



# MONTHLY NEWSLETTER

Volume 7/Issue 7 - July 2021

## Newsletter Contents:

- EU-ASEAN Relations Essay Series
- Member News
- EU-ABC Events
- In the News
- Upcoming Events

---

For the month of July, we have four contributions to our **EU-ASEAN Relations Essay** series. The series features contributions by H.E. Igor Driesmans, EU Ambassador to ASEAN, H.E. Dato Lim Jock Hoi, Secretary-General of ASEAN, Daniel Caspary MEP, Chairman of the European Parliament Delegation for Relations with the Countries of Southeast Asia and ASEAN, and The Honourable Fdr. Ar. Siti Rozaimeriyanthy, Chairwoman of the ASEAN Business Advisory Council, Brunei Darussalam. See below for their contributions.

We are also delighted to feature the work of two of our members, SAP and Bosch. SAP is launching a free Massive Open Online Course (MooC) on the Circular Economy to help businesses learn about how it can help us combat the negative impacts of the linear economy on the planet, people, and modern businesses. Bosch has also just launched its Southeast Asia innovation hub, Grow, in Singapore, in partnership with Singapore's EDB New Ventures. The innovation hub seeks to establish a conducive and collaborative ecosystem for start-ups in the region to develop their business ideas and aims to launch at least five new ventures in Singapore by 2023. Read below to find out more.

This month, the Council was engaged in various events and activities. We presented to the the ASEAN Trade Facilitation Joint Consultative Committee (ATF-JCC) at a consultation session between the ATF-JCC and the Joint Business Council on a number of issues, and organised closed-door co-creation workshops on Healthy Ageing and Life-Course Immunisation for key stakeholders across the public and private sectors in several countries in the Southeast Asia region. The EU-ABC also took part in a meeting with Indonesia Ministry of Industry to discuss GR 28/2021, and to end off the month, we had a meeting with Indonesia Customs to discuss some practical issues that have arisen from DGCE Regulation 11/20.

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.

## EU-ASEAN Relations Essay Series

The EU-ASEAN Relations Essay Series features essays from key government and business leaders from both Europe and ASEAN providing insight and deeper understanding on the subject. The series will also make up a part of our annual Business Sentiment Survey Report this year which will be published in September alongside the 53rd ASEAN Economic Ministers' (AEM) Meeting.

This month, we are delighted and honoured to feature essays from H.E. Igor Driesmans, EU Ambassador

to ASEAN, H.E. Dato Lim Jock Hoi, Secretary-General of ASEAN, Danial Caspary, Chairman of the European Parliament Delegation for Relations with the Countries of Southeast Asia and ASEAN, and The Honourable Fdr. Ar. Siti Rozaimeriyanty, Chairwoman of the ASEAN Business Advisory Council, Brunei Darussalam.

### Contribution from H.E. Igor Driesmans, EU Ambassador to ASEAN



EU-ASEAN BUSINESS COUNCIL with the support of **BDO**

presents

*EU-ASEAN Relations Essay Series:*



H.E. Igor Driesmans  
EU Ambassador to  
ASEAN

For the first contribution of the month, we have an essay from H.E. Igor Driesmans, EU Ambassador to ASEAN, which provides insight on the road to the 45th anniversary of EU-ASEAN relations.

The EU and ASEAN have been partners for 44 years, crafting a solid, reliable partnership anchored in trade and development cooperation throughout this process. In the essay, H.E. Driesmans shares about how on the journey to the 45th year of dialogue partnership, the two regional blocks have been and will continue to be working together towards promoting greater investment and trade, supporting the global rules-based trading system and sustainable development.

“More than ever, the world needs stability - this means a rules-based international order, effective multilateralism, and an open multilateral trade system. On all of these issues, the EU and ASEAN are natural partners. We should – and I am certain that we will - rise to the challenge once again.”

### Contribution from H.E. Dato Lim Jock Hoi, Secretary-General of ASEAN



presents

*EU-ASEAN Relations Essay Series:*



H.E. Dato Lim Jock Hoi

Secretary-General of  
ASEAN

The EU-ABC is also delighted to feature the contribution from H.E. Dato Lim Jock Hoi, Secretary-General of ASEAN. In his essay, H.E. Dato Lim Jock Hoi shares his thoughts on the longstanding dialogue relationship the region shares with the European Union (EU) and looking forward, where the two regional blocs can work together across all three ASEAN Community Pillars.

On ASEAN-EU Strategic Partnership:

“I am pleased to see that the ASEAN-EU relations has grown stronger throughout the past 44 years. As the year 2022 will mark the 45th anniversary of the ASEAN-EU Dialogue Relations, I look forward to further strengthening our strategic relations through concrete and practical cooperation as well as a Commemorative Summit in Brussels to mark the occasion and to provide strategic guidance to further realise the potential of both regions.”

On Areas the Two Regional Blocs can Work Together On for a Strong and Resilient Recovery:

“Looking forward to a strong and resilient recovery, three trends will be important for ASEAN: keeping markets open, digital transformation, and a regional sustainability model. ASEAN remains committed to keeping its market open and making supply chains stronger and more resilient, which will be more important to accelerate the region’s recovery.”

Read the full essay [here](#).

**Contribution from Daniel Caspary MEP, Chairman of the European Parliament  
Delegation for Relations with the Countries of Southeast Asia and ASEAN**



presents

*EU-ASEAN Relations Essay Series:*



Daniel Caspary MEP

Chairman  
European Parliament Delegation  
for Relations with the Countries  
of Southeast Asia and ASEAN  
(DASE)

Seven months after the historic decision to upgrade the EU-ASEAN Partnership to “Strategic” level, a welcome milestone after 44 years of formal partnership, Daniel Caspary MEP, Chairman of European Parliament Delegation for Relations with the Countries of Southeast Asia and ASEAN (DASE) explores the big questions of how to make a success of this new qualitative step and what can be called a success in his contribution to our EU-ASEAN Relations Essay Series. Read the full essay [here](#).

**Contribution from The Honourable Fdr. Ar. Siti Rozaimeriyanty, Chairwoman of the ASEAN Business Advisory Council, Brunei Darussalam**



presents

*EU-ASEAN Relations Essay Series:*



The Honourable  
Fdr. Ar. Siti Rozaimeriyanty  
Dslj Haji Abdul Rahman

Chairwoman  
ASEAN Business Advisory  
Council  
Brunei Darussalam

For the latest edition of EU-ASEAN Relations Essay Series, The Honourable Fdr. Ar. Siti Rozaimeriyanty Dslj Haji Abdul Rahman, Chairwoman of ASEAN Business Advisory Council, Brunei Darussalam provides insight on how the EU and ASEAN can forge ahead together towards a stronger recovery.

Looking ahead, YB Yanty Rahman expresses support of the ASEAN BAC on the resumption of the ASEAN-EU FTA negotiations between the two blocs, welcoming further cooperation in expanding ASEAN-

EU relations, to tap on the full potential of both regions.

“... with an all-out support from the EU and our EU-ABC partner, we from the ASEAN business sector are confident that negotiations towards an FTA framework will set in place our relations as we grow stronger in the years to come.”

“Let us Care and Recover, Prepare for Stronger Unity and Prosper together, Sama – Sama”

Read the full essay [here](#).

## Member News

### openSAP Launching a Massive Open Online Course (MooC) on the Circular Economy



SAP is launching a free Massive Open Online Course (MooC) on openSAP to help Businesses understand the Circular Economy. Join this free online course to learn about the advantages of an inclusive circular economy and discover how it can help us tackle the impact the linear economy is having on the planet, people, and modern businesses. Find out more and enroll [here](#).

### Bosch Launches Southeast Asian Innovation Hub in Singapore, in Partnership with EDB New Ventures



Bosch South-East Asia President Martin Hayes (in black) speaking at the innovation hub launch.

[The Straits Times Photo: ONG WEE JIN](#)

On 28 July, Bosch launched its Southeast Asia innovation hub, Grow, in Singapore, in partnership with the Singapore Economic Development Board's (EDB) corporate venture building arm, EDB New Ventures. Grow is a start-up incubation platform that seeks to establish a conducive and collaborative ecosystem for start-ups in the region to develop their business ideas. The innovation hub's partners include institutes of higher learning such as the National University of Singapore and Singapore Management University, as well as multi-national corporations like British-headquartered Standard Chartered Bank and testing and certification company Bureau Veritas. About 30 intrapreneurs are currently working on start-up projects within Grow, and the innovation hub seeks to launch at least five new ventures in Singapore by 2023. Read the full article [here](#).

## EU-ABC EVENTS & ACTIVITIES

### EU-ABC Presents to ASEAN Trade Facilitation Joint Consultative Committee



On 28 July, Our Executive Director was joined by the Co-Chairs of our Customs and Trade Facilitation Group (Raymond Yee of DHL and Frank Debets from PwC) and Paranee Adulyapichet of Bayer at a consultation session between the ATF-JCC and the Joint Business Council. The EU-ABC team presented on a number of issues including the need for ASEAN to accelerate work on the elimination of Non-Tariff Barriers in the region and a suggested methodology for doing so; the need for instituting informed compliance in ASEAN as a means of easing customs clearances; ways to advance the proposed ASEAN Low Value Shipment Programme; and measures to assist the push to prevent the proliferation of illicit trade in Southeast Asia.

### Closed Door Workshops on Healthy Ageing and Life-Course Immunisation

**The Decade of Healthy Ageing in ASEAN: Role of Life-course Immunisation**

Supported by **KPMG**, **SANOFI**, and the **EU-ASEAN BUSINESS COUNCIL**

**Increasing adult immunisation uptake in Vietnam**  
 Over **20%** of Vietnam's population will be 65 years and above by **2050**<sup>1</sup>. As populations age, chronic and infectious diseases increase. Vaccine-preventable diseases can also take a heavy toll on the economy. Influenza was found to cause **157,000** lost days of work<sup>2</sup>. **HEALTH EXPENDITURE** for older adults in 2030 will be **5x** that in 2015. **Concerted action** is needed so older adults can fulfill their potential. To do this, a suite of preventive care mechanisms is needed. **Self-care Health screenings Vaccinations**

**Increasing adult immunisation uptake in Indonesia**  
**16%** of Indonesia's population will be 65 years and above by **2050**<sup>1</sup>. As populations age, chronic and infectious diseases increase. Vaccine-preventable diseases can also take a heavy toll on the economy. Influenza was found to cause **157,000** lost days of work<sup>2</sup>. **HEALTH EXPENDITURE** for older adults in 2030 will be **5x** that in 2015. **Concerted action** is needed so older adults can fulfill their potential. To do this, a suite of preventive care mechanisms is needed. **Self-care Health screenings Vaccinations**

**Increasing adult immunisation uptake in Thailand**  
**30%** of Thailand's population will be 65 years and above by **2050**<sup>1</sup>. As populations age, chronic and infectious diseases increase. Vaccine-preventable diseases can also take a heavy toll on the economy. Influenza was found to cause **157,000** lost days of work<sup>2</sup>. **HEALTH EXPENDITURE** for older adults in 2030 will be **5x** that in 2015. **Concerted action** is needed so older adults can fulfill their potential. To do this, a suite of preventive care mechanisms is needed. **Self-care Health screenings Vaccinations**

**Increasing adult immunisation uptake in Malaysia**  
 Close to **20%** of Malaysia's population will be 65 years and above by **2050**<sup>1</sup>. As populations age, chronic and infectious diseases increase. Vaccine-preventable diseases can also take a heavy toll on the economy. Influenza was found to cause **157,000** lost days of work<sup>2</sup>. **HEALTH EXPENDITURE** for older adults in 2030 will be **5x** that in 2015. **Concerted action** is needed so older adults can fulfill their potential. To do this, a suite of preventive care mechanisms is needed. **Self-care Health screenings Vaccinations**

**Increasing adult immunisation uptake in the Philippines**  
 Approximately **12%** of the Philippines' population will be 65 years and above by **2050**<sup>1</sup>. As populations age, chronic and infectious diseases increase. Vaccine-preventable diseases can also take a heavy toll on the economy. Influenza was found to cause **157,000** lost days of work<sup>2</sup>. **HEALTH EXPENDITURE** for older adults in 2030 will be **5x** that in 2015. **Concerted action** is needed so older adults can fulfill their potential. To do this, a suite of preventive care mechanisms is needed. **Self-care Health screenings Vaccinations**

**Increasing adult immunisation uptake in Singapore**  
**35%** of Singapore's population will be 65 years and above by **2050**<sup>1</sup>. As populations age, chronic and infectious diseases increase. Vaccine-preventable diseases can also take a heavy toll on the economy. Influenza was found to cause **157,000** lost days of work<sup>2</sup>. **HEALTH EXPENDITURE** for older adults in 2030 will be **5x** that in 2015. **Concerted action** is needed so older adults can fulfill their potential. To do this, a suite of preventive care mechanisms is needed. **Self-care Health screenings Vaccinations**

**However, vaccine coverage for flu among older adults in Singapore is only at 14%,<sup>3</sup> below the 75% WHO target**

**A whole-of-society approach is needed to increase adult vaccination uptake in Singapore<sup>4</sup>**

Establish framework for doctors to advocate for and administer adult vaccines  
 Automated reminders to doctors to discuss vaccination with patients during consultation  
 Monetary incentives for achieving vaccine targets  
 Empower and support NGOs as vaccine advocates  
 Provide grants to organisations for outreach efforts  
 Develop information books and toolkits  
 Target intervention at an earlier age  
 Awareness campaigns and financing interventions at an earlier stage e.g. 50 years and above

Following the publication of the “The Decade of Healthy Ageing in ASEAN: Role of Life-Course Immunisation” report (view the press release [here](#) and read the full publication [here](#)) in June last month,

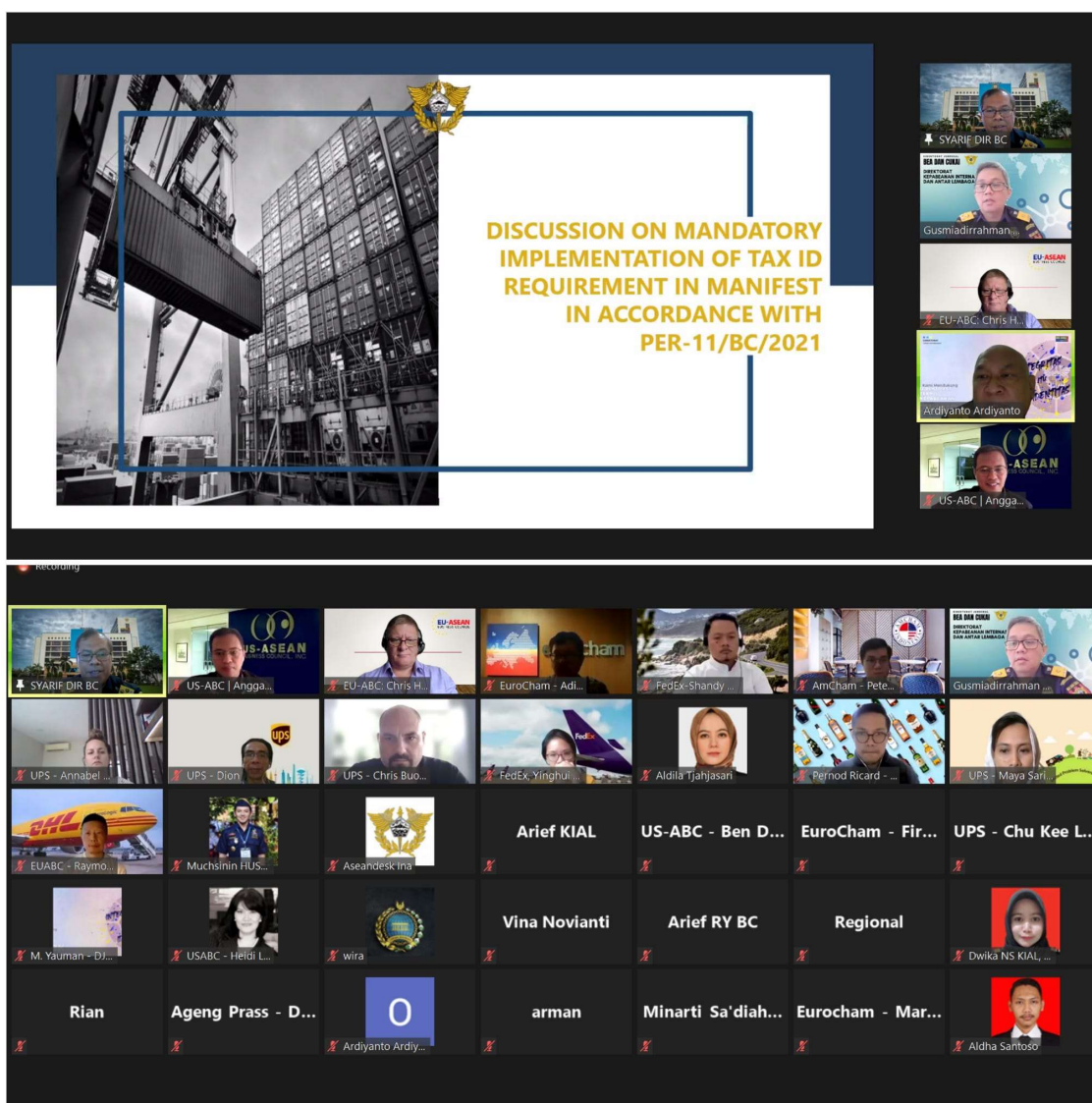
the EU-ABC organised country-specific closed door workshops on the topic for key stakeholders across the public and private sectors in several countries in the Southeast Asia region. The co-creation workshops included the Singapore roundtable on 7th July, Thailand roundtable on 21st July, the Philippines Roundtable on 23rd July, the Vietnam Roundtable on 27th July, and the Malaysia Roundtable on 29th July.

The workshops saw stakeholders share their insights and on-ground challenges, as well as collaborate on an actionable roadmap to determine needed national action plans.

### Meeting with Indonesia Ministry of Industry on GR 28/2021

The EU-ABC took part in a meeting with representatives from the Indonesia Ministry of Industry on 13 July to discuss Government Regulation 28 of 2021 on the Organisation of Industries, following a request from our Members. The issuance of GR 28/2021 had raised some concerns among key stakeholders, as its implementation is interpreted to potentially pose significant operational and financial challenges. The consultation provided our Members with a clearer understanding of the regulation and the Indonesia government's intention behind it, and concluded with the Mol's commitment to take into consideration private sector views before the full implementation of GR 28/2021.

### Meeting with Indonesia Customs





On 29th July, the EU-ABC took part in a meeting with Indonesia Customs to discuss some practical operational issues that have arisen from DGCE Regulation 11/2020. The meeting followed several previous interactions with Indonesia Customs on this matter by the Council, and a specific request from us for a meeting. In what was an excellent discussion, a way ahead to deal with the very real practical problems that the regulation was causing for logistics firms was worked out, together with a commitment to further review the Regulation in consultation with industry players.

## In The News

This month, the EU-ABC's Healthy Ageing and Life-Course Immunisation paper, which was published last month, was featured in various news media:

[Experts call for speeding up life-course immunisation in Southeast Asia](#)  
[Experts call for speeding up life-course immunisation in Southeast Asia](#)  
[Experts call for urgent action in Southeast Asia to accelerate implementation of life-course immunisation](#)  
[Experts call for speeding up life-course immunisation in Southeast Asia](#)  
[Experts call for speeding up life-course immunisation in Southeast Asia](#)  
[Experts call for speeding up life-course immunisation in Southeast Asia](#)

[Experts Call for Urgent Action in SEA to Accelerate Implementation of Life-Course Immunisation as a Gateway to Healthy Ageing Keeping Seniors Safe and Healthy.](#)

## EU-ABC Upcoming Events



The banner features a blue background with a hexagonal pattern. On the left, the EU-ASEAN Business Council logo is displayed. The central text reads 'ASEAN-EU Health Summit' in large blue letters, followed by 'Health Solutions Post Pandemic: Innovation, Inclusion & Immunisations in ASEAN and Beyond'. Below this, the date '15 September 2021' and the location 'Stamford Ballroom, Raffles City Convention Centre' are listed. On the right, the Platinum Sponsor 'SANOFI' and Bronze Sponsor 'Roche' are identified with their respective logos. The banner also includes icons of a group of people, a lightbulb, and a syringe.

Save the date for our **ASEAN-EU Health Summit** on **Wednesday, 15th September 2021**, at Singapore's Raffles City Convention Centre. Register [here!](#)

For more information, contact us at [info@eu-asean.eu](mailto:info@eu-asean.eu).

## EU-ABC MEMBERS



Copyright © 2021 EU-ASEAN Business Council, All rights reserved.

Want to change how you receive these emails?  
 You can [update your preferences](#) or [unsubscribe from this list](#)

