



As September draws to a close and the final quarter of the year begins, it is time to reflect on what an exceptionally busy month it has been for the Council, but also to look ahead with enthusiasm about what lies ahead for the remainder of 2022.

In September we concluded our 2nd physical mission trip since the beginning of the pandemic, this time to Indonesia, and whilst there, we published our latest [Business Sentiment Survey](#) at a joint event with EuroCham Indonesia. Soon afterwards we also published a paper on [the upgrade of the ASEAN Trade in Goods](#)

[Agreement \(ATIGA\)](#) which included recommendations for promoting the circular economy in ASEAN through the incorporation of provisions to support the trade in reused, recycled, and remanufactured goods. We are reliably told that the Guiding Principles for the negotiation of the upgrade of ATIGA incorporates those recommendations: effective advocacy in action!

The middle of the month saw the Council present to the [ASEAN Economic Ministers](#) at their annual meeting, held this year in Siem Reap. At the meeting, we encouraged faster action on deepening ASEAN economic integration, pushed for more proactivity on trade negotiations between the EU and ASEAN, and sought to persuade the region to take a tougher stance on illicit trade. With regard to the latter point, the Council, together with TRACIT and APISWA, published a [report](#) on the issues that flow from the illicit trade in alcohol in Southeast Asia. Whilst in Siem Reap, the Council, together with EuroCham Cambodia, also ran the “[Siem Reap Policy Dialogue: Financial Inclusion & Fair Trade](#)”. And I also had the opportunity to present to [ASEAN Energy Ministers](#) on the need to accelerate energy transition in ASEAN, as part of their dialogue session with CEOs from the energy sector.

The work we have been doing on promoting sustainable finance in ASEAN has continued apace with the release of a [jointly authored discussion paper](#) on recommendations to help Emerging Markets gain access to finance to help with their transition to net-zero. The Council will continue to work with our partners, SDIP and NZAOA, and others to further refine and develop recommendations in this key area.

I also travelled to Europe in September where I spoke on a panel at the [Eurasia Forum](#), run by Magyar Nemzeti Bank (the Hungarian Central Bank), looking at Multilateral Co-operation between different regional groupings. From there I went to Brussels for a series of meetings with the [European Council, European Commission, and European Parliament](#) for discussions and preparatory meetings for our 10th ASEAN-EU Business Summit which will take place in December.

The Council this month also took part in two workshops on the agri-food sector in ASEAN and “[The Road to COP27](#)” with Croplife Asia, the Canada-ASEAN Business Council and the US ASEAN Business Council. The first, as mentioned in the previous Notes from the ED was in Jakarta, and the second in Manila. More of these workshops will be conducted soon.

Finally, this month also saw the Council present, for the first time, to the ASEAN Multi-stakeholder Road Safety Special Working Group (MRSSWG) where we promoted the idea of the mandatory installation of Anti-Lock Braking Systems on 2-wheelers across the regions as a means of reducing accidents and saving lives, and also promoted more anti-drink driving campaigns across ASEAN. Both excellent causes, but unfortunately a lot more work needs to be done to persuade the region to move forward on them.

Looking Ahead

Whilst October is looking to be fairly quiet month at the moment, it will be full of planning and preparation work for the final push towards Christmas. In October, we will be running a workshop on insurance issues in the Philippines with regulators and industry. We also hope to be publishing our next healthcare related paper, looking at tackling obesity in ASEAN. And we will have a members-only briefing on Myanmar on 20th October - more details to follow later.

But our main work for the coming months will be on the preparation for our last mission trip of the year, to Thailand and then for our Business Summit and C-Suite Luncheon with ASEAN Heads of Government in Brussels in December.

Registration for members to join us on the final Mission Trip for the year to Thailand remains open. Those of you who are interested can register [here](#).

Our events in Brussels will be the highlight of the year for the Council. Happening alongside the ASEAN-EU Commemorative Summit, marking 45 years of ASEAN-EU relations, the Council will be running two events on 13th December: our 10th ASEAN-EU Business Summit **and** a C-Suite Luncheon with the ASEAN Heads of Government. More details can be found [here](#). Please look out for further posts from us on these milestone events.

And finally, I want to make a special mention to our friends and colleagues at EuroCham Vietnam who will be running their own flagship event from 28 to 30 November in Ho Chi Minh City: [The Green Economy Forum & Exhibition](#). For anyone interested in the development of the green economy, the greening of supply chains, increased use of renewable energy systems, or the development of the circular economy, especially in Vietnam (which is a leader for many of these things in the region), this is a must-attend event. I would urge sustainability practitioners, financiers, advocates, lawyers, and any company looking to go “green” to get themselves to GEFE!