen (VIETNAM).

SME EXCELLENCE AWARDS WINNERS
GROWTH: Kunna Groceries Co. Ltd. with Naoha Jungkankul (THAILAND); CORPORATE SOCIAL RESPONSIBILITY: Lamoiyan Corporation with Cezar Pedro (PHILIPPINES); EMPLOYMENT: Zico Holdings Inc. with Dato Jawadawin Thambynayam (SINGAPORE); INNOVATION: FAME Pharmaceuticals Industry Company Limited with Dr. Khin Maung Lwin (MYANMAR)

INCLUSION BUSINESS AWARD WINNER
Teodoro Ferrer of Eriken Inc. (PHILIPPINES)

YOUNG ENTREPRENEUR AWARD WINNER
Dennis Uy of Udenna Corporation (PHILIPPINES)

WOMEN ENTREPRENEUR AWARD WINNER
Sirina Siisombat-Hervy of Sinouk Coffee (LAO PDR)
Executive Secretary Salvador Medialdea, President Rodrigo Duterte and Chair Joey Concepcion

Cultural performances opened the ASEAN Business Awards 2017

Lizzie Razon, Marissa Concepcion, and Lizzie Zobel de Ayala

Finance Secretary Carlos Dominguez, Rico Hizon and George Barcelon

(From left) Jaime Zobel de Ayala signs the Prosperity Wall during the ABA 2017; hosts of the ASEAN Business Awards Karen Davila and Rico Hizon

Performances also added color to the biggest ASEAN Business Awards 2017

Michael Tan and Chair Joey Concepcion

The late Washington Sycip and Ambassador Alfredo Yao

Delegates from all over ASEAN and beyond flocked the Solaire Ballroom
Gov. Nestor Espenilla, Alfred Ty, Hans Sy, Jaime Augusto Zobel de Ayala, US Ambassador Sung Kim, and Lance Gokongwei

President Rodrigo Duterte, Joey Concepcion and John Gokongwei Jr

Laox Ambassador Phoay Khaydhamphithone, Thailand Ambassador Thanatip Upatising, Monthip Upatising, George Barcelona, Irene Barcelona, Josephine Gottius-N Yap and Singapore Ambassador Koik Li Peng

Philippine Budget Secretary Benjamin Diokno and ASEAN Business Advisory Council Executive Director Gil Gonzales

Cultural performance during the ASEAN Business Awards 2017

Filipino artist Gary Valenciano also performed during the awards night

Jaime Augusto Zobel de Ayala, US. Ambassador Sung Kim and Lance Gokongwei
The ASEAN Business Advisory Council (ASEAN BAC), led by its Chairman Joey Concepcion, had an engagement with the ASEAN Leaders last November 13, 2017, at the Philippine International Convention Center (PICC).

ASEAN BAC members and select Filipino entrepreneurs had a chance to exchange ideas and insights on infrastructure developments, economic plans, and trade relations with the leaders they shared tables with.

During the interface with the leaders, Chairman Concepcion presented the report of the ASEAN Business Advisory Council to 2017 ASEAN Chairman President Duterte. It included updates of the programs which aimed to pursue MSME development, interconnectivity and infrastructure, women empowerment and human capital development, and plans to improve inclusivity and prosperity across the region.

The ASEAN BAC commits itself as a partner of the Association of Southeast Asian Nations (ASEAN) in its pursuit to accelerate economic growth, social progress and cultural development in the region.
To culminate the Philippine ASEAN chairmanship, President Rodrigo Duterte, members, and dialogue partners from within and beyond ASEAN regions all gathered for the ASEAN Business and Investment Summit (ABIS) last November 12-14, 2017, at the Solaire Resort and Casino, Parañaque City.

Hosted by the ASEAN Business Advisory Council (ASEAN BAC), the ASEAN Business and Investment Summit is the premier annual business forum of the ASEAN BAC. With the theme “World Leader’s Roadmap Towards Prosperity for All,” the three-day summit aimed to serve as a platform for conversations among regional and global stakeholders in the ASEAN Economic Community.

For its first day, ASEAN BAC Chair Joey Concepcion led the official launch of the ASEAN Mentorship for Entrepreneurs Network (AMEN). The flagship program of the ASEAN BAC was created to facilitate the scaling up of the micro and small enterprises in the ASEAN region through mentorship. Experienced entrepreneurs, business practitioners, and academicians comprise the pool of mentors who lead the exchange of ideas to guide aspiring entrepreneurs.

Myanmar State Counselor Aung San Suu Kyi acknowledged the critical role of the private sector in the development of all ASEAN member states during her keynote speech.

ASEAN BAC Chair Concepcion also highlighted the importance of building linkages in helping those who need it most. “When trust is built, then we can all learn together as one big region,” he said. He also invited small entrepreneurs to dream and strive to achieve their goals for greater prosperity.
ASEAN Chair and Philippine President Duterte assured that AMEN would be a “catalyst for inclusive prosperity that can be shared by all.” He also emphasized the significance of MSMEs as they contribute to about 85% of the world’s economy.

Meanwhile, Russia Prime Minister Dmitry Medvedev, South Korea President Moon Jae-in, and India Prime Minister Narendra Modi each presented their keynote addresses on ABIS’ second day.

Business leaders from ASEAN regions had a meaningful exchange of insights during various panel discussions on infrastructure development, the role of women in economic power and human capital development, open markets, shared economy, and entrepreneurship in the digital economy.

Former Philippine President Gloria Arroyo delivered a special address, titled “On to ASEAN 100: Perspectives of the World Today and Beyond.” “It was that sense of marching on the same path that led us to form the ASEAN community,” she said. She also envisioned the community to flourish based on a sustainable economic model to cater to all ASEAN members’ needs.

The ASEAN 50th Anniversary Book, “Advancing ASEAN in the Digital Age,” was also launched by the CIMB ASEAN Research Institute, ASEAN Business Club, and the ASEAN BAC.

Philippine Vice President Ma. Leonor Robredo and ASEAN BAC Chair Joey Concepcion officially culminated the three-day event with their own closing remarks.

Vice President Robredo stated that world leaders “should come together at a time of a great global transformation,” citing economic risks and disruptive technologies as the current threats to security among ASEAN regions. “The ability of ASEAN leaders to talk through differences, with not a single country claiming hegemony over others, is a remarkable feat,” she highlighted.

The Philippine chairmanship of the ASEAN has launched several programs that would foster inclusive growth for all members of the ASEAN community.

The Philippine chairmanship of the ASEAN has launched several programs that would foster inclusive growth for all members of the ASEAN community.
Mario Pezzini, Director of the Organisation for Economic Cooperation and Development (OECD) Development Centre

Right Money + Open Markets = Prosperity for All panel joined by

David Foote, Founder and CEO of Zennya, Robbie Antonio, CEO of Revolution Precrafted, Anthony Thomas, Chief Executive Officer of Mynt, Nazir Razak, Chairman of World Economic Forum (WEF)’s ASEAN Regional Strategy Group and CIMB Group, Gov. Nestor Espenilla, Jr., Governor of Bangko Sentral ng Pilipinas, Tan Sri Rebecca Fatima Sta. Maria, Senior Policy Fellow of the Economic Research Institute for ASEAN and East Asia; Alexander Feldman, President and CEO of US-ASEAN Business Council and Dato Timothy Ong, Chairman of Asia Inc. as moderator

ASEAN BAC Laos Chair Oudet Souvannavong and ASEAN BAC Chair Joey Concepcion escorted Former President Gloria Macapagal-Arroyo during her arrival at Solaire.

Members of the Duterte Cabinet Spouses Foundation together with Former President Gloria Macapagal-Arroyo. In photo: Kristine Dito, Edith Lorenzana, Atty. Betty Medialdea and Marissa Concepcion

Manny Pangilinan, Managing Director of First Pacific Company Ltd., Goh Peng Ooi, Founder and Executive Chairman Silverlake Axis Limited and Dr. Yuri Sato, Executive Vice President of Japan External Trade Organization (JETRO)

Joey Concepcion, Oudet Souvannavong and Dr. Mohd Munir with Russia Prime Minister Dmitry Medvedev

Vice President Leni Robredo with some of the members of the Philippine Franchise Association (PFA). In photo are: Richard Sanz, Dr. Alan Escalona, Glenn Yu, Samie Lim, and Fred Moreno

Khun Aarn Jira (ASEAN BAC Thailand)

Panel of AMEN Pioneer Mentors moderated by ASEAN BAC Chair Joey Concepcion and Isa Litton

Robbie Antonio, CEO of Revolution Precrafted, and Anthony Thomas, Chief Executive Officer of Mynt

ASEAN BAC Chair Joey Concepcion co-moderated the panel of AMEN Pioneer Mentors with Isa Litton

ASEAN BAC EVENT 2017

ASEAN BUSINESS ADVISORY COUNCIL
The Philippines’ ASEAN Chairmanship was officially launched at the SMX Convention Center in Davao City last January 15, 2017.

According to Communications Secretary Martin Andanar, the holding of the event in the President Duterte’s hometown is a symbolic act as decentralization is one of his advocacies. It is a “symbolic morale boost” to the Mindanaoans, he said.

With the theme “Partnering for Change, Engaging the World,” the 2017 Summit put premium on people-oriented and people-centered initiatives, peace and stability, maritime security and cooperation, inclusive and innovative-led growth, ASEAN resiliency, and ASEAN as model of regionalism.

The ASEAN chairmanship is a historic moment for the Philippines as it coincides with the 50th founding anniversary of ASEAN.
Localizing the ASEAN Economic Community Agenda

SPEARHEADED BY TRADE SEC. RAMON LOPEZ, THE ASEAN BUSINESS AND INVESTMENTS PROGRAM WAS OFFICIALLY LAUNCHED IN MALACAÑAN PALACE.

Last January 24, 2017, Secretary Ramon Lopez led the official launch of the ASEAN Business and Investments Program at the Rizal Ceremonial Hall in Malacañan Palace.

The launch was organized by the ASEAN Economic Ministers and the Department of Trade and Industry, which are both headed by Ramon Lopez. The Committee on Business and Investment Promotion also co-organized the event.
These networks both launched several programs to augment the ASEAN Economic Community agenda in the Philippines in terms of “regulatory coherence, promotion and internationalization of micro, small, and medium enterprises, development of an innovation-driven economy and promotion of women and youth entrepreneurship,” Sec. Lopez said.

President Rodrigo Duterte graced the event together with ASEAN Business Advisory Council Chair Joey Concepcion, and Office of the President Executive Secretary Atty. Salvador Medialdea. They each presented their own initiatives for the Philippine Business Agenda for 2017.

These efforts were in line with the theme for the Philippine ASEAN Chairmanship, “Partnering for Change, Engaging the World.”
On the occasion of the Philippine hosting of the 23rd ASEAN Economic Ministers (AEM) Retreat and Related Meetings, the ASEAN BAC, led by its 2017 Chairman Joey Concepcion, presented its priority agenda to the AEM last March 9, 2017, at Conrad Hotel Manila.

Concepcion briefed the AEM on the elements and motivation behind ASEAN BAC’s 2017 theme of “Engaging the World, Prosperity for All.” He said “The economic integration effort would be meaningless if the economic rewards of growth and prosperity will exclude the MSMEs, which account for almost 95% to 99% of total enterprises across ASEAN.”

The AEM Chair Sec. Ramon Lopez of the Philippines and different Economic Ministers took turns in expressing their gratitude and commendation to the Council for its focus on MSMEs and Connectivity as effective drivers of change that should lead to faster and more inclusive prosperity in ASEAN. They also highly appreciated the deeper engagement of ASEAN BAC in putting together the voice and strength of its private sector partners in helping push and hasten the realization of AEC goals and aspirations.
The ASEAN MSME Development Summit was held last July 24, 2017, at the Philippine International Convention Center in Pasay City, Philippines.

The summit is one of the programs under the ASEAN Committee on Business and Investments Promotion (CBIP), which was chaired by the Department of Trade and Industry (DTI) in 2017.

With the theme “The 7Ms Towards a Prosperous ASEAN MSMEs,” DTI developed this seven-point strategy to empower local MSMEs. These 7Ms (Mindset, Mastery, Mentoring, Markets, Money, Machines, and Models) serve as the standpoint in creating fruitful discussions to help local businesses obtain the proper mindset to startup, run, and eventually scale up their enterprises.

DTI Sec. Ramon M. Lopez announced that they planned to share the success stories and best practices of local MSMEs in the region. “We want to share with them how ASEAN governments and key players from the private sector can help them reap the benefits of the regional integration,” he said.

Anthony Pangilinan hosted the summit and was joined by the following keynote speakers: ASEAN Business Advisory Council Chair Joey Concepcion, DTI Secretary Ramon Lopez, Committee on Trade, Commerce, and Entrepreneurship Chair and Sen. Juan Miguel Zubiri, Governor Nestor Espenilla Jr. (all from Philippines), SME Corporation Chief Executive Officer Datuk (Dr.) Hafsah Hashim (Malaysia), and Association of Small and Medium Enterprises President Kurt Wee (Singapore).

Each of the panelists discussed their plans of action on the following standpoints: Promoting MSME Development Mindset, Mastery and Mentoring Toward Competitiveness and Resilience, Accessing Domestic and Regional Markets, Money Access, Machines, and Proactive Business Models Toward Productive and Responsive MSMEs.

The culminating event, titled “Way Forward for ASEAN MSME Development,” offered an opportunity where influential business people tackled their recommended actions in achieving prosperity in all ASEAN regions.
The Association of Southeast Asian Nations (ASEAN) celebrated its 50th anniversary with a tribute to the founding fathers of ASEAN, last August 8, 2017, at the Philippine International Convention Center Plenary Hall in Pasay City.

With the theme “Under One Light, We Are One ASEAN,” the five ASEAN founding fathers — former Deputy Prime Minister Tun Abdul Razak (Malaysia), former Foreign Ministers Adam Malik (Indonesia), Narciso Ramos (Philippines), S. Rajaratnam (Singapore), and Thanat Khoman (Thailand) — were fondly remembered as ASEAN Chair and Philippine President Rodrigo Duterte awarded plaques of recognition to their descendants and representatives.

The grand celebration also recognized the winners of the ASEAN Biodiversity Heroes Awards, the ASEAN Youth Social Entrepreneurship Awards, as well as the ASEAN Rice Science and Technology Ambassadors Awards.

In another celebration, the Department of Foreign Affairs Secretary Alan Peter Cayetano led the lighting of the 20-foot ASEAN lantern from Pampanga. The lantern featured 10 flags, which each represented the ASEAN member states, as well as highlighted the ASEAN insignia, vinta sails, sampaguitas, anahaw leaves, singkaban, and other locally known symbols from the country.

The lighting was simultaneously done in different regions in the Philippines, as well as other ASEAN member-states. The ceremonial blowing of horns by sea vessels was also performed in the Philippine Seas.

As part of the grand celebration, the ASEAN Grand Parade and the ASEAN Music Festival were held at the Ayala Triangle Gardens, Makati City.

The historic event was part of the ASEAN Foreign Ministers Meeting and Related Meetings, which was held from August 2 to 8, 2017. The annual meetings tackled the important issues on territory disputes, violent extremism, and illegal drugs.
The 5 founding fathers of the ASEAN were fondly remembered as Philippine President Rodrigo Duterte awarded plaques of recognition to their descendants and representatives.

President Rodrigo Roa Duterte and DFA Sec. Alan Peter Cayetano together with foreign ministers
Around 600 members of ASEAN, private sector, and dialogue partners attended the ASEAN Women Conference (AWC) last August 31, 2017, at the Philippine International Convention Center, Pasay City.

With the theme “ASEAN Women: Leading Change,” the conference provided an opportunity to hold a strategic dialogue about women in business, gender equality, and economic growth which supports ASEAN’s vision of a stronger, more inclusive, and integrated community.

The discussion was also grounded on AWC’s three sub-themes: Women Innovators in ASEAN, Women in Trade and Inclusive Business, and Women and Human Capital Development.

AWC also passed a resolution identifying concrete steps to make women shine in the business sector.

ASEAN Women Entrepreneurs’ Network (AWEN) Chair Pacita Juan once again highlighted the importance public and sector collaboration in achieving key outcomes for the advancement of women in various fields. “AWEN is instrumental in making collaboration and cooperation the integral elements in building a stronger network for women within the ASEAN region. It allows women to discuss issues and concerns in women’s economic participation particularly in innovation and technology, access to markets, and finance,” she said.

AWEN, together with the Department of Trade and Industry, and Philippine Commission on Women organized the event.
The women entrepreneurs in their national costumes during the ASEAN Women Conference.
Forum 3 of the Women Business Conference featured Max Loh (EY), Jonathan Yabut (JY Consultancy & Ventures), Christopher Buono (UPS Philippines), and Roman Militsyn (Philip Morris Fortune Tobacco Corp.) and moderated by Atty. Adel Tamano.

Inspiring women leaders share the stage and lead the discussion.

ASEAN Youth Disrupting for Change forum features Sorita Koun (Cambodia Women Entrepreneurs’ Association), Raseea Say (Orkid Cosmetics), Chan Myae Khine (Amara Digital Marketing Agency), Esther Wang (Joytingle), and Sirasom Borisutsuwan (U-Drink, I Drive Co., Ltd.) Forum was moderated by Bianca Gonzalez-Intal.

ASEAN Women Breaking the Glass Ceiling and Gender Pay Gap featured Ambie Tierro (Accenture Philippines), Lorraine Parkin (Grant Thornton Singapore), Julia King (Sapphire Group), and Dr. ChonchanokViravan (Pathanasomdoon Company Limited). The forum was moderated by Karen Davila.


(Above) Women entrepreneurs converge during the ASEAN Women Business Conference 2017

(Left) Ma. Aurora “Boots” Garcia, Chit Juan and Bettina Quimson

Filipina entrepreneurs at the summit highlighting women empowerment and entrepreneurship.

Chit Juan and Flor Tantiela

The women panelists share their thoughts on leadership.

The men lend their support to the women entrepreneurs.

Singapore Amb. Kok Li Peng, Dorothy Tembo, and Pacita Juan.
Last September 5, 2017, the ASEAN Young Entrepreneurs Carnival was officially launched at the Philippine International Convention Center, Pasay City.

As a platform for young entrepreneurs, students, out-of-school youth, and other stakeholders, the carnival connected and inspired young entrepreneurs from the ASEAN region and ASEAN dialogue partners.

The program discussions ranged from success stories in ASEAN, leadership and social responsibility, and the ASEAN Economic Community. Young entrepreneurs had the opportunity to participate in a dialogue with fellow young business people within and across the ASEAN region.

Various panel discussions were led by the following ASEAN leaders, government officials, representatives, and entrepreneurs:

(1) Big Brother Knows - ASEAN Business Advisory Council Chairman (ASEAN BAC) Joey Concepcion and ASEAN Young Entrepreneurs Council (AYEC) Chair & Philippine Young Entrepreneurs Association President Rommel Gerodias;

(2) #BAE: Behind the ASEAN Economic Community - DTI Foreign Trade Service Corps Trade Service Officer Alma Argayoso, Malaysian Association of ASEAN Young Entrepreneurs Founder Syed Nabil Aljeffri, Australia-ASEAN Business Council President Eleanor Mak, ASEAN and Asia Pacific Relations and Himpunan Pemuda Muda Indonesia (Indonesia Young Entrepreneurs Association) Head Hans Lukiman, and China Young Entrepreneurs Association Vice-President Wu Youjian;

(3) #YOLO: Youth on Limitless Opportunities - WiTech (Women in Technology) Founder and Executive Director Audrey Pe, WhenInManila.com Founder and President Vince Golangco, Diamond Glass Enterprise Pte Ltd Chairman Kesavan Sathyamoorthy, and WeCare.id Founder and CEO Gigih Septianto; and

(4) #LOL: Leaders on Lending a Hand - Agrea President Cherrie Atilano, The Dream Project PH Founder Prim Paypon, Risque Designs CEO and Founder Tal de Guzman, Edhkasyon.ph Founder and CEO Henry Mott-Muñoz, Film Development Council of the Philippines Chairperson Liza Diño, and The Picha Project Malaysia Co-Founder Kim Lim.

Coinciding with the event was the launch of the ASEAN Young Entrepreneurs Association. The carnival concluded with a testimonial speech by Trade and Investments Promotion Group Undersecretary and ASEAN Committee on Business and Investment Promotion Chairperson Nora Terrado.
ASEAN BAC Chairman Joey Concepcion talks about the 3Ms of Entrepreneurship as the framework for Prosperity for All during the Big Brother Knows segment where he was interviewed by AYEC Chair Rommel Gerodias.

Founder of Malaysian Association of ASEAN Young Entrepreneurs Syed Nabil Aljeffri
Managing Director of Venturenauts and President of Australia-ASEAN Business Council Eleanor Mak

Chairman of Diamond Glass Group of Companies Kesavan Sathyamoorthy during the #YOLO segment

ASEAN BAC Chairman Joey Concepcion imparts words of wisdom to the youth and aspiring entrepreneurs

ASEAN BAC EVENT 2017

(From left) #LOL: Leaders on Lending a Hand forum featured: Brian Tenorio, Cherie Atilano, Prim Paypon, Tal de Guzman, Hanny Motta-Muñoz, Liza Diño, and Kim Lim; Trade Service Officer PTIC Jakarta Alma Argayoso

#YOLO: Youth on Limitless Opportunities forum featured: Ces Rondario, Audrey Pu, Vince Golangco, Kesavan Sathyamoorthy, and Gigih Septianto

ASEAN BAC Chairman, Joey Concepcion talks about the 3Ms of Entrepreneurship as the framework for Prosperity for All during the Big Brother Knows segment where he was interviewed by AYEC Chair Rommel Gerodias.
ASEAN Businesses Push for Inclusive Growth
THE FIRST ASEAN INCLUSIVE BUSINESS SUMMIT FOCUSED ON PROVIDING AVENUES FOR BUSINESSES TO BE ONE WITH THE ASEAN REGIONS IN PUSHING FOR INCLUSIVE GROWTH.

Economic Ministers led by Sec. Ramon Lopez (Philippines), Enggratiasto Lukita (Indonesia), Dato Sri Mustafa Mohamed (Malaysia), and Tran Quoc Khanh, Deputy Minister, Ministry of Industry and Trade, Socialist Republic of Vietnam (Vietnam) joined the forum on enabling inclusive business through policy which was moderated by Marie-Louise Hannan (Canada’s Ambassador to ASEAN).

ASEAN BAC Chair Joey Concepcion with Inclusive Business Summit panelists including Teodoro Ferrer (Erikagen), Felicitas Pantoja (Coffee for Peace), Chittharath Philaphandeth (KP Company) and Clint Coo (Siam Organics) shared their inputs on inclusivity. The forum was moderated by Anthony Pangilinan.

DTI Secretary Ramon Lopez imparted the importance of inclusivity during the ASEAN Inclusive Business Summit.

Chair Joey underlined the importance of continuously promoting inclusivity amongst the business community.

ASEAN BAC Event 2017
The first-ever ASEAN Inclusive Business (IB) Summit was held last September 6, 2017, at Marriott Manila, Pasay City.

With the theme “Pioneering Change in the Way We Do Business,” the summit provided an overview of the IB landscape in ASEAN and showcased examples of successful IB models in partnership with local and national governments in the region.

There were three panel discussions in the business summit. Each was joined by representatives from the private sector, government, and investors to elaborate on the following fields, respectively: Partnering for Competitive and Inclusive Business Models; Enabling Inclusive Business Through Policy; and Inclusive Business Financing.

The summit highlighted the role of businesses in achieving national and regional development goals, as well as the role of governments in creating an enabling environment to allow inclusive business models to thrive.

One of the business models presented was the ASEAN Inclusive Business Framework (AIBF). The AIBF aims to strengthen the crafting of policies to foster collaboration in achieving the ASEAN Economic Community’s and ASEAN Socio-cultural Community’s vision.

ASEAN Economic Ministers Chair Sec. Ramon Lopez said that with the summit being the very first high-level gathering in the region, “We are confident that this event is a strategic take-off point to further promote and advocate IB and deepen engagements with low-income communities and micro-entrepreneurs as business.”

The first of its kind was organized by the ASEAN Business Advisory Council and ASEAN Economic Ministers.
The ASEAN Business Advisory Council met with the ASEAN Economic Ministers—led by its 2017 chair, Philippine Trade and Industry Secretary Ramon Lopez—in a working dinner last September 7, 2018, in Pasay City. The meeting offered the opportunity to report plans and share proposals on how to push progress.

At the dinner, ASEAN BAC Chairman Joey Concepcion expressed the business sector’s support to all regional programs for economic development.

The ASEAN Business Advisory Council Interface with ASEAN Economic Ministers

The heads and partners of industry come together to promote economic development.
LOCAL STARTUPS FEATURED IN SLINGSHOT ASEAN

Around 1,200 local and foreign delegates attended the Slingshot ASEAN: Startup and Innovation Summit last October 20, 2017 at the Philippine International Convention Center in Pasay City.

The Summit, organized by the Department of Trade and Industry, aimed to highlight the milestones of the startup community in the Philippines and across ASEAN. Adapting the ASEAN theme for 2017 “Partnering for Change, Engaging the World,” the Summit presented a platform for a new breed of business in the information technology, agriculture, healthcare, and finance sectors.

“We are confident that the Philippines will continue to unfold the potentials of the growing startup community and influence more businesses to scale up,” DTI Secretary and ASEAN Economic Ministers Chair Ramon M. Lopez said. He also highlighted the role of the youth in developing new startups as well as partnerships between public and private institutions in providing avenues for these startups to grow.

Plenary talks, learning hubs, and pitching competitions with government, academe, and private sector representatives were experienced by startup owners, entrepreneurs, and attendees. More than 50 startups also introduced their products and services through the ASEAN Startup Alley.

Panel discussions on disruptive enterprises, regional network building, pitching competitions, business matching, and other funding opportunities were conducted for both Philippine and ASEAN startups.

“We are encouraging the growth of startups in the country as part of the government’s efforts in boosting the economy and creating jobs for Filipinos in the country,” said DTI Undersecretary for Trade and Investments Promotion Group and ASEAN Committee on Business and Investment Promotion Chair Nora K. Terrado. She also added that with the ability of these startups to utilize technologies that drive future economic growth, they could contribute to a changing social environment and global economy.
The Philippines Showcases Culture at the 31st ASEAN Gala Dinner

ASEAN CHAIR AND PHILIPPINE PRESIDENT RODRIGO DUTERTE HOSTED THE 31ST ASEAN GALA DINNER IN CELEBRATION OF ASEAN’S 50TH FOUNDING ANNIVERSARY.
Last November 12, 2017, around 1,500 local and international delegates from across all ASEAN regions and dialogue partners experienced the Filipino culture during the 31st ASEAN Gala Dinner at the SMX Convention Center, Pasay City.

Representing the ASEAN member states were Cambodia Prime Minister Hun Sen, Brunei Sultan Hassanal Bolkiah, Singapore Prime Minister Lee Hsien Long, Thailand Prime Minister Prayut Chan-o-cha, Myanmar State Counsellor Aung San Suu Kyi, Indonesia President Joko Widodo, Malaysia Prime Minister Najib Razak, Vietnam Prime Minister Nguyen Xuân Phúc, and Laos Prime Minister Thongloun Sisoulith.

Among the dialogue partners present were United Nations Secretary General Antonio Guterres, United States of America President Donald Trump, Canada Prime Minister Justin Trudeau, Russia Prime Minister Dmitry Medvedev, China Prime Minister Li Keqiang, Japan Prime Minister Shinzo Abe, New Zealand Prime Minister Jacinda Ardern, Australia Prime Minister Malcolm Turnbull, South Korean President Moon Jae-in, and India Prime Minister Narendra Modi.

Veering away from the norm, ASEAN Chair and Philippine President Duterte welcomed the guests and introduced the creativity and artistry of local performers and artists. “With the resources that we have, we thought we should put talent at the center of everything. So it’s all about our music, our dances, and just the performers. It’s just a focus on human capital and talent,” said scenographer Gino Gonzales.

The encompassing theme for the Gala Dinner was the seemingly long celebration of the Filipino Christmas. The hanging five giant parols from Pampanga each represented the 10 years of ASEAN. The red carpet was also filled with poinsettias.

Guests were showcased with the local cuisine as well as song and dance numbers from the best performers in the country. Their performances were a testament to the rich culture that is proudly Pinoy.
The Association of Southeast Asian Nations (ASEAN) Chairmanship was officially turned over from Laos to the Philippines last September 8, 2016, at the closing ceremony of the 28th and 29th ASEAN Summits and Related Summits in Vientiane, Laos.

With the presence of ASEAN Business Advisory Council Chair Joey Concepcion, all ASEAN leaders, ambassadors, and government officials, President Rodrigo Duterte unveiled the logo and theme for 2017 — “Partnering for Change, Engaging the World.”

The theme “captures our resolve to consolidate our community for our peoples with the sense of togetherness and common identity, ready and able to take our rightful place in the global community of nations,” Duterte said during his speech.

Duterte assured that all ASEAN members will adhere in realizing the vision of all member citizens to live in peace, stability, security, and growth through enhanced cooperation. He also highlighted that everyone’s support is crucial towards achieving the ASEAN goals.

The Philippine chairmanship was also a momentous event as it coincided with the 50th founding anniversary of the association.
ASEAN BUSINESS & INVESTMENT SUMMIT

142

Xaybandith Rasphone, Thanongsinh Kaelagna, Khun Arin Jira, Dr. Robert Yap, Tan Sri Dato Dr. Mohd Muir Abdul Majid, Oudet Souvannavong, President Rodrigo Duterte, Neak Oknha Kith Meng, Joey Concepcion, Anangga Roosdiono, Lisa Ibrahim, Sec. Ramon Lopez, U Win Aung, and Carlos Dominguez

ASEAN BUSINESS ADVISORY COUNCIL
In anticipation of the ASEAN Business Advisory Council (BAC) Turnover Ceremony, ASEAN BAC Chairman Joey Concepcion invited diplomats, government executives, ASEAN BAC members, as well as top entrepreneurs, to a welcome dinner at his residence last October 12, 2016.

The dinner was an opportunity to connect private sector players and enablers in order to promote awareness of the ASEAN, the Council, and its future initiatives.

Attendees were greeted by addresses from former Department of Foreign Affairs Secretary Perfecto Yasay and ASEAN BAC Chair Joey Concepcion.

Concepcion stressed that he will build on the accomplishments of the Laos chairmanship to deepen the impact of the ASEAN Economic Community especially for micro, small, and medium enterprises.

He also stated the the government is fully behind the private sector in pushing for reforms in the Philippines.
The ASEAN Business Advisory Council headed by Joey Concepcion held a welcome dinner last January 25, 2017, at the Forbes Ballroom in Conrad Hotel.

Presidential Spokesperson Ernesto Abella, Senators Sonny Angara and Miguel Zubiri, DTI Under Sec. Nora Terrado, Italian Ambassador Massimo Roscigno, Jaime Augusto Zobel de Ayala, Erramon Aboitiz, Tessie Sy-Coson, and William Belo attended the event, among others. Partners of the ASEAN BAC were also present at the event.

ASEAN BAC Chair Joey Concepcion gave the opening message followed by Department of Trade and Industry Undersecretary Nora Terrado’s message on the Philippine Business Agenda for ASEAN 2017.

Presidential Spokesperson Ernesto Abella also gave a short message. Other presentations during the dinner included the Manila Declaration of ASEAN Young Entrepreneurs Association, Asian Development Bank Lead Economist for Trade and Regional Cooperation Jay Menon’s “ASEAN Economic Community: Challenge and Opportunities,” and USAID Philippine Competitiveness (COMPETE) Project Chief of Party, Dr. Enrico Basilio.
ASEAN BAC EVENT 2017

148

ASEAN BUSINESS ADVISORY COUNCIL

149
ASEAN BAC Chair Hosts Dinner for ASEAN Women Entrepreneurs

ASEAN BAC CHAIR JOEY CONCEPCION HOSTED A WELCOME DINNER FOR THE ASEAN WOMEN ENTREPRENEURS NETWORK.

ASEAN Business Advisory Council Chairman Joey Concepcion held a welcome dinner for the ASEAN Women Entrepreneurs Network (AWEN) at his residence last March 16, 2016.

AWEN is composed of successful business women from across ASEAN member nations. Through a continuous exchange of ideas and insights, members can come up with initiatives to realize gender equality, strengthened entrepreneurial skills for women, and a favorable environment for female-fronted enterprises.

The simple gathering provided an avenue for the women of ASEAN to converse and discuss the ways to promote and empower women from different sectors of the region.

The welcome dinner was held prior to the STEAM (Science, Technology, Engineering, Arts, Math) Ahead in ASEAN: A Forum for Women and Technology.
The ASEAN Business Advisory Council, led by its Chairman Joey Concepcion, and the ASEAN Business Club, represented by its Chair, Tan Sri Dr. Munir, joined forces with leading Japanese private business organizations in establishing the ASEAN-Japan Innovation Network (AJIN) in Tokyo, last April 7, 2017. AJIN aims to promote innovation across key sectors in ASEAN, especially in support of emerging digital-driven industries through collaboration and cooperation between ASEAN-Japan businesses.

This collaboration was highlighted by the signing of a Memorandum of Cooperation. Chairman Concepcion, representing ASEAN business, and Kazuo Ohmori, Vice Chair of ASEAN Japan Business Council, led the signing of the MoC. Nine collaborating Japanese institutions co-signed the MoC namely: ASEAN Japan Business Council, The Japan Chamber of Commerce and Industry, KEIDANREN (Japan Business Federation), KEIZAI DOYUKAI (Japan Association of Corporate Executives), Japan Foreign Trade Council, Japan Association of New Economy, Japan External Trade Organization, Federation of Japanese Chambers of Commerce and Industry in ASEAN, and the Japan-ASEAN Innovation Support Network.

The signed MoC was presented formally at the ASEAN-Japan Open Innovation Forum attended by all ASEAN Economic Ministers, and was led by the 2017 Chair Department of Trade and Industry Sec. Ramon Lopez.
The Digitize ASEAN Conference was held last June 19, 2017, at the SBF Center in Singapore. The event was organized by the Singapore Business Federation and supported by the ASEAN Business Advisory Council, APEC Business Advisory Council, Singapore APEC Study Centre - ISEAS - Yusof Ishak Institute and ASEAN Studies Centre - ISEAS - Yusof Ishak Institute.

The conference aimed to make businesses in all ASEAN regions take advantage of the digitization trend. Attendees discussed their plans and initiatives in enabling micro, small, and medium enterprises (MSMEs) in the ever-growing digital economy.

The conference examined the different business opportunities in the e-commerce industry and brought together key players in ASEAN and government officials. During the course of the conference, insights and strategies for the region were shared on how MSMEs can adopt technology and transform their businesses in order to survive and succeed in the new digital era.

Among those who attended were ASEAN BAC Executive Director Gil Gonzales, Co-Chair Robert Yap Min Choy, and Council Members Phairush Burapachaisri, Moe Kyaw, Douglas Foo, Robert Yap Min Choy, Co-Chair Dr. Robert Yap, Dr. Munir Majid, Dr. Ramesh Kodammal, Lisa Ibrahim, Rozaimeriyanty Rahman, George Barcelon, and Sok Piseth.
After the successful ASEAN Business and Investment Summit 2017, the ASEAN Business Advisory Council Philippines led the delegates to a night of thanksgiving and celebration for the success of the Philippine Chairmanship.
ASEAN Business Advisory Council, led by its Chairman Joey Concepcion, hosted a dinner for all its partners last December 4, 2017. It was attended by more than 100 government officials and entrepreneurs who have been instrumental to the success of the ASEAN BAC Philippines chairmanship.

In his speech, Chairman Concepcion thanked all the partners and government agencies who have supported the programs and events of ASEAN BAC for 2017.
After the successful hosting of ASEAN’s 50th Anniversary in the Philippines, Singapore took over as chairman for 2018.

Last January 17, 2018, the ceremonial handing over of the ASEAN Business Advisory Council Chairmanship from Philippines to Singapore was witnessed by Singapore’s Minister of Trade and Industry Lim Hng Kiang and participants of the ASEAN Outlook Conference, hosted by ASEAN BAC Singapore and Singapore Business Federation.

ASEAN BAC Philippines Chair Joey Concepcion handed over the ASEAN BAC flag to Dr. Robert Yap who assumed chairmanship for 2018.
After the ceremonial turnover of ASEAN Business Advisory Council Chairmanship from Laos to Philippines, ASEAN BAC held their Planning Retreat and Extraordinary Meeting in Manila last October 2016 to discuss plans and programs for the 2017 Philippine chairmanship. During this meeting, council members were welcomed by the incoming Chairman Joey Concepcion.
ASEAN BAC holds 69th Council Meeting in Manila

ASEAN BAC CHAIRMAN JOEY CONCEPCION LED THE PRESENTATION OF PROGRAMS FOR THE PHILIPPINE CHAIRMANSHIP IN 2017, WHICH COINCIDED WITH ASEAN’S 50TH ANNIVERSARY.

The Digitize ASEAN Conference was held last June 19, 2017, at the SBF Center in Singapore. The event was organized by the Singapore Business Federation and supported by the ASEAN Business Advisory Council, APEC Business Advisory Council, Singapore APEC Study Centre - ISEAS - Yusof Ishak Institute and ASEAN Studies Centre - ISEAS - Yusof Ishak Institute.

The conference aimed to make businesses in all ASEAN regions take advantage of the digitization trend. Attendees discussed their plans and initiatives in enabling micro, small, and medium enterprises (MSMEs) in the ever-growing digital economy. The conference examined the different business opportunities in the e-commerce industry and brought together key players in ASEAN and government officials. During the course of the conference, insights and strategies for the region were shared on how MSMEs can adopt technology and transform their businesses in order to survive and succeed in the new digital era.

Among those who attended were ASEAN BAC Executive Director Gil Gonzales, Co-Chair Dr. Robert Yap Min Choy, and Council Members Phairush Burapachaisri, Moe Kyaw, Douglas Foo, Dr. Munir Majid, Dr. Ramesh Kodammal, Lisa Ibrahim, Rozaimieryanty Rahman, George Barcelon, and Sok Piseth.
Council members during a session

ASEAN BAC Members with the ASEAN Women Entrepreneurs Network

ASEAN BAC Malaysia Chair Tan Sri Dr Mohd Munir bin Abdul Majid; ASEAN BAC Philippines Tessie Sy-Coson, Chair Joey Concepcion and George Barcelon; Chairman of the ASEAN Young Entrepreneurs Council Rommel Gerodiaz; ASEAN BAC during a council meeting.
The 70th ASEAN Business Advisory Council Meeting was held at the City of Dreams on April 27, 2017, in anticipation of the Prosperity for All Summit.

In the second meeting under the 2017 Philippine Chairmanship, the council members further discussed their current projects and future initiatives in empowering MSMEs, women, youth, and agriculture sectors of the ASEAN region.

Among those who attended include Council Co-Chairs Dr. Robert Yap Min Choy and Oudet Souvannavong, Dr. Munir Majid and Ramesh Kodammal (Malaysia), Lisa Ibrahim and Siti Rozaimeriyanty Rahman (Brunei), Tessie Sy-Coson and George T. Barcelon (Philippines), Arin Jira (Thailand), Anangga W. Roosdiono (Indonesia), Neak Okhna Kith Meng and Van Sou Ieng (Cambodia), and Douglas Foo (Singapore).
The ASEAN Business Advisory Council held its 71st Council Meeting at the SBF Center in Singapore, last June 20-21, 2017. ASEAN BAC invited key individuals from the government sector to further enhance private sector engagement in all the programs of the Council.

Representatives provided updates of their plans with regards to the ASEAN Japan Innovation Network, Prosperity for All Summit, ASEAN Coordinating Committee for MSME, Working Groups on MSME, E-Commerce, and Business Women.

The first day of the meeting ended with an executive session among the council members. The following day, exclusive dialogues with the US-ASEAN Business Council and ASEAN Young Entrepreneurs Council were held.
BEYOND THE ASEAN BAC CHAIRMANSHIP

THOUGH THE CHAIRMANSHIP HAS BEEN TURNED OVER, CONCEPCION STAYS COMMITTED TO BUILDING PARTNERSHIPS AND PROMOTING ENTREPRENEURSHIP, BRINGING THE ASEAN CLOSER TOGETHER.

After closing the chairmanship year of 2017 with the successful business conference, ASEAN Business Advisory Council Philippines Chairman Joey Concepcion, together with his office as Presidential Adviser for Entrepreneurship and Go Negosyo Founder, continues to forge relationships and strengthen partnerships for the benefit of realizing the vision of prosperity for all.

72nd ASEAN Business Advisory Council Meeting

THE LEADERS AND PARTNER-ORGANIZATIONS DISCUSS THE PRIORITIES FOR ECONOMIC GROWTH

The ASEAN Business Advisory Council recently held its 72nd Meeting at Solaire Resort and Casino, Parañaque City, Manila, on September 6-7, 2017. The Council discussed efforts towards faster and inclusive growth in the region. Several partner-organizations such as ASEAN-New Zealand Business Council and Economic Research Institute for ASEAN and East Asia (ERIA) also met with the council to discuss programs and developments in different industries.
In January 2018, Presidential Adviser for Entrepreneurship and ASEAN Business Advisory Council Philippines Chairman Joey Concepcion III was conferred by the Indian government with the Padma Shri Award, the highest civilian award in India, for his contributions in promoting MSME development. He proudly is one of the first foreign citizen awardees of this prestigious award.

Concepcion was recognized for his significant contribution to micro, small and medium enterprise (MSME) development in the Philippines and across the ASEAN region. His successful chairmanship of the business council during the 50th ASEAN anniversary was one of the reasons as to why he was recognized with this distinction.
Mentoring the Mentors

SEAN Business Advisory Council Philippines hosted the first Mentoring the Mentors event to be staged by Go Negosyo, in partnership with the ASEAN Business Advisory Council and the ASEAN Mentorship for Entrepreneurs Network (AMEN) Legacy Project. Here, Go Negosyo Mentors, AMEN Mentors, program partners and enablers shared their vision and pathway toward MSME Development through the power of the 3Ms Framework: Mentorship, Money and Market.

Go Negosyo Talks with JEFF HOFFMAN

Last October 7, 2018, globally-renowned business leader, serial entrepreneur, academic innovator and motivational speaker Jeff Hoffman joined Go Negosyo and ASEAN Business Advisory Council Philippines in an intimate forum to discuss the importance of 3Ms (Mentorship, Money and Market).

JAC Meets JACK MA

While preparations for different ASEAN engagements were in full swing, ASEAN Business Advisory Council Philippines Chairman Joey Concepcion had the chance to meet and be “mentored” by Alibaba Founder Jack Ma last October 25, 2017. Concepcion was invited by his alma mater, De La Salle University-Manila, to share the stage with Jack Ma in a short forum with the students of the university.

Concepcion and Ma discussed the challenges of brick-and-mortar businesses and opportunities brought about by digital technology and the internet. They also shared ideas on how to make money and market support be accessible to small businesses.

Jack Ma with the Concepcion family

Jack Ma takes a selfie after the engaging discussion
The ASEAN Mentorship for Entrepreneurs Network (AMEN) expanded its reach across the global, establishing new partnerships with neighboring countries. Last March 14-16, 2018, AMEN was officially launched in Australia, in partnership with Australia-ASEAN Business Council.

AMEN continued to roll out in South Korea (June 5), with Concepcion joining the signing of a memorandum of understanding with George Barcelon (ASEAN BAC), Ambassador Lee Hysuk (ASEAN-Korea Centre), and Chairman Park Sung-taek (Korea Federation of Small and Medium Business). Soon followed was AMEN Singapore on August 27, 2018. Chair Concepcion was joined by ASEAN BAC 2018 Chair Robert Yap, together with ASEAN CSR Network CEO Thomas Thomas and ASEAN CSR Network Chair Yanti Triwadiantini.

AMEN Thailand was also launched in Thailand last September 20, 2018, at the GEN Asia Conference 2018, with ASEAN BAC Thailand Chair Khun Arin Jira, Global Entrepreneurship Network Board Member Jeff Hoffman, and GEN Thailand Chairman Steve Cheah.

AMEN Expands its Reach

Partnering with Australia for Mentorship

ASEAN BAC Philippines Chairman Concepcion was personally invited by Australia Prime Minister Malcolm Turnbull to the Business Summit’s CEO Forum held March 17, 2018. Select prominent business leaders from ASEAN and Australia came together to discuss topics vital to deepening economic integration.

Business leaders joined roundtable discussions which focused on the following areas: tourism destination development and aviation, digital transformation in services, advanced manufacturing and industry, agri-food supply chain logistics, future energy supply chains, and infrastructure.

AMEN Legacy Chair and ASEAN BAC Co-chair Joey Concepcion and ASEAN BAC 2018 Chair Robert Yap with ASEAN CSR Network CEO Thomas Thomas and ASEAN CSR Network Chair Yanti Triwadiantini.

AMEN Founding Chair Joey Concepcion sealed a partnership with the Korean Federation of Small and Medium Business. In photo: Concepcion, President Rodrigo Duterte, Chairman Park Sung-taek, and George Barcelon of ASEAN Business Advisory Council.

AMEN was also launched in Thailand last September 20, 2018.

ASEAN BAC Philippines Chair and Presidential Adviser for Entrepreneurship Joey Concepcion together with Australian Business Leaders and ASEAN BAC Members headed by Chair Dr. Robert Yap officially launched the ASEAN Mentorship for Entrepreneurs Network (AMEN) in Australia.
AMEN Workshop in Malaysia

SME Corp Malaysia kicked off the first AMEN Mentors Workshop at the Brickfields Asia College PJ Campus on July 14, 2018. The dynamic workshop helped aspiring mentors learn the key skills to be an effective mentor, and the factors that are most important in creating a meaningful mentoring relationship.

Close Encounter with PM Mahathir Mohamad

ASEAN BAC Malaysia Chair Tan Sri Dr. Munir Abdul Majid organized the roundtable discussion together with ASEAN BAC chairman and Malaysian Prime Minister Tun Dr. Mahathir Mohamad in Malaysia last August 30, 2018. The discussion revolved around trade and commerce across all ASEAN states and other related countries.

MATCH Manilla and Cebu

More than 400 startups attended the first ever Meet ASEAN’s Talents and Champions (MATCH) Philippines Roadshow, which officially launched last July 9 and 10, 2018, at Dusit Thani Hotel, Makati City, and Radisson Blu Hotel, Cebu City, respectively.

The ASEAN Mentorship for Entrepreneurs Network of the ASEAN BAC initiated the MATCH Philippines Roadshow, in partnership with Monetary Authority of Singapore (MAS), Go Negosyo, Philippine Chamber of Commerce and Industry Inc. (PCCI), and SGV & Co (EY Philippines). The roadshow aims to spread awareness and facilitate dealmaking by showcasing ASEAN startups and growth enterprises across all sectors, and link them to top global and local investors.

ASEAN BAC Philippines

ASEAN BAC Philippines—led by Joey Concepcion, Tessie Sy-Coson and George Barcelon—handed over a donation to Indonesia Ambassador to the Philippines Dr. Sinyo Harry Sarundajang for the rehabilitation of Palu, Indonesia, which was hit by an earthquake and tsunami last October 2, 2018.

AMEN Mentor Me on Wheels Taguig

ASEAN Business Advisory Council chairs and council members from the 10 member states gathered and shared their expertise during the launch of the Go Negosyo Mentor Me On Wheels in Taguig City. This activity was part of the initiative under the program ASEAN Mentorship for Entrepreneurs Network (AMEN). ASEAN BAC 2017 Chair Dr. Robert Yap shared a few words on mentorship and how it can help MSMEs in the region.

Tan Sri Dr. Mohd Munir (ASEAN BAC Malaysia), Arin Jira (ASEAN BAC Thailand), and Anangga Roosdiono (ASEAN BAC Indonesia) shared their expertise and even mentored some attendees.
The ASEAN Business Advisory Council (ASEAN BAC) Philippines, together with Go Negosyo and the Department of Agriculture (DA) Philippines, marked another milestone with the second ASEAN Agriculture Summit successfully held last October 1, 2018, at the SMX Convention Center, Pasay City.

Aside from inviting more than 50 speakers to discuss issues about the agriculture sector, the Summit also recognized outstanding agribusinesses, entrepreneurs, and innovators from the agriculture sector in the first-ever AGROW Awards.

ASEAN Agriculture Summit 2018

The first batch of Golden Agrow Awardees: Huang Ho Agricultural Farms (Brunei) represented by their Secretary General Choo Jun Lee; Amru Rice Co., Ltd. (Cambodia) represented by their Chairman and CEO Saran Song, GarudaFood (Indonesia) represented by their Director of Manufacturing Rudy Brigianto; Burapha Agroforestry Co., Ltd. (Laos) represented by their Deputy CEO Souphayvanh Thianghamay; Kuala Lumpur Kepong Berhad (Malaysia) represented by their Operations Director Samuel Yat Sar Moh Nee; Myanmar Awa Group Co., Ltd (Myanmar) represented by their Chairman and Group CEO U Thadoe Hein; SL Agritech Corp. (Philippines) represented by their Chairman and CEO Dr. Henry Lim Bon Liong; Olam International Ltd. (Singapore) represented by their Co-founder and Group CEO Sunny Verghese; Swift Co., Ltd. (Thailand) represented by their Managing Director Paphavee Suthavivat; and ITA Rice Fragrant Rice Research & Export Corp. (Vietnam) represented by their General Director Tran Hoang An. The awards were handed over to the awardees by Department of Agriculture Secretary Emmanuel F. Piñol; ASEAN Business Advisory Council Philippines Chair Joey Concepcion; 2018 ASEAN BAC Chair Dr. Robert Yap; ASEAN Business Advisory Council Philippines Member and Vice Chairman of SM Investments Corporation Tessa Sy-Coson; and ASEAN Business Advisory Council Philippines Member and Philippine Chamber of Commerce Industry Chairman George Barcelon.
ASSOCIATION OF SOUTHEAST ASIAN NATIONS BUSINESS ADVISORY COUNCIL

CHAIRMAN
JOEY A. CONCEPCION III
AESEB-NEC Chair 2017
PwC & CEO of BFM

CO-CHAIR
QUITD SOUVANNAVONG
ASEAN-NEC Chair 2016
President, Lao National Chamber of Commerce and Industry
Managing Director, Securities Commercial Lao (SCIL) Co., Ltd.

CO-CHAIR
DR. ROBERT YAP
ASEAN-NEC Chair 2017
Executive Chairman, YCI Group

BRUNEI DARUSSALAM
USA DP WAJU IBRAHIM
Treasurer, ASEAN-NEC
Executive Director, Adveik Bhd.

CAMBODIA
NEAK OKHNA KITH MENG
ASEAN-NEC Chair 2016
Chairman, Royal Group of Companies
President, Cambodia Chamber of Commerce

CHIEH SOH PI SEETH
CEO, U One Co., Ltd
President, Young Entrepreneurs Association of Cambodia

THAILAND
ABIN JIRA
ASEAN-NEC Chair 2009-2010
Chairman, Map Ta Phut Industrial Parks Co., Ltd.

VIETNAM
NGUYEN THI NGAN
Chairwoman, Tan Tao Group

MYANMAR
U ZAW MIN WIN
President, Republic of The Union of Myanmar Federation of Chambers of Commerce and Industry

PHILIPPINES
GEORGE T. BARCELON
President, Philippine Chamber of Commerce & Industry

SINGAPORE
ROBERT YIP MIN CHOI
Chairman, Fullerton Systems & Services, Fullerton Group, Rock Productions

MALAYSIA
DATO' RAMESH KODAMMAL
Secretary, ASEAN-NEC
Managing Director, Gallela
from 417 Sdn. Bhd.

INDONESIA
THOMAS HARTONO
ICO MARDI-Philippines President Director, PT. Indomobil
Suaka Internasional

THAI ANGHEE VONGSAV
Vice-President of Lao Chamber of Commerce and Industry (LCCI)
President of Lao Business Association
Vice President of KBC Group
Executive Board of Lao PDR for the National Construction

THAILAND
PHATRUPHUM PPHRACHACH/SRI
Chairman and CEO, For-Sea Co., Ltd.

LAO PDR
CHANTHACHONE KHALACINA
ICO Lao President, Lao ICT Chamber of Commerce and Industry (LCCA)
Vice President, Lao National Chamber of Commerce and Industry

VIETNAM
DR. DOAN DUY KHUNG
Vice-President, Vietnam Chamber of Commerce and Industry

SEA BUSINESS ADVISORY COUNCIL

ANGGARA W. ROOSDIYONO
ASEAN-NEC Chair 2011
Senior Partner, Yusnians & Partners

SOFENDO LOASAVI
President Director, PT. Indomobil
Suaka Internasional

THAI ANGHEE VONGSAV
Vice-President of Lao Chamber of Commerce and Industry (LCCI)
President of Lao Business Association
Vice President of KBC Group
Executive Board of Lao PDR for the National Construction
Behind every mounted program is a team of hardworking individuals who have dedicated their talents in making the Philippine chairmanship of the ASEAN Business Advisory Council a resounding success. The praises and acknowledgements must also be well attributed to the men and women of the ASEAN BAC Philippine organizing team.
The ASEAN Business Advisory Council
Organizing Team