



# MONTHLY NEWSLETTER

Volume 7/Issue 3 - March 2021

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The EU-ASEAN Business Council kicked off March by hosting an Ambassadorial Panel Discussion titled, "ASEAN in 2021: Robust, Reformed, & Relevant?". The in-person event (with strict safe-distancing protocol) was a refreshing change from the virtual meetings that we have been accustomed to, with the members being able to hear the views from the Permanent Secretary of the Ministry of Trade and Industry, German Ambassador to Singapore, Indonesian Ambassador to Singapore, British Trade Commissioner to the Asia Pacific, and the Philippine Ambassador to Singapore, followed by a lunch.

The Council's Chairman, Donald Kanak, and Executive Board Member, Stuart Tait spoke at a consultation meeting with the ASEAN Finance Ministers and Central Bank Governors about green financing in ASEAN - with representatives from several of our MNC members. On the same day, the Council and its members hosted a private luncheon with the French Ambassador to Singapore.

To end off the month, the Council hosted a webinar titled, "Europe's New Trade Policy: What's In It for ASEAN", discussing ASEAN's visible absence from the EU's 23-page trade policy document, why the EU should pay more attention to ASEAN, and what opportunities lies for ASEAN in the future with the EU.

The Council's Insurance advocacy group proudly presents its new publication titled, "Care, Prepare and Prosper: Digital Tools for Affordable Protection". Appropriate to the context of the COVID-19 pandemic, this paper focuses on using digital solutions to make affordable insurance more accessible to ASEAN in a safe manner. Read below for more details.

The Council is also starting a new series titled, "European Businesses - Empowering ASEAN Recovery". This series is meant to share with readers how our members have made positive contributions to the local communities and economies in ASEAN.

Finally, we would like to warmly welcome Asia Toy and Play Association (ATPA), GS1, and foodpanda to the Council as our newest members. Read more about them under our "New Members" section.

## EU-ABC EVENTS & ACTIVITIES

**Ambassadorial Panel Discussion**  
**ASEAN in 2021: Robust, Reformed, & Relevant?**



The EU-ASEAN Business Council organised a closed-door event for its members featuring the following distinguished speakers:

- Mr Gabriel Lim, Permanent Secretary, Ministry of Trade and Industry, Singapore (1st photo from the left in the middle row)
- H.E. Dr Norbert Riedel, German Ambassador to Singapore (top photo - 1st from the left)
- H.E. Suryo Pratomo, Ambassador of Indonesia to Singapore (top photo - 2nd from the left)
- H.E. Sam Myers, Trade Commissioner Asia Pacific, British High Commission to Singapore (top photo - 3rd from the left)
- H.E. Joseph Del Mar Yap, Ambassador of the Republic of the Philippines to Singapore (top photo - 2nd from the right)

Moderated by:

- Dr Yeo Lay Hwee, Director, European Union Centre in Singapore, Adjunct Fellow, S. Rajaratnam School of International Studies (top photo - 1st from the right)

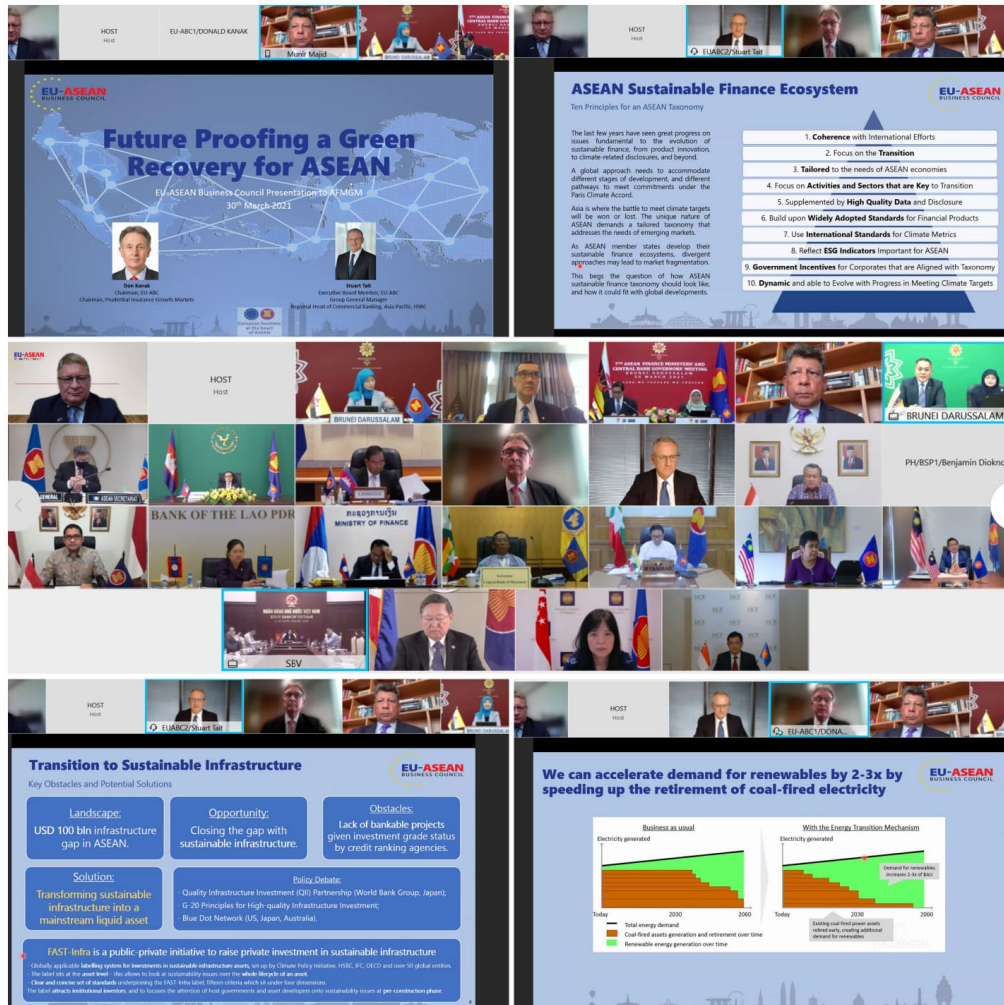
Opening the session, Mr Lim shared his views about:

- The challenges and opportunities of COVID-19
- The risk of deglobalisation & where Singapore stands
- US-China geopolitical tensions and ASEAN
- Digitalisation and digital economy

For the panel discussion, the ambassadors and commissioner shared their views about:

- ASEAN's absence in the EU Trade Policy Review
- How ASEAN can attract the EU's attention
- The Myanmar Coup
- Vaccine diplomacy

**EU-ASEAN Business Council at the 7th ASEAN Finance Ministers and Central Bank Governors' Meeting**



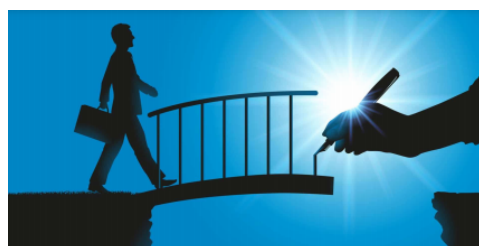
On 30th March, Donald Kanak, Chairman of the EU-ABC, and Stuart Tait presented to the 7th ASEAN Finance Ministers and Central Bank Governors' Meeting (AFMGM).

In the meeting, Don Kanak and Stuart Tait spoke about "Future Proofing a Green Recovery for ASEAN". Leveraging on Brunei's 3rd Strategic Thrust on sustainability, the presentation touched on key issues such as green finance taxonomy, sustainable infrastructure, and energy transition.

Read the joint statement of the 7th AFMGM [here](#).

Read the EU-ABC's press release about the meeting [here](#).

## The EU-ABC Insurance Advocacy Group Presents: Care, Prepare and Prosper: Digital Tools for Affordable Protection



**Care, Prepare and Prosper: Digital  
Tools for Affordable Protection**  
March 2021



The 7th edition of the EU-ASEAN Business Council's Insurance paper is written in line with ASEAN's theme under the 2021 Chairmanship of Brunei titled, "We Care, We Prepare, We Prosper". This paper focuses on delivering an inclusive, resilient, and sustainable insurance system to ASEAN citizens by leveraging on digitalisation to seize new opportunities and overcome challenges posed by the COVID19 pandemic.

This paper focuses on 3 key areas:

- Improving the affordability of insurance protection using tax policies, intelligent automation, and investments.
- Improving the accessibility of insurance with digital solutions.
- Providing integrated digital health solutions to ensure the protection of individual wellness.

Read [here](#) to find out more about the Insurance Advocacy Group's recommendations.





The EU-ASEAN Business Council and its members organized and enjoyed a luncheon with the French Ambassador to Singapore, H.E. Marc Abensour on 30 March. The luncheon was attended by representatives from Bosch, Michelin, Axa, Danone, Sanofi, and Vriens and Partners.

### Webinar – Europe's New Trade Policy: What's In It for ASEAN?



The webinar discussed where ASEAN's opportunities lie in the EU's new trade policy and why the EU should pay more attention to ASEAN.

The key takeaways are:

- The EU's new trade policy focuses more on its overall growth strategy rather than bilateral relations, which explains ASEAN's lack of presence in the document.
- The announcement of the EU-ASEAN Strategic Partnership in late 2020 reflects the importance of ASEAN as a partner to the EU.
- Relying on ASEAN member states is not enough and the private sector of the EU and ASEAN needs to work together to accelerate regulatory issues.
- ASEAN's tech start-up space presents a big opportunity to expand the region's business globally.
- EU business' strength in green technology presents a valuable opportunity for greater collaboration between the EU and ASEAN on achieving sustainability.

Panellists:

- H.E. Eduardo de Vega

Philippine Ambassador to Belgium, Luxembourg, and the European Union

- Helena König

Deputy Director-General, European Commission's Directorate-General for Trade

- Tan Sri Dato' Dr. Mohd Munir Abdul Majid



Chairman, CARI ASEAN Research and Advocacy, and President, ASEAN Business Club

- Alessia Mosca

Secretary-General of the Italia-ASEAN Association

Moderator:

- Noel Clehane

Global Head of Regulatory and Public Policy, BDO, and Chair, EU-ASEAN Brussels Liason Group

If you missed the webinar, you can watch it [here](#).

## European Businesses - Empowering ASEAN Recovery

This series starts off with Booking.com's efforts to elevate sustainable travel-focused social enterprises in ASEAN through its Booking Booster Accelerator Programme, JTI Singapore's efforts to help small local retailers cope with the constraints of the Circuit Breaker through its Go Digital Initiative, and Generali's global movement called "The Human Safety Net".

### Booking.com: Making Sustainable Travel Easier for Everyone



As the world's leading travel company, we have a responsibility to promote a sustainable travel industry – culturally, environmentally, and socio-economically.

To make sustainable travel easier for our bookers, Booking.com together with non-profit organizations like Travelyst and the Sustainable Hospitality Alliance, has created a simplified way to let partners showcase their sustainability efforts in the booking process. This way we facilitate consumer demand and give bookers more sustainable travel options to choose from. This inversely supports local accommodations partners in ASEAN who are making the effort to improve their environmental, social and cultural performance. A lot of our partners out there, especially in Southeast Asia, are already doing amazing things to make travel more sustainable, we just offer them an opportunity to show it at scale on a platform like ours.



[Booking Booster Accelerator Programme](#)

Our focus has always been on innovating, looking to the future and using technology to change the industry in a different way. That's why in 2017 Booking.com created the Booking Booster Accelerator Programme. This program gave innovative sustainable travel-focused social enterprises the opportunity to come to Amsterdam, learn from us as we learn from them and benefit from our expert mentorship on how to scale up a business and pitch for grant funding. We are excited to see that several of the participants from Southeast Asia are now bringing long-term benefits to the tourism industry, focusing on sustainability impact and not only on profit.



Examples of participants from Southeast Asia that are making a real difference are:

[HiveSters](#) (Thailand): a travel social enterprise to help preserve and help Thai culture flourish by empowering local art masters to share Thai culture with the world.

[Backstreet Academy](#) (Singapore): a peer-to-peer travel platform empowering communities in Southeast Asia by connecting them directly to the tourism industry creating micro-entrepreneurs.

[Okra Solar](#) (Cambodia): provides clean and reliable energy access to the people living off the grid.

[Sumba Hospitality Foundation](#) (Indonesia): by offering vocational education in hospitality SHF provides young Sumbanese people with the skills to create employment opportunities on the island.

[Local Alike](#) (Thailand): is a travel company that offers a wide range of community-based tourism and responsible tourism experiences.

The world is changing and so is our industry. But what hasn't changed is Booking.com's commitment to preserving a world worth experiencing and promoting sustainable travel. For more background on Booking.com's sustainability efforts, please read the full interview with Director of Sustainability Marianne Gybels [here](#).

## JTI: You Are Not Alone - Fighting COVID-19 Together as One

Hours after Singapore announced Circuit Breaker measures to control the spread of COVID-19 in April 2020, panic-buying gripped the country overnight. Despite assurances made by the Government and major supermarket that their outlets remain open and supply chains remain intact, many consumers rushed to the stores to stock up on daily necessities.

However, many small retailers were caught off guard by the Circuit Breaker measures such as safe distancing and permitted essential services. With the majority of small independently run retailers operated by owners above 50 years old, they belong to the more vulnerable group and



may not have the resources to put in place measures to properly protect themselves and their customers.

JTI Singapore quickly sprang into action to equip our retailers with automatic hand sanitizer, face shield and safe distancing floor stickers, to ensure that they could work in a safe environment. With the throng of customers purchasing household items from our retailers during the Circuit Breaker, we also had bento food boxes delivered straight to these retailers, so they did not have to go hungry.

The reality of this pandemic is that we will not return to pre-COVID norms. If anything, the pandemic has unleashed and accelerated digitalization trends that altered the retail landscape. Many elderly owners in mom-and-pop-stores are not equipped with the knowledge to go digital and adopt digital payment. Even the savvy ones will need time to familiarise, research and understand the processes.

This has raised questions among our retailers – does adopting digital payment come with a cost, how to do it and to go about it? Armed with these insights, JTI Singapore developed a Go Digital initiative aimed at guiding the retailers on the various digital payment platforms available, how to register and use them, and the costs and processes involved. Our inaugural Go Digital initiative kicked off with 11 retailers who have successfully implemented digital payment. These retailers were delighted to learn about the benefits of digital payment and how easy it is to implement, at no additional cost for some platforms. We will continue to roll out this initiative to more retailers to help them improve the overall business management and customer service, given the preference for contactless payment now. These efforts are also in line with the government's Smart Nation initiatives.



What we have learned from this pandemic is that beyond health and safety, the survival of mom-and-pop stores is causing anxieties among retailers who have to grapple with technology and ecommerce trends outside of their comfort zone. Survival has become their key concern and we want and will continue to partner our retailers to navigate through the irreversible shifts in the retail landscape.

At JTI Singapore, we embed our ESG commitments into our business operations to make a positive difference in the communities that we operate in.

One thing that will not change is our commitment to support retailers through good and bad times.

**Generali's Global Movement Impacts Over 35,000 Families in Asia**





The Human Safety Net (THSN) is Generali's global movement of people helping people. It is based on the belief that whatever happens in life, no one should be held back from reaching their potential.

Our mission is to unlock the potential of people living in vulnerable circumstances, so they can transform the lives of their families and communities. Its 25 programmes in Europe, Asia and South America support families with young children, while also integrating work with refugees. The programme works like a net that brings together the expertise and experience of local NGOs, social enterprises and experts by building genuine partnerships in our markets.

Currently, THSN assists over 80,000 people around the world, of this number, 35,595 families are in Asia which comprises 45% of the global impact. The most recent addition to our THSN network is Generali Philippines in March. This will certainly drive up the number of families we are assisting in Asia in the coming year.

Here's a closer look at our programme in seven of the eight markets where Generali operates in Asia:



### Hong Kong

Generali Hong Kong and Generali Asia (Generali's regional office) have partnered with OneSky for all children. The partnership provides funding for the development of the OneSky Global Centre for Early Childhood Development in one of Hong Kong's most poverty-stricken districts and allows OneSky to train Play Partners - who are essential to providing guidance to caregivers on responsive care for the children.

### India

Future Generali's partnership with United Way focuses on ensuring parents and students are ready to enter formal schooling at six years of age. The program provides grade appropriate learning material for children, health and nutrition awareness and meets with parents to provide consultation on their child's development. Future Generali entered the partnership in 2019 and will continue to build and grow the relationship and develop volunteering opportunities for its employees.

### Indonesia

Collaborating with Hope Worldwide, Generali Indonesia provides educational and health awareness programmes to people living in the low-income areas of Tanah Merah in Jakarta and Depok and Tangerang in Java. The program focuses on providing parenting



and financial literacy classes to parents, as well as tutoring children and facilitating medical check-ups. Generali Indonesia employees are also involved in a wide range of volunteering and fundraising activities for the organisation.

#### Malaysia

MPI Generali collaborates with Yayasan Generasi Gemilang to support its FamTIME program. FamTime empowers and equips families with skills that will improve the parent-child relationship and the wellbeing of the family through workshops and camps. MPI Generali employees take part in regular volunteering activities and have undertaken a needs assessment in the local community.

#### Thailand

In 2018, Generali Thailand partnered with Children's Hospital Foundation to launch a social media campaign to generate public awareness of asphyxia in new-born babies. The campaign reached over 20 million people and was awarded "Best CSR practice award 2018" at the CMO Asia Awards 2018. Employees also took part in fundraising activities.

#### The Philippines

In partnership with the Philippine chapter of Child Fund International, Generali Philippines' supports a project that promotes responsive and protective parenting through modules and activities for parents with children who are new-born to five years of age. The company's employees volunteer through online and on-the-ground activities.

#### Vietnam

Generali Vietnam collaborates with the National Fund for Vietnamese Children on its parenting program that aims to ensure parents have the right knowledge and resources to support the development of their children. Employees take part in a range of volunteering activities, including training employees and agents on how to deliver some of the training sessions.

### In The News

[Viet Nam News interviews Chris Humphrey, Executive Director, EU-ASEAN Business Council about the operation of the ASEAN Customs Transit System.](#)

[PwC UK interviews Chris Humphrey on why UK CEOs should look to Southeast Asia for increased trade post-Brexit.](#)

[Pernod Ricard and EU-ASEAN Business Council featured on a report regarding illicit trade, its challenges, and recommendations on how to combat it.](#)

[ASEAN Countries Commit to Increase Economic Recovery Efforts \[translated from Bahasa Indonesia\].](#)

[EU-ASEAN Business Council's presentation at the 7th Conference of Governors of the Central Bank and ASEAN Finance Ministers \(AFMGM\). \[translated from Vietnamese\].](#)

[ASEAN finance ministers and central bank governors are committed to promoting economic recovery. \[translated from Bahasa Indonesia\].](#)

[ASEAN Countries Agree to Promote Economic Recovery through Digitalisation \[translated from Bahasa Indonesia\].](#)

[ASEAN Agrees to Push for Pandemic-Impacted Economic Recovery by Digitalisation \[translated from Bahasa Indonesia\].](#)

[Joint Statement of The 7th ASEAN Finance Ministers and Central Bank Governors' Meeting \(AFMGM\).](#)

[MAS Monetary Authority of Singapore: Joint Statement of the 7th ASEAN Finance Ministers and Central bank Governors' Meeting \(AFMGM\).](#)

### EU-ABC UPCOMING EVENTS

#### Roundtables & Webinars

**6 & 7 April** - Anti-Counterfeiting & Brand Protection Conference and Exhibition (Register [here](#))

For more information about the Round Table with OECD and the In-Person Meeting with BKPM, kindly contact either Chris Humphrey ([chris.humphrey@eu-asean.eu](mailto:chris.humphrey@eu-asean.eu)) or Shangari Kiruppalini ([shangari.kiruppalini@eu-asean.eu](mailto:shangari.kiruppalini@eu-asean.eu)).

## NEW MEMBERS



# ASIA TOY & PLAY ASSOCIATION

The Asia Toy and Play Association (ATPA) is a non-profit toy and play industry association that provides a platform for dialogue between various stakeholders in the toy industry. We aim to promote the value of play as well as the right of every child to play safely and securely with toys. We foster effective collaboration partnerships between policymakers and the industry to promote ethical trade and ensure that children have access to safe and high-quality toys.

ATPA and its members contribute to the development of toy safety and toy certification standards while driving the development of frameworks in which toymakers, distributors and retailers can collectively grow the overall industry. ATPA is becoming the point of reference to discuss and develop hot themes and trends of the Asian toy ecosystem. Last but not least, ATPA also aids the business expansion and growth of its members by providing a range of market entry support services and on-the-ground support.



GS1 is a global not for profit standards development organisation, recognised as an NGO by the UN, that works together with businesses, governments and other organisations to provide the suite of GS1's global standards and solutions, including unique identifiers, traceability tools and data sharing systems. The best known of these standards is the barcode, a symbol printed on products that can be scanned electronically. GS1 barcodes are scanned over six billion times per day and is the most widely used supply chain standard in the world.

Whatever your industry sector, be it Retail, Healthcare, e-Commerce, Government, Production or Manufacturing, GS1 is a foundational part of the business supply chains and exchange of data, supporting global interoperability in supply chains. Companies around the world use GS1 standards to help guarantee that their supply chains are accurate and timely, to prevent falsified and substandard products entering the legitimate supply chain, and to ensure patients, healthcare providers and consumers receive the products they need when they need them.

GS1 standards now identify everything from COVID vaccines, pharmaceuticals and other medical products such as PPE and implantable medical devices, to FMCG products sold in retail and e-commerce channels, as well as logistics units, physical and virtual locations, and supply chain functions.

Previously known as EAN or European Article Numbering Association and the Uniform Code Council (UCC), today GS1 has a presence in 114 countries and territories globally, including in eight ASEAN markets. GS1 is headquartered in Brussels, Belgium.





Established in 2012, foodpanda is Asia's leading food delivery platform, dedicated to bringing consumers a wide range of food and groceries in a quick and convenient way. foodpanda is a fully-owned subsidiary of Delivery Hero, a global leader in food delivery.

Operating in more than 300 cities across 12 markets in Asia Pacific — Singapore, Hong Kong, Thailand, Malaysia, Pakistan, Taiwan, Philippines, Bangladesh, Laos, Cambodia, Myanmar, and Japan — foodpanda is headquartered in Singapore, home of its regional tech hub.

Through its platform, foodpanda provides enormous economic opportunities for (or lifeline during COVID) its community of vendors, riders and consumers through:

- Helping restaurants and retail vendors grow their business and revenue through digitalization;
- Providing income opportunities for rider-partners;
- Delivering essentials to consumers conveniently and safely.

foodpanda launched its first cloud kitchen in 2018 and its first pandamart cloud store in 2019, offering consumers a wide selection of over 4,000 groceries and daily essentials that can be delivered in under 25 minutes. foodpanda today operates Asia's largest network of cloud grocery stores, with 150 pandamart across 40 cities in 8 markets. foodpanda also partners thousands of retail and SME partners as part of its foodpanda shops vertical, including supermarkets, convenience and department stores and more.

## PARTNER NEWS

**VIRTUAL** LIVE ON zoom  
**POST THE COVID-19 PANDEMIC**  
**ANTI-COUNTERFEITING & BRAND PROTECTION**  
Conference & Exhibition  
6th & 7th April, 2021  
**SIMULTANEOUS INTERPRETATION**  
In English and Mandarin

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**Jeffrey P. Hardy**  
Transnational Alliance to Combat  
Bad Trade



**Lina Baechtiger**  
Philip Morris International



**Stephen Dunn**  
Sanofi



**Cecile Pache**  
AlpVision SA



**Miller Wang**  
MCM International



**Ramesh Raj**  
Pharmaceutical Security Institute



**Rodney Van Dooren**  
Philip Morris International



**Gilbert Botty**  
MOZAIQ



**Paul Vitali**  
VerifyMe Inc



**Elaine Khoo**  
Zuellig Pharma



**Simon Tan**  
Shell



**Valentina Salmoiraghi**  
INTA



**Fernando Ferrer**  
Bentley Group Asia



**David Francis**  
Covestro AG

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## AGENDA DAY ONE

- 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 Brand Protection in Asia: Strategies to strengthen the effectiveness of Enforcement & Investigation By **Christoph Stegemann**
- 06:10 PM EU anti-counterfeiting policy and work in light of the recent EU IP Action Plan By **Davide FOLLADOR**
- 06:40 PM Internet Illicit Trade & Investigation: Cross Border Between Southeast Asia and China By **Miller Wang**
- 07:10 PM Simple invisible solutions for authentication By **Cecile Pache**
- 07:40 PM Procedures and Strategies for Anti-Counterfeiting in China By **Angela Shi**
- 08:10 PM End of Day One | Q&A, Networking and Exhibition Tour + Group Photo

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## AGENDA DAY TWO

- 04:00 PM Opening Remarks by Chairperson/Moderator, **Valentina Salmoiraghi**
- 04:05 PM Presentation By **Senior Representative, Quality Brand Protection Committee (TBC)**
- 04:30 PM Innovation is Key: Pack Smart, Protect the Brand, Engage the Consumer By **Paul Vitali**
- 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 Actively involve your substrate to secure your Brand's image by **Gilbert Botty**
- 06:30 PM Counterfeit Lubricant Product: A bumpy ride for the oil and gas industry By **Simon Tan**
- 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

[Register Here](#)

EU-ABC MEMBERS

## Current Membership



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