

ASEAN Business Advisory Council
2015 Chairmanship Handover



**MALAYSIA
MYANMAR
BRUNEI
CAMBODIA
INDONESIA
LAOS
PHILIPPINES
SINGAPORE
THAILAND
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Commemorative
Programme Book

19-20 November 2014



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ASEAN-BAC

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Preface



The ten member countries that constitute ASEAN are on schedule to achieve the ambitious vision of the ASEAN Community by the end of 2015. The vision of the ASEAN Community, enshrined in ASEAN Vision 2020, is one of a stable, prosperous and highly competitive region with equitable economic development, and reduced poverty and socio-economic disparities.

The most significant milestone of this vision is the ASEAN Economic Community (AEC). The AEC is the formation of a deep and broad based, integrated economic region that is market driven and outward-looking.

To achieve these ambitions, four key characteristics were identified; a single market and production base, a highly competitive economic region, equitable economic development and a region fully integrated into the global economy.

As we progress ever closer to AEC 2015, it is becoming increasingly crucial that collaboration between governments and the private sector is essential to further enhance integration efforts and to ensure ASEAN achieves its true potential.

The ASEAN Business Advisory Council (ASEAN-BAC) is the mandated Council by the ASEAN Heads of Government to facilitate private sector connectivity and feedback with the ASEAN Public Sector. Formed in 2003, ASEAN-BAC consists of representatives from all ten ASEAN countries with its rotational chairmanship concurrent with the ASEAN Chair. In 2015, Malaysia will assume the Chair for ASEAN and ASEAN-BAC Malaysia will assume the role of Chairman for ASEAN-BAC for the year.

To commemorate the handover of the ASEAN-BAC Chairmanship from Myanmar (2014) to Malaysia (2015), ASEAN-BAC will be organising the official 2015 Chairmanship Handover Dinner and the ASEAN-BAC Malaysia Conference on: "SMEs and the AEC". The Dinner takes place at the KL Hilton on the 19th of November 2014 and Conference at the same venue on the 20th November 2014.

Special Message

YAB Dato' Sri Mohd Najib bin Tun Hj Abdul Razak,
Prime Minister of Malaysia,
ASEAN Chair 2015

As Malaysia assumes the chair of ASEAN - for the private sector of ASEAN Business Advisory Council (ASEAN-BAC) - there will be a heavy responsibility this coming year in the building of the ASEAN community. While a community is not established at one fell swoop, it is incumbent upon all of us in ASEAN to make sure what we announce at the end of 2015 is something substantial and credible.

In respect of the ASEAN Economic Community (AEC), I would therefore urge the Malaysian private sector in particular to give its full support to the ASEAN-BAC to carry out its responsibility of representing business expectations, concerns and proposed solutions.

There is a lot of hard work ahead, not only for government but also for the private sector as we try together to establish the AEC, one that while serving business interests brings broad economic benefits and is inclusive for all the people of ASEAN. Also, there is the post-2015 ASEAN to think about, on which I would like ASEAN-BAC to play an effective role with the participation and support of all the private sector.

The building of a community is an endless process but I have every confidence we will succeed. I would like to congratulate ASEAN-BAC Malaysia for organising this evening's gala dinner and tomorrow's SME conference.



A handwritten signature in black ink, which appears to be the name 'Najib Razak'. The signature is written in a cursive style and is positioned above a horizontal line.

YAB Dato' Sri Mohd Najib bin Tun Hj Abdul Razak

Message

YB Dato' Sri Mustapa bin Mohamed,
Minister of International Trade and
Industry Malaysia,
AEM Chair 2015

Malaysia will assume the Chair of ASEAN in 2015. This means that it will take on many of the responsibilities and deliverables of the ASEAN Economic Community (AEC). Two important priorities will need to be addressed in 2015. The first is to ensure all core economic integration initiatives outlined in the AEC Blueprint are implemented. The current average implementation rate is slightly over 80 per cent. It is important that ASEAN collectively strives to meet agreed economic commitments and to deliver on its promise to create a meaningful single market and production base.

The second priority is to complete the work of drafting the Post-2015 Economic Vision for the next decade. Malaysia chairs the High Level Task Force that is drafting this economic vision. The challenge here for ASEAN is to ensure that the measures outlined for implementation post-2015 reflects current economic realities and future requirements. The feedback received from the private sector and investors shows that the integration under AEC 2015 is commendable. However, there are also expectations that the pace and depth of integration will be comprehensive. Thus the measures to be implemented beyond 2015 need to be ambitious and forward looking to sustain high regional economic growth and resilience. This will also send a very positive message to the global business community of ASEAN's seriousness to promote economic integration.

The AEC has created a conducive environment for businesses. Last year, FDI flows reached US\$122.4 billion with intra-ASEAN investments accounting for about 20% of total FDI in the region. Intra-ASEAN trade has also increased and accounts for 24% of ASEAN's trade. Nevertheless, we have to recognise that ASEAN is also continuing to face competition in attracting investments. More work needs to be done to reduce barriers and improve business procedures in order to facilitate the free flow of goods, services and investments.

As ASEAN continues its economic transformation, it is important for organisations such as the ASEAN Business Advisory Council (ASEAN-BAC) to assume a more proactive role. It can provide crucial inputs for policies that can enhance the foundations for economic growth.



The growth in intra-ASEAN trade and investment shows that regional business enterprises are taking advantage of the AEC. Governments in the region have been actively engaged in AEC advocacy programmes. However, there is always a need to push the envelope in terms of engagement and awareness-building. ASEAN-BAC can be the conduit between governments and the business community. It will need to reach out to address the information gap and to explain the benefits of regional economic integration, especially for SMEs, so that they focus on the opportunities that come from such integration. It is imperative also for the private sector to double its efforts in enhancing competitiveness and business processes.

On that note, I wish ASEAN-BAC all the best and look forward to working closely with the Council towards realising our common goal of making ASEAN a leading global production and business hub.

A handwritten signature in black ink, appearing to read 'Mustapa bin Mohamed'. The signature is fluid and cursive, with a long horizontal stroke at the end.

YB Dato' Sri Mustapa bin Mohamed

Message

U Win Aung,
Chairman, ASEAN-BAC Myanmar,
ASEAN-BAC Chair 2014

When Myanmar took up its inaugural role as Chair of ASEAN Business Advisory Council (ASEAN-BAC) to bring the region closer towards economic and social alignment by 2015 upon the eve of the ASEAN Economic Community (AEC), it set forth and embarked on its goal of promoting equitable growth not only to bridge the economic gaps between Member States, but also to galvanise the path towards a sustainable, equitable environment. New growth paradigms were incorporated into the dynamics, empowering MSMEs, women and young entrepreneurs to serve as economic drivers, leading the regional community towards a far smoother and more inclusive AEC transition.

The establishment of the ASEAN Young Entrepreneurs Council, with the eventual goal of forming an ASEAN Young Entrepreneurs Association and the ASEAN-BAC Women's Forum formalised working arrangements with national groups of Young Entrepreneurs and Women's Entrepreneur Associations, working towards a united vision of more engaged, participatory ASEAN citizenship. To keep true to this year's theme of Inclusive Connectivity, Myanmar restructured the ASEAN Business Awards into six categories of MSMEs, Young Entrepreneurs, Women Leaders, Innovation, ASEAN Centricity and Corporate Excellence with the intention to pay tribute to companies of all sizes and businesses across the ten economies. National winners from each category were selected who would then become their country's champions and move forward to compete at the ASEAN level, vying for recognition as the Most Admired ASEAN Enterprise in their respective fields and be a beacon of hope for others to aspire towards.

The activities carried out by Myanmar only begin to scratch the surface on transforming ASEAN into a region with free movement of goods, services, investment, skilled labour, and capital. The journey for ASEAN does not end in 2015 with Malaysia's chairmanship and regional deadline for economic integration. Aspirations have been adopted into action both at the national



and regional levels, which will continue to demand long-term comprehensive investments on structural economic reforms by the ten sovereign Member States and in return positively impact the region by emerging as a viable competitive market globally. The AEC will be an evolving on-going process, with 2015 serving as a marker to reassess the needs and opportunities for growth in building a fully integrated economic community.

We look forward to 2015 as the year of the AEC and Malaysia's ASEAN-BAC leadership.

U Win Aung

Foreword

YBhg. Tan Sri Dr. Mohd Munir bin Abdul Majid,
Chairman, ASEAN-BAC Malaysia,
ASEAN-BAC Chair 2015

Myanmar assumed the chair of ASEAN in 2014 for the first time since becoming a member state in 1997. This was historic. And during the course of the year the country has shown a capability and commitment as the chair which are a challenge to those that follow. This has been evident as well in the effective and successful way the Myanmar members have led the ASEAN-Business Advisory Council (ASEAN-BAC).

It will be a hard act to follow when Malaysia assumes the chair of ASEAN-BAC from January 2015 which is symbolised by the chairmanship handover gala dinner tonight (19 November, 2014). When it is taken into account that 2015 is the critical year for the achievement at the end of it of the ASEAN Economic Community (AEC), the challenge is compounded.

Thus there is the need for all of the ASEAN private sector to work together with ASEAN governments to ensure the AEC, when pronounced, is a credible reality even if all action plans in the economic integration blueprint are not fully realised. The private sector must identify the gaps and propose how they might be filled. The private sector must also suggest how the AEC could be advanced beyond 2015.

ASEAN-BAC is the representative of the private sector in formal engagement with ASEAN governments. This includes the private sector of ASEAN partner countries as well. The process of consultation and feedback must take place among the private sector if it wants to be effective and representative in its engagement with ASEAN economic ministers and leaders, if it wants to feed into the ASEAN decision-making process with good content and impact. This ASEAN-BAC has been doing, but its efforts have to be redoubled as we approach the end of 2015.

The means and processes of consultation take many forms and tomorrow's (20 November, 2014) conference on the AEC and SMEs - a matter of ASEAN-BAC's particular concern - is one such small effort initiated by ASEAN-BAC, Malaysia. There will have to be a slew of meetings, events and activities next year beyond those normally scheduled in the ASEAN-BAC calendar. As I said, we have a big challenge ahead in 2015 to which we must rise.

YBhg. Tan Sri Dr. Mohd Munir bin Abdul Majid



ASEAN Business Advisory Council Member Profiles

Launched in April 2003, ASEAN-BAC was set up with the mandate to provide private sector feedback and guidance to boost ASEAN's efforts towards economic integration. Aside from providing private sector feedback on the implementation of ASEAN economic cooperation, the Council also identifies priority areas for consideration of the ASEAN leaders.

Accordingly, ASEAN-BAC's activities are primarily focused on reviewing and identifying issues to facilitate and promote economic cooperation and integration. The Council also submits annual recommendations for the consideration of the Leaders and the ASEAN Economic Ministers (AEM).

Since 2013, ASEAN-BAC also pursues additional Dialogue with

Senior Economic Official Meeting (SEOM). In addition to these activities, ASEAN-BAC also socialises ASEAN Economic Community (AEC) to the private sector, both within and beyond the Southeast Asian region.

ASEAN-BAC's members are appointed by the Ministers in charge, and comprise of high-level CEOs of companies from each member country. Each country is represented by a maximum of three members, with one representing the interest of the small and medium-sized enterprises.

The ASEAN-BAC Malaysia is represented by Chairman and Council Member Tan Sri Dr. Mohd Munir bin Abdul Majid, and the Council Members are Dato' Ramesh Kodammal and Syed Nabil Aljeffri.



ASEAN-BAC

ASEAN-BAC Malaysia



**Tan Sri Dr. Mohd
Munir bin Abdul Majid**
Chairman
ASEAN-BAC Malaysia



Dato' Ramesh Kodammal
Council Member
ASEAN-BAC Malaysia



Tuan Syed Nabil Aljeffri
Secretary-General, ASEAN-BAC
Council Member,
ASEAN-BAC Malaysia

ASEAN-BAC Brunei



Fauziah Dato Seri Paduka Hj Talib
Chairperson
ASEAN-BAC Brunei



Lisa DP Haji Ibrahim
Council Member
ASEAN-BAC Brunei

ASEAN-BAC Cambodia



Oknha Kith Meng
Chairman
ASEAN-BAC Cambodia



Oknha Van Sou Ieng
Council Member
ASEAN-BAC Cambodia



Oknha Sorn Sokna
Council Member
ASEAN-BAC Cambodia

ASEAN-BAC Indonesia



Bapak Anangga W. Roosdiono
Chairman
ASEAN-BAC Indonesia



Bapak Soebronto Laras
Council Member
ASEAN-BAC Indonesia



Bapak Prijono Sugiarto
Council Member
ASEAN-BAC Indonesia

ASEAN-BAC Laos



Oudet Souvannavong
Chairman
ASEAN-BAC Laos



Sounthone Phommachack
Council Member
ASEAN-BAC Laos



Xaybandith Rasphone
Council Member
ASEAN-BAC Laos

ASEAN-BAC Myanmar



U Win Aung
Chairman
ASEAN-BAC Myanmar



U Moe Kyaw
Council Member
ASEAN-BAC Myanmar



U Wai Phyio
Council Member
ASEAN-BAC Myanmar

ASEAN-BAC Philippines



Manny V. Pangilinan
Chairman
ASEAN-BAC Philippines



Teresita Sy-Coson
Council Member
ASEAN-BAC Philippines



Jay Yuvallos
Treasurer, ASEAN-BAC
Council Member
ASEAN-BAC Philippines

ASEAN-BAC Singapore



Dr. Robert Yap
Chairman
ASEAN-BAC Singapore



Douglas Foo
Council Member
ASEAN-BAC Singapore



Ng Meng Poh
Council Member
ASEAN-BAC Singapore

ASEAN-BAC Thailand



Khun Arin Jira
Chairman
ASEAN-BAC Thailand



**Khun Phairush
Burapachaisri (Pi)**
Council Member
ASEAN-BAC Thailand



Khun Twatchai Yongkittikul
Council Member
ASEAN-BAC Thailand

ASEAN-BAC Vietnam



Dr. Doan Duy Khuong
Chairman
ASEAN-BAC Vietnam



Nguyen Thi Nga
Council Member
ASEAN-BAC Vietnam



Dang Thi Hoang Yen
Council Member
ASEAN-BAC Vietnam

Songket Terengganu

*Songket is a brocade of woven silk or cotton
interwoven with either silver or golden threads.*

EVENT PROGRAMME



ASEAN Business Advisory Council 2015 Chairmanship Handover Dinner

Wednesday, 19th November 2014

Grand Ballroom, Hilton Kuala Lumpur, Malaysia

Programme

- 7.00pm Registration, Cocktail & Networking Session
- 8.00pm Entrance into Hall
- 8.30pm Arrival of Guest of Honour
YAB Dato' Sri Mohd Najib bin Tun Abdul Razak
Prime Minister of Malaysia
- 8.35pm Opening Performance
- 8.40pm ASEAN Dinner & Performances
- 9.15pm Remarks by ASEAN-BAC Outgoing Chair – Myanmar
U Win Aung
Chairman, ASEAN-BAC Myanmar
- 9.25pm Remarks by ASEAN-BAC Incoming Chair – Malaysia
YBhg. Tan Sri Dr. Mohd Munir bin Abdul Majid
Chairman, ASEAN-BAC Malaysia
- 9.35pm Special Address by the Guest of Honour
YAB Dato' Sri Mohd Najib bin Tun Abdul Razak
Prime Minister of Malaysia
- 9.55pm ASEAN-BAC 2015 Handover Ceremony & Photo Session
Presentation of Token of Appreciation
- 10.05pm Launch of ASEAN 2015 Chairmanship Logo and Theme by
YAB Dato' Sri Mohd Najib bin Tun Abdul Razak
Prime Minister of Malaysia
- 10.10pm *Presentation of ASEAN 2015 Chairmanship Montage*
- 10.15pm *End*

Dress Code: **Lounge Suit & Evening Wear**



ASEAN BUSINESS
ADVISORY COUNCIL
MALAYSIA

ASEAN Business Advisory Council Malaysia Conference on: “SMEs and the AEC”

Thursday, 20th November 2014

Grand Ballroom, Hilton Kuala Lumpur, Malaysia

Programme

- 8.15am Registration & Networking Session
- 9.00am Welcoming Remarks by Emcee
- 9.10am Introduction by ASEAN-BAC Malaysia
Y.Bhg. Tan Sri Dr. Mohd Munir bin Abdul Majid
Chairman, ASEAN Business Advisory Council (ASEAN-BAC) Malaysia
- 9.30am Opening Speech by **Bapak Gita Wirjawan**
Former Minister of Trade of the Republic of Indonesia
“ASEAN Economic Community (AEC)-Reality and Myth”
- 10.00am Coffee Break
- 10.15am **Discussion Session 1: “Opportunities & Challenges facing SMEs”**
Presenter: **Mr. Jay Yuvallos**, *ASEAN-BAC Philippines*
Discussants: **YM Tengku Dato’ Zafrul Bin Tengku Abdul Aziz**,
Acting Chief Executive of CIMB Group Holdings Bhd /
Chief Executive of CIMB Investment Bank Bhd
Pn. Sharifah Najwa Syed Abu Bakar,
Director of International Cooperation Secretariat, SME Corp Malaysia
Bapak Niki Luhur, *President Director, Kartuku*
Mr. Imri Mokhtar, *Executive Vice President of Consumer and SME, TM*
Moderator: **U. Thura K. Ko**, *Director of YGA Capital Limited*
- 11.15am Q & A

- 11.30am **Discussion Session 2: “AEC - Finding the Solutions for SMEs”**
 Presenter: **Ms. Shiumei Lin**, *Vice President for Public Affairs, UPS Asia Pacific*
 Discussants: **YBhg. Tan Sri Tony Fernandes**, *Group CEO of AirAsia*
 U. Wai Phyo, *ASEAN-BAC Myanmar*
 Ms. Michelle Lau, *Managing Director, Cliff Ink Sdn. Bhd.*
 Mr. Douglas Foo, *ASEAN-BAC Singapore*
 Moderator: **Ms. Fauziah Dato’ Seri Talib**, *ASEAN-BAC Brunei*
- 12.30pm Q & A
- 12.45pm Lunch
Session by Ms. Laura Verallo de Bertotto,
CEO & Creative Director of VMV Hypoallergenics
- 2.00pm **Dialogue with ASEAN Economic Ministers**
 Discussants: **YB Dato’ Sri Mustapa Mohamed**
 Honourable Malaysian Minister of International Trade and Industry
 H.E. Rahmat Gobel
 Honourable Minister of Trade, Indonesia
 Moderator: **Y.Bhg. Tan Sri Dr. Mohd Munir bin Abdul Majid**
 Chairman of ASEAN-BAC Malaysia
- 3.00pm Q &A
- 3.30pm Coffee & Networking Session
 Press Conference
- 4.30pm End of Conference



Hilton Kuala Lumpur
1st December 2014
0930am - 1200pm

LAUNCH OF LIFTING THE BARRIERS REPORTS



ASEAN
BUSINESS
CLUB

ABOUT

A fully private sector driven initiative of ASEAN's leading businesses coming together to support economic integration while providing a platform for networking. The ABC creates an avenue for ASEAN's businesses to engage with global and regional leaders. The club's vision is ASEAN: Open for Business

OBJECTIVES OF THE LIFTING-THE-BARRIERS INITIATIVE

The LTBI has a special focus on identifying bottlenecks and barriers hindering free trade in prioritised sectors in the context of the ASEAN Economic Community (AEC).

The forum convenes around sector-based "LIFTING-THE-BARRIERS Roundtables" with vertical emphasis on issues specific to the selected sectors.

The LTBI convenes the shapers of business and policy makers of ASEAN, Asia Pacific and world economies, for a discussion on the economic future of the region conducted in the context of a global economy in profound transformation.

FOCUSED SECTORS

2014



2013





CONFERENCE SPEAKER PROFILES



Bapak Gita Wirjawan

Former Minister of Trade of the Republic of Indonesia

Mr. Gita Wirjawan is the Chairman of Ancora Group, a business group with interests in private equity investing, natural resources, real estate, sports, and music, which he founded in 2007. A statesman, entrepreneur, investment banker and musician, Mr. Wirjawan's career spans the highest levels of government and business. Prior to resuming his role at Ancora, Mr. Wirjawan served as Minister of Trade of the Republic of Indonesia. Previously, he served as Chairman of Indonesia's Investment Coordinating Board (BKPM). As an investment banker, he has held key appointments at Goldman Sachs and JPMorgan. Mr. Wirjawan played leading roles in many mergers, corporate restructuring, corporate financing and strategic sales involving leading companies in Southeast Asia. His various board roles included service as a Commissioner of state-owned oil giant, Pertamina, and as an independent Board Director of Axiata Group Berhad.

Outside the world of business, his passion lies in philanthropy, education, sports, and music. As a philanthropist, he has endowed scholarships for Indonesians to attend the best universities in the world, including Harvard, Stanford, Oxford, Cambridge and Science Po. He is also in the process of establishing 1,000 kindergartens throughout Indonesia. An avid golfer, he has setup academies to groom future Indonesian golfers. He is also currently Chairman of the Indonesian Badminton Association. And through Ancora Music, he has produced a range of albums that have been critically acclaimed.

Mr. Wirjawan is a member of the dean's leadership council for both the Harvard Kennedy School and the S.Rajaratnam School of International Studies at Nanyang Technological University. He holds a BS from the University of Texas at Austin, an MBA from Baylor University, and an MPA from the Harvard Kennedy School. He has also qualified as a Certified Public Accountant in the state of Texas, and holds a Chartered Financial Analyst designation.



YB Dato' Sri Mustapa Mohamed

Honourable Malaysian Minister of International Trade and Industry

H. E. Mustapa Mohamed was appointed Minister of International Trade and Industry on 10 April 2009. Prior to this appointment, he was the Minister of Agriculture and Agro-Based Industry, Minister of Higher Education, Minister in the Prime Minister's Deapartment, Finance Minister II, and Minister of Entrepreneur Development.

A graduate in economics from the University of Melbourne, Australia, Mustapa persued a Master's degree at Boston University, and began work as an Administrative and Diplomatic Officer in the Ministry of Finance (1974-1980). Later, he lectured at the National Institute of Public Administration (1982-1984) and served as Special Officer to the Minister of Finance (1984-1987) before entering active politics in late 1987.



H.E. Rahmat Gobel

Honourable Minister of Trade,
Indonesia

Mr. Rahmat Gobel was appointed Minister of Trade of the Republic of Indonesia on 26 October 2014. Prior to this appointment, Mr. Rahmat Gobel had served as President Director of PT Gobel International (Joint Venture with Panasonic) since 1993. His other assignments have included Commissioner of PT Smart Tbk., Vice-Chairman of the Board of Advisors of the Indonesian Chamber of Commerce and Industry (KADIN Indonesia/Kamar Dagang dan Industri Indonesia), Vice-Chairman of the Employers Association of Indonesia (APINDO/Asosiasi Pengusaha Indonesia) and Chairman of the Federation of Electronic & Telematics Association (FGABEL).

Mr. Gobel holds a Bachelor of Science in International Trade from Chuo University, Tokyo in 1987 and was awarded an Honorary Doctorate Degree from Takushoku University, Tokyo, Japan in 2000.



Tan Sri Dr. Mohd Munir Majid

Chairman of ASEAN-BAC Malaysia,
Chairman of CIMB ASEAN
Research Institute (CARI)

Tan Sri Dr Munir Majid obtained a B.Sc (Econ) from the London School of Economics and Political Science (LSE) in 1971 where he also obtained his Ph.D in International Relations in 1978. He taught at the Department of International Relations in LSE from 1972-1975.

Dr Munir joined the New Straits Times (NST) at the end of 1978 as leader writer and progressed to become Group Editor. He left NST in 1986 to become CEO of a small merchant bank, Pertanian Baring Sarwa (PBS), whose name he changed to Commerce International Merchant Bankers (CIMB) which was then transformed into one of Malaysia's leading merchant banks. He was invited by the Government of Malaysia to establish and become the first and founding Executive Chairman of the Securities Commission in 1993, where he served for two terms until 1999.

After leaving the Securities Commission, he served as Senior Independent Non-Executive Director of Telekom Malaysia Berhad for 4 years until June 2004, and was Chairman of its mobile subsidiary Celcom (M) Berhad from 2002-2004. In June 2004, Dr Munir joined the Malaysia Airlines Board of Directors and in August that year was appointed its Non-Executive Chairman till July 2011.

He became Chairman of Bank Muamalat Malaysia Berhad, an Islamic financial institution, in 2008. In February 2014 Dr. Munir was appointed chairman of CIMB Asean Research Institute and also joined the board of the Institute of Strategic and International Studies (ISIS) Malaysia. He is chairman of the ASEAN Business Advisory Council - Malaysia Chapter and is on the Financial Services Talent Council of Bank Negara Malaysia. As co-chair of the Malaysia-America Foundation, he works to deepen relations between the two countries.

Dr. Munir was the founder President of the Kuala Lumpur Business Club (2003-2008). In May 2004, he was appointed a member of the Court of Fellows of the Malaysian Institute of Management.

In December 2005, he was made an Honorary Fellow of the LSE and in 2008 he was appointed Visiting Senior Fellow at LSE IDEAS (Centre for International Affairs, Diplomacy and Strategy) where he started the Southeast Asia International Affairs Programme and headed it until 2012. He has written for IDEAS publications and published in International Politics, a British academic journal.



Tan Sri Tony Fernandes

Group Chief Executive Officer
of AirAsia Group

Tony Fernandes graduated from Epsom College, London School of Economics and has been the Group CEO of AirAsia since December 2001. Prior to AirAsia, he was the Financial Controller of Virgin Communications London before joining Warner Music International London in 1989. He was promoted to Managing Director, Warner Music Malaysia in 1992 and to Regional Managing Director, Warner Music South East Asia in 1996. In 1999, he was the Vice President of Warner Music South East Asia. His awards include the Honor of the Commander of the Order of the British Empire, conferred by Her Majesty Queen Elizabeth II in 2011 for services to promote commercial and educational links between the UK and Malaysia. In 2010, he received the Officer of the Legion d'Honneur award from the French government, the highest award that can be conferred on a non-French national.

He was named as one of the world's most creative people in business for 2011 by New York-based business magazine Fast Company, and awarded the inaugural 'Travel Business Leaders Award' winner by CNBC.



YM Tengku Dato' Zafrul Bin Tengku Abdul Aziz

Acting Chief Executive Officer of
CIMB Group

Tengku Dato' Zafrul Tengku Abdul Aziz was appointed as the Acting Group Chief Executive Officer of CIMB Group on 1 September 2014. He has been the Chief Executive Officer of CIMB Investment Bank Berhad since 2 January 2014.

Previously, he was the Chief Executive Officer of Maybank Investment Bank Berhad, Chief Executive Officer of Maybank Kim Eng Holdings and Acting Head of Global Banking. Prior to joining Maybank, he was the Group Director of Kenanga Holdings Berhad and Director of Kenanga Investment Bank Berhad. He was also the Chief Executive Officer and substantial shareholder of Tune Money Sdn Bhd. He joined Tune Money Sdn Bhd after serving as the Head of Investment Banking in Citigroup Malaysia. Tengku Dato' Zafrul also served as Group Managing Director of Avenue Capital Resources (now ECM Libra), and the Chief Executive Officer of Avenue Securities and Chairman of Avenue Asset Management.

Tengku Dato' Zafrul is currently the President of the Kuala Lumpur Business Club. He was awarded the Malaysian Business Leadership Award 2009 for the investment banking sector, the APEA 208 Most Promising Entrepreneurship Award by Enterprise Asia and the Technology Business Review Asean CEO Award 2008. He has also accepted an appointment as a member of the Advisory Board to the Faculty of Business and Accounting, University Malaya. His most recent appointments are Chairman of Enactus (formerly known as SIFE) Malaysia, a non-profit organisation aimed at grooming university students into future leaders, Board member of Malaysian Investment Development Authority (MIDA) and also Board member of Perbadanan PRIMA Malaysia. He also sits on the board of CIMB Investment Bank Berhad and Cagamas Holdings Berhad.

Tengku Dato' Zafrul, an avid sportsman also finds time in his tight schedule to play futsal, squash and golf.



Jay Yuvallos

President of Interior Basics
Export Corporation
ASEAN-BAC, Philippines

Jay Yuvallos is the President of Interior Basics Export Corporation (IBEC), a furniture export manufacturing company since 1996. IBEC now diversified into customised interior fitouts for residential, retail and hotels. He is also the President of YZ Global Resources Inc., a store opening and renovation solutions company offering store fixtures, storage racks, and customised display products. He served as President of the Cebu Furniture Industries Foundation, Inc. He also served as President of Confederation of Philippine Exporters Foundation Cebu Inc. (Philexport Cebu) and Vice President of the Business Development and Management Services of Cebu Chamber of Commerce and Industry (CCCI). He is currently a Director of the Philippine Export-Import Credit Agency (PHILEXIM). He is also the Philippine Representative to the ASEAN Business Advisory Council (ASEAN-BAC). He represents the Small & Medium Enterprises (SMEs) in the Philippine to the ASEAN-BAC.



Sharifah Najwa Syed Abu Bakar

Director of International Cooperation
Secretariat of SME Corp Malaysia

Sharifah Najwa Syed Abu Bakar is the Director, International Cooperation Secretariat, SME Corporation Malaysia, an agency under the Ministry of International Trade and Industry (MITI) Malaysia that assumes the Central Coordination role for SME development in Malaysia. She is the Malaysian focal point for the APEC and ASEAN SME Working Group and lead coordination of other multilateral and bilateral SME development initiatives. She represents the interest of the SMEs in trade negotiations and is currently the lead negotiator for Malaysia on Economic and Technical Cooperation Chapter under the Regional Comprehensive Economic Partnership involving ASEAN + 6 free-trade agreement (FTA) Partners involving 16 nations. Besides international cooperation, she is also responsible for the portfolio of Women Entrepreneurs Development looking into policy formulation and programmes that empower women entrepreneurs and stimulates acculturation of entrepreneurship among women.

Prior to joining SME Corporation Malaysia, she was attached to the Securities Commission of Malaysia where she played an instrumental role in liberalisation of the Capital Market Industry, formulation of the Investment Banking framework in collaboration with the Central Bank of Malaysia, enactment of the Capital Market and Services Act 2007 and pioneered the regulatory framework governing the Financial Planners and Venture Capital Industry. She sees significant value in utilising her experience and networks from the capital and financial markets in spurring the development of SMEs across sectors that form the backbone of the Malaysian economy.

Holder of Bachelor of Accountancy with Honours from the University of Dundee, Scotland, United Kingdom and Certificate in Advanced Legal Drafting from the Judicial and Legal Training Institute of the Prime Minister's Department of Malaysia, she also had the privilege of spending 3 extraordinary years in the Republic of Sudan, Africa where she was involved in coordinating fundraising and extensive welfare activities involving children displaced by war, orphans, single mothers, old folks and underprivileged groups.



Michelle Lau

Managing Director of Cliff Ink Sdn. Bhd.

Championing the arts and craft industry in Malaysia, entrepreneur Michelle's hand drawn Batik textile have graced the catwalks in Berlin, Hanoi, Paris, Brunei, Mumbai, Tokyo, Miami and many more countries. The attention to her hand drawn textile designs for which she prefers to be known for, catapulted when she was amongst few selected Malaysians who were invited to retail their collections in Harrods, London in 2009. There has been no looking back since. Michelle's contemporary designs, rooted in Malaysian heritage and culturally aesthetic products saw her company being placed among the top 10 winners in the country's most prestigious award for the small and medium Enterprises - the E50 Enterprise organised by Malaysia SME Corporation and Deloitte Malaysia. Most recently in 2013, her company won the SME Women Entrepreneur Award by SMI Malaysia.

In April 2012, Michelle was selected by SME Corp. Malaysia and Ministry of Human Resources, Malaysia to attend the ASEAN Global Leadership program at the Judge Business School in Cambridge University, UK - a prestigious business school to further strengthen her acute business sense and skills.

Michelle is also an active speaker being one of the main panel/speaker at the Malaysia SME Congress 2011 along side The Honourable Tun Dr Mahathir Mohamad (Malaysia's Fourth Prime Minister). In Global Summit For Women 2012 held in Athens, Greece, Michelle represented Malaysia as one of the youth panelist in one of the lab sessions. She was also part of the Malaysia Women Summit 2012 as one of the three main panelists. In February 2014, she was in Cambodia as one of the speaker and panelist for ASEAN-JAPAN Young Entrepreneurs: Partnership For Growth Forum and most recently in Yangon, Myanmar for the ASEAN (AEC) Symposium.



Imri Mokhtar

Executive of President of Consumer and SME of TM

Imri, 41, holds a Bachelor of Engineering (BEng) in Electronics Engineering and Management Studies with first class honours from University College London, UK and has attended leadership programmes at Cambridge Judge Business School and Harvard Business School. He started his career in TM before joining McKinsey & Company as a management consultant, followed by a stint in a pay-TV company, Astro. In 2005, he returned to TM as GM of Strategy Development. He was made GM, Programme Management Office in 2006 and later VP, Programme and Performance Management Office in 2008. He was promoted as EVP, Consumer in 2010 and was additionally appointed as CEO, Telekom Sales & Services Sdn Bhd until early 2014. Imri was appointed as EVP, Consumer and SME in October 2014, responsible for the overall business operations of our Consumer and SME customer segments, plus product development and management. Additionally, he is entrusted to oversee the Mass Market cluster in TM.



Douglas Foo

Founder & Executive Chairman,
Sakae Holdings Ltd
ASEAN-BAC Singapore

Douglas Foo is the Founder and Executive Chairman of Sakae Holdings Ltd. He and his team built the brand and the group from one outlet to more than 200 outlets. He now oversees the long-term plan for the group's expansion as well as its philanthropic initiatives.

He also serves as director on numerous boards for corporate, governmental and non-profit organisations. He holds a Bachelor's Degree in Business Administration (Finance) from the Royal Melbourne Institute of Technology University.

Douglas received the Public Service Star Award in 2013 from His Excellency, the President of The Republic of Singapore. Also, in September 2013, Douglas was selected to attend the Eisenhower Fellowship in the U.S. The Eisenhower Fellowship is an individually designed program that provides professionals who have demonstrated exemplary leadership to be exposed to future growth areas and also provides a platform for future networking opportunities. He explored global branding, charity and foundation establishment, sustainability issues & business expansion funding during his fellowship.



Laura Verallo de Bertotto

CEO & Creative Director of
VMV Hypoallergenics

Laura has an M.A. and B.A. in English and American Literature and Semiotics from Brown University and was enrolled in the University of California at Berkeley's Ph.D. program in the department of Ethnic Studies where she served on the editorial board of Critical Sense, a nationally circulated graduate studies journal of academic essays.

Laura grew up in Manila and New England, is a self-described martini hound, and has two children with her husband from Argentina who now runs the company with her, her sister and her mother, the brand's founder and head science brain. Laura is the daughter of Glendon Rowell, Ph.D. and Vermén Verallo-Rowell, M.D., the founders of VMV Hypoallergenics.



Shiumei Lin

Vice President for Public Affairs,
UPS Asia Pacific Region

Shiumei Lin is Vice President for Public Affairs, UPS Asia Pacific responsible for representing UPS with governments and other stakeholders on policy and regulatory issues. Prior to joining UPS in 2010, Ms. Lin worked at the Ministry of Trade & Industry as Trade Counsellor and a member of the APEC policy team during Singapore's Chairmanship in 2009. AT MTI, she spearheaded efforts on supply chain connectivity and worked on customs, investment, services, and the Trans-Pacific Partnership (TPP).

Ms. Lin is a public policy practitioner with close to 15 years experience representing industry interests in the Asia Pacific region. As Director and Vice President at public affairs firm APCO Worldwide, she managed project teams to implement strategic communications, coalition building, and government relations strategies for clients. From 2005 to 2007, Ms. Lin was Senior Director for International Trade Policy at the US ASEAN Business Council, representing companies in food & agriculture, life sciences, logistics, financial services, and ICT on ASEAN integration issues.

Ms. Lin spent more than ten years working on US-Vietnam relations. While at the US-Vietnam Trade Council she coordinated efforts to gain support for economic normalisation in Washington, assisted US companies with on-the-ground trade policy issues, designed technical assistance programs for Vietnamese ministries, and advised on issues relating to the US-Vietnam Bilateral Trade Agreement and Vietnam's WTO accession.

In 2010, Ms Lin was awarded the US ASEAN Business Council's Rising Star Award for outstanding public affairs. She is currently Vice Chair of the US-ASEAN Business Council's ASEAN, Singapore, and Vietnam Committees. She is also Co-Chair of the Singapore American Chamber of Commerce (AMCHAM) Government and Regulatory Affairs Committee, and a regular speaker for the Temasek Foundation School of International Trade Negotiations. At UPS, she is also an active member of the Women's Leadership Development Committee.

Ms. Lin is a graduate of the Elliott School of International Affairs, George Washington University (Master of Arts) and the University of Colorado, Boulder (Bachelor of Arts).



U Wai Phyto

Managing Director of
Yathar Cho Industry Ltd.,
ASEAN-BAC, Myanmar

Mr. Wai Phyto is the Managing Director of Yathar Cho Industry Ltd., which is one of the largest food manufacturing companies in the country. His group also includes other food manufacturing businesses as well as one of the largest distribution companies with a nationwide reach. Mr. Wai Phyto holds a Bachelor Administration from the American University of Washington D.C.

He is also an active member of the Union of Myanmar Federation of Chambers of Commerce and Industry and is currently one of the Vice Presidents and is the youngest one to be elected to the post. Other positions include President of the Myanmar Young Entrepreneurs Association, Vice President of the Myanmar Industries Association and member of the East Asia Business Council and Young Presidents' Organisation.



Fauziah Dato' Seri Talib

Executive Director of
IQ-Quest Company,
ASEAN-BAC, Brunei

Fauziah Dato Talib is the Executive Director of IQ-Quest Company, a Brunei-based consulting firm providing Advisory Business Services and HR expertise specialised in Capacity Building, Recruitment, Pre-Employment Assessment and Labor Processing Services.

She started her career with the Brunei Investment Agency where she undertook a challenging property asset management portfolio in Real Estate, Gold and Oil Unit. After a rewarding period working in the public service arena, Ms. Fauziah pursued several entrepreneurial ventures - from conceptualisation, development and marketing of web products to formation of IQ-Quest.

She is also a Director of PBT Engineering Sdn Bhd - an engineering firm that is actively involved in infrastructure development projects in Brunei Darussalam. She is the 2013 Chair and 2014 Co-Chair of ASEAN Business Advisory Council, and a Member of the East Asia Business Council. She was also a Member of APEC Business Advisory Council (2006- 2011).

She was a Board Member of the Center for Strategic and Policy Studies (2006 - 2010) in Brunei. She was a Member of the E-Business Program Executive Committee, the Pacific Economic Cooperation Council and the committee responsible for the development of Brunei's national vision. She was a Founding Member and Treasurer of the Young Entrepreneurs' Association Brunei.



U Thura K. Ko

Director, YGA Capital

Thura K. Ko is a founding partner of YGA Capital, a Myanmar registered company focused on identifying and investing in attractive growth opportunities in Myanmar.

YGA Capital is associated with global and regional private equity funds. Prior to returning to Myanmar in 2010, he worked for over 12 years in global investment banking and private equity firms covering Asia out of Hong Kong. He was most recently a Vice President at Providence Equity, a global telecom and media fund.

Prior to this, he worked for Goldman Sachs, and N.M. Rothschild, a U.K. based privatisation and M&A house.

Transactions completed include the privatisation of Philippines National Electricity grid, Transco, and advising on strategic investments into Vietnam's Water distribution and treatment plants. Mr. Ko holds a B.Sc. in Economics from the London School of Economics, University of London. He is a Senior Advisor to TPG Capital and was elected as a Young Global Leader for the World Economic Forum in 2013.



Bapak Niki Luhur

President Director, Kartuku

As President Director of Kartuku, Niki leads Kartuku's activities and carries out the strategic plans and policies established by the Board of Directors. A big believer in the importance of human capital, he has also applied a very hands-on approach to human resources, assembling a diverse, yet complementary, management team.

Together with this team, he has successfully established Kartuku as the market leader in Indonesia. Kartuku's success also can be attributed to Niki's passionate focus on maintaining Kartuku's core value proposition – security, efficiency and reliability – in all that it does.

Niki discovered his passion for and interest in technology early on. His first foray in the technology sector was during a case competition at Haas, in which he successfully led his team to win a case competition for Cisco, a global leader in networking. Subsequently, he was recruited as a Financial Analyst by Latitude Capital Group, a boutique investment bank specialising in Mergers and Acquisitions (M&A) in the technology sector. After returning to Indonesia, Niki took a short break from technology and served in a management advisory capacity for two of Indonesia's leading aluminum packaging companies, PT. Ancol Terang and PT. Arjuna. Beginning in May 2006, Niki returned to his true passion and his management expertise was enlisted to shepherd Kartuku's growing business.

Niki graduated Magna Cum Laude from Tufts University in Boston.

Key Insights

From ASEAN Secretaries-General



H.E. Tan Sri Dato' Ajit Singh
Secretary-General of ASEAN, 1993-1997

The first major over-haul of the Secretariat came 25 years after ASEAN's existence, thanks to the Ghazali Shafie report. Now 22 years later, a similar initiative is sorely needed. The Secretariat is only as strong and effective as the member countries wish it to be. Malaysian leadership is again needed.



H.E. Rodolfo Severino Jr.
Secretary-General of ASEAN, 1998-2002

We must remember that the abiding purposes of ASEAN are, through networks among ministers and other officials, through personal contacts and friendships, to make sure that the disputes among Southeast Asian countries do not develop into armed conflict and that the major external powers do not use a Southeast Asian nation to make war on or subvert its neighbours. We must also remember that, in the face of increasing competition for investments and export markets from continent-sized economies and other regional associations of sovereign states, it is through regional economic integration that ASEAN can achieve these strategic purposes.



H.E. Ong Keng Yong
Secretary-General of ASEAN, 2003-2007

Economic integration in ASEAN is well underway. The ASEAN Free Trade Area (AFTA) has reduced tariffs on goods to minimal levels. Trade in services and connectivity are now the primary focus of policy work in our community building. Staying together as ASEAN Economic Community is not a premium subscription. It is the foundation of our common future.



H.E. Dr. Surin Pitsuwan
Secretary-General of ASEAN, 2008-2012

AEC-2015 will need much more political will from the collective ASEAN leadership to succeed. Only 1/4 total ASEAN Trade of US\$ 2.5 Trillion is intra-ASEAN. We need more SMEs and ASEAN national corporations to cross borders and invest in each other's economy more than before. For this to happen, we need to open up more in terms of non-tariff barriers and trade facilitation schemes. And that will need a strong push from the highest level of ASEAN leadership.



H.E. Le Luong Minh
Secretary-General of ASEAN, 2013 - 2017

The formal launch of the ASEAN Economic Community (AEC) at the end of 2015 will present ASEAN businesses with further opportunities in a rapidly evolving global economy. ASEAN Economic Community building has advanced significantly along the process of implementing the AEC Blueprint. To achieve a fully functioning AEC, ASEAN Member States need to overcome the challenge of maintaining this momentum by following through on their commitments with effective and timely implementation.



Interview with Minister Dato' Sri Mustapa Mohamed

Q How will the “People-Centered ASEAN” strategy define Malaysia’s ASEAN Chairmanship in 2015?

ASEAN has always focused on promoting economic growth and stability in the region. ASEAN has worked tirelessly and implemented various programmes and initiatives to create a cohesive regional grouping.

The collective effort of the Member States have paid dividends with the people in the region benefitting from better living standards and employment opportunities.

The People-Centered ASEAN theme is a recognition of the ASEAN Community building process. ASEAN has always emphasised equitable economic development and inclusive growth, improving the well being of our peoples and bridging the development gap in the region.

We want to get our people more involved in the integration process.

Q What are the key challenges you see for the successful roll out of the AEC and how do we plan on overcoming them?

Our objective is to have credible completion of the AEC initiatives across the board, across initiatives and across ASEAN. Each of us must make domestic adjustments to ensure deeper economic integration.

Q With Malaysia tasked to chart the post-2015 vision for ASEAN, what will be the first steps we take as an integrated economic community?

We have done commendably well in the first phase of the AEC, especially in the area of goods. We need to now look beyond goods. We must focus on trade facilitation, and deal effectively with Non-Tariff Measures.



Interview with Entrepreneur Teresita Coson



Q What does ASEAN mean to you?

For me, ASEAN means economic and socio-cultural integration.

Q Does ASEAN play an important part of SM group's regional strategy?

With freer movement of goods and services, investments and people, we are looking at a market of 600 million people and how they can be served.

Q What are the corporate values that have contributed to the success of the SM group?

Those nurtured by the Founder of the SM Group, Henry Sy, Sr., - Leadership, Integrity, Hard Work, Innovation, Sustainability and Accountability.

Q How does the SM group hope to leverage on the formation of the AEC?

AEC will open up a much bigger market and will translate into jobs and wealth creation.

Q As a family owned conglomerate, how has the notion of family shaped the SM group, from the time of its founder Henry Sy to your time at the helm of the company?

Our Founder impressed upon us the entrepreneurial spirit which we will continue to nurture in the organisation.

Q Is the ASEAN brand sufficiently defined? How should awareness of ASEAN be promoted across all socio-economic groups?

The member countries in ASEAN are quite diverse and therefore the ASEAN branding will have some time to develop.

Q In your experience, is ASEAN a strong platform for creating a global business?

With the reduction of tariffs and non-tariff barriers, ASEAN will be able to do more in promoting global business together.

Q What are the key challenges and opportunities you foresee for SMEs with the advent of AEC 2015?

SMEs are usually very domestic in their mind set. The key challenge is to make them think regional.

Q What are the strategies that ASEAN-BAC Philippines will employ in SME development during the course of 2015?

ASEAN-BAC Philippines will constantly drum up and increase awareness of ASEAN economic integration with SMEs as this will impact their products and markets.

Q What do you think ASEAN would look like in 2030?

Trade barriers will be minimal across sovereign borders in 2030. With freer flow of goods, people and capital throughout the region, I see ASEAN becoming an important economic power.

Teresita T. Sy-Coson serves as an Executive Vice President of First Asia Realty Development Corp. She serves as President of SM Mart, Inc and President and Chairman of ShoeMart, Inc. and Supervalve, Inc. She serves as an Adviser to the Board at SM Development Corporation. She has been Adviser To The Board of Directors at SM Prime Holdings Inc. since May 2008. She has worked with SM Group for over 20 years.

Taking The Chair, Not Warming The Seat



Many, many things can and need to be done. Sophisticated and simple things. Things that touch the lives of ASEAN citizens. Only then will they see its meaning.

It is apparent from a number of statements made by the Prime Minister and a buzz of activity that Malaysia will be taking the chair of ASEAN next year not just to warm the seat.

What is less apparent is a commitment to a clear articulation of a detailed plan for the next phase of ASEAN integration that truly reaches out to the people of the region which:

- 1) Addresses the shortfalls of the ASEAN integration process up to now; and
- 2) Visualises a People's ASEAN that energises a feel good factor about regional getting together.

Call it "The Kuala Lumpur Commitment on the People's ASEAN" if you like (as we have had the Bangkok Declaration, Kuala Lumpur Declaration on the Zone of Peace, Freedom and Neutrality, the Bali Concord etc), but the more important in its planning is to get input not just from government and officials, but also from the private sector and civil society.

This is critical. Input from the private sector and civil society and, their active involvement in the programmes and activities in the ASEAN community-building process.

The Prime Minister has said Malaysia will take stock of what has and has not been achieved against those blueprints on ASEAN integration: economic, political-security and socio-cultural. This is necessary but not sufficient. I have had a look for instance, at the 2015 calendar of meetings in respect of the economic agenda of ASEAN alone, and it is breath taking.

Yes, the stocktaking should take place, as should the many meetings, to give guidance to what can be expected at the magical end of 2015, especially for businesses as they make their investment and expansion decisions. However businesses also operate in an environment of uncertainty and on the basis of prospect. We cannot be exact.

Already at the ASEAN summit in Myanmar last May, the CVLM (Cambodia, Vietnam, Laos and Myanmar) member states were accorded exemptions from zero tariffs for a number of "sensitive" items until 2018. And, some businessmen in these countries are reading this as their countries not becoming members of the AEC (ASEAN Economic Community) until 2018!

That's how it goes. The guidance after taking stock can help reduce and mitigate risk. That is all. There will be slip-ups and push-back.

The prospect of a single ASEAN economy, however, remains awesome. That is why foreign multinationals have been busy all over the region to take advantage of ASEAN integration efforts, well ahead of ASEAN companies themselves, particularly the small and medium enterprises (SMEs) which form over 95% of enterprises in the region and employ 43%-97% of its workers.

As with all economic community building, there will be those who win and those who lose out. Most arguments against ASEAN integration stem from the potential negative impacts on SMEs throughout the region. With economic liberalisation, there is a fear that local SMEs will be unable to cope with increased regional competition and will be more susceptible to economic volatility. This however, is but an obstacle that must be overcome to realise the wider advantages of an integrated ASEAN economy.

The secretariat and each AMS have implemented a variety of SME development programs. Progress has been made to put structures and institutions in place such as building an SME service center and an SME financial facility. However, the emphasis has been mainly on encouragement. Support for such initiatives is also often the result of efforts taken by extra-regional partners and the private sector itself.

The US-ASEAN Business Council, for instance, recognising both prospect and enterprise base is forming an alliance with the SMEs. Earlier this month the council organised a successful workshop with over 150 ASEAN SMEs – and they are running this effort up. What are the big ASEAN companies doing?

As we know, if ASEAN was one economy, at a GDP of US\$2.4 trillion it would be the seventh largest in the world. On the basis of present growth rates it will be the fourth largest by 2030. It already has the world's third largest population in aggregate, about 50% of whom are under 30. ASEAN would reap the demographic dividend even as an ageing population afflicts the major economies, including China. ASEAN is among the top in the world in the growth of the middle class, which will drive a huge consumer boom.

Little wonder then that the multinationals are circling round the ASEAN wagon. ASEAN companies, big and small, should pull their finger out and move faster to catch the ASEAN prospect. A survey by the ASEAN Business Advisory Council last year found only 39% of SMEs were aware of the promise of ASEAN economic integration. This is paltry.

You can only seek guidance on where ASEAN would be at end of 2015. In the end, bold business decisions must be made.

To allay some of these fears, there should be a coordinated, inclusive and regional strategy harnessing both private sector and government led initiatives. The ASEAN Action Plan for SME Development has not been given the necessary attention by the secretariat and regional bodies. Yet, accelerating this process does not pose such a big challenge. SME support is a question of technical and financial assistance and capacity building that can be facilitated by intergovernmental cooperation and does not involve sensitive political issues such as sovereignty.

Furthermore, what ASEAN governments can do, however, is to deepen the integration process by truly reaching out to the people and to eschew some of the postures and predispositions of official-centric community-building process.

When Malaysia takes the chair next year, the theme is going to be a People-Centred ASEAN. Is this not clichéd, and has ASEAN – all that peace, stability and prosperity – not always been for the people, you might ask?

But never mind all that. At least there is clear purpose running into the post-2015 ASEAN world which gives a better sense to community-building than the blueprints of 2007 coming to the expiration of their shelf-life at the end of next year.

Malaysia should make ASEAN move to this People's ASEAN, a more essential development than the programmatic political-security, economic and socio-cultural community pillars that will no doubt be continued as they fall short of target.

The People's ASEAN should become the centrepiece of ASEAN just as ASEAN is Malaysia's foreign policy. To what purpose, strategy and in whose interest?

The ultimate objective is the people's interest as consumers and citizens. The ASEAN private sector should deliver better goods and services more efficiently in the more open ASEAN economy, but they want assurances it will be truly open, not just rhetorically. Hence they want guidance on where we are at the start of 2015 and where we will be at its end.

However, if they waited too long and for greater certainty, non-ASEAN companies coming into the regional market while it is only more or less integrated will trump them. Some of the first-mover advantages will be gone.

So they had better get a move on and, at the same time, join the public sector efforts to develop the AEC. This means communicating to the end-buyer – the people – the benefits they will miss if they allowed vested interests in their countries to block them.

If the people knew that air fares would come down if the whole of ASEAN adopted the Open Skies policy, would they not clamour for their government to adopt it? If they knew it would create more jobs, attract a larger number of tourists and add to their, and the national, income, would they not take on the vested interests that seek to deny them and their country these benefits?

The thing is to have a huge communication plan to let the people know these things. Officials, and even businessmen, assume the people know these things. They do not. They have to be informed.

Use the ASEAN secretariat to be the centre to communicate information on decisions already made by their leaders to the people of ASEAN. This should not stop at economic matters. Equally significant agreement on the environment or human rights should also be imparted.

Of course, it will be immediately said the secretariat is under-resourced to do these things. The answer is not reform of the secretariat, which will take like forever, but focused allocations by member states on a voluntary basis to finance high-impact projects.

The Prime Minister has said Malaysia is willing to make such voluntary contributions to the secretariat. It should encourage others to do so – but not for the money to go into the general budget to be gobbled up by the bureaucracy, but to be used to fund specific projects.

Indeed Malaysia should follow the Mao Zedong dictum of letting a hundred flowers bloom. Make a list of a hundred or more initiatives, not all through the secretariat, to reach the people of ASEAN, on ASEAN and about ASEAN, particularly using information technology and social media.

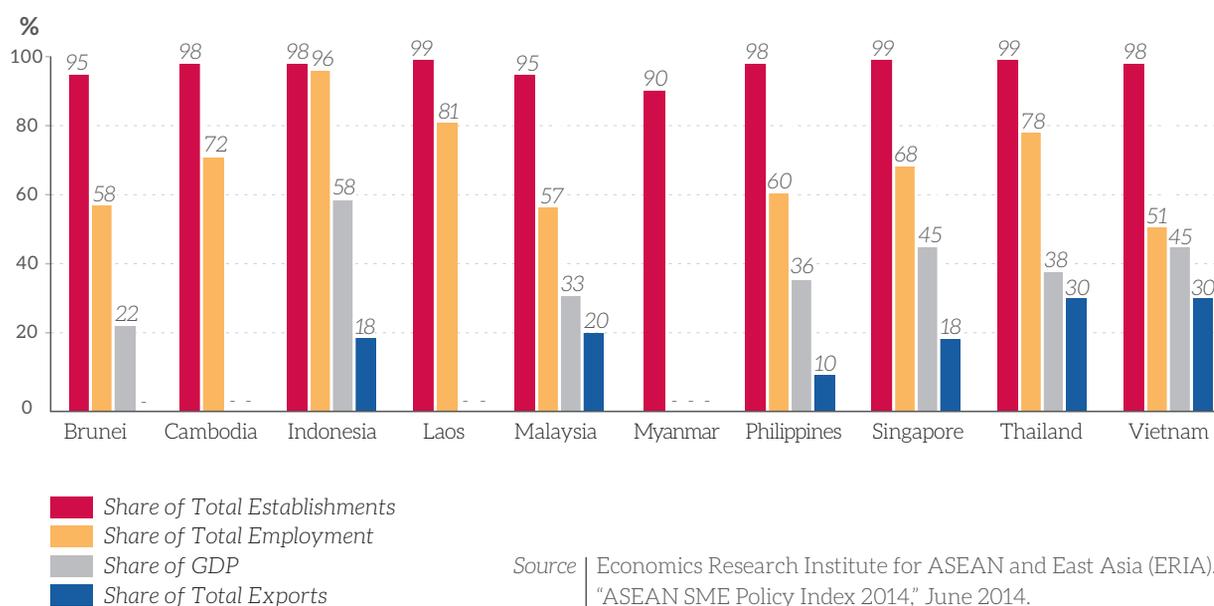
ASEAN SME Policy Index 2014

A publication by Economic Research Institute for ASEAN and East Asia (ERIA), based on the SME policy Index methodology devised by the Organisation for Economic Co-operation and Development (OECD). The views and opinions in this article do not necessarily reflect the views of ASEAN-BAC or ASEAN-BAC Malaysia.

01 Overview of ASEAN SME Landscape

Small and medium sized enterprises (SMEs) have traditionally formed the foundation of ASEAN economies. Accounting for over 96 percent of all enterprises and between 43 – 97 percent of all employment, SMEs are and will continue to be a fundamental part of ASEAN's economic landscape.

Relative Economic Importance of SMEs in ASEAN (in various years and percentages)



Not only does the SME sector contribute to the bulk of employment, they are also the largest source of domestic employment across all economic sectors and in both rural and urban areas. SMEs also provide a unique opportunity for youth and women participation in economic activity contributing to socio-economic development.

The AEC Policy Blueprint for SME Development clearly outlines the aims and objectives for AMS to facilitate a strong, dynamic and efficient SME sector resulting in sustainable, inclusive and broad based economic and social development. The SME sector is also a vital platform for driving closer regional economic integration, most particularly in the context of the AEC. Thus the growth and promotion of competitive and innovative SMEs will be necessary for successful economic community building.

02 ASEAN SME Policy Index 2014

The ASEAN SME Policy Index is expected to have useful function to the ASEAN SME Working Group and each AMS. The Index may be utilised as:

- an analytical tool to review SME policy developments across policy dimensions and across countries
- a platform to share common policy goals and build frameworks for monitoring and comparing SME policy developments
- a framework to exchange experiences and best practices as well as to enhance policy dialogue

The methodology is designed to systematically and analytically track developments in policy as well as to identify and evaluate gaps in implementation. Developed by the OECD and having already been applied to other regions such as MENA and Eastern Europe, the Index is now applied by ERIA to the ASEAN economies. The framework of the Index is composed of eight key policy dimensions. These dimensions, based on the ASEAN SME Blueprint, the Strategic Plan and the OECD are the criteria around which the assessment is structured.



Institutional
Framework



Access to Support
Services



Cheaper & Faster
Start-up



Access to
Finance



Technology &
Technology
Transfer



International
Market
Expansion



Entrepreneurial
Education

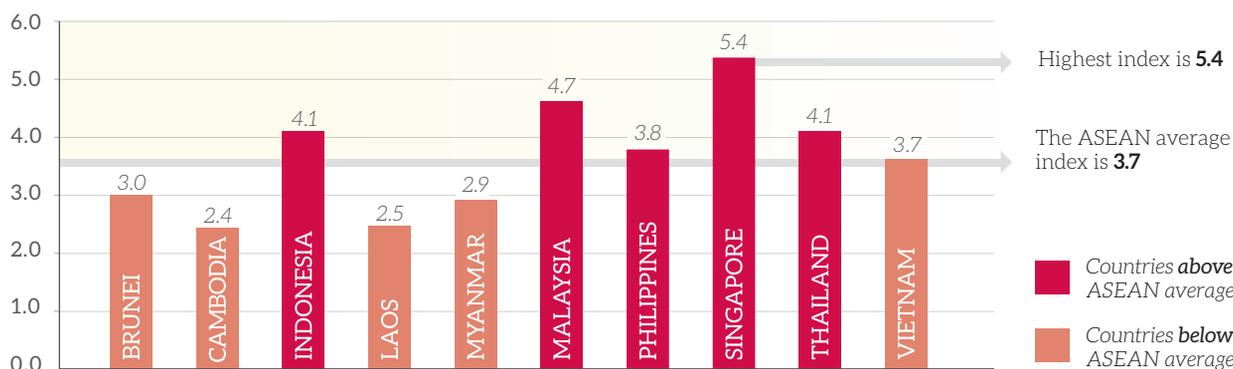


More Effective
Representation
of SMEs Interests

03 Assessment Results

The results from the study suggested that there were gaps in performance in SME development policy at the national level between the two traditional groupings of AMS - the Cambodia, Laos, Myanmar and Vietnam, CLMV countries and the ASEAN-6 which include Brunei, Indonesia, Malaysia, Philippines, Singapore and Thailand. Higher index scores reflect better performances and practices. On average, the top order of index scores were represented by Singapore, Malaysia, Thailand, Philippines and Indonesia followed by lower order scores from Vietnam, Brunei Darussalam, Myanmar, Lao PDR and Cambodia whose scores came in below the ASEAN average.

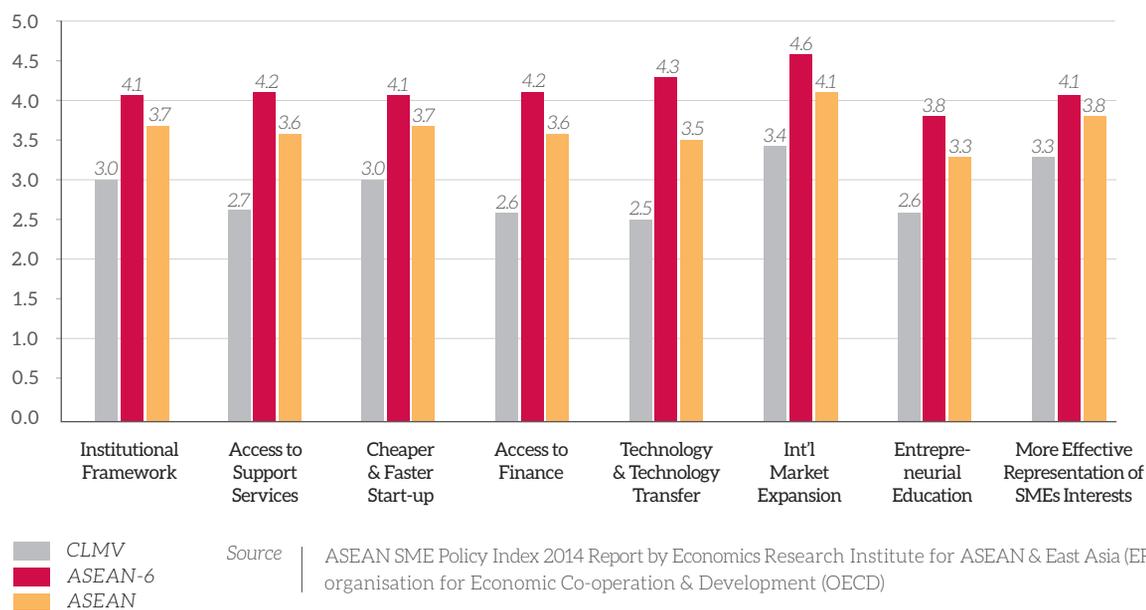
ASEAN SME Policy Index 2013 - By Country



**exception of Brunei which has a relatively lower score than Vietnam

The study further found that the biggest gaps between the ASEAN-6 and the CLMV index ratings were found in five of the eight policy dimensions.

ASEAN SME Policy Index - By Group of Countries and Policy Dimensions



The five policy dimensions showing the most significant disparity were:

- Technology and Technology Transfer
- Access to Finance
- Access to Support Services
- Promotion of Entrepreneurial Education
- Cheaper and Faster Start-up and Better Legislation and Regulations

	Findings	Solution
 <p>Technology & Technology Transfer</p>	<ul style="list-style-type: none"> ▪ The biggest gap was found to be the promotion of technology and technology transfer. This was due to a combination of poor provision of information, limited access to standard certification services, lack of strategic innovation policy for SMEs and lack of technology support from universities and R&D facilities. Poor intellectual property rights (IPR), broadband infrastructure and insufficient financial support in these areas further compounded this. 	<ul style="list-style-type: none"> ▪ Provide information and advisory services in quality control management, technology adoption, commercialization, and training ▪ Provide incentives in R&D and improve service quality of incubators, promote linkages between research, labs, and universities with SMEs ▪ Improve broadband infrastructure ▪ Promote protection and intellectual property rights ▪ Establish regional networks and forum for incubators and science park administrators to share best practices
 <p>Access to Finance</p>	<ul style="list-style-type: none"> ▪ Access to finance was another key issue identified by the study. The gaps were attributed to stringent collateral requirements, inadequate protection of creditor rights and a underdeveloped legal framework and policy. 	<ul style="list-style-type: none"> ▪ Establish credit rating, credit risk guarantee scheme ▪ Provide adequate protection of creditor rights ▪ Promote innovative and alternative finances such as supply-chain finance, regional networks of equity fund, venture capital finance, angel capitalists, and Crowdfunding platforms
 <p>Access to Support Services</p>	<ul style="list-style-type: none"> ▪ Within the CLMV countries, SMEs were hampered in their access to support services due to lack of coherent action plans in provision of such services, lack of legal framework and underutilisation and unreliability of e-commerce and e-government services. 	<ul style="list-style-type: none"> ▪ Measures to improve one-stop-shop business development services ▪ Provision of E-government services ▪ Provide legal framework for e-commerce & online portal for SMEs
 <p>Entrepreneurial Education</p>	<ul style="list-style-type: none"> ▪ In some AMSs, there has been an absence of a articulated entrepreneurial promotion policy or the lack of the policy being integrated into national level development plans. There are further issues with adequate budgeting, monitoring and evaluating procedures 	<ul style="list-style-type: none"> ▪ Support entrepreneurial learning ▪ Accelerate E-learning start-up ▪ Collaborate with private sector to develop training, coaching & research
 <p>Cheaper & Faster Start-up</p>	<ul style="list-style-type: none"> ▪ In many AMSs, there are still significant barriers in start-up process such as business regulation and financial support. There is a need to streamline faster and simpler legislation and regulation as well as cheaper processes. Successful programs include online registration portals, one stop shop services and easy access to financial support. 	<ul style="list-style-type: none"> ▪ ASEAN benchmark for faster & cheaper start-up with a good regulatory environment ▪ Single online entry point for business registration ▪ Start-up finance

With increased market liberalisation in the post 2015 era, it is anticipated that SMEs will be hit the hardest. Increased competition and economic volatility will be the main challenges for SMEs. The Index serves to identify key areas that developmental efforts can be focussed on. SMEs need to leverage on market liberalisation as an opportunity rather than challenge and position themselves to gain rather than lose from the AEC.

Corporate Profile



The Economic Research Institute for ASEAN and East Asia (ERIA) is an International Organization established on June 3, 2008 as an economic think tank to ASEAN and East Asia based on a formal agreement by the 16 Heads of EAS countries during the 3rd East Asia Summit (EAS) held in Singapore in 2007.

As the leading economic think tank in the region, ERIA has conducted important policy research and provided key policy recommendations to ASEAN and EAS leaders and ministers on economic issues related to the region in order to help them in their deliberations during their meetings and discussions. Its role and function had been greatly supported by cooperative undertakings and organizational linkages that it has forged through the years.

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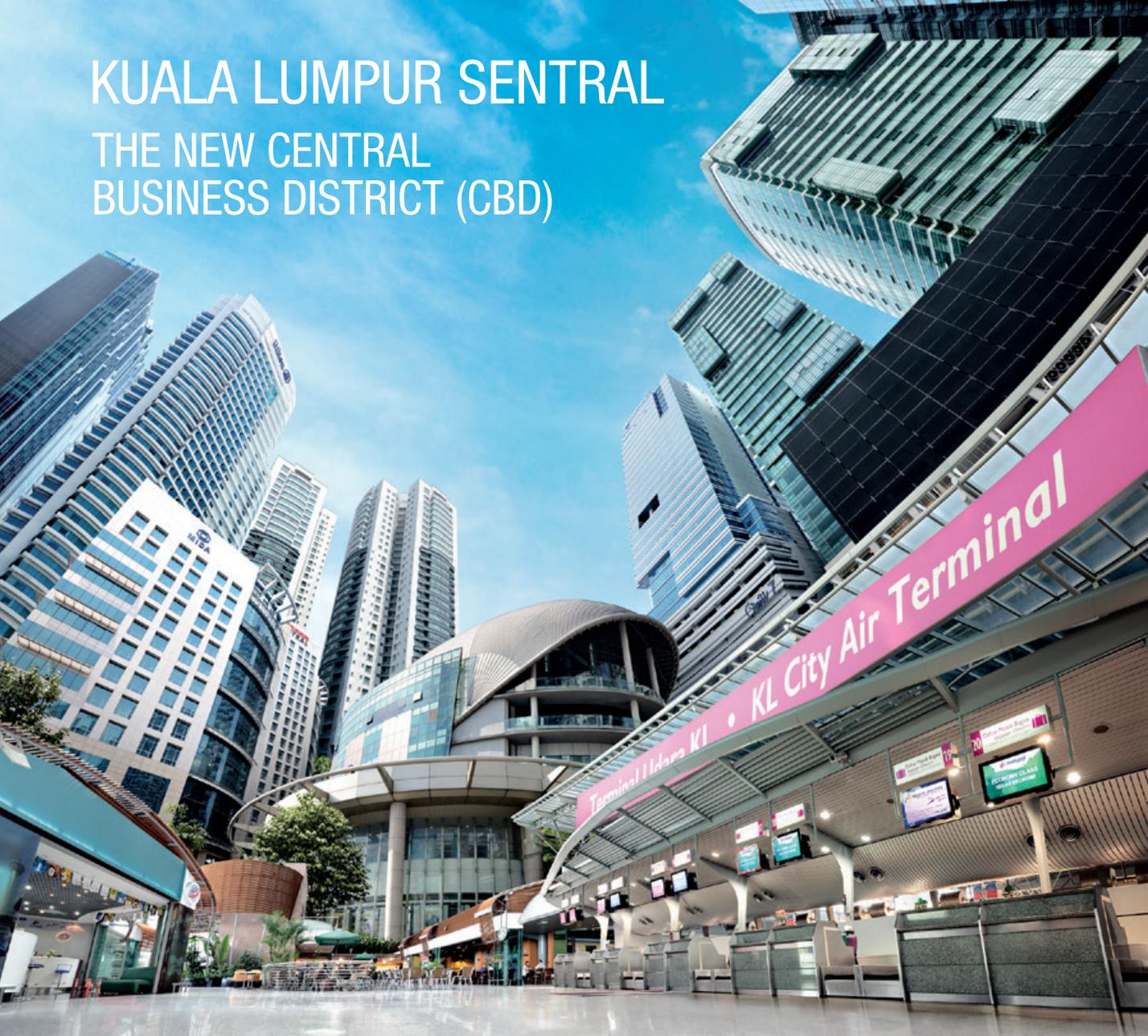
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About SME Bank

SME Bank began its operations on 3 October 2005 after going through several phases of corporate development. In line with the Government's economic agenda, its mission is to develop SMEs to be the nation's engine of growth. In 2013, the name was changed to Small Medium Enterprise Development Bank Malaysia Berhad or SME Bank to reflect its developmental role in financing and nurturing the growth of the SMEs.

SME Bank strives to achieve this goal through better segmentation of financial and non-financial needs of SMEs by industry, stage of growth as well as products and market potentials. In line with the Government's Economic Transformation Program, SME Bank concentrates on five sectors of the National Key Economic Area (NKEA) which include oil, gas & energy, education, tourism, wholesale & retail and healthcare.

In financing the SMEs, SME Bank enables the companies to move up the value chain and thus creating a viral effect to the economy. In the development area, SME Bank adopts the hand-holding approach from the entry point to inculcate business acumen and propel SME business to the next level of development. This is achieved through high impact developmental program and synergized approach of financial assistance and intervention.

To further strengthen the capacity building of SME entrepreneurs, SME bank established CEDAR or The Centre of Entrepreneur Development and Research, to complement the developmental role of SME Bank with the vision to become the centre of excellence for entrepreneur development and transformation.

SME Bank operates through its head office in Kuala Lumpur and 27 enterprise centres location nationwide. In addition to this, SME Bank has established 25 Entrepreneur Premises Complex (EPC) throughout the country for entrepreneurs to operate their business. Tenants of EPC are eligible to receive management and technical improvement trainings, financial and advisory services as well as suitable financing.



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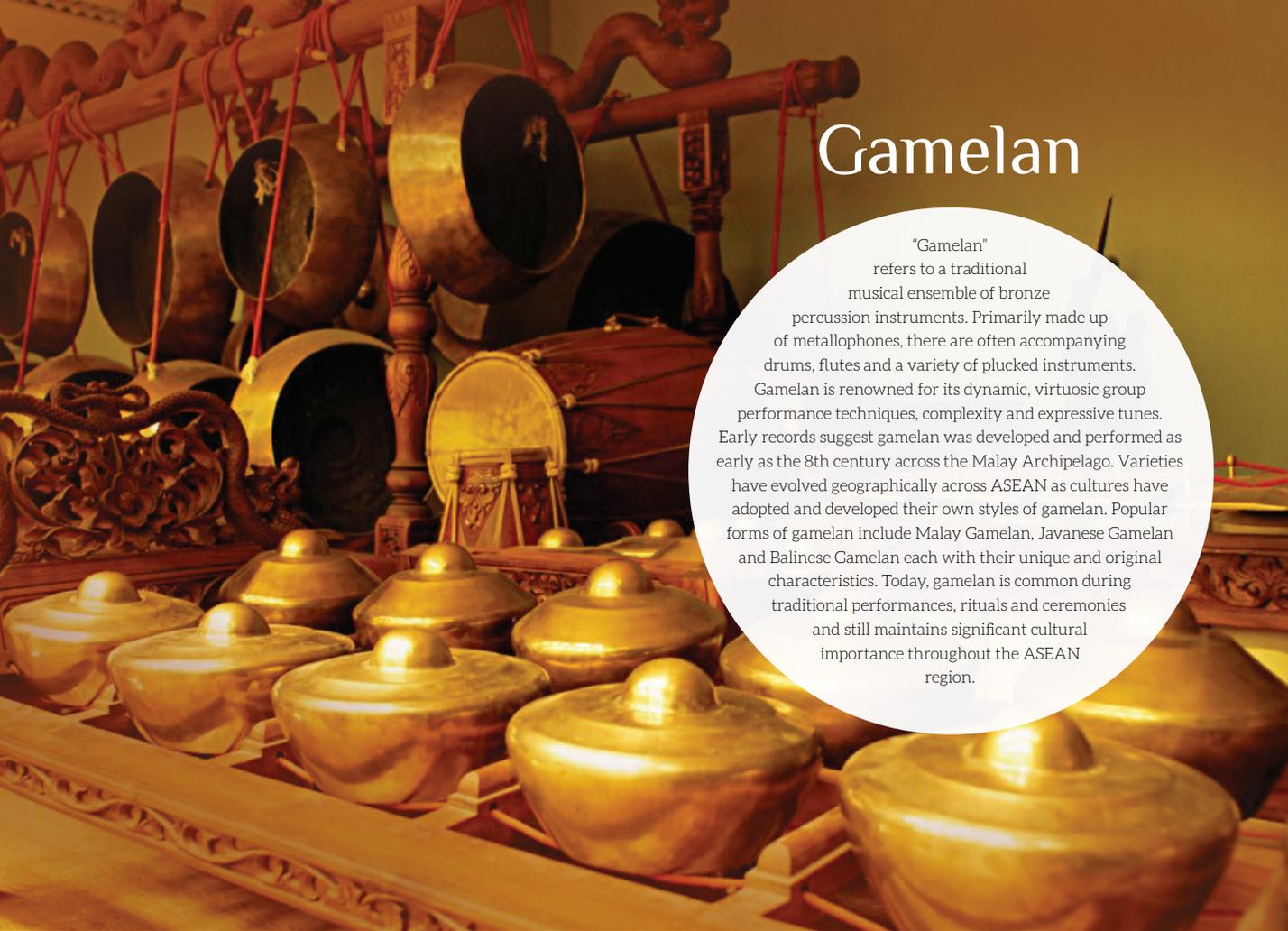


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Gamelan

"Gamelan" refers to a traditional musical ensemble of bronze percussion instruments. Primarily made up of metallophones, there are often accompanying drums, flutes and a variety of plucked instruments. Gamelan is renowned for its dynamic, virtuosic group performance techniques, complexity and expressive tunes. Early records suggest gamelan was developed and performed as early as the 8th century across the Malay Archipelago. Varieties have evolved geographically across ASEAN as cultures have adopted and developed their own styles of gamelan. Popular forms of gamelan include Malay Gamelan, Javanese Gamelan and Balinese Gamelan each with their unique and original characteristics. Today, gamelan is common during traditional performances, rituals and ceremonies and still maintains significant cultural importance throughout the ASEAN region.



Vanessa Tan

Vanessa s.y.t started pursuing a career in music in 2005. This independent artiste has had the privilege to perform for famous people such as Mel Gibson, Mr and Mrs Tony Blair, Hong Kong celebrity couple Oxide Pang and Lee Sinje, and more. She also continuously performs at exclusive events for brands such as Chopard, BMW, Jaeger Le-Coultre, Martell, Mercedes, and many more. After having done a live recording of a jazz album with local jazz group, GruvAvenue, she embarked on a solo recording career steering back to her roots in R&B, pop and dance elements. Her self-entitled debut EP album was released in January 2012. On stage, Vanessa s.y.t has always been praised for her great stage presence, energy and her knack for improvising music. Her voice is described as strong and raspy presented in a soulful manner.

TASTE OF ASEAN

A Unique ASEAN Culinary Journey

Across the ASEAN region, the multitude of ethnicity and cultural diversity has given rise to a truly unique ASEAN culinary experience. ASEAN cuisine is often characterised by the staple of rice as well as a variety of curries and salads. As a geographical crossroads between East and West, as well as a historically important trading hub, ASEAN has for generations been a melting pot for culinary exchange. The spice base and taste palate is one shared across all ten ASEAN countries. The title of most popular or best ASEAN food is often a both unifying and divisive element among ASEAN citizens irrespective of nationality





Emping Melinjo (Malinjou Crackers)

An Indonesian snack made from the seeds of the belinjou fruit, Malinjou Crackers are deep fried and seasoned with salt. Made directly from the kernel of the fruit, the crackers are flattened, sun dried before they are cooked. Often served as an appetizer to lunch or dinner.



Tam Maak Hong (Laos Green Papaya Salad)

Tam Maak Hong is a traditional Laos green papaya salad. The salad combines shredded green papaya, red chilies, a variety of vegetables, fish sauce and honey.



Tongseng Kambing (Mutton & Coconut Stew)

Tongseng kambing is a spicy mutton dish served in a smooth but fiery curry. Indigenous to the Solo region of Indonesia, Tongseng Kambing has become a staple Indonesian culinary export.



Ikan Merah Masak Asam Pedas (Sour and Spicy Stew)

Ikan Masak Asam Pedas is a traditional Malay sour and spicy stew. The main ingredients are freshwater fish cooked in an asam (tamarind) fruit juice with a variety of spices and chilies. The cooking process involves soaking the pulp of the tamarind fruit and using the juice to cook the fish.



Pazun Htoke-Gyi Hinn (Burmese Prawn Curry)

Burmese Prawn Curry is cooked using a softer vegetable curry base mixed with tomatoes and onions. Traditionally served with rice, the curry is famed for its simple yet delicate flavours.



Chicken Adobo (Black Sauce Chicken)

Chicken Adobo is an authentic Filipino dish and is one of the mostly recognised Filipino foods. Chicken Adobo uses a simple blend of garlic, vinegar, and soy sauce to give chicken a zingy taste. Traditional adobo sauces are commonly enriched with coconut milk.



Tom Yum Gung (Thai Sour Prawn Soup)

Tom Yum Gung is one of Thailand's well known and widely eaten dishes. Normally a clear and spicy soup, Tom Yum Gung, is often served with prawns or other seafood. The distinct sour and spicy tastes come from the chili peppers, lemongrass, lime juice and kaffir leaves used in the curry broth.



Goi Cuon (Vietnamese Spring Rolls)

Vietnamese spring rolls traditionally consists of prawn, vegetables, bún (rice vermicelli), and other ingredients wrapped in Vietnamese bánh tráng (commonly known as rice paper).



Murtabak Singapore (Meat & Egg Turnover)

Murtabak is a well renown Singapore street food consisting of a pancake stuffed with spiced minced mutton, onions, eggs and eaten with curry.



Pulut Santan Gula Merah Bay Damn Aeb Svay (Mango Sticky Rice)

This dish is native to Brunei and Cambodia and often served as a dessert. Consisting of glutinous rice and sliced mango, the rice is dressed in a unique coconut cream and gula melaka sauce. Gula melaka is thick sweet palm sugar reduction.



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