



MONTHLY NEWSLETTER

Volume 2/Issue 5 - June 2016

EU-ABC TO GO FROM STRENGTH TO STRENGTH: MESSAGE FROM THE CHAIRMAN

Welcome to our latest Monthly Newsletter. As the new Chairman of the EU-ASEAN Business Council I wanted to take this opportunity to update our Members and Stakeholders on the work of the Business Council and our plans for the future. We have already had a busy first half of the year with papers on the AEC, Insurance and Customs issues produced and meetings held with the ASEAN Economic Ministers, ASEAN Finance Ministers, and ASEAN Customs Directors-General, as well as working closely with the Lao Government as we seek to help them achieve their objectives for their chairmanship of ASEAN.

Recent events in Europe mean, I believe, that it is even more important for business focussed membership-driven organisations, such as ours, to step up to the plate and provide our Members with increased support and to do more to promote the interests of European business, whilst our political leaders try to sort themselves out and deal with the various challenges that Europe is now collectively facing.

As business leaders we have a responsibility in this time of increased uncertainty to be a force for economic stability and growth. We must do our best to keep improving the environment for commerce and investment in the markets we serve. And that is the prime mission of the EU-ABC: to advocate to changes to policies, rules and regulations so as to improve the trade and investment climate for our members within ASEAN and between ASEAN and all of Europe. This is something that we will continue to do and which I expect us to do more of, in more sectors and in more cross-industry areas, going forward.

For the remainder of 2016 we have plans to produce several more position papers and develop active advocacy programmes around them. Two key areas for us will be: Automotive, a significant industry in ASEAN and one where we feel that more integration and harmonisation can and should be achieved; and Life Sciences & Healthcare, which is one of the priority sectors for ASEAN. We also intend to do more in the financial services arena, as well as on cross-industry issues such as taxation and labour regulation. The broader FMCG grouping will also feature heavily for us, covering food, beverages, and general consumer goods such as personal care products. There are lot of issues in these sectors that we wish to work on.

In addition to our expanding advocacy programme, we also plan, over the course of the next twelve months, to ramp up a series of seminars and informative luncheons, working where possible with European Chambers of Commerce throughout South East Asia. Our flagship ASEAN-EU Business Summit will return in 2017 with a large scale event planned for the Philippines, hopefully in the Spring.



*Donald Kanak
Chairman, EU-ABC*

Our aim, as ever, is to work closely and collaboratively with ASEAN and its Member States, and other key stakeholders, such as the ASEAN Business Advisory Council, other relevant trade organisations, business councils and the EU and other diplomatic delegations in the region, to help ASEAN achieve its key objectives as set out in the AEC Blueprint. We will also work closely with the European Commission as it pursues its own policy of greater engagement with ASEAN and the pursuit of various Free Trade Agreements, a policy that we actively support.

The EU-ABC exists to serve its members - we can only do what our members wish to do - so whilst I want to see the Business Council do more in more areas, I also encourage our members to increase engagement with myself, the rest of the Executive Board and our Executive Director. None of us can second guess your needs or requirements, so if you feel we are not doing enough in some areas, or, indeed, too much in others, please do let us know.

Finally, I want to take this opportunity to welcome our newest member to the Business Council. The addition of HSBC (see below) further enhance the breadth and depth of our membership, and therefore strengthen the position of the Business Council enabling us to do more to support European Business in South East Asia.

Donald Kanak, Chairman, EU-ASEAN Business Council

EU-ABC WELCOMES NEW MEMBER



The EU-ASEAN Business Council is pleased to announce a new prestigious Member to the Council - **The Hongkong and Shanghai Banking Corporation Limited**

The Hongkong and Shanghai Banking Corporation Limited is the founding member of the HSBC Group, which serves over 47 million customers through four global businesses: Retail Banking and Wealth Management, Commercial Banking, Global Banking and Markets, and Global Private Banking. The Group serves customers worldwide from over 6,000 offices in 71 countries and territories in Europe, Asia, North and Latin America, and the Middle East and North Africa. With assets of US\$2,596bn at 31 March 2016, HSBC is one of the world's largest banking and financial services organisations.

CONTACT US

For more information about the EU-ABC please write to info@eu-asean.eu.
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EU-ABC IN THE NEWS



Report on Brexit and interview with EU-ABC Executive Director.
<http://www.channelnewsasia.com/news/business/observers-weigh-in-on/2888708.html>



Coverage of Brexit Vote and EU-ABC Statement (In Bahasa)
<http://www.cnnindonesia.com/ekonomi/20160625233308-92-140910/brexit-diyakini-tak-ganggu-perdagangan-ue-dan-asean/>

H.E. Dr Prof. Bambang Brodjonegoro gives the key note



Coverage of Brexit Vote and EU-ABC Statement
<http://www.theborneopost.com/2016/06/26/the-week-at-a-glance-26-june-2016/>



[The Seafarer Times](#)

Maritime News for
Filipino Seafarers

Coverage of Brexit Vote and EU-ABC Statement
<http://seafarertimes.com/2015-16/node/2435>



Coverage of Brexit Vote and EU-ABC Statement
<http://jakartaglobe.beritasatu.com/business/kalla-raises-concern-economic-nationalism-protectionism-post-brexit-europe/>



Coverage of Brexit Vote and EU-ABC Statement (in Bahasa)
<http://www.suara.com/pressrelease/2016/06/24/192655/eu-asean-business-council-jamin-investasi-inggris-tak-terdampak>



EU-ABC says trade ties with ASEAN to remain strong despite Brexit
<http://www.businesstimes.com.sg/government-economy/quick-take-leaders-must-now-work-together-to-ensure-smooth-transition-eu-asean>



EU-ABC says trade ties with ASEAN to remain strong despite Brexit
<http://www.thestar.com.my/business/business-news/2016/06/24/eu-and-uk-leaders-must-take-steps-to-boost-business-confidence/>



Article on the effect on Singapore of Brexit – includes EU-ABC quote

<http://www.straitstimes.com/business/economy/how-brexit-affects-singapore>



Article on the effect on Singapore of Brexit – includes EU-ABC quote

<http://news.asiaone.com/news/singapore/how-brexit-affects-singapore>



Interview with Chris Humphrey on CNBC about Brexit and implications for ASEAN.

<http://www.msn.com/en-us/money/videos/eu-asean-biz-council-it-may-not-be-the-end-of-brexid/vi-AAhmAR5>



EU-ABC says UK should move to bolster business confidence (in Bahasa)

<http://www.bernama.com/bernama/v8/bm/bu/newsbusiness.php?id=1258272>



Interview with Chris Humphrey on Channel News Asia "Conversation With" programme

<http://www.channelnewsasia.com/tv/tvshows/conversation-with-s12/chris-humphrey/2899448.html>

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ABOUT THE EU-ASEAN BUSINESS COUNCIL

WHO WE ARE

- The **only** officially recognised pan-ASEAN European business body
- Official consultation partner of ASEAN and the European Commission
- A membership driven advocacy body - working for the liberalisation of the trade and investment climate in ASEAN and between ASEAN and Europe.

WHAT WE DO

- Advocate for the removal of barriers to trade and business on behalf of European industry across multiple sectors
- Advance the interests of European businesses in ASEAN with both the authorities in Europe and in the ASEAN Member States
- Act on behalf of our Members to assist them in their most pressing business needs in ASEAN
- Act as the lead consultative body for European Business with both ASEAN and the European Commission on business and industry matters in South East Asia

HOW WE DELIVER

- High level Ministerial meetings in ASEAN (Finance Ministers, Trade Ministers etc.) and Europe (Commissioners).
- Working level discussions with Senior Officials in both regions - at the European Commission, ASEAN Secretariat and ASEAN Member States
- Publication of Position Papers to help focus the debate and discussion, on both sector and cross sector issues
- Regular media engagement to highlight issues of key concern
- Regular delivery of information and updates to our Members

UPCOMING EVENTS

ASEAN Summit

Charging through the Complexities: Emboldening SMEs for the AEC

Thursday, 4th August 2016 | 9am – 3.30pm

Heliconia Junior Ballroom, Level 3, Marina Bay Sands Expo & Convention Centre

As ASEAN works towards achieving the vision of the AEC Blueprint 2025, progressive organisations are actively preparing for the regional integration anticipated by the AEC. Many SMEs still regard the AEC with mixed sentiments – uncertainty, scepticism, and even indifference – on its exact impact on their businesses. SMEs must now step up, in order to stay in business; to capture new market opportunities, and to prepare against the intense competition from regional players that will flood the marketplace. Singapore-based businesses need to urgently innovate and evolve beyond status quo, or risk being displaced by competitors. Proudly brought to you by RHTLaw Taylor Wessing and RHT Academy, the ASEAN Summit 2016 will discuss the various implications of the AEC and what businesses must act on, to stay ahead of the game.

Guest-of-Honour

Ambassador Ong Keng Yong, Ambassador-at-Large, Ministry of Foreign Affairs, Singapore

Featured Esteemed Speakers include:

- **Mr Bilahari Kausikan**, Ambassador-at-Large and Policy Advisor, Ministry of Foreign Affairs, Singapore
- **Professor Walter Woon, SC**, Chairman, RHTLaw Taylor Wessing
- **Pushpanathan Sundram**, Executive Chairman, China-ASEAN Business Association
- **Tham Sai Choy**, Managing Partner, KPMG

Who Should Attend?

Entrepreneurs, Business Leaders, and Senior Management of all types of Singapore-based businesses, particularly SMEs, micro-enterprises and start-ups.

Financial Institutions and FinTech lenders can also learn how to align with SMEs borrowing needs.

What You Will Gain?

- **Stay ahead of the pack** - learn to leverage on access to financing and technology, how to strengthen export capacity, promote innovation and develop human capital
- **Understand** the new initiatives to tap on e.g. ASEAN Single Window & Self Certification Scheme
- **Strategise** for sustainability and competitiveness against foreign players in the marketplace
- **Devise** opportunities via ASEAN's relationships with Japan, South Korea and China
- **Discover** a myriad of lending solutions created by the advent of FinTech

Event Details

- For more information about the event or to RSVP, please visit: <http://www.rhtacademy.com/event/asean-summit-2016-charging-through-complexities-%E2%80%93-emboldening-smes-asean-economic-community>.
- This exclusive event is by invitation only.
- For enquiries, please contact Ms Hanisah at hanisah.aj@rhtacademy.com or +65 6381 6916.