

### Notes from ED – September 2023

While Green Day might have time to be awoken only “when September ends”, there’s no resting on our laurels here at the Council. September remains a busy month beginning with our Board Away Day, summoning all our Board members (even our Vice Chairman from Brussels) to the EuroCham Indonesia premise for the offsite meeting. Was it a draining session? Of course it was! But it was a much needed one for the Council to discuss our future plans to better serve the interests of our members. Not just for the year ahead, but for many more years to come.

We were privileged to host the new European Ambassador to ASEAN – H.E. Sujiro Seam – on his second official day in his role to discuss the state of play of EU-ASEAN relations. We appreciate the candour discussion and look forward to supporting him in his role to facilitate trade and investment issues between EU and ASEAN.



I then had the honour to participate in the ASEAN Business Investment Summit and ASEAN Investment Forum, moderating a panel on Regulatory Cooperation for an Investible ASEAN. After nine years attending these meetings, I must say that ABIS this year is the biggest one yet and I’m excited for what’s in store next year.

Back from my trip, I repacked my suitcase in Singapore before zooming off to Malaysia for our trade mission. Whilst the delegation as not as big as the one we had in Indonesia, (oh, speaking of, we met with the Minister of Health for Indonesia, H.E. Budi Gunadi Sadikin to completely wrap up our Indonesia trade mission for 2023), it was equally rewarding. We started off strong with the meeting with Ministry of Investment, Trade and Industry, followed by a stream of meetings with Ministry of Agriculture & Food Security, Ministry of Communications & Digital, Ministry of Natural Resources, Environment and Climate Change, Ministry of Domestic Trade & Cost of Living, Ministry of Economy, Bank Negara Malaysia, Ministry of Health, and Royal Malaysian Customs. I extend my thanks for the frank and open discussions. Malaysia has much to offer as an investment destination, and there is work to be done at the Council to push for FTA negotiations to resume.



A number of events we concluded this month. Our anchor Value of Diagnostics workshop concluded with Malaysia as our final stop; and we also wrapped up our third Health Roadshow in Malaysia. As if two health events are not enough, the Health lead of the Council managed to squeeze one last event on the final week of September on the Life Course Immunisation Ideation Initiative that the Council partnered with Asian Development Bank and Sanofi. For those of you who missed out on this webinar, the recording can be found [here](#).

Closing off the month of September, I flew to Cambodia to participate in the ASEAN-Cambodia Business Summit organised by Eurocham Cambodia. Along with my other panellists, we discussed about the strategic partnerships between ASEAN and the EU – how to forge stronger relations moving forward.

As icing on the cake for this month, I am also happy to share with you the article I wrote for ISEAS on the European Green Deal has been published. Avid readers interested in this topic can find the link [here](#) for your bedtime reading.

### **What's in Store for October**

What's ahead in October? Why, my vacation! That's right, the Executive Director of the Council (yours truly) will be on vacation from 4<sup>th</sup> – 15<sup>th</sup> October 2023. Heeding the nagging from my staff, I will not have access to my emails during this time. Should there be urgent queries, please reach out to the secretariat team. Liyana and Jenn will tend to them in my absence. Anything life threatening, please, call an ambulance.

All jokes aside, before I depart on my leave, it's a busy first week of October at the Council. Liyana will be leading a Product Identification Training in Davao on the second, and we will be regrouping in Kuala Lumpur for the meeting with ASEAN Ministers on Agriculture and Forestry (AMAF). The dynamic duo will then head off to Cambodia for our trade mission from 24 – 26 October. Meetings with Ministry of Health, Ministry of Economy and Finance, Agriculture and Fisheries and several others have been confirmed. We're excited to welcome our delegates in bustling Phnom Penh.

### **Looking Ahead in 2023**

Trade mission to Thailand is going ahead as scheduled. For those who have yet to register, please do so via the link [here](#). More information in the registration page, please do read through the notes before sending your registration.

Finally, I am happy to announce that the registration for the trade mission to Brussels is also open. Registration via a separate link [here](#). For existing EU-ABC members, as an early Christmas present, please note that this trade mission is complimentary for you. Our only request is to send your registration **and questions** by 10<sup>th</sup> November 2023.

Should there be any of your acquaintance who is keen to join the EU-ABC family, please feel free to provide my contact to them to connect. Otherwise, I wish you a pleasant month ahead and I will speak to you soon in the next Notes from ED (after my vacation).