



PRESS RELEASE

EU-ASEAN Business Council to host 10th ASEAN-EU Business Summit in Brussels

*The Summit celebrates 45 years of transnational partnership
and official bilateral trade between the two regions*

5 OCTOBER 2022 – SINGAPORE – The [EU-ASEAN Business Council](#), the leading voice for European businesses within the Association of Southeast Asian Nations (ASEAN) region, will be celebrating the 45th anniversary of the dialogue partnership between the European Union (EU) and ASEAN by hosting the [10th ASEAN-EU Business Summit](#). The Summit, held on Tuesday 13 December 2022 in Brussels in Belgium, will follow the theme of “Deepening ASEAN-EU Trade: Sustainable Development For All” and will be held on the sidelines of the official bilateral Summit between leaders of both regions.

The forum aims to strengthen business and economic ties between the EU and ASEAN. The cross-regional discussion is slated to feature President of the European Council, Charles Michel, President of the Republic of Indonesia, Joko Widodo¹, who will chair ASEAN in 2023, and Secretary of the Department of Trade and Industry (Philippines), Alfredo E. Pascual, as speakers. In addition, all ASEAN Heads of Government have been invited to the Summit while notable government and business leaders are also scheduled to speak at the event.

The event aims to align business and political interests between the private and public sectors following the recent emergence of ASEAN as an engine of global economic growth. According to the 2022 EU-ASEAN Business Sentiment Survey, 63% of European businesses see ASEAN as the region of best economic opportunity over the next five years. This underscores the growing importance of engaging Southeast Asia as a strategic partner for bilateral trade and regional partnerships. A further 97 percent of respondents believe that the EU should accelerate the negotiation of trade deals with ASEAN, highlighting that industry players also view Southeast Asia as a promising target for economic expansion.

“With ASEAN on track to become the fourth-largest economy globally, it is imperative that EU businesses do not risk playing catch up. At the same time, ASEAN cannot fall prey to complacency. The EU-ABC is thus committed to maintaining a clear strategy for both regions to strengthen relations, overcome challenges, and reap the potential benefits of their strategic partnerships moving forward,” said Martin Hayes, Chairman of the EU-ASEAN Business Council.

¹ Invited. Presence subject to confirmation.

By providing a dynamic and inclusive environment to facilitate open dialogue between industry players and political leaders, the Summit is expected to cement ASEAN's position as a lighthouse for foreign market opportunities.

The main forum panel will also discuss the role of regional investment in the digital economy, reinforcing the European Union as a strong strategic partner for international collaborations amid the global transition towards sustainable trade.

The event is open to European and ASEAN businesses across a diverse range of industries and seats are limited. Travel giant Booking.com will be the main sponsor of the two-day bilateral summit, along with industry leaders Danone and Sanofi.

For more information, please visit: <https://www.eu-asean.eu/10th-asean-eu-business-summit>

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About the EU-ASEAN Business Council

The EU-ASEAN Business Council (EU-ABC) is the primary voice for European business within the ASEAN region. It is formally recognised by the European Commission and accredited under Annex 2 of the ASEAN Charter as an entity associated with ASEAN. Independent of both bodies, the Council has been established to help promote the interests of European businesses operating within ASEAN and to advocate for changes in policies and regulations which would help promote trade and investment between Europe and the ASEAN region.

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