



**EMBARGOED UNTIL 00:01 on 1<sup>st</sup> APRIL**

**PRESS RELEASE: EU-ASEAN BUSINESS COUNCIL ANNOUNCES LAUNCH OF FIFTH BUSINESS SENTIMENT SURVEY IN ASEAN**

- The EU-ASEAN Business Council today launched its fifth business sentiment survey of European businesses in South East Asia.
- The flagship survey follows on from highly successful survey in both 2018 and 2017, with overwhelmingly optimistic responses boding well for the outlook of ASEAN moving forward.
- Results and analysis of the current Survey to be published at early September 2019.
- Survey to be conducted in conjunction with the European Chambers of Commerce in South East Asia and other partner trade associations.
- Survey can be found at: <https://www.surveymonkey.com/r/EABSS2019>

Commenting on the launch of the new survey, EU-ABC Chairman Donald Kanak said:

*“The survey last year revealed an overwhelmingly positive outlook from European businesses based in the ASEAN region. With Europe remaining as the largest source of FDI funds into ASEAN, this year’s survey will be an important barometer to gauge whether the sentiment towards the region remains as positive, especially with major changes taking place in the global political and trade environment. It is, thus, important that all European businesses respond so that we can get a complete view of business sentiment from all, be they large MNCs or SMEs.”*

**END**



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**Notes to editors:**

**1. About the Business Sentiment Survey**

This will be fifth Business Sentiment Survey that the EU-ABC has run. It is conducted in conjunction with the European Chambers of Commerce in South East Asia. The outcome of last year's survey can be found at: <https://www.eu-asean.eu/publications>

The survey data collection period will run from 1<sup>st</sup> April 2019 to 28<sup>th</sup> June 2019, with the results then to be published in September 2019. This year's survey can be accessed at: <https://www.surveymonkey.com/r/EABSS2019>

**2. EU ASEAN Trade and Investment Relationship**

The commercial, trade and investment relationship between the European Union and ASEAN is strong and growing. The EU is the largest economy in the world, and is ASEAN's largest source of foreign direct investment. The EU is also ASEAN's second largest trading partner, after China.

**3. About the EU-ASEAN Business Council**

The EU-ASEAN Business Council (EU-ABC) is the only voice for European business within the ASEAN region. It is recognised by the European Commission as the sole body for European Business representation across ASEAN, and accredited as an entity associated with ASEAN under the ASEAN Charter Annex 2.

Independent of both bodies, the Council has been established to help promote the interests of European businesses operating within ASEAN and to advocate for changes in policies and regulations which would help promote trade and investment between Europe and the ASEAN region.

As such, the Council works on a sectorial and cross-industry basis to help improve the investment and trading conditions for European Businesses in the ASEAN region through influencing policy and decision makers throughout the region and in the EU, as well as acting as a platform for the exchange of information and ideas amongst its members and regional players within the ASEAN region.

The EU-ABC's membership consists of large European Multi-national Corporations and the eight European Chambers of Commerce from around South East Asia. As such, the EU-ABC represents a diverse range of European industries cutting across almost every commercial sphere from car manufacturing through to financial services and including Fast Moving Consumer Goods and high-end electronics and communications. Our members all have a vested interest in enhancing trade, commerce and investment between Europe and ASEAN.

The Executive Director of the EU-ASEAN Business Council is Mr Chris Humphrey, and its Chairman is Mr Donald Kanak. The Council is led by an elected Board consisting of corporate leaders representing a range of important industry sectors and representatives of the European Chambers of Commerce.

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