



# MONTHLY NEWSLETTER

Volume 6/Issue 7 - July 2020

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## MESSAGE FROM THE CHAIRMAN



Last week the EU-ABC Annual General Assembly was held by webinar, a first for the organisation. I want to thank all members for their participation in person and by proxy, and also to thank you for your vote of confidence to continue to serve as Chairman. I especially want to thank and recognise the newly elected officers: Our new Treasurer, Segsarn Trai-Ukos of Michelin; our new Executive Board member, Stuart Tait of HSBC, and new Supervisory Board members, The World Gold Council and DHL. I would also like to extend my thanks to Johan de Villiers of ABB, who has just stepped down from the Executive Board, for his drive, commitment and support over the last 18 months. A full list of EU-ABC leadership can be seen at [www.eu-asean.eu/about](http://www.eu-asean.eu/about)

The pandemic is creating unprecedented challenges for all of us in planning and operating our businesses. It is also creating huge fiscal, economic and political pressures on governments. This calls for high level and continuous engagement by businesses with government to offer constructive pandemic response and recovery solutions and to avoid protectionism pressures. Organisations such as ours will play a crucial role in this, and a strong membership ensures that our voice will be heard and our views taken onboard. I hope our members will play a full part in our activities on these issues.

This morning I attended the "High-Level Dialogue on ASEAN Post-pandemic Recovery" convened by the ASEAN Secretary General, with guest speakers from the World Bank, UNESCAP, ADB, and the World Economic Forum. It focused on the need for ASEAN's recovery actions to consider longer-term resilience, sustainability, and competitiveness. There were repeated references to the need for private sector engagement, progress on ASEAN Economic Integration and RCEP, cross-border trade, and access to global and regional value chains and services.

The meeting also acknowledged a report in which EU-ABC took a leading role, working actively with the ASEAN Business Advisory Council and other business councils. The report (see below) called for a new high level commission that can take a fresh view in light of these extraordinary circumstances, and recommend necessary policy and pace. The report made it clear that ASEAN must tackle the needed reforms now or it will be too late when normality returns. That includes long delayed progress on eliminating non-tariff barriers and harmonisation of standards.

Having attended the above conference and several others recently that stressed the need for a "sustainable recovery", I believe one of the most critically needed outputs of a high level commission is a set of "sustainable economic recovery principles". The principles will spell out the priorities to reposition ASEAN post-COVID: things ASEAN must do or lose out as a destination for investment, employment, and innovative technologies. These principles should be articulated and communicated in bold terms to public and private sector decision makers, and to international agencies working on recovery projects, new funding, etc. All proposed policies for recovery and special rescue funds should run through a filter that asks "Does this proposal contribute to future ASEAN success, or is it simply reinforcing our old economy and leaving us vulnerable once normality returns?" Anything that does not pass the test ought to be sent back for improvements. Not only would this mobilise the best recovery policies, but it would also serve as a roadmap for the private sector to do its part in investment, job creation, technology transfer, training, and sustainable operations. I hope our publication this week on the need to advance the circular economy in ASEAN and our earlier publication on sustainable finance will contribute significantly to this debate.

Finally, I am reminded of an interesting metaphor: if in the 1800s, someone had been projecting companies'/countries' success based on their relative spending for R&D on horses and carriages, and not on matching the efforts going into automobiles, they would have missed the economic miracle of the 20th century. We are probably at a similar cross-roads in time. ASEAN needs to be asking the right questions of its post-COVID recovery plans, and investing in solutions that strengthen it for the future. The lives and livelihoods of 650 million people depend on it

# STATEMENT OF THE ASEAN BUSINESS ADVISORY COUNCIL, ITS JOINT BUSINESS COUNCILS (JBC) AND SECTOR CHAMPIONS; RELEASE OF PRIVATE SECTOR PACKAGE OF RECOMMENDATIONS “A PATHWAY TOWARDS RECOVERY AND HOPE IN ASEAN”



ASEAN Business Advisory Council



Statement of the ASEAN Business Advisory Council and  
its Joint Business Councils (JBC) and sector champions  
At the conclusion of the High-Level Dialogue on ASEAN Post-Pandemic Recovery  
Organised by the ASEAN Secretariat

Media Release  
(For immediate release)

ASEAN BAC and Joint Business Councils call for a New Age in the ASEAN Way in their  
just released package of recommendations “A Pathway towards Recovery and Hope in  
ASEAN”

In the just concluded Virtual High-Level Dialogue on ASEAN Post-Pandemic Recovery initiated  
by ASEAN Secretary General Dato Lim Jock Hoi, ASEAN BAC Chair Dr. Doan Duy Khuong  
stressed “It is time for the faster and more innovative ASEAN Way of doing things if it wishes to  
get out of the pandemic stronger and more cohesive and responsive. ASEAN peoples are looking  
at us and clamoring for something that would give them hope for the future.”

“A Pathway towards Recovery and Hope in ASEAN” submitted to ASEAN Leaders

ASEAN BAC and its partner Joint Business Councils (JBC) and sector champions had recently  
submitted to the ASEAN Leaders its recommendations entitled Pathway to Recovery and Hope  
in ASEAN. Khun Arin Jira, Chair of ASEAN BAC Thailand added that “What we have submitted  
to the Leaders is a package of short-term proposals to facilitate coordinated, confidence-building  
mechanisms as we gradually re-open our economies. And as we re-open, we’ve also put in a  
parallel track that would seize the opportunity for a smart and solid take off towards sustainable  
and inclusive economic recovery”.

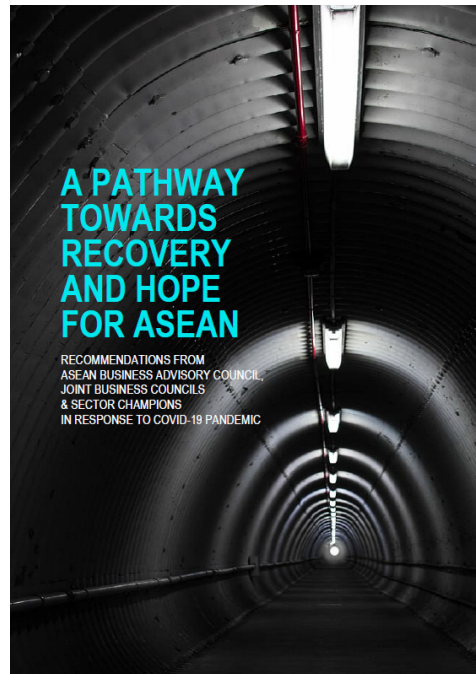
ASEAN High Level Special Commission (HSLC) needed to drive reform

Tan Sri Dr. Muzir Majid, ASEAN BAC Chair for Malaysia, said that “But all these nice  
recommendations will end up nowhere unless we have a sea change in terms of transformative  
thinking in the way we make decisions and execute plans in ASEAN. It all boils down to the  
setting up of a High Level Special Commission (HSLC) that should be mandated to work on the  
recommendations with support from the proposed ASEAN Special Business Advisory Board to  
undertake sweeping economic reforms.”

Urgent fast-tracking of long-delayed commitments critical as investment into ASEAN  
diminishes

From dialogue partners, Mr. Chris Humphrey, Executive Director of EU-ASEAN Business Council  
said “The HSLC should also fast track long-delayed committed economic reforms – impacting on

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Following the 36th ASEAN Leaders Summit on 26th June, The ASEAN Business Advisory Council and its partner Joint Business Councils (JBC) and sector champions had recently submitted to the ASEAN Leaders its recommendations entitled ***Pathway to Recovery and Hope in ASEAN***, a package of short-term proposals to facilitate coordinated, confidence-building mechanisms as countries in the region gradually re-open their economies.

“We fully believe all necessary decisions need to be made fast and can only be made through the establishment of an ASEAN High Level Special Commission (AHLSC). We offer to assist the AHLSC by setting up the Special Business Advisory Board (SBAB) so that the public and private sector can work together to revive the ASEAN economy and to plan its further expansion.”

Mr. Chris Humphrey, Executive Director of EU-ASEAN Business Council said “The HSLC (High Level Special Commission) should also fast track long-delayed committed economic reforms – impacting on trade facilitation, connectivity, financial services, investments, digital transformation, support for MSMEs, among others, under the ASEAN Economic Community Blueprint 2025.” He cited that even prior to the pandemic, ASEAN has lagged way behind its reform action plan which has stymied expansion in trade and investments both from intra-ASEAN countries and global partners.

The private sector remains committed to working closely with ASEAN in the immediate possible time, as partners, to achieve faster and sweeping transformation towards a healthier, more globally competitive, more cohesive and more responsive ASEAN.

**For the statement/media release, click [here](#).**

**For the package of recommendations, “Pathway to Recovery and Hope in ASEAN”, click [here](#)**

## PUBLICATION OF ADVANCING ASEAN'S CIRCULAR ECONOMY AGENDA PAPER



The EU-ASEAN Business Council is pleased to share about the publication of **Advancing ASEAN's Circular Economy Agenda**, a position paper outlining the value of circular economy models that contribute to post-pandemic revival strategies, yesterday.

- *Transition to low-carbon, sustainable growth as effective strategy for COVID-19 recovery and resilient rebuilding of ASEAN*
- *Trade and investment opportunities, additional income source, food security as key socioeconomic gains in a circular economy approach*
- *Circularity is key in helping ASEAN implement United Nations Framework Convention on Climate Change (UNFCCC) and Paris Agreement targets*

The paper addresses the importance of circular economy being central to COVID-19 recovery and long-term growth, along with recommendations to mitigate the socioeconomic damage brought forth by COVID-19 and why circularity would be a catalyst for sustainable growth. Click [here](#) to find out more.

For synopsis of the paper, click [here](#)

To access the paper, click [here](#)

Full listing of EU-ABC publications can be found [here](#)

Press articles released:

<https://www.businesstimes.com.sg/asean-business/business-group-urges-asean-level-effort-to-curb-plastic-waste>

<https://thanhnien.vn/cong-nghe/kinh-te-tuan-hoan-dong-vai-tro-quan-trong-trong-phuc-hoi-sau-dich-covid-19-1257818.html>

<https://www.thestorythailand.com/29/07/2020/4047/>

## EU-ABC WEBINARS & ACTIVITIES

### Webinar - Covid-19 Economic Recovery Scenarios For ASEAN: L Vs U Vs W Vs V



The EU-ASEAN Business Council kicked off July's webinar lineup with "Covid-19 Economic Recovery Scenarios For ASEAN: L Vs U Vs W Vs V", on 16 July.

With PWC/Strategy& taking the lead providing analysis on the economic impact of the pandemic and likely projections for recovery across multiple sectors and joined by an excellent panel of speakers, the well received webinar with over 200 registrations saw attendees gain valuable insight to an overview of perceptions for the ASEAN region and receive expert views by key industry leaders, particularly in the Automotive and Financial Services sector.

**Panelists:**

- **Dr Philipp Wackerbeck**

*Partner, Head of Financial Services Europe, [Strategy&](#)*

- **Martin Hayes**

*President, Bosch Southeast Asia /Managing Director, [Bosch Singapore](#)*

- **Johan de Villiers**

*Managing Director, [ABB Singapore](#) and Head of Industrial Automation South-East Asia*

- **Jens Ruebbert**

*Managing Director & Regional Head Asia/Pacific, [Landesbank Baden-Württemberg](#)*

**Moderator:**

- **Ruud Sommerhalder**

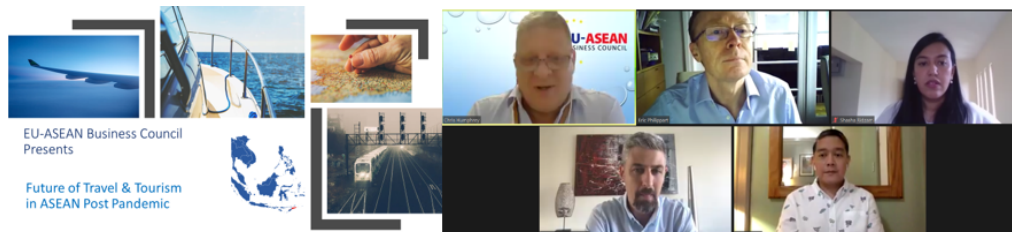
*Asia Insurance Leader, [PwC](#)*

**For more information on the webinar, click [here](#)**

**Presentation deck for the webinar can be found [here](#)**

**To view the webinar, click [here](#)**

## Webinar - Future Of Travel & Tourism In ASEAN Post Pandemic



The pandemic has severely impacted both the travel and tourism sectors, with outlook of both industries being an area of interest and concern to all, as everyone ponders on the question of "When can I next travel?"

Taking that to mind and to help address those concerns, the EU-ASEAN Business Council pushed out our **"Future Of Travel & Tourism In ASEAN Post Pandemic"** webinar on 17 July.

Brought to you together with [European Chamber of Commerce of the Philippines](#), the exceedingly well received webinar saw a record number of more than 500 registrations. The remarkable and diverse panel of speakers shared their views and expert knowledge on the outlook and future for both industries and also covered new trends expected to develop in the tourism sector, bringing new opportunities, including the promotion of local tourism as a substitute for outward travel.

**Panelists:**

- **Arturo P. Boncato JR.**

*Undersecretary for Tourism Regulation, Coordination, and Resource Generation  
[Department of Tourism, Philippines](#)*

- **Eric Philippart**

*Senior Expert for Tourism Policy, [European Commission](#) / DG GROW*

- **Angel Llull Mancas**

*Vice President & Managing Director, APAC, [Booking.com](#)*

- **Shasha Ridzam**

*Group Head of Global Affairs & Sustainability, [Air Asia](#)*

**Moderator:**

- **Chris Humphrey**

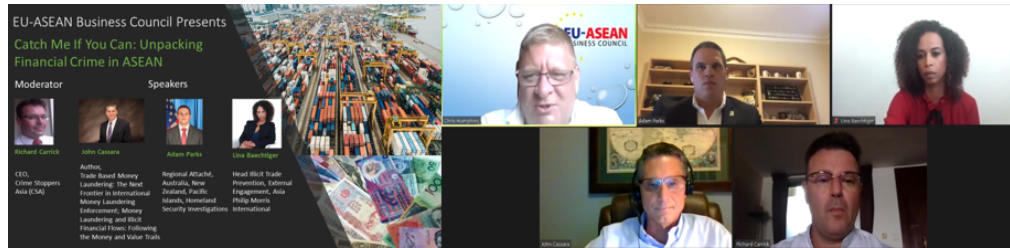
*Executive Director, [The EU-ASEAN Business Council](#)*

**For more information on the webinar, click [here](#)**



To view the webinar, click [here](#)

## Webinar - Catch Me If You Can: Unpacking Financial Crime In ASEAN



The EU-ASEAN Business Council ended July's webinar lineup with **"Catch Me If You Can: Unpacking Financial Crime In ASEAN"** on 20 July, a webinar with a focus on trade-based money laundering (TBML), that has been on an upward trend.

Brought to you together with [European Chamber of Commerce of the Philippines](#), the exceptional panel of speakers shared expert knowledge on TBML and illicit financial flows, addressing why Southeast Asia is becoming more susceptible to illicit trade and on the vulnerabilities of Free Trade Zones in ASEAN. Ways that financial institutions can adopt to fight against TBML was also discussed, certainly valuable information to all attendees.

### Panelists:

- **John Cassara**

*Author, Trade Based Money Laundering: The Next Frontier in International Money Laundering Enforcement; Money Laundering and Illicit Financial Flows: Following the Money and Value Trails*

- **Adam Parks**

*Regional Attaché, Australia, New Zealand, Pacific Islands, [Homeland Security Investigations](#)*

- **Lina Baechtiger**

*Head Illicit Trade Prevention, External Engagement, Asia, [Philip Morris International](#)*

### Moderator:

- **Richard Carrick**

*CEO, Crime Stoppers Asia (CSA)*

**For more information on the webinar, click [here](#)**

**To view the webinar, click [here](#)**

## EU-ASEAN Business Council Interview Series



The EU-ASEAN Business Council is happy to share that since the launch of our **Interview Series** on 16 June, we've featured 7 members, providing insights and sharing expert knowledge on a varied number of trending topics, with COVID-19 on the forefront thus far. The series also allows

our members to share a bit more about what they do.



Keen to be a part of our 3 minute, 3 question video interview series? Contact us at [info@eu-asean.eu](mailto:info@eu-asean.eu) to find out more.

## IN THE NEWS

Press articles, opinion pieces and media clips released:

<https://www.businesstimes.com.sg/views-from-the-top/no-room-for-complacency>

<https://www.webintravel.com/online-champion-attia-emerges-to-revive-travel-and-spur-recovery/>

<https://www.businesstimes.com.sg/asean-business/business-group-urges-asean-level-effort-to-curb-plastic-waste>

<https://thanhnien.vn/cong-nghe/kinh-te-tuan-hoan-dong-vai-tro-quan-trong-trong-phuc-hoi-sau-dich-covid-19-1257818.html>

<https://www.thestorythailand.com/29/07/2020/4047/>

For full listing of media coverage, please click [here](#)

## EU-ABC UPCOMING WEBINARS & ACTIVITIES

EU-ASEAN Business Council Presents

## Indonesia's Post-Pandemic Economic Choices

Moderator

Speakers

				
<b>Brasukra G. Sudjana (Brava)</b>	<b>Ikmal Lukman</b>	<b>Mira Tayyiba</b>	<b>Edison Bako</b>	<b>Vera Galuh Ukraina</b>
Director & Country Representative, Asia Group Advisors	Deputy Chairman for Investment Promotion, Indonesia Investment Coordinating Board (BKPM)	Expert Staff in Digital Transformation, Creativity and Human Resources, Coordinating Ministry for Economic Affairs	Executive Director Eurocham Indonesia	VP General Secretary – Indonesia Danone



Date: 3 August 2020

Time: 11.00 - 12.00 (SGT)

When Indonesia announced its first Covid-19 case on March 2nd, there was a rising uncertainty about the ramifications of a highly contagious virus on ASEAN's largest economy. The outbreak has battered the economy, with expectations suggesting a contraction of GDP growth from 5.7% to 2.3% this year. The country is also expected to cope with growing risk aversion, flight to quality and sudden capital reversals. This webinar will look at how Indonesia's post-pandemic economic choices help drive sustainable and more inclusive economic growth

For more details, click [here](#)


To register, click [here](#)

Keep a lookout for our **EU-ASEAN Relations Post-Pandemic: Views from the Frontline** webinar and other exciting webinars we have in the pipeline for you.

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**Yvonnea Kok, Membership Sales Manager**  
Tel: 6338 9271 ext 221  
Email: yvonnea.kok@scc.org.sg

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- This promotion is only applicable to members of the EU-ASEAN Business Council, for new membership applications submitted between 1 to 31 August 2020.
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- Other Terms and Conditions may apply. The Club reserves the right to terminate or revise the promotion without prior notice.

Seize this amazing opportunity to sign up for Singapore Cricket Club's Term Membership by clicking [here!](#)

Alternatively, you may reach out to Ms Yvonnea Kok, Membership Sales Manager at 98198092 for more details.

**CALENDAR OF EVENTS 2020**



Early August	Webinar: Indonesia's Choices for Post Pandemic Economic Recovery	Public Event
August	Webinar: EU-Vietnam Trade & Investment Post Pandemic	Public Event
August	Webinar: Future of EU-Thailand Trade & Investment	Public Event
Mid Aug	Publication of Rx to OTC/Self-Care Paper	Press Release
	Publication of Middle Income Trap/Human Development Paper	
w/c 18 August	ASEAN Customs Directors General Meeting (Video Conference)	ED and Members to Attend
Late August	ASEAN Senior Health Officials Meeting – possible involvement	ED & Members to attend
Late Aug	ASEAN BAC and Joint Business Councils Meeting – Hanoi, Vietnam	ED to Attend
22 to 29 Aug	ASEAN Economic Ministers Meeting – Hanoi, Vietnam	Possible involvement
22 to 29 Aug	AEM-EU Consultations – Hanoi, Vietnam (TBC)	Possible involvement
22 to 29 Aug	Meeting with Commissioner Hogan (TBC)	EB & Members
Late Aug	ASEAN Connectivity Symposium & ACCC Meetings (Vietnam)	ED to Attend
End Aug/Early Sep	Publish 2020 Business Sentiment Survey	Press Release
	Publish Anti-Illicit Trade Paper	
	Publish Automotive Paper	
September	ASEAN Safe & Nutritious Food Event, Manila (to be moved to later in the year)	Joint with USABC
7 Sep	ASEAN Automotive Products Working Group Seminar	ED & Members to Attend
7 Sep	Executive Board meeting	
21 to 23 Sep	Malaysia Mission Trip – Kuala Lumpur (Likely to be Virtual)	Members & Non Members

For EU-ASEAN Business Council's latest Calendar of Events for 2020, click [here](#)

## PARTNER EVENTS



**EVENTS**

### Future of Healthcare Insight Hours


Vaccine development: A race to the finish line




**Jerome H Kim**  
Director-general  
International Vaccine  
Institute




**Melanie Saville**  
Director, vaccine research  
and development  
Coalition for Epidemic  
Preparedness  
Innovations



**Sarah Gilbert**  
Professor of Vaccinology,  
Jenner Institute &  
Nuffield Department of  
Clinical Medicine  
University of Oxford



**Jesse Quigley Jones**  
Managing editor,  
thought leadership, Asia  
The Economist  
Intelligence Unit



**Register today**  
Wednesday, August 5th 2020, 3:00 pm SGT | 12:30pm IST | 11:00 am GST

Covid-19 has served as a timely reminder of how crucial vaccines are to public health: a vaccine offers the best chance of stopping this global pandemic. And, whilst it typically takes between 10 and 15 years to research, develop and establish the safety and efficacy of a novel vaccine, a globally accessible vaccine for covid-19 could be ready within the next 6 to 12 months.

During this virtual panel discussion hosted by The Economist, a panel of experts will discuss what has and will make this delivery at record speed possible. They will highlight some of the key factors behind this rapid response as well as identify and assess solutions to possible roadblocks that may come up in the coming months. Chaired by an Economist editor the panel will also examine what happens after the vaccine has been developed. How can we ensure that the

vaccine gets to all those that need it in Asia-Pacific? What is being done to ensure the rapid and efficient production of the potential vaccine? And, what does this mean for the future of the vaccine market more broadly?

For more information / to register, click [here](#)

## EU-ABC MEMBERS



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