



**SINGAPORE - SEPTEMBER 9, 2014:** This year's ABC Forum 2014 officially kicked off at the Four Seasons Hotel in Singapore on Monday with the aim of bringing together leading businesses to discuss ways of accelerating ASEAN integration efforts.

In his opening address, Tony Fernandes, ABC Forum Chairman and Group CEO of AirAsia, stressed the importance of co-operation between governments and the private sector in ensuring a prosperous Association of Southeast Asian Nations (ASEAN).

He also repeatedly emphasised the need for a fundamental change to which the ASEAN brand is perceived.

With the theme of "ASEAN Game Changers", the first day of the forum saw a gathering of various industry heavyweights from both within and outside the region, and high-level officials from ASEAN governments.

One of them was The Hon. Mr. Lim Hng Kiang, Minister for Trade and Industry of the Republic of Singapore, who was also the Guest of Honour at the forum. Mr. Lim echoed Tony's remarks by adding that the next game changer for ASEAN should be a focus on eliminating non-tariff barriers. He stressed that the key to ASEAN integration lies on businesses complimenting government efforts. "Businesses play a key role by telling us government where the barriers and bottlenecks are," said Mr. Lim.

The Hon. Professor Dr. Kan Zaw, Union Minister for National Planning and Economic



Development of Republic of the Union of Myanmar, who delivered the keynote address added that the feedback from businesses are critical due to their significant influence.

"As the engine of economic growth, businesses are well-positioned to provide important feedback to policy makers on the effectiveness of our intervention," said Dr. Kan Zaw.

The opening of the forum also saw Professor Dr. Xiang Bing, Founding Dean and Professor of China Business and Globalisation at Cheung Kong Graduate School of Business giving a presentation

on China's role in ASEAN, in a co-branded session with China Daily.

In a similar format as the inaugural Network ASEAN Forum last year, the two-day forum saw another six Lifting-The-Barriers Roundtables, a sector specific analysis of the current trade barriers and bottlenecks impeding an integrated market.

The ABC Forum 2014 is jointly organised by the ASEAN Business Club (ABC) and the CIMB ASEAN Research Institute (CARI).



## OPENING ADDRESS



### SINGAPORE TRADE & INDUSTRY MINISTER: FOCUS ON ELIMINATING NON-TARIFF BARRIERS ESSENTIAL FOR ASEAN INTEGRATION

The Guest of Honour at this year's ABC Forum, The Hon. Mr. Lim Hng Kiang said ASEAN should now focus on eliminating non-tariff barriers in order to improve trade ahead of AEC 2015.

While highlighting progress on issues such as protection of investment, Mr. Lim also said that businesses can now look forward to more seamless customs procedures.

"ASEAN countries are working hard to put in place harmonised ASEAN wide trade facilitation initiatives," said Mr. Lim.

According to Mr. Lim, the measures include a self-certification system that allows exporters to certify export documents by themselves as well as the ASEAN Single Window initiative.

"When concluded, this may be the first regional initiative that will link the single windows of all ten ASEAN countries electronically, which enable businesses to reduce cost and enjoy simpler and faster custom clearance of goods within ASEAN," added Mr. Lim.

Separately, Mr. Lim also urged businesses to continue providing input on governmental efforts as ASEAN is not only about inter-government discussions.

"As businesses with networks around the region, we (governments) would welcome your input to shape this next phase of regional integration," he said.

## KEYNOTE ADDRESS



### NARROWING DEVELOPMENT GAP NEEDS TO BE THE PRIORITY OF ASEAN AGENDA

The Hon. Professor Dr. Kan Zaw, the Union Minister for the National Planning and Economic Development of the Republic of Union of Myanmar said that member states of ASEAN need to pay attention to narrowing the development gap in the region.

His remarks were timely as there still exists disparity among member states on measures like per capita income, life expectancy and literacy rates.

"The initiatives for narrowing the development gap remain an important task to ensure the benefits of ASEAN integration," said Dr. Kan Zaw.

Meanwhile, Dr. Kan Zaw also provided an update on the progress of AEC that currently has an implementation rate of 82.1 per cent of the 229 priority key deliverables.

This includes trade facilitation, standards and conformance, financial services and capital account liberalisation, competition policy and law as well as infrastructure and development of small and medium enterprises (SMEs).

"During the 46th AEM and related meetings, three priority areas; SME development, enhancing public-private partnership and moving ASEAN and AEC beyond 2015, have also been identified and implemented as the key deliverables for this year," added Dr. Kan Zaw.



## SPECIAL TALK

### PASCAL LAMY: DIFFERENT APPROACHES NEEDED TO REMOVE TODAY'S TRADE BARRIERS

Pascal Lamy, Honorary President of Notre Europe- Jacques Delors Institute & Former Director-General of the World Trade Organisation (WTO) presented a special address and laid down the foundations on how economic integration can take place in a diverse region such as Southeast Asia.

His speech which was titled "Winners & Losers - Weighing the trade-offs and net gains of economic integration" pointed out that while integration creates efficiency, it also leads to imbalances. According to him, it will also create competition that needs to be managed well in order to protect the interests of all stakeholders concerned.

His view was that the purpose of economic integration today is no longer eliminating measures but instead addressing the regulatory discrepancies among nations.

"For the past twenty or thirty years, economic systems had similar standard trade policy and globalisation standards. Trade and economic integration was mostly about reducing, removing and eliminating classical obstacles to trade but today the barriers of trade are different," said Mr. Lamy.

Besides barriers to trade, he also explained the difference between the Washington and Geneva Consensus where the latter calls for deeper co-operation and policy coherence in tackling the challenges of globalisation.

Mr. Lamy ended his speech by stressing that all integration efforts will also need to consider ideological and cultural aspects of all nations involved.

## SPECIAL ADDRESS

### CHINA'S TRANSFORMATION FAR-REACHING WITH GLOBAL IMPLICATIONS

Presenting his views on the much-debated topic of Rise of China today, Professor Dr. Xiang Bing, Founding Dean & Professor of China Business & Globalisation at Cheung Kong Graduate School of Business said that there are several factors that contributed to the 'Chinese Way' of development.

He said that personalities such as Mao Zedong, who united China in 1949, Deng Xiaoping who initiated the reform policy in 1978 as well as economic openness and roles of state and private sectors were among others the key ingredients that makes China what is it today.

"Combine these factors with a favourable global environment that witnessed the process of democratisation of information as well as globalisation, China has spearheaded its economic reforms since 1978, making it the world's second largest economy in 2010," added Professor Dr. Xiang Bing.

While China continues its transformation process, Professor Dr. Xiang Bing listed several implications namely a shift in development models, continuous embracement of globalisation and change in global governance.

On ASEAN, Professor Dr. Xiang Bing said the regional bloc is well-positioned for a brighter future due to its diversity and China definitely wants to be part of the integration process.

"I am positive and very optimistic about China-ASEAN partnership and its prospects," said Professor Dr. Xiang Bing.



## PLENARY SESSIONS

### PLENARY SESSION 1: STRATEGIES FOR ASEAN REVISITED

#### ASEAN Integration – Steady Progress But Many Roadblocks Ahead

The first plenary session of the ABC Forum saw an update of the six sector based Lifting-The-Barriers roundtables from the Network ASEAN Forum last year. Entitled ‘Strategies for ASEAN revisited’, the central take away from this session was that progress has been made, but much remains to be done.

Discussants at this session were Tony Fernandes, Group CEO AirAsia, Nazir Razak, Chairman, CIMB Group, Jaime Augusto Zobel de Ayala, Chairman and CEO, Ayala Corporation, Alexander Rusli, President Director and CEO, Indosat, and Pahala Mansury, Director of Finance and Strategy, Bank Mandiri. The session was moderated by Patrick Walujo, Managing Partner, Northstar Group.

This session provided an analysis on the current challenges facing ASEAN and useful strategies in order to lift these barriers. Each sector champion from last year gave their take on issues facing their sector and workable solutions to overcome them.

“We need to take stock of and tackle the non-tariff barriers, which are the real inhibitors of ASEAN integration and submit them to the governments, in



particular Malaysia that will assume the Chair of ASEAN in 2015”, said Nazir Razak.

Alexander Rusli urged ASEAN governments to reduce regulatory red tape in order to spur more private sector investment. Jaime Augusto echoed those sentiments by encouraging governments to spend more on infrastructure and pursue public-private partnerships in this area. He said “governments should be more comfortable in allowing private capital”.

Nazir Razak highlighted the difficulties of getting governments to act due to economic nationalism especially in Indonesia and expressed his concerns that this would hamper the AEC. “ASEAN is nothing without Indonesia and unless the new leadership of Indonesia steps forward and support integration and takes the political risks of toning down economic nationalism, integration efforts could stall”, he said.

### PLENARY SESSION 2: CREATIVE AND SECONDARY CITIES IN ASEAN

#### Second Cities To Spur Growth Of ASEAN Integration for AEC 2015

The second session entitled “Creative and Secondary Cities in ASEAN” was moderated by Dr. Neil Khor, Senior Fellow, Think City-Penang, Malaysia. Panellists were Nelia Navarro, Cebu Provincial Director Department of Trade and Industry, Dwinita Larasati, General Secretary, Bandung Creative City Forum and Martin Venzky, Member & Senior Advisor, Chiang Mai University Science & Technology Park.

The central theme of the session was how partnership and cooperation amongst ASEAN countries takes on a new meaning and dimensions when organisations, civil groups, business associations, city administrations, research institutes and local networks at the city level of different countries begin to work together.

Focusing on development in George Town (Malaysia), Chiangmai (Thailand), Bandung (Indonesia) and Cebu (Philippines), the discussion also described how second cities need to align urban regeneration with community centred development policies to ensure economic resilience. The session explores the potential benefits of a network of second cities linked on the Creative Economy platform, sharing knowledge and experience to develop joint projects whilst building capacity in anticipation of greater ASEAN integration.



From Left to Right: Dr.Neil Khor, Martin Venzky, Dwinita Larasati, and Nelia Navarro



### PLENARY SESSION 3: LEADERSHIP AND TRANSFORMATION IN ASEAN

#### Role Of Political Leadership Essential Ahead Of AEC 2015

The third plenary session at the forum was entitled 'Leadership and Transformation in ASEAN' and was moderated by Haslinda Amin, Anchor at Bloomberg Television.

The distinguished speakers were Azman Mokhtar, Managing Director, Khazanah Nasional Berhad, Thura K. Ko, Director, YGA Capital, Guillermo Manuel Luz, Chairman, National Competitiveness Council of the Philippines, Dr. James T. Riady, CEO, Lippo Group and Rodney Ward, Chairman - Asia-Pacific, Bank of America Merrill Lynch's Global Corporate and Investment Banking.

The main theme of this session was that transforming ASEAN into a robust economic community requires not only stronger determination and deeper commitment but also a new strategy to make the regional integration process more productive.

Azman agreed with this position. He said "You have got to set the expectations of ASEAN and the AEC. It needs individual countries to show domestic leadership and then you will get your regional leadership coming together, in line with the ASEAN spirit".

Dr. Riady pointed out "If we define perfection as having the right direction, the right motivation and move along that route, then ASEAN is perfect. It is



From Left to Right: Haslinda Amin, Rodney Ward, Dr. James T. Riady, Azman Mokhtar, Guillermo Manuel Luz and Thura K. Ko

not quite there yet. It is easy for business people to criticise governments. Business people tend to be more transactional. In relation to ASEAN, we must now be more transformational".

Meanwhile, Rodney Ward pointed out "Today, ASEAN is the most attractable investment destination globally. This is partly because others are in a less good place and partly because ASEAN is in a fantastic place".

Thura Ko added "Leadership has to come from ordinary businesses, such as SMEs. It needs to do more collectively to embrace ASEAN as a brand and a profile."

Guillermo Luz added "ASEAN's legislators need to find out what the business community is doing before they can accommodate new business models and technologies. They need to provide information on the awareness level in order to see where the leadership is coming from."

### PLENARY SESSION 4: MINISTERIAL DIALOGUE WITH SECTOR CHAMPIONS - PRIVATE PUBLIC PARTNERSHIPS IN ASEAN - BRIDGING THE GAPS FOR 2015 AND BEYOND

Dr. Munir Majid, Chairman of CIMB ASEAN Research Institute moderated the fourth session entitled "Ministerial Dialogue on Private Public Partnerships in ASEAN". This session gave delegates an opportunity to hear from actual ASEAN policymakers and ministers. H.E Amb Bilahari Kausikan, Ambassador at Large & Policy Advisor, Ministry of Foreign Affairs, Republic of Singapore and Dr. Rebecca Sta Maria, Secretary-General, Ministry of International Trade and Industry, Malaysia were panelists.

The session emphasised the need for the public and private sectors to narrow the development gap among member countries and promote balanced development and improved living conditions in the sub region. They called for a long-term government vision, focusing on access to financing, supportive taxation regime and regulatory harmonisation, to promote private sector involvement in ASEAN. Calls were made to have an AEC communication plan for the private sector and community generally.

Dr. Munir highlighted "There must be some form of institutionalised mechanism to push certain problems through policy makers in an effective manner".



From Left to Right: Dr. Munir Majid, Dr. Rebecca Sta Maria, H.E Amb Bilahari Kausikan





## LIFTING-THE-BARRIERS ROUNDTABLES



### LEGAL & TAX

#### CERTAINTY & TRANSPARENCY CRITICAL FOR HARMONISATION OF LEGAL & TAX SYSTEMS IN ASEAN

This roundtable session brought forth calls for a comprehensive legal and taxation framework that facilitates harmonisation in these two sectors.

During the session, discussants highlighted the fact that ASEAN's progress in this regard is still insufficient with barriers such as differences in legal systems, lack of legal information and enforcement and diverse tax systems and administration impeding business opportunities.

Sector Co-Chair Adrian Ball from EY discussed the importance of taxation and how it affects investments within ASEAN. He also warned that lack of transparency and uncertainty in taxation systems will most likely drive investors from other member states away. It is therefore critical to enhance transparency and certainty in these systems to drive the integration process.

He also elaborated on other taxation challenges, namely the advent of a digital economy that leaves a limited physical footprint and also multinational companies (MNCs) that are making inroads into different parts of the region. As ASEAN



From Left to Right: Chair: Chew Seng Kok, Regional Managing Partner, ZICOLaw, Co-Chair: Adrian Ball, Managing Partner - Tax, EY Moderator: Hanim Hamzah, Senior Partner, Roosdiono & Partners (A member of ZICOLaw)

was competing for investments with big economies such as China and India, a simpler taxation system to facilitate this investment was required.

Discussants agreed that it was time for regulators to frame the issue of promoting transparency as a priority in the area of taxation. There were also significant calls for a sector specific taxation system and a common platform for ASEAN.

In relation to the legal sector, sector Chair Chew Seng Kok from ZICOLaw highlighted that the lack of enthusiasm of the concept of 'legal harmonisation' in ASEAN has only fueled uncertainties for businesses

operating under such environment. As ASEAN has little preference for a supranational system, this has led to an increase in ad hoc and informal rules. The clear lack of integration in the legal sector is a critical challenge which needs to be overcome in order to fully reap the benefits of ASEAN.

This roundtable received meaningful contribution from panelists such as Kenneth Leong, Director, Euroasia, Paulius Kuncinas, Regional Editor, Asia, Oxford Business Group and Dr. Munir Majid, Chairman, CIMB ASEAN Research Institute.



### AUTOMOTIVE & MANUFACTURING

#### SINGLE MARKET NEEDED FOR AUTOMOTIVE SECTOR TO REALLY TAKE OFF IN ASEAN

The central theme on this roundtable on the Automotive & Manufacturing sector was the need for a single market to drive the automotive industry in ASEAN. Alex Newbigging, Group Managing Director of Jardine Cycle & Carriage Ltd. was the sector chair while Yeap Swee Chuan, President & CEO of AAPICO was the Co-Chair. The moderator was Vivek Vaidya from Frost & Sullivan. The session brought to light various issues which could have wide ranging impacts to the industry as a whole.

The economic integration of ASEAN through AEC 2015 is expected to enhance the region's competitiveness, create a level-playing field and boost its role as a global supplier and market in the automotive industry. Other than natural market growth, government policy has also been, and will likely continue being a major driver of demand in the region.

This has manifested into two distinctive forces that are shaping the automotive landscape in ASEAN. Despite the evolution of the ASEAN Economic Community (AEC)



From Left to Right: Chair: Alex Newbigging, Group Managing Director, Jardine Cycle & Carriage Ltd. Co-Chair: Yeap Swee Chuan, President & CEO, AAPICO Moderator: Vivek Vaidya, Senior Vice President, Automotive, Frost & Sullivan

and Free Trade Agreements (FTAs) in the region, there are still many hurdles that prevent players to enjoy the full-fledged benefits of such integration.

The issues which formed the basis of the discussion at the roundtable were the abolition of regional tariffs, harmonisation of automotive technical regulations, mutual recognition of certification, streamlining of customs procedures and distribution systems, fostering of supporting industries, human resources and promotion of safety, and greater environmental protection.

In his presentation, Vivek highlighted the technical barriers to trade (TBTs) facing the industry. This was followed by a lively

roundtable discussion focusing on ways the public and private sectors can work together in order to resolve these issues.

On a whole, discussants agreed that streamlining of customs procedures and a single market among ASEAN member states were needed in order for the sector to grow in this region.

This roundtable attracted meaningful contributions from panelists such as Dr. Claus Weidner, President & CEO, Mercedes Benz Indonesia, Syed Hisham Wazir, President & Group CEO, UMW Holdings, Jan Ehlen, Head of Representation Office, BMW Group Asia and Jonathan Asherson, Regional Director, Rolls Royce.





## FINANCIAL SERVICES & CAPITAL MARKETS

### FINANCIAL SERVICES BUSINESS COMMUNITY URGES MORE EFFICIENT CAPITAL MARKET INTEGRATION

The central point of the Financial Services & Capital Markets roundtable was that ASEAN needs an efficient integrated capital market in order to sustain its economic growth as it moves closer towards integration in 2015. However, it also faces challenges in the form of policy and regulation alignment, supervision and dispute resolution that threaten to derail such aspirations.

Sector Co-Chair Piyush Gupta from DBS pointed out that in order to achieve integration, ASEAN needs to have free flow of data in financial systems to achieve consistency and avoid duplications of information. He also proposed the creation of a taskforce that will push forward the process, but that does not curtail national sovereignty.

Sector Chair Nazir Razak from CIMB Group agreed that overall progress has been mediocre at best for integration of banking and capital markets and that pushing it up to 2020 would be too risky as an excuse for industry players not trying to move forward as fast as possible.



From Left to Right: Chair: Nazir Razak, Chairman, CIMB Group  
Co-Chair: Piyush Gupta, CEO, DBS  
Moderator: Chin Wei Min, Asia-Pacific Managing Director For Capital Market Industry, Accenture

In his presentation, Chin Wei Min from Accenture highlighted that financial services are the key lubricant to an emerging economy and despite this, significant challenges remain on policy and regulation alignment in this sector. Specifically, it was pointed out that market utilities such as an industry or exchange led initiative would be beneficial for the sector as a whole. Examples of market utilities include reference data, client data and documentation, client on-boarding, corporate actions and others.

Following an engaging discussion, delegates concluded that there is a need for an efficient integrated financial services and capital market for sustained growth as well as policy makers and businesses coming together to execute such a mechanism in an orderly fashion.

Key discussants who contributed to the discussion included Michael Zink, Head of ASEAN and Citi Country Officer, Singapore, Citigroup, Magnus Bocker, CEO, SGX and Didi Yahya, Head of Investment Banking - Malaysia, JP Morgan.



## MINERALS, OIL & GAS

### INVESTMENT RESTRICTIONS AND LACK OF TRANSPARENCY AMONG MAJOR CONCERNS OF INDUSTRY PLAYERS

As a region that is undergoing rapid economic growth, the demand for energy efficiency in ASEAN has soared in recent decades. Therefore, energy security has also emerged as one of the key concerns for these countries to achieve sustainable development.

Challenges in securing upstream capital investment due to the competition from resource booms in Africa, Latin America and North America was highlighted by Dale Harcastle, from Bain & Company.

Shahril Shamsuddin, Sector Chair and CEO of SapuraKencana added that in order for barriers to come down, companies need to convince governments that their investment will ultimately benefit the local population in terms of skills training, improved livelihoods etc. instead of just focusing on reaping profits.

Dr. Ilham Habibie, the Co-Chair and President Director of PT Ilthabi Rekatama,



From Left to Right: Chair: Shahril Shamsuddin, President & Group CEO, SapuraKencana  
Co-Chair: Dr. Ilham Akbar Habibie, President Director of PT Ilthabi Rekatama  
Moderator: Dale Hardcastle, Partner, Bain & Co.

mentioned the dominance of National Oil Companies (NOCs) in the regional resource extraction sector has made it hard for private exploration companies to grow.

Discussants also identified the need for greater transparency in terms of information sharing and licensing approvals from government authorities in order for industry players to make more informed investment decisions.

On the whole, discussants agreed that sector players need to collaborate more with government authorities and ensure their investment can benefit the local population.

This roundtable drew contributions from panelists such as Layton Croft, VP, Peabody Energy, Ian Angell, CEO, Tamarind Energy and Hassan Basma, CEO, Bumi Armada.



## FOOD & BEVERAGE INDUSTRY

### BUILDING TRUST BETWEEN GOVERNMENT AND PRIVATE SECTORS KEY TO ACCELERATE FOOD & BEVERAGE INDUSTRY

Food trade plays a significant role in the economies of all ten ASEAN member states. With a growing middle class, rising incomes and greater economic prosperity, ASEAN is poised to face an increase in consumption and demand. Harmonisation of food standards will therefore accelerate the completion of ASEAN integration and help member states achieve their full economic potential.

Though many of the AEC targets have already been achieved, the agriculture and food sector is still lagging behind. By focusing on the 'best buys' and reducing trade barriers, the food industry believe that there will be many opportunities for short and long-term success as a result.

Discussants at this roundtable highlighted the technical barriers to trade (TBTs) are currently impeding expansion of regional trade in relation to processed food. This is further aggravated by the fact that harmonisation efforts such as nutrition labelling, pre-market product registration, import/export certification, authorisation of food ingredients,



From Left to Right: Co-Chair: Hendro Poedjono, Director, Public Affairs & Regulatory Affairs, AMEA, FrieslandCampina Asia  
Co-Chair: Pushpanathan Sundram, Managing Director of EAS & Principal Advisor To AFBA  
Moderator: Dr. Bev Postma, Executive Director, FIA

additives and flavours and containment limits remain tepid at best.

Sector Co-Chair Pushpanathan Sundram, Managing Director of EAS and Principal Advisor to ASEAN Food and Beverage Alliance (AFBA) highlighted that there is also a trust deficiency between governments and the public sector that hampers harmonisation efforts. He called for the industry to work closer with the governments by building common understanding to further the integration agenda of the AEC as a whole.

Dr. Bev Postma, Executive Director of Food Industry Asia who was the research

partner for this sector echoed his comments and added that in order to alleviate the trust deficiency, there will be a need to give access to consumers and businesses the relevant laws and regulations in relation to the food and beverage industry. The non-existence of such a database is currently dragging down the process of harmonisation in this sector.

This roundtable received important contributions from Sunny Koh, AFBA Chairman for Singapore and H.E. Ong Keng Yong, High Commissioner of Singapore to Malaysia.

## RETAIL

### E-COMMERCE THE WAY FORWARD FOR ASEAN'S RETAIL SECTOR

E-commerce will play an important role in the integration of the ASEAN retail sector. A high E-commerce growth rate in major ASEAN member states is a clear indication that more consumers are adapting to E-Commerce as part of their retail experience.

Despite such optimism, the borderless nature of E-commerce also creates a unique set of challenges. As a region with different levels of economic development, political systems, languages and cultures, there are also significant obstacles in realising its potential.

This roundtable discussion was framed to highlight issues such as gaps in technology infrastructure, implementation of law and taxation regulation and underdeveloped financial infrastructure for payment systems and data security.

In his presentation, Geir Olsen from A.T. Kearney, the research partner for this sector, pointed out that E-commerce will play a key role in the integration of the ASEAN retail sector and will provide major benefits to customers.



From Left to Right: Chair: Dr. James T. Riady, CEO, Lippo Group  
Co-Chair: Arthur Tan, CEO, IMI  
Moderator: Geir Olsen, A.T. Kearney

Sector Chair Dr. James T. Riady added that the advent of e-payment systems has totally changed the banking sector and that banks would need to reform their payment systems while regulators need to move with the times. It is clear that E-commerce must be a totally open system, otherwise it would not work.

Sector Co-Chair, Arthur Tan, CEO of IMI discussed the need for integration and collaboration from the various institutions involved in order for the benefits of E-commerce to be truly realised. He highlighted an example in the Philippines where local telco operators have teamed up with banks to come up with integrated mobile payment systems.

A roundtable discussant, Jiten Arora from Standard Chartered observed that payment

systems are now moving from plastic credit cards towards virtual cards and mobile wallets in order to facilitate E-commerce.

Discussants at this roundtable agreed that greater collaboration between banks, retailers and telecommunication providers were the way forward for retail and E-commerce and that the whole Know-Your-Customer (KYC) process needs to be revamped. It was however a consensus from all discussants who were optimistic on the role of E-commerce in driving ASEAN integration.

The Retail roundtable received insights from panelists such as Jiten Arora, MD & Global Head of Sales, Standard Chartered, Doreen Tan, CE, Textile and Fashion Federation and Mohd Idham Nawawi, Group Chief Corp Officer, Axiata Group.



## ROUNDTABLE SUMMATION 1 (Legal & Tax, Financial Services & Capital Markets, Retail)

The first roundtable summation brought together all ABC delegates with the aim of providing a summary on the roundtable discussions held on day one. Moderated by Dr. Munir Majid, the session covered three roundtables, Legal & Tax, Financial Services & Capital Markets and Retail. The session aimed at outlining a roadmap going forward for each sector.

Representing the Retail sector was Dr. James T. Riady, CEO of Lippo Group. Financial Services & Capital Market were represented by Nazir Razak, Chairman of CIMB Group and Piyush Gupta, CEO of DBS Group. The Legal & Tax sector was represented by Hanim Hamzah, Senior Partner, Roosdiono & Partners and Adrian Ball, Managing Partner - Tax of EY.

A key takeaway for the retail sector was that the development of e-commerce should come with specific recommendations and regulations to policymakers. For Financial Services & Capital Markets, the panellists suggested an independent organisation to specifically drive capital market and financial services integration in ASEAN.

Panellists also stated the possibility to create cross country infrastructure and credit bureau processes in different countries.

In relation to Legal & Tax, panellists found that there must be continued harmonisation of common law and jurisdictions to speed up integration that is very much in its infancy. The harmonisation of the tax agenda is also important in order to promote investment in ASEAN.



From Left to Right: Dr. Munir Majid, Dr. James T. Riady, Hanim Hamzah, Adrian Ball, Piyush Gupta and Nazir Razak

## ROUNDTABLE SUMMATION 2 (Food & Beverage Industry, Automotive & Manufacturing, Minerals, Oil & Gas)



From Left to Right: Dr. Munir Majid, Hendro Poedjono, Pushpanathan Sundram, Shahril Shamsuddin, Alex Newbigging and Yeap Swee Chuan

The second roundtable summation was a summary on the roundtable discussions held on the Food and Beverages Industry, Automotive and Manufacturing and Minerals, Oil and Gas sectors as well as outlining a roadmap going forward for each sector.

Representing the Food & Beverage Industry sector was Pushpanathan Sundram, Managing Director of EAS and Principal Advisor to ASEAN Food and Beverage Alliance (AFBA) and Hendro Poedjono,

Director of Public and Regulatory Affairs of Friesland Campina ASIA. Alexander Newbigging, Group Managing Director, Jardine Cycle & Carriage Ltd and Yeap Swee Chuan, President and CEO of AAPICO represented the Automotive and Manufacturing sector. Minerals, Oil and Gas was represented by Shahril Shamsuddin, President and Group CEO of SapuraKencana.

In relation to the Food and Beverage Industry sector, panellists stated the need

to engage and close the gap between all levels of industry stakeholders through political, policy and technical levels for Automotive & Manufacturing panellists recommended the industry to adapt technical standards and streamline customs procedures among ASEAN countries. For Minerals Oil & Gas, it was proposed that the taxation regime and regulation must be consistent.



## IDEA CAPSULES

The ABC Forum 2014 introduced Idea Capsules, which showcase innovative ideas of emerging start-ups and other efforts designed to spur the ASEAN community from around the region and beyond. The organisers partnered with Endeavor Asia for selected startups from Malaysia, Indonesia and Greece.

### IDEA CAPSULE 1



#### ENTREPRENEURIAL MAFIAS - HOW SILICON VALLEY BECAME SILICON VALLEY

Speaker: Cindy Ko, VP of International Expansion, Endeavor

Silicon Valley is now the most famous technology hub in the world. But it was a very different place in the mid-1950s when the computer-chip industry was emerging. How did it beat out cities like Boston and New York which were far ahead in the chip industry? Silicon Valley's rapid development offers good news to other cities and regions.

"Successful entrepreneurs believe in investing in the next generation of entrepreneurs. It only takes a handful of entrepreneurs to create a thriving entrepreneurial ecosystem" she said.

### IDEA CAPSULE 2



#### THE NEW INDUSTRIAL REVOLUTION - MAKER MOVEMENT

Speaker: Dr. Ilham Akbar Habibie,  
Co-Founder, CATEC, Chairman, Bandung Smart City Council Working Team

We are entering a third industrial revolution: The Age of Makers. Characterised by bottom-up innovation, the maker movement harnesses the Internet, crowdsourcing, and new manufacturing technologies to make things for the many, by the many. The model is highly entrepreneurial and especially well-suited for niche and customised products because start-up is cheap and there are no economies of scale to be gained.

Dr Ilham highlighted "The new smart is somebody who understands technology and using creativity, understanding relevant culture builds something meaningful for the community".

### IDEA CAPSULE 3



#### CHANGING THE WORLD ONE FLOP AT A TIME

Speaker: Hakim Karim, Director & Co-Founder, Gridmarkets, Endeavor Entrepreneur

Gridmarkets is creating a patent-pending market for institutions to sell their excess CPU capacity to other institutions that need large amounts of computational power for high-throughput computing problems like graphics rendering, engineering simulations, genome sequencing, financial modelling, etc. The sellers of the capacity, such as Cloud and hosting providers, are therefore able to monetise otherwise unused and rapidly depreciating assets and the buyers are able to obtain it through our secondary market at a fraction of traditional primary market prices. No such market currently exists.

Hakim emphasised "Grid markets aim at creating a private community of buyers and sellers where they can choose counterparties through its secondary market for excess processing power."

### IDEA CAPSULE 4



#### OUT THERE MEDIA - LOCATION BASED MOBILE MARKETING

Speaker: Kerstin Trikalitis, CEO & Co-Founder, Out There Media, Endeavor Entrepreneur

Out There Media is a mobile advertising one stop-shop. We bring people to brands by leveraging unique real-time user data through our proprietary Mobucks technology, enabling mobile operators to monetise their data and providing advertisers with the capability to target and engage with their audiences in a continuous flow of interactivity leading to deep consumer insight and sustainable customer relationships.

"The most important person in the supply chain is the consumer. Consumers want to receive relevant information and always connect with mobile tools" she said.

### IDEA CAPSULE 5



#### GRABTAXI - TAXI AT A TAP OF BUTTON

Speaker: Cheryl Goh, Regional Marketing Head, Grabtaxi

For many people in Southeast Asia, getting a taxi is often a challenge. Problems include being overcharged and other illegal activities which has become a deterrent to passengers using public transport. The GrabTaxi app works with existing taxi ecosystems and provides a unique, safe and reliable transport experience where the passenger is aware of estimated charges and routes. The app operational in many ASEAN countries namely Malaysia, Philippines, Singapore, Vietnam and Thailand.

Cheryl stressed "Grabtaxi business model has localised the fundamental local problems in order to sustain in the business and meet the local demand".



## IDEA CAPSULE 6



### KARTUKU: INNOVATIVE CASHLESS PAYMENT

Speaker: Niki Luhur, President Director, Kartuku, Endeavor Entrepreneur

Niki Luhur shared the idea of a new alternative of agent banking services in Indonesia. Wireless service for electronic payment, How Biometric Payment Technology empowers Indonesia's traditional market retailers and Agent Networks to become the country's national distribution channels for delivering financial services and government subsidies across the vast archipelago to include the underserved society at the bottom of the pyramid. In doing so, enables a sustainable model for empowerment.

Niki expressed "To empower the ASEAN's SMEs, we should embrace e-commerce to improve competitiveness through modern technology and modern transactions"

## IDEA CAPSULE 7



### CAPTURING THE ASEAN SPIRIT: YOUTH LEADING THE WAY

Speaker: Prof. Dr. Saran Kaur Gill, Executive Director, ASEAN Youth Volunteer Leaders Secretariat, Universiti Kebangsaan Malaysia

The ASEAN Youth Volunteer Programme creates leaders by mobilising ASEAN youth to develop innovative solutions to social, cultural, economic and environmental challenges across ASEAN, while forging a sense of regional identity and cross-cultural understanding. This is through the strong partnership between Universiti Kebangsaan Malaysia and the ASEAN Secretariat, the Ministry of Youth and Sports and USAID.

Dr. Saran Kaur highlighted "We need to develop initiative and innovative activities that will help the ASEAN youth create the feeling of ASEAN".

## TRANSFORMING ASEAN ECONOMIC COMMUNITY (AEC) THROUGH PREDICTIVE ECONOMY

In a special address by the forums main sponsor, Goh Peng Ooi, Chairman of Silverlake Axis said that the collaboration between governments and private sector would be important for ASEAN integration efforts as the region is at a crossroad of either tremendous opportunities or risks.

"For ASEAN, it is obvious that it should now have collaboration between government and the private sectors, governments and governments, private sector with private sector, trade associations with trade associations for the bloc to enjoy the opportunities from its integration efforts," he added.

To overcome the challenges of the new century, he also said that the government or private institutions must be ready to

move away from the traditional mindset of dealing with unexpected circumstances in the world.

"In the past, mastering the norms is nearly an assurance to a certain degree of success. Today, I would say that we are moving from the norms to the exceptions, from the visible to the invisible, from the expected to the unexpected, from the scheduled to the unscheduled, and from government institutions to the private institutions and individuals," said Goh Peng Ooi.

He concluded by saying that he hoped the Malaysian chairmanship of ASEAN in 2015 will usher in more efforts of recruiting the participants of private institutions and individuals to the bloc's integration efforts.



## LIFTING-THE-BARRIERS REPORTS 2013 NOW AVAILABLE IN THAI



From Left to Right: Tony Fernandes, Chairman of ABC Forum 2014, Chew Gek Khim, Executive Chairman, Straits Trading Company, Dr. Nimnual Piewthongngam, Deputy Director, Asian Strategy, E-Saan Center for Business and Economics Research, Khon Kaen University and Nazir Razak, Chairman of CIMB Group at the launching of Thai Translation of Lifting-The-Barriers Reports 2013.

CIMB ASEAN Research Institute (CARI) and ASEAN Business Club (ABC) jointly launched the Thai translation of the 2013 Lifting-The-Barriers Report during the first day of the forum in Singapore.

With the six reports now translated into Thai, the institute hoped that it will reach a wider audience,

thus encouraging more participation of stakeholders from around the region.

"We are thankful to Dr. Nimnual Piewthongngam and her team from E-Saan Center for Business and Economics Research, Khon Kaen University, Thailand for their assistance in the Thai language translation project, making the findings accessible to the wider audience in Thailand," said Tony Fernandes, Chairman of ABC Forum 2014 at the launch.

The E-Saan Center for Business and Economic Research (ECBER) of Faculty of Management Science at Khon Kaen University, Thailand, was established in 2009 to provide economics and market database, research as well as business consultation services for students and entrepreneurs particularly in the Northeast region of Thailand.

The report is available for download at CARI's official website: [www.cariasean.org](http://www.cariasean.org)



## CONCLUDING REMARK

### STRONGER SECRETARIAT AND FOCUS ON SMEs CRITICAL FOR ASEAN INTEGRATION

In his closing remarks for the forum, Dr. Munir Majid, Chairman of CIMB ASEAN Research Institute highlighted some of the key takeaways from the forum. He noted that most of the discussions brought to light the need for a more effective ASEAN secretariat, a specific structural solution to fill the apparent gaps in this process. There is a need to establish professional, objective and country-neutral sectoral groups in the secretariat to propose measures to ASEAN leaders and decision makers to close the gaps and deepen economic integration. Ideally, these groups should be funded separately from the secretariat budget. As there are many prominent sectors in ASEAN, Dr. Munir added that the focus should be on the financial services and capital markets sector which is the lifeblood of the real economy.

There is also a clear recognition and need to ensure small and medium enterprises (SMEs) are well prepared for the opportunities and challenges that come with opening up under the AEC. SMEs form the backbone of the ASEAN economy and in Indonesia; they are responsible for the employment of well over 90 per cent of the working population. It is critical to allow SMEs the ability to compete freely in an open market in the ASEAN Economic Community to ensure a balance of the socio-economic and political aspects of the region.

As a whole, the ASEAN Business Club Forum, co-organised by the ASEAN Business Club and CIMB ASEAN Research Institute clearly met its objectives in bringing together prominent ASEAN industry leaders and stakeholders in an informative and knowledge driven conference.





ABC FORUM 2014 PHOTO GALLERY











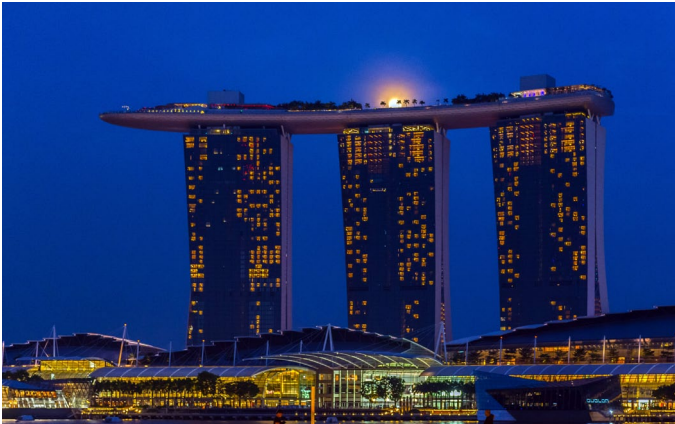






# ASEAN BUSINESS CLUB 4<sup>TH</sup> ANNUAL GALA DINNER

The 4th ABC Annual Gala Dinner was held in style at the historical Clifford Pier on 8 September 2014. The Guests of Honour at the dinner were H.E. Amb. Kirk Wagar, US Ambassador To Singapore and Dr Philipp Rosler, Managing Director and Member of the Managing Board, World Economic Forum and Former Vice-Chancellor of Germany.














# SELECTED MEDIA COVERAGE

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SINGAPORE: Businesses can look forward to more seamless customs procedures as part of deeper economic integration between Association of Southeast Asian Nations (ASEAN) member countries, said Minister for Trade and Industry Lim Hng Kiang on Monday (Sep 8).

Speaking at the ASEAN Business Club Forum 2014, Mr Lim highlighted that almost all goods already move across borders in the region without tariffs. With such internal processes in place, ASEAN is now ready to take the next step and look to eliminate non-tariff trade barriers between its member countries.

Some of the initiatives include a self-certification system, which will allow exporters to certify export documents on their own, and an initiative called the ASEAN Single Window.

The ASEAN Single Window seeks to link the 10 ASEAN countries electronically, which would help businesses reduce cost and enjoy simpler and faster custom clearance of goods in ASEAN.


**ROLE OF PRIVATE SECTOR**

As governments work to remove trade barriers within the region, the private sector can play its part by identifying key areas to improve on, said Mr Lim. "ASEAN is not only about inter-government discussions. Businesses play a critical role. In telling us where the

  
Channel News Asia

**ASEAN businesses boost joint AEC formation efforts**  
09/09/2014 | 16:33:32

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Over 300 business executives from the Association of Southeast Asian Nations (ASEAN) gathered at the ASEAN Business Club (ABC) Forum 2014 in Singapore on September 8-9 to tackle trade and industry issues and support the formation of the ASEAN Economic Community (AEC) in late 2015.

In his opening speech, Singaporean Minister of Trade and Technology Lim Hng Kiang stated that the integration is a turning point for ASEAN, and the bloc's member states are continuously working towards the fast-approaching establishment of AEC, which will create a single market and production base by 2015.

Tariffs were lifted on almost all the region's goods, Kiang said, adding that ASEAN was ready to take action to remove the region's non-tariff barriers.

The minister also underlined the important role ASEAN businesses played in shaping the AEC thanks to their deep understanding of global value chains and the region's trade barriers.

Talking to Vietnam News Agency correspondents, former ASEAN Deputy Secretary General Pushmanathan Sundram said the AEC would make ASEAN a more open community, requiring regional governments to increase their support for national enterprises, particularly small and medium-sized firms, to help them improve their competitiveness.

ABC, a public initiative, aims to provide a forum for the region's business leaders to establish links and build partnerships. It also seeks to improve the ASEAN business community's preparations for AEC.

Participants focussed their discussions on six key topics during the two-day forum, including laws and tariffs, the automobile industry and manufacturing, financial services and capital market, oil and gas exploitation, food and agriculture, and the retail market.

**TOP STORIES**

- Thailand may see sharp decline in international travellers
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- ASEAN promotes Socio-Cultural Community formation
- Thailand's new army chief vows no military coup

  
Vietnam Plus

**ASEAN Business: ASEAN Integration Singapore**  
Sabtu, 13 September 2014, 09:57:22 | TRANSINDONESIA



With the theme of "ASEAN Game Changer", the ABC Forum 2014 saw a gathering of more than 300 business leaders from across the ASEAN region. Seated from left to right: Patrick Walujo, Managing Partner, Northstar Group; Pahala N. Mansury, Director of Finance & Strategy, Bank Mandiri; Tan Sri Tony Fernandes, Group CEO, AirAsia Group; Dato' Sri Nazir Razak, Chairman, CIMB Group; and Jaime Augusto Zobel de Ayala, Chairman & CEO, Ayala Corp exchange views at Plenary Session 1 of the forum held in Singapore on 8 September 2014. (ist)

TRANSINDONESIA.CO – More than 300 leaders from top businesses from across the ASEAN region converged at the ASEAN Business Club (ABC) Forum 2014 on September 8 and 9 in Singapore to tackle trade and industry issues and support the implementation of one ASEAN Economic Community (AEC).

The critical consideration derived from the forum was the readiness of governments and ASEAN member states for an integrated economic region under the AEC and the role that ASEAN business leaders can play to accelerate these efforts and harness ASEAN's potential. In his opening address, ASEAN Business Club Forum Chairman and Group CEO of AirAsia Tan Sri Tony Fernandes stressed the importance of co-operation between the public sector and businesses in the region as well as a stronger ASEAN secretariat in order to

  
Transindonesia.co

## Specialized industry groups needed to pursue ASEAN economic integration

Munir Majid, Kuala Lumpur | Opinion | Thu, September 18 2014, 9:17 AM

### Opinion News

Answering terror with art in Indonesia

Pikada law: Betrayal of democracy, Constitution

Creating a network of reformers

To make further and meaningful progress in its community-building agenda, ASEAN must fashion a bottom-up approach in its engagement in the lead up to ASEAN integration next year.

The ASEAN community is an elitist construct. As an example, in creating the ASEAN Economic Community (AEC), the involvement of the private sector in the plans of action and their implementation has been minimal. The gap between policy and actual business practice has to be narrowed. The private sector must be engaged to close this gap and to deepen the economic community in the next phase of the AEC's evolution.

The building of communities is a long-term process and the same is true of an economic community. At its forum in Singapore recently, this point was acknowledged by the ASEAN Business Club (ABC). It was acknowledged that good progress had been made toward the establishment of the AEC, but it also recognized, however, that gaps remain between official pronouncements and practical experience. Future progress should involve the private sector in a more structured and effective manner.

Last year, the ABC produced a gap analysis, the Lift-the-Barriers report, covering six sectors. It proposed measures to fill these gaps. Decision makers were engaged to make the ABC's case. This year, progress in filling the gaps in the six sectors was reviewed while additional sectoral reports were considered: legal and taxation; automobiles and manufacturing; minerals, oil and gas; food and beverages; retail; and financial services and capital markets.

Progress in closing the gaps identified last year has not been satisfactory. And the gaps identified in the new sector reports, which will be finalized in the coming weeks after discussions at the forum,

  
The Jakarta Post

The Jakarta Post

**ASEAN focusing on non-tariff barrier removal**  
By The Business Times

**Hng Kiang: More seamless customs procedures ahead**

Companies can look forward to more seamless customs procedures as ASEAN member countries continue to work together towards greater economic integration, said Minister for Trade and Industry Lim Hng Kiang.

As part of efforts towards realising the ASEAN Economic Community by 2015, ASEAN countries have made progress with virtually all goods now moving throughout the region tariff-free. The next priority will be removing non-tariff barriers, improving trade facilitation as well as harmonising standards so that businesses can run in a stable environment.

"ASEAN countries are working hard to put in place and harmonise ASEAN-wide trade facilitation initiatives," said Mr Lim in his speech at the ASEAN Business Club (ABC) Forum on Monday. "These include a self-certification system, which will allow exporters to certify export documents on the own."

Another initiative that will bring down costs for firms is the ASEAN Single Window, which could be the first regional initiative to link the single windows of all 10 ASEAN countries electronically, ensuring cheaper, simpler and faster customs clearance of goods.

A single window basically means that trade documents are standardised and need only be submitted at a single entry point.

With a market of some 600 million people, ASEAN is the seventh largest economy in the world at present and had the third largest GDP in Asia last year at US\$2.3 trillion.

Mr Lim also highlighted that businesses and governments need to work together to foster positive change in the region, especially as ASEAN countries develop a post-2015 economic agenda. "Businesses play a critical role, in telling us where the barriers to trade lie, and where the bottlenecks in our regional and global value chains are," he added.

In his opening remarks as ABC Forum chairman, Tony Fernandes, chief executive of Malaysia-based budget airline group AirAsia, stressed the need to transcend national and embrace regional. "It takes a lot of work to try and build this ASEAN brand. But if we don't put that effort in, from the private industry, then we'll miss out a massive, massive opportunity," said Tony Fernandes.

Beyond the region, negotiations for other partnerships are also ongoing. For instance, the Regional Comprehensive Economic Partnership (RCEP) will link ASEAN and its six free trade agreement (FTA) partners –

**Asean focusing on non-tariff barrier removal**

ASEAN member states are expected to complete a single window for trade documents by 2015, said Minister for Trade and Industry Lim Hng Kiang. The single window will allow businesses to submit trade documents once, and the information will be shared across all member states, he said.

Mr Lim said the single window will be a key initiative to improve trade facilitation in the region. He said the single window will be a key initiative to improve trade facilitation in the region. He said the single window will be a key initiative to improve trade facilitation in the region.

  
The Business Times

**ASEAN chiefs fear rising protectionism**  
By Financial Times

The chief executives of some of the biggest companies in the Association of Southeast Asian Nations (ASEAN) have warned that efforts to create a liberalised economic zone for the 10-member bloc are faltering amid signs of rising protectionism and without commitment from Indonesia, the bloc's largest member.

ASEAN, whose members have a combined population of 620m, has emerged as one of the world's fastest growing regions since the financial crisis of 2008 as a burgeoning middle class, urbanisation and robust commodity exports propel their economies.

If it were a single country, ASEAN would rank as the world's seventh largest economy, with a combined gross domestic product of \$2.4tn in 2013.

Foreign investment has been pouring into the region at a record rate. On Monday Philips, the Dutch electronics group, unveiled plans for a new ASEAN regional headquarters based in Singapore.

However, frustration is growing among many large domestic companies in ASEAN that efforts to remove non-tariff and other barriers envisaged in an ASEAN economic Community planned for the end of 2015 are moving too slowly.

"We are a long way from where we need to be, that is the truth," said Piyush Gupta, chief executive of DBS, Singapore's largest bank by assets.

The private sector is frustrated by lack of progress in areas such as harmonising ASEAN's 10 different tax systems and tackling a myriad of non-tariff barriers, the executives said at a meeting of the ASEAN Business Club, a private sector initiative to promote ASEAN economic integration.


Indonesia, ASEAN largest member, has in recent years implemented successive measures that further limit foreign ownership and the hiring of foreign workers. An attempt last year by DBS to buy a stake in Bank Danamon, an Indonesian bank, founded after Jakarta capped single ownership of banks to 40 per cent in most cases.

"ASEAN is nothing without Indonesia and unless the government in Jakarta pulls back from economic nationalism I think we're going to really fall short," said Nazir Razak, chairman of CIMB, the second-largest bank by assets in Malaysia, ASEAN's third-largest economy.

Fauzi Ihsan, an economist and head of government relations for Standard Chartered in Indonesia, said it was hard to envisage the country's biggest companies welcoming regional economic integration.


"They are scared that they will have their markets eaten by competitors from Malaysia and Singapore," he said. "In the banking sector, the bitterness was quite apparent in the opposition to the merger of Bank Danamon and DBS."

Tony Fernandes, The Malaysian entrepreneur who founded AirAsia, the region's biggest low-cost airline, said protectionism was partly due to the role of government in business, especially in airports, many of which are struggling to cope with rapid growth in air traffic.


  
Financial Times

**LAPORAN BISNIS Dari SINGAPURA: Asean Business Club Forum 2014, Ini Penekanan Menperindag Singapura**  
Bunga Citra Arum Nursyifani - Senin, 08 September 2014, 09:52 WIB

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Bendera negara di Asean

**Bisnis.com, SINGAPURA-** Pemerintah dan sektor swasta di regional Asia Tenggara dinilai sudah perlu memikirkan agenda setelah berlakunya Masyarakat Ekonomi Asean 2015.

Lim Hng Kiang, Menteri Perdagangan dan Industri Singapura mengatakan kedua pihak itu harus tandem untuk meningkatkan integrasi ekonomi yang lebih solid antara negara-negara anggota Asean.

"Integrasi ekonomi kita seharusnya tidak hanya berhenti di level Asean, tapi lebih dari itu, dengan menggandeng pasar-pasar ekonomi lainnya seperti Korea, misalnya, melalui berbagai perjanjian free trade area," ujarnya di sela acara Asean Business Club Forum 2014, Senin (8/9/2014).

Dia menambahkan, beberapa negara di regional itu terlalu kecil untuk menghadapi tantangan dan kesempatan yang ditawarkan pertumbuhan ekonomi global, sehingga membutuhkan integrasi untuk tetap kompetitif dan relevan menjawab tantangan jaman.

Berita terkait

- AMD, Indonesia Pasar Terpenting Di ASEAN
- Revisi Strategi CUK Industri Pabrik Hasil Ternak DITUN

Berita lainnya: perdagangan Asia Tenggara dalam komoditas

  
Bisnis.com

**ASEAN Business Club Forum highlights the importance of dialogue between public and private to realize ASEAN integration**  
By Business Digest Magazine

September 09, 2014 – More than 300 leaders from top businesses from across the ASEAN region converged at the ASEAN Business Club (ABC) Forum 2014 on September 8 and 9 to tackle trade and industry issues and support the implementation of one ASEAN Economic Community (AEC).

The critical consideration derived from the forum was the readiness of governments and ASEAN member states for an integrated economic region under the AEC and the role that ASEAN business leaders can play to accelerate these efforts and harness ASEAN's potential.

In his opening address, ASEAN Business Club Forum Chairman and Group CEO of AirAsia Tony Fernandes stressed the importance of co-operation between the public sector and businesses in the region as well as a stronger ASEAN secretariat in order to capitalise on ASEAN's progress. "We need to help the lawmakers facilitate businesses and not impede their growth."

The Quest of Honour at the forum was Lim Hng Kiang, Minister of Trade & Industry. Echoing the Chairman's remark, he emphasised the need for eliminating non-tariff barriers as an essential element of a prosperous and fully integrated ASEAN nation.

"ASEAN is not only about inter-government discussions. Businesses play a critical role in telling us where the barriers to trade lie and where the bottlenecks in our regional and global value chains are."

Dr. Kan Zaw, Union Minister for National Planning and Economic Development of Myanmar also Chairman of ASEAN Economic Ministers' Meeting 2014 echoed the importance of the private sector's role.

I consider one of the most promising aspects for our future is ASEAN's engagement with the business sector. As the engine of economic growth, businesses are well-positioned to provide important feedback to policymakers on the effectiveness of our interventions."

In a similar format as the inaugural Network ASEAN Forum last year, the two-day forum saw another six Lifting-The-Barriers Roundtables, a sector specific analysis of the current trade barriers and bottlenecks impeding an integrated market.

The targeted sectors this year were Legal & Tax, championed by ZICOlaw and EY, Automotive & Manufacturing championed by Jardine Cycle & Carriage and AAPICO, Financial Services & Capital Markets, headed by CIMB and DBS, Minerals, Oil & Gas by SapuraKencana & Ithabi Rakastama, Food & Beverage Industry spearheaded by FIA & AFBA, and Retail, championed by Lippo Group & IMI. The discussion points stemming from the forum will then be incorporated into Lifting-The-Barriers reports, a set of white papers, which will be submitted to the relevant ASEAN policy bodies.

  
Business Digest Magazine

**Bangkok Post** The world's window on Thailand

**ABC calls for AEC business readiness**

Published: 13/09/2014 at 02:53 AM  
Newspaper section: Business

Asean business leaders expect strong cooperation from the public sector to speed up business readiness.

More than 300 entrepreneurs from across the region discussed trade and industry issues and implemented early this week.

Tony Fernandes, AirAsia's chairman and chief executive, said strong collaboration between the public and private sectors was key to speeding up Asean's progress.

"We need to help lawmakers facilitate businesses and not impede their growth," he said.

Munir Majid, chairman of the CIMB Asean Research Institute, which hosted the ABC Forum, said speed of integration.

"Governments have to get serious about private sector participation in building the AEC," he said.

"A well-structured, professional and specialised private sector providing input on a consistent basis is absolutely necessary."

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