



PRESS RELEASE:

EU-ASEAN Business Council Announces Launch of Third Business Sentiment Survey in ASEAN

- The EU-ASEAN Business Council today launched its third business sentiment survey of European businesses in Southeast Asia.
- Follows on from successful second survey in 2016 which showed a generally optimistic outlook for ASEAN
- Results of 2017 Survey to be published in the third quarter of 2017.
- Survey to be conducted in conjunction with the European Chambers of Commerce in Southeast Asia
- Survey can be found at: <https://www.surveymonkey.com/r/EABSS2017>

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

“Based on our survey last year, European business were keen on investing in ASEAN and expanding their operations here, viewing Southeast Asia as an economic bright spot amidst challenging global economic times. This positive sentiment seems to have carried on into 2017 as Europe continues to be ASEAN’s largest source of FDI, with more than 17,000 European firms operating here. We hope European businesses respond to this year’s survey so that we may better understand the current business sentiment across the region, and produce a meaningful report to help address challenges facing European businesses in ASEAN moving forward.”

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Notes to editors:

1. About the Business Sentiment Survey

This will be the third 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 10th March 2017 to 10th June 2017, with the results then to be published in August 2017. This year's survey can be accessed at: <https://www.surveymonkey.com/r/EABSS2017>

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. ASEAN is now the world's 6th largest economy and the EU's third largest trading partner outside of Europe.

3. About the EU-ASEAN Business Council

The EU-ASEAN Business Council (EU-ABC) is the primary voice for European business within the ASEAN region.

It is endorsed by the European Commission and recognised by the ASEAN Secretariat. 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 nine 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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