



## NOTES FROM THE ED (May 2022)



May has come and gone in a flash! Where does the time go?! For the EU-ABC team it was yet another busy month with a series of events, briefings and Ministerial-level meetings. And much planning for forthcoming events and mission trips.

### Cambodia Ministerial Meetings

Last week we were in [Cambodia for further meetings](#) linked to their Chairmanship of ASEAN and to various workstreams that we have. We met the Cambodian Minister of Health, H.E. Mam Bunheng, to discuss work we are currently undertaking on tackling Non-Communicable Diseases in ASEAN, and also on the Value of Diagnostics, as well as a planned workshop on various health-related initiatives that we hope to do late in the year with all 10 ASEAN health authorities. Reports on NCDs and Diagnostics will be out soon, so please look out for those.

We also met the Secretary of State for Transport, H.E. Leng Thunguthea, to discuss road safety in ASEAN and in particular campaigns that the Council is running on prevention of drink-driving in the region and for the making of Anti-lock Braking Systems on two-wheelers mandatory. Unfortunately, ASEAN has a very poor record on road safety, and more action is needed by the region. I am pleased to say that our ideas were well received by Cambodia.

The final meeting in Phnom Penh was with the Secretary of State for Commerce, H.E. Pich Ritchi, where we covered issues connected with Cambodia's Priority Economic Deliverables for 2022 and the planning for the ASEAN Economic Ministers later in the year when the Council, in conjunction with EuroCham Cambodia, will be putting on the **10th EU-ASEAN Business Summit**. One of the issues we discussed in depth at the meeting was tackling the sale of counterfeit and copy-cat goods on e-Commerce channels in ASEAN and the need for greater collaboration between governments, e-commerce platforms and brand owners.

### Members-Only Activities

We also held a members-only roundtable meeting with the General Department of Vietnam Customs, giving members the chance to raise questions and concerns directly with Customs, and to seek resolution or clarity on a number of doing-business issues. In addition, there were member-only briefings on the economic and political outlook for Vietnam and from Borderlex on the EU's trade and sustainability initiatives and how they might impact ASEAN. Our members-only briefing in June will be bringing the conversation back to Singapore to see how the current economic landscape and how recent political development could impact its prospects. Members who are interested can still register to join us [here](#). This meeting will take place on 15 June.

### What's in store in June

Looking ahead to June, we will have our **Annual General Meeting** in Kuala Lumpur on 9th June, which will be followed by a **Gala Dinner** to which the Malaysian Prime Minister, YAB Dato' Sri Ismail Sabri Yaakob, has been invited. The dinner is being co-organised by EuroCham Malaysia. Tickets are still available [here](#).

Leading up the AGM and Dinner, we will be undertaking our first physical mission trip since February 2020, with an exciting line up of meetings planned with various ministries in Malaysia. We are very much looking forward to the return of our physical mission trips. Further ones are planned for Indonesia (August), Vietnam (September) and Thailand (November).

June will also see us joining the ASEAN Trade Facilitation Joint Consultative Committee meeting, discussing the much-anticipated review of ATIGA and pressing for further advances on trade facilitation in the region. We will also have a members-only briefing on Singapore on 15 June.

### We want to hear your voice!

Finally, we again ask all European businesses operating in ASEAN to partake in our Annual Business Sentiment Survey. The survey serves as a barometer of European business views on ASEAN, its attractiveness for more trade and investment, and also EU policies towards the region. Having as many responses as possible will aid us in our future advocacy work to help European business interests going forward. You can complete the survey [here](#) – it will only take 15 minutes over your morning coffee!

## Joint EU-ABC & Eurocham Gala Dinner



### Join the EU-ASEAN Business Council at our upcoming 9th AGM Gala Dinner!

Jointly brought to you together with EUROCHAM Malaysia, the Gala Dinner will be held on 9 June 2022 at EQ Kuala Lumpur, from 6pm to 9.30pm.

An evening of opportunities to network and mingle with prominent dignitaries, connect with like-minded industry leaders, foster meaningful discussions and a sumptuous dinner awaits!

Find out more [here](#)

## EU-ABC Business Sentiment Survey 2022



Click the image above to participate in the EU-ABC Business Sentiment Survey 2022.

## EU-ABC MEMBERS

### Current Membership



Interested in joining the EU-ABC? Contact us at [chris.humphrey@eu-asean.eu](mailto:chris.humphrey@eu-asean.eu) or [liyana.othman@eu-asean.eu](mailto:liyana.othman@eu-asean.eu) for more details on membership.



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