



MONTHLY NEWSLETTER

Volume 7/Issue 5 - May 2021

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In May, we have two stories in our "European Businesses - Empowering ASEAN Recovery" series. Pernod Ricard, as part of the Alcoholic Beverages Alliance of the Philippines (ABAPI), signed a pledge for the responsible sale of alcohol online in the Philippines. In addition, Boehringer Ingelheim vaccinated the dogs and cats in Southern Vietnam as part of their larger mission to prevent and control rabies in both the human and animal populations. Read below to find out more.

This month, the EU-ASEAN Business Council (EU-ABC) hosted meetings with the **Royal Malaysia Customs** and the **Indonesia Investment Promotion Centre (BKPM) in Singapore**, organised two webinars - the first on **Digital Health** and the second as part one of the three-parts **Digital Toolkit Series**, attended the **6th ASEAN Economic Community (AEC) Dialogue** and the **ASEAN Trade Facilitation Joint Consultative Committee Meeting (ATF-JCC)**, and **published 2 papers on trade facilitation**.

Behind the scenes, the EU-ABC is also working on many other exciting events and publications to bring EU businesses even closer to the ASEAN community. Keep a lookout for them in the upcoming months!

European Businesses - Empowering ASEAN Recovery

May's edition of this series features Pernod Ricard's pledge to ensure the safe, legal and age-appropriate sale of alcohol beverages in the Philippines, and Boehringer Ingelheim's mission trip to Vietnam to provide free rabies vaccinations for 6,000 dogs and cats.

Pernod Ricard Signs Pledge for Responsible Alcohol E-Commerce

Stay safe. Stay home.

Keep each other safe by being creative with your virtual get-togethers. Enjoy e-noman sessions responsibly by pacing your drinks.



Increasing internet access, expanding product availability and the COVID-19 pandemic has dramatically transformed the e-commerce landscape in the Philippines, including alcoholic drinks. Over the past several months, online sales of liquor has seen a growth spike due to quarantine restrictions and reduced operations of bars and restaurants. Industry estimates showed that alcohol e-commerce in the Philippines has rapidly increased in 2020, with online sales of spirits growing almost 50%. Some alcohol e-commerce sites in the Philippines have seen orders grow by about 150% versus pre-pandemic levels in 2019.

But this shift in consumer behavior has also led to concerns over the overall availability of alcohol, particularly the risk of underage drinking.

In the Philippines, the legal drinking and purchasing age for alcohol is 18 years old.

It is for this reason that the Alcoholic Beverages Alliance of the Philippines (ABAPI), an organization comprised of the leading international alcohol beverage producers, importers and distributors such as Diageo, Pernod Ricard and Moët Hennessy—owners of alcohol brands such as Johnnie Walker, Absolut Vodka and Hennessy, signed a pledge for the responsible sale of wines and spirits online in partnership with most of the leading e-commerce platforms across the country. The voluntary industry pledge aims to put safeguards in place to uphold the responsible sale of alcohol online under the principle of self-governance, with a strong focus on preventing minors from purchasing liquor.

Online platforms that signed the responsible alcohol e-commerce pledge include Lazada Philippines, Liquor.ph, The Booze Shop, Manila Wine, Winery.ph, Singlemalt.ph and Alcoline/Clink.ph.

“Our member- companies actively advocate for responsible drinking and take our obligation to sell and market our products responsibly very seriously. We commit to develop all possible safeguards to ensure that our products do not end up in the hands of minors,” said Kavita Hans, Chairperson of ABAPI and General Manager of Diageo Philippines.

ABAPI member-companies pledge to encourage online retailers to put safeguards in place to prevent minors from purchasing liquor through e-commerce. This includes sharing industry best practices and helping e-retailers in terms of training and capacity-building. The pledge is an offshoot of a global alliance formed early this year between global alcohol firms that make up the International Alliance for Responsible Drinking and online retailers and delivery platforms that include UberEats, HipBar in India, Jumia in Africa and JD.com in China to promote the responsible sale and delivery of alcoholic beverages online.

“This pledge is our way of making the global commitment more relevant in the Philippines. We are delighted to partner with leading online retailers and e-commerce platforms in the country in this ground-breaking coalition to enhance standards for the online sale and delivery of alcohol, said John O’Sullivan, President of ABAPI and Managing Director of Pernod Ricard Philippines.

The pledge encompasses not only producers and e-retailers but the entire chain including third-party logistics and delivery companies. It is open to other stakeholders that share the same responsibility values and intend to contribute and commit to the responsible e-commerce of alcohol.

Boehringer Ingelheim Protecting Humans & Animals against Rabies



From April 26, 2021 to May 7, 2021, the team embarked on an expedition to Southern Vietnam to provide free vaccinations for the entire population of more than 6,000 dogs and cats in Long An province, an area that has already seen 7 rabies-related human deaths since 2019.

Rabies is a deadly, viral disease that affects both humans and animals. It is usually transmitted through the bite of an infected animal. The increase of rabies incidences in the region in recent years showed a lack of readily available resources and a low public awareness of the dangers of rabies. Accompanying the province’s vaccination plan to provide reduce their incidences of rabies deaths is Boehringer Ingelheim Vietnam’s initial contribution of more than 6,000 doses.

“As a family-owned company, we are proud to leverage our expertise in vaccines for the good health of people and animals in the communities in which we operate” says Dr. Bjoern Rambags, General Manager

and Head of Human Pharma at Boehringer Ingelheim Vietnam. Dr. Rambags is a trained veterinarian.

“Indeed, the targeted vaccination of more than 6,000 dogs and cats against rabies in the Duc Hue District will prove that if animals are healthy, humans are healthier too,” adds Dr. Torsten Hardge, Head of Animal Health at Boehringer Ingelheim Vietnam.

The mission out to the villages was led by Professor Thong Quang Le from Nong Lam University's Department of Veterinary Clinical Services and received support from the local government both on a provincial and district level. Professor Thong and his team of 40 university students were also all fully immunized against rabies before heading out together.

According to Professor Thong, “Duc Hue district sits along the Cambodia border of Long An province, where the rate of vaccination against rabies in dogs and cats in the past two years is quite low (about 50% of the total population) and there have been human deaths in previous years. People's awareness of rabies is still quite limited.”

This campaign to begin with 11 villages in Duc Hue is part of a bigger vision to protect humans and animals from rabies and represents Boehringer Ingelheim's long-term commitment towards creating a sustainable future for both humans and animals for generations to come.

EU-ABC EVENTS & ACTIVITIES

Roundtable Meetings Hosted by the EU-ASEAN Business Council

Roundtable Meeting with Royal Malaysia Customs



On 4th May, the EU-ABC hosted a roundtable meeting with the Royal Malaysia Customs, and met with Dato' Sri Abdul Latif, Director General of Royal Malaysia Customs, for a productive discussion about customs and illicit trade in Malaysia.

Key discussion topics include:

- Tax Collection
- Digitalisation of Customs Clearance System
- IPR & Illicit Trade

Roundtable Meeting with Indonesia Investment Promotion Centre (BKPM)



Later in the month, on 20th May, the EU-ABC also hosted a roundtable meeting with Indonesia Investment Promotion Centre (BKPM) and met with Mr. Mohamad Faizal, Director of the IIPC Singapore, for a fruitful discussion on the overall policy direction of Indonesia's newly-formed Investment Ministry and the challenges and issues related to implementing its Omnibus law.

Webinars Organised by the EU-ASEAN Business Council

Fit-For-Purpose Regulatory Frameworks for Digital Health Post-Covid-19: Opportunities for ASEAN

Sponsored by: **Roche**

The EU-ASEAN Business Council Presents

Fit-For-Purpose Regulatory Frameworks for Digital Health Post Covid-19: Opportunities for ASEAN

Host is sharing poll results

1. How do you feel about regulation of digital health

More needed – should be treated like a medical device	10%
Less needed – allow the marketplace to be self-directed	13%
We need bespoke regulation for digital health as a new category	77%

Dr. John Thornback

Shangari Kiruppalini

Varun Veigas

Chris Hardesty

Lai Peng Low

Sunthara

Ferdinal M. Fernando

ASEAN: A Community of Opportunities for All

On 11th May, the EU-ABC organised a webinar to discuss how regulatory frameworks for digital health in ASEAN can be redesigned to accommodate the rapid pace of innovation, iterative nature, and cross-border accessibility that characterise software and digital health. Click [here](#) to listen to the full webinar or to read a summary of the discussion.

ASEAN's 2021 Digital Toolkit Series: Removing Roadblocks for Future Growth

Presented by **EU-ASEAN BUSINESS COUNCIL**

Sponsored by **SAP**

ASEAN's 2021 Digital Toolkit Series: Removing Roadblocks for Future Growth

Moderator

Chris Humphrey
Executive Director
EU-ABC

Speakers

Satvinder Singh
Deputy Secretary General
ASEAN Economic Community

Ambassador Igor Driesmans
EU Ambassador to ASEAN
(invited)

Claudia Chan
Senior Director,
Government Affairs,
Southeast Asia, SAP

John Hsu
Chief Information Officer, Asia Pacific
HSBC

Opening up a world of opportunity.

On 14th May, the Council organised the first webinar of a three-part digital toolkit series titled "ASEAN's
<https://mailchi.mp/eu-asean/newsletter-may-21?e=987502449d>

6th ASEAN Economic Community (AEC) Dialogue



on the

**6th ASEAN ECONOMIC COMMUNITY (AEC) DIALOGUE:
“STRENGTHENING ASEAN-DRIVEN PUBLIC-PRIVATE ENGAGEMENT”
19 May 2021**

On 19th May the EU-ABC engaged in the 6th AEC Dialogue with the ASEAN Business Advisory Council, colleagues from the Joint Business Councils, and ASEAN's Senior Economic Officials. The discussion centered on how public-private engagement can be strengthened and how ASEAN's regional economic integration can be accelerated.

ASEAN Trade Facilitation Joint Consultative Committee Meeting



On 28th May the EU-ABC took part in the latest ASEAN Trade Facilitation-Joint Consultative Committee, together with colleagues from the Joint Business Councils. At the meeting the EU-ABC advocated for the faster and more transparent work on the removal of NTBs in the region, for the adoption of an informed compliance regime to ease customs clearances and the movement of goods, and for speedier progress on the long discussed ASEAN Low Value Shipment Programme. There was also a discussion around the need for more private-public sector collaboration on anti-illicit trade issues, including the concept of developing a multi-stakeholder MOU to help prevent the sale of counterfeit goods online.

Publication of Trade Facilitation Papers



ASEAN Economic Integration: Time for a Post-Pandemic Reset?



ASEAN Economic Integration: Practical Suggestions to Advance Trade Facilitation



On 27th May, the EU-ABC published two papers calling for more progress on ASEAN's regional economic agenda (view the press release [here](#)):

- ASEAN Economic Integration: Time for a Post-Pandemic Reset (read the full publication [here](#))
- ASEAN Economic Integration: Practical Suggestions to Advance Trade Facilitation (read the full publication [here](#))

On the motivation for the papers, Donald Kanak, Chairman of the EU-ABC said: "ASEAN has a huge opportunity in the next few years to become an even more significant participant in and contributor to the global economy, if it can make tangible progress on its economic integration agenda. That requires a reset in how the region deals with non-tariff barriers to trade. That reset is key to easing the flow of goods, improving ASEAN's competitiveness and creating a better investment environment."

Hence, the papers take a look at the current state of play on 2 key areas of trade facilitation in the region: the elimination of Non-Tariff Barriers to trade, and measures to ease the flow of goods within ASEAN. In doing so, they make practical suggestions for accelerating progress on both issues and contain a call to action for Ministers to aid a faster and more sustainable recovery from the economic downturn caused by COVID-19.

Donald Kanak added that these measures "are key to harnessing the combined strength of all 10 ASEAN economies so the region can compete effectively with other regions, leveraging on the dynamism and scale of a market of 650 million citizens" and "by working more cohesively together and delivering on the promises made in the AEC Blueprints, the region will recover quicker from the pandemic and the recovery will be durable."

7th Business Sentiment Survey



Share With Us What Matters!

The EU-ASEAN Business Council's Business Sentiment Survey is Back for its 7th Run!

The EU-ASEAN Business Sentiment Survey is our annual flagship publication that serves as a barometer for current European business sentiment in the ASEAN region, with a focus on key issues such as customs & trade regulations, regional and global developments, COVID-19 responses, and other challenges to European Businesses in ASEAN, amidst an increasingly challenging global trade environment, compounded by the pandemic. It is distributed to, and read by, policymakers and key stakeholders right across the ASEAN region and in Europe.

If you are an Executive in a European firm with a presence in ASEAN, share with us your outlook and concerns for the region in 2021 and beyond. Results will be compiled and published in September later this year.

Don't miss out on this chance to have your voice heard by government leaders and public policymakers -- respondents will receive preliminary findings of the survey results directly in their inboxes!

Take the Survey

In The News

[The EU-ABC featured in Spectator Australia in an article about counterfeit drugs and fake COVID-19 vaccines.](#)

[The survey findings from EU-ABC's advocacy paper titled "Learnings from COVID-19: An Opportunity for ASEAN Governments to Establish Self-Care Policy to Improve the Health & Well-Being of their Populations" was featured by The Business Times.](#)

EU-ABC was featured in The Business Times' article: [Agility and resilience to hurdle ahead.](#)

EU-ABC UPCOMING EVENTS

Meetings, Roundtables & Webinars

7 June - EU-ASEAN Business Council Annual General Meeting (members only)

17 June - Business Roundtable Webinar: "Perspectives for an EU-Thailand Free Trade Agreement (FTA)" (register [here](#)).

23 June - Webinar: "ASEAN's 2021 Digital Toolkit Series: Fraud & Consumer Protection in the Digital Age" (register [here](#)).

More details on the webinars below. For more information, contact us at info@eu-asean.eu.

Perspectives for an EU-Thailand Free Trade Agreement (FTA)



**Business Roundtable
Perspectives for an EU-Thailand
Free Trade Agreement (FTA)**

WEBINAR

17 June 2021
10.00-11.30 CET / 15.00-16.30 Bangkok time / 16.00-17.30 Singapore time
Please register in advance at:
<https://zoom.us/meeting/register/tJElc-uhpj0oGNKkc8BiDMuAMdtTcOqouAcc>



Business Roundtable Perspectives for an EU-Thailand Free Trade Agreement (FTA)

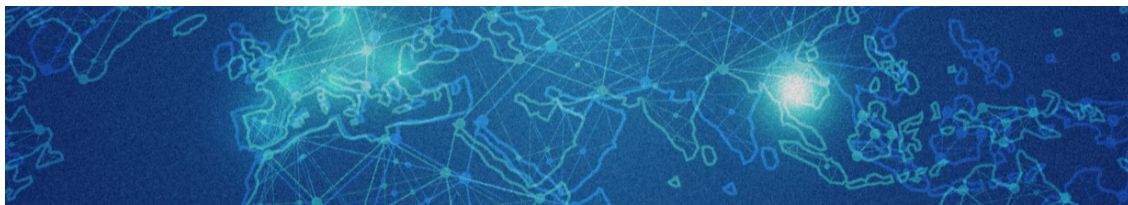


Join us for this 90 minute Business Roundtable discussion on the potential for an EU-Thai Free Trade Agreement. We want to hear and discuss different business perspectives on a future agreement. What are the interests of some key business sectors? Join us to find out more and ask your questions.

17 June 2021

10.00-11.30 CET (15.00-16.30 Bangkok time - 16.00-17.30 Singapore time)

10.00	Welcome & Introduction Moderator: Paolo Vergano Partner, FratiniVergano - European Lawyers
10.15	Business Roundtable EU-Thailand FTA: State of Play Ajaree Tavornmas Partner, Access-Europe Perspectives for an EU-ASEAN FTA Chris Humphrey Executive Director, EU-ASEAN Business Council (EU-ABC) Opportunities for Services in a future EU-Thailand FTA Pascal Kerneis Managing Director, European Services Forum (ESF) Perspectives from European Automotive Industries Thai-European Business Association (TEBA) representative Perspectives from European Pharmaceutical Industries BAYER representative (invited, tbc)
11.00	Q&A and discussions



EU-ASEAN Business Council
www.eu-asean.eu

The EU-ABC is the primary voice for European Business within the ASEAN region. The overarching objective of the EU-ABC is to promote changes in policies, rules and regulations so that European businesses can more easily invest and develop their businesses in ASEAN, benefiting not only their own shareholders but local economies and populations as well.



European Services Forum
www.esf.be

The ESF is a network of representatives from the European services sector committed to actively promoting the liberalisation of international trade and investment in services.



FratiniVergano - European Lawyers
www.fratinivergano.eu

FratiniVergano is an independent law firm established in Brussels in 2007, with offices in Brussels and Singapore, as well as a permanent presence in Jakarta, Indonesia and Manila, the Philippines. The Firm has particular expertise in relation to EU, ASEAN and WTO law, particularly in the areas of dispute settlement, trade negotiations, regional economic integration, trade facilitation, trade and sustainable development, and competition law and policy. The Firm helps businesses navigate the laws and requirements to trade within the EU and ASEAN, as well as between the two regions.



Thai-European Business Association
www.thaieuro.biz

Established since 2019, TEBA is an industrial manufacturing association with a strong focus on automotive and aerospace sectors. TEBA mission is to promote trade and investment opportunities between Thailand and Europe.

FratiniVergano, EU-ASEAN Business Council (EU-ABC), European Services Forum (ESF) and Thai-European Business Association (TEBA) are pleased to invite you to participate in the Business Roundtable: Perspectives for an EU-Thailand Free Trade Agreement (FTA), which will take place virtually on Thursday, 17th June 2021 at 10.00-11.30 CET / 15.00-16.30 Bangkok time and 16.00-17.30 Singapore time.

Join us for this 90 minute Business Roundtable discussion on the potential for an EU-Thai Free Trade Agreement. We want to hear and discuss different business perspectives on a future agreement. What are the interests of some key business sectors? Join us to find out more and ask your questions.

Join the Webinar

ASEAN's 2021 Digital Toolkit Series: Fraud & Consumer Protection in the Digital Age

Policies which promote trust are key in unlocking the full potential of ASEAN's digital economy. These cover a range of areas from data privacy to cybersecurity, to consumer protection. However, in the digital age, consumer protection extends beyond robust data protection law. The proliferation of online sales has made it increasingly more difficult for consumers to identify counterfeit goods, and easier for them to fall victims to scams. Regionally, policies are also not coordinated, making it harder for individuals and businesses to understand who is accountable when fraudulent activities take place online.

- What are the key gaps in Southeast Asia's consumer protection laws?
- Online fraud and deception require additional protections, how can ASEAN leaders tackle this growing issue?
- How can ASEAN leaders work together with businesses to develop stronger public-private partnerships, tougher enforcement actions, and the cooperation of e-commerce platforms?

To find answers to these questions, the EU-ABC will be hosting the second webinar of the three-part Digital Toolkit Series: "ASEAN's 2021 Digital Toolkit Series: Fraud & Consumer Protection in the Digital Age", on Wednesday, 23rd June 2021 at 10.00-11.15 CET / 15.00-16.15 Bangkok time and 16.00-17.15 Singapore time.

The panel includes:

- Mr. Mohamed Zahari Bin Razali, Deputy Secretary General (Consumer Empowerment), Ministry of Domestic Trade and Consumer Affairs, Malaysia & Chair, ASEAN Committee on Consumer Protection (ACCP)
- Representative, Department of Trade and Industry (DTI), Philippines
- Lazada (invitation extended)
- Claudia Chan, Senior Director, Government Affairs, Southeast Asia, SAP
- Ramesh Raj Kishore, Regional Director- Asia Pacific Region, the Pharmaceutical Security Institute (PSI)
- Zhen Yi Ng, Senior Manager, Government & Public Affairs APAC, Lego (invitation extended)

Join us to learn more or to share your views on fraud and consumer protection in ASEAN!

Join the Webinar

Team Changes at EU-ABC

We are this week going through going some changes in the EU-ABC Team. It is with sadness that on 4th June we will be saying goodbye to Shangari Kiruppalini, our Advocacy & Membership Manager, who is moving on to pastures new and an exciting new role in the travel and tech sector. Shangari has been an excellent and well liked member of the team, helping to push forward a number of key advocacy areas for the EU-ABC particularly on Mobility issues, Sustainability, and ICT/Digital Economy, as well working

tirelessly on setting up mission trips (when we could travel!) and a range of ministerial roundtables and webinars since COVID-19 kicked in. We wish Shangari all of the best for her new adventure where we are sure she will flourish. Shangari will be missed by all of us.

Shangari's Farewell Message



Dear EU-ABC members and colleagues,

It is amazing to think that I've worked at the EU-ABC for the past one and a half years and the 4th of June will officially mark my last day. In a short period of time, I have learnt various invaluable lessons, embraced new challenges, and made really good friends.

My first week at the Council pretty much set the scene for the rest of my time at the EU-ABC. Not only did my second day of work start in Jakarta, but I was also unexpectedly tasked to lead meetings at the ASEAN Secretariat. Before I knew it, Chris and I were in a plane again, flying to Vietnam for my first mission trip. Everyone I met welcomed me with open arms to ensure that I was adjusting and coping well. While challenging and completely unexpected, my first week not only forced me to think on my toes but it also made me realise it was the people (and not policies) who form the core of my job.

The EU-ABC has been much more than just a workplace for me. Despite being in a pandemic, working from home and adjusting to a 'new normal,' relationships at the Council strengthened and I continued to enjoy the work we did (barring the travel which I am sure we all miss). The EU-ABC, the work, and its people have meant so much to me and I am immensely proud and honoured to have been a part of such a dynamic team.

I sincerely would like to thank each and every one of you for seeing my potential in addition to always giving me new challenges and opportunities to learn and grow from. It has been an absolute pleasure and a privilege to have worked with every one of you and colleagues who can bring out your best. I have mixed emotions about leaving the Council, but I am so excited and looking forward to the challenges that lie ahead. Thank you once again and I do hope we will continue to stay in touch.

Warm Regards

Shangari Kiruppallini

Shangari.Kiruppallini@gmail.com

New Team Member: Liyana Othman



However, life moves on, and we are delighted to announce the arrival of Liyana Othman to the team at the EU-ABC, as Shangari's replacement. Liyana starts with us on 4th June having had a successful career previously as a broadcast journalist at Channel News Asia, and also having worked on policy and research issues for both SIIA and Black Dot Research. Please join us in welcoming Liyana to the EU-ABC family. We will be arranging introductory calls with the chairs of our various advocacy groups and members in due course.

EU-ABC MEMBERS



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