



MONTHLY NEWSLETTER

Volume 7/Issue 2 - February 2021

Newsletter Contents:

- EU-ABC Events
- Upcoming Events
- New Members
- Partner News

February was a busy month for the Council as it kicked off the virtual mission trip to Indonesia. This mission trip was marked by a series of insightful, productive, and engaging ministerial meetings with Indonesia's Ministry of Tourism, Communications and Informatics, Trade, Transport, and Finance.

In conjunction with the EU Mission to ASEAN, we hosted a webinar on how the EU and ASEAN can work together towards a green recovery out of COVID-19, with representatives from the EU Commission and 2 ministers from Brunei, the ASEAN Chair for 2021, gracing the session with their remarks. The distinguished panellists also provided their key insights while expertly tackling scepticism from the audience.

We would also like to warmly welcome three new members into the Council - Dentsu Tracking, LBBW, and Refinitiv.

To end off the month, the Council and its members hosted a private closed-door luncheon with the Thai Ambassador to Singapore, taking away useful insights about the state of current affairs in ASEAN, and EU-Thailand relations.

Looking forward, we will have an Ambassadorial Panel Discussion and Luncheon session on 12 March, and a closed-door session with the Ambassador of France to Singapore on 30 March, as well as the remaining meetings as part of our Indonesia Virtual Mission Trip – meetings with the Co-ordinating Minister for Economic Affairs, Minister for Industry, and Minister for Agriculture – as well as further webinars. Stay tuned as we will update you about any new events!

EU-ABC EVENTS & ACTIVITIES

Ministerial Roundtables

Meeting with Minister of Tourism, Indonesia



The EU-ASEAN Business Council had the honour of hosting a meeting with Sandiaga Salahuddin Uno, Indonesia's Minister for Tourism, on 3 February to discuss questions related to tourism in Indonesia.

Topics covered in the meeting include:

- Tourism survival plan
- Post-pandemic recovery plan
- Possible private sector support

Meeting with Minister of Communication and Informatics, Indonesia



The EU-ASEAN Business Council had the honour of hosting a meeting with Johnny Gerard Plate, Indonesia's Minister of Communication and Informatics on 4 February to discuss Indonesia's ICT plans for 2021 and how the EU-ABC can provide support.

Topics covered in the meeting include:

- 5G In Indonesia
- Data Centres, Data Localisation, and Data Protection
- Cybersecurity & Anti-Misinformation
- E-commerce

Meeting With Minister of Trade, Indonesia



The EU-ASEAN Business Council had the honour of meeting Muhammad Lufti, Indonesian Minister of Trade, on 8 February to discuss his priorities for Indonesian trade for 2021.

Topics covered in the meeting include:

- Priorities for 2021
- Investment and Trade Policies
- Import Substitution and Duties
- E-commerce

Meeting with Minister of Transport, Indonesia



The EU-ASEAN Business Council had the honour of meeting Budi Karya Sumadi, Minister for Transport, Indonesia on 9 February to discuss Indonesia's transportation plans for 2021.

Topics discussed include:

- ASEAN-level Agreements
- Ride-Hailing
- National Logistics Ecosystem
- Air Quality and Emission Standards

Meeting with Vice-Minister of Finance, Indonesia



The EU-ASEAN Business Council had the honour of meeting with Prof. Suahasil Nazara, Vice-Minister for Finance, Indonesia on 16 February to discuss Indonesia's economic outlook in the midst of the COVID-19 pandemic and future plans for recovery.

Topics discussed include:

- 2021 Budget
- Indonesia's Sovereign Wealth Fund
- Sovereign Credit Rating and Bond Issuance
- Taxation
- Sustainable Finance and Carbon Economy

Ambassadorial Lunch Series: Thai Ambassador to Singapore



Webinar – EU & ASEAN: Working Together For A Green Recovery



The webinar discussed how the EU and ASEAN can work together towards a green recovery out of the COVID-19 pandemic.

The key takeaways are:

- "Green" have different meanings to the EU and ASEAN. For the EU, "green" refers to the decoupling of resource usage from economic growth. In contrast, ASEAN sees "green" as using resources more sustainably to achieve its development goals quickly.
- Achieving green growth is feasible and viable because the technology exists. Stakeholders, both public and private, need to work closely to understand their unique circumstances before identifying the most financially attractive approach towards achieving green growth. Making sure that clean energy is cost-competitive against fossil fuels is a crucial key to success in developing countries in ASEAN.
- Responding to scepticism about the EU Green Deal's Carbon Border Adjustment (CBA) mechanism, Ambassador Driesmans stressed that the Green Deal is not protectionist and is WTO compliant. Learning from prior EU policy shortcomings, the CBA mechanism is meant to combat "carbon leakage". With more countries announcing their own commitments towards combatting climate change, similar mechanisms are to be expected from other economies around the world.

To find out more in detail, listen to the webinar [here](#).

Opening Remarks:

- **H.E. Mairead McGuinness**

European Commissioner for Financial Services, Financial Stability, and Capital Markets Union

- **H.E. Dato Seri Setia Ir. Awang Haji Suhaimi Bin Haji Gafar**

Minister for Development, Brunei, the ASEAN Chair for 2021

Panellists:

- **H.E. Igor Dreismans**

Ambassador of the EU to ASEAN

- **Ann Mettler**

Vice President, Europe at Breakthrough Energy

- **Lars Tveen**

President, Developing Regions, Danfoss

- Dr Helena Varkkey

Senior Lecturer at the University of Malaya

Moderator:

- Don Kanak

Chairman, EU-ASEAN Business Council

Closing Remarks:

- H.E. Dato Seri Setia Dr Awang Haji Mohd Amin Liew Bin Abdullah

Minister at the Prime Minister's Office, and Minister of Finance and Economy II, Brunei, the ASEAN Chair for 2021

In The News

With the publication of the EU-ABC's advocacy paper titled, "Tackling Illicit Trade in ASEAN", the EU-ABC and its member's work on anti-illicit trade have been covered by [The Business Times](#), [sgsme.sg](#), [ASEAN Business](#), and the [Bangkok Post](#).

EU-ABC UPCOMING EVENTS

Ambassadorial Meetings

12 Mar - Ambassadorial Panel Discussion and Luncheon Session

30 Mar - Ambassadorial Luncheon Series: Ambassador of France to Singapore

Webinars

30 Mar - The Economist: Indonesia Summit Series

6 & 7 Apr - Asia Security Group: Virtual Anti-Counterfeiting & Brand Protection Conference & Exhibition

NEW EU-ABC MEMBERS

The logo for Dentsu Tracking features the word "dentsu" in a white, lowercase, sans-serif font, positioned above the word "TRACKING" in a large, bold, white, uppercase, sans-serif font. Both words are centered on a solid blue rectangular background.

Dentsu joins the EU-ASEAN Business Council to support supply chain digitisation and the fight against illicit trade with its tracking and tracing expertise.

Dentsu Tracking is pleased to announce its membership with the EU-ASEAN Business Council as a part of Dentsu Tracking's development in the Asia Pacific region.

Dentsu Tracking is committed to assist governments and the private sector in the digitisation of supply chains in the region and to support the fight against illicit trade by collaborating with various ministries of finance, customs, and enforcement bodies.

Dentsu Tracking fully supports the strategy of the EU-ASEAN Business Council with the regional development of trade digitisation as a driver for economic recovery post-COVID-19 and improving supply chain resilience. Leveraging supply chain digitisation is fully aligned with the recommendations of the EU-ASEAN Business Council & TRACIT Anti Illicit Trade Report to digitise fiscal and tax collection processes, and to leverage digital supply chain traceability solutions as a means to support enforcement actions in the region. Dentsu Tracking will look to contribute their international expertise to further these initiatives by the Council.

Managing Director, [Philippe Castella](#) said:

"Dentsu Tracking is delighted to become a member of the EU-ASEAN Business Council.

As the operator of the European Union Tobacco Tracking & Tracing System, we are a trusted partner for authorities worldwide to help implement digital supply chain control solutions based on data-driven insights across large data lakes. This enables public authorities to view and control supply chain activities, using powerful data insights to reduce the availability of illicit products. We look forward to our membership with the EU-ASEAN Business Council to further their initiatives and outcomes across the

Read more about Dentsu Tracking's expertise in the OECD case study for public sector innovation, below. By tracking and tracing 30 billion products annually across the entire supply chain of the EU region, the current regime is estimated to secure up to 20% reduction in illicit trade and 4 billion EUR revenue saving annually, according to the European Commission. Link: [OECD OPSI Case Study](#).

The partnership is supported by KW Group Malaysia, as Dentsu Tracking's regional business partner.



Regional roots, at home across the world: Wherever the road might take you, LBBW will accompany you. And find the best solution for you. We are like you: Breaking new ground!

As a universal bank with deep regional roots, strong client relationships, international expertise and our worldwide network of Branches, Representative Offices and German Centres, LBBW is the ideal partner for small and medium-sized enterprises as well as multinational corporations in shaping their future.

Our range of services comprises of short, medium and long-term financing, customized financing solutions such as structured export and project finance, syndicated loans as well as international trade finance and payments, currency and interest rate risk management and capital markets advisory.

LBBW in Singapore as Hub for Asia/Pacific, together with our Seoul Branch and Representative Offices in Mumbai, Beijing, Shanghai, Hanoi and Jakarta assists our corporate and institutional clients in exploring Asia's long-term growth potential.

LBBW is the largest bank in south-west Germany and one of the largest commercial banks nationwide.

REFINITIV



Who We Are:

Refinitiv, an LSEG (London Stock Exchange Group) business, is one of the world's largest providers of financial markets data and infrastructure.

With \$6.25 billion in revenue, over 40,000 customers and 400,000 end-users across 190 countries, Refinitiv is powering participants across the global financial marketplace.

What We Do:

We provide information, insights, and technology that enable customers to execute critical investing, trading and risk decisions with confidence.

By combining a unique open platform with best-in-class data and expertise, we connect people to choice and opportunity – driving performance, innovation and growth for our customers and partners.

Our Sector Expertise and Practice Areas:

Financial data analytics & technology solutions.

PARTNER NEWS



Indonesia Summit Series

Towards a sustainable recovery



Register today
March 30th–31st 2021

Expert Speakers Confirmed to Speak at The Economist's Indonesia Summit

Dear EU-ASEAN Business Council Members,

Join us on **March 30-31 2021, 9.30 - 16.00 HKT** to hear from policymakers, business leaders and industry experts at *The Economist's* [Indonesia Summit](#) - a **free-to-attend online event**, as they share their perspectives on the current state of economic development and investment opportunities in post-covid Indonesia. [Register now](#).

Confirmed expert speakers at this year's virtual event include:

- **Luhut Pandjaitan**, Coordinating minister for maritime and investment affairs, **Indonesia**
- **Agus Gumiwang Kartasasmita**, Minister of Industry, **Indonesia**
- **Corine Tap**, President director, **Danone AQUA**; senior vice-president, Indonesia and South-East Asia, **Danone Waters**
- **Imelda Mulyani Harsono**, Group director, **Samator Group**
- **John Riady**, Chief executive, **PT Lippo Karawaci**
- **Kevin O'Rourke**, Principle, **Reformasi Information Services**
- **Kher Tean Chen**, Country managing director for Indonesia, **Accenture**
- **Nuki Agya Utama**, Executive director, **ASEAN Centre for Energy**
- **Shinta Kamdani**, Chief executive, **Sintesa Group**
- **Susi Pudjiastuti**, Former minister of maritime affairs and fisheries, **Indonesia**
- **Winfried Wicklein**, Country director, Indonesia Resident Mission, **Asian Development Bank**
- And many more.

[Find out more](#)

If you have any questions regarding the event, please contact us at asiaevents@economist.com

We look forward to you joining us next month.

VIRTUAL

POST THE COVID-19 PANDEMIC

ANTI-COUNTERFEITING & BRAND PROTECTION

Conference & Exhibition
6th & 7th April, 2021

**SIMULTANEOUS
INTERPRETATION**

In English and Mandarin



LIVE ON zoom

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Speakers & Programme

VIRTUAL CONFERENCE & EXHIBITION ANTI-COUNTERFEITING & BRAND PROTECTION



Aftab Baloch
Federal Tax
Ombudsman, Pakistan



Barna Barabás
JURA, JSP



Conan Chen
Amazon



Chris Humphrey
EU-ASEAN Business Council



Stephen Dunn
Sanofi



Davide FOLLADOR
European Commission



Christoph Stegemann
tesa scribos



Hazem Ibrahim
ASIAS SECURITY GROUP



Jeffrey P. Hardy
Transnational Alliance to Combat
Wet Trade



Lina Baechtiger
Philip Morris International



Sumanta Singha
DIAGEO



to be announced



Miller Wang
MCM Worldwide



Michael Yu
Unilever



Ramesh Raj
Pharmaceutical Security Institute



Rodney Van Dooren
Philip Morris International



Senior Representative
MOZADIQ



to be announced

“

The Virtual Anti-Counterfeiting & Brand Protection Conference will discuss the emerging challenges faced by Brand Owners and Government Agencies in combating Illicit Trade and Counterfeiters post-covid19 pandemic.

Hazem Ibrahim
Asias Security Group

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#VirtualACBP



Day One

6th April, 2021 - 4:00 PM

(Malaysia time GMT +8)

- 04:00 PM Welcome Keynote by Hazem Ibrahim, Asias Security Group
- 04:10 PM Online Brand Protection: Shift in consumer behavior with a sharp increase in demand through e-commerce platforms By Rodney Van Dooren
- 04:40 PM PANEL DISCUSSION: COVID-19 Vaccine: Protecting a highly demanded product from Counterfeiters
- 05:40 PM EU anti-counterfeiting policy and work in light of the recent EU IP Action Plan By Davide FOLLADOR
- 06:10 PM Brand Protection in China: Strategies to strengthen the effectiveness of Enforcement & Investigation By Christoph Stegemann
- 06:40 PM Internet Illicit Trade & Investigation: Cross Border Between Southeast Asia and China By Miller Wang
- 07:10 PM Presentation By AlpVision
- 07:40 PM Presentation By Sumanta Singha
- 08:00 PM End of Day One | Q&A, Networking and Exhibition Tour + Group Photo

Day Two

7th April, 2021 - 4:00 PM

(Malaysia time GMT +8)

- 04:00 PM Presentation By Senior Representative, Quality Brand Protection Committee (TBC)
- 04:30 PM Presentation By Stephen Dunn, Sanofi
- 05:00 PM Digital Printing and Brand Protection By Barna Barabás
- 05:30 PM Amazon brand protection mechanism and new initiatives By Conan Chen
- 06:00 PM Presentation by MOZADIQ
- 06:30 PM Effective Methods to protecting excise revenues By Aftab Baloch
- 07:00 PM PANEL DISCUSSION: Tackling Illicit Trade in ASEAN
- 08:00 PM End of Day One | Q&A, Networking and Exhibition Tour + Group Photo

EU-ABC MEMBERS

Current Membership



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