AEM – ASEAN BAC CONSULTATION

Brunei Darussalam
19 August 2013
MOVING. AHEAD. TOGETHER

Strengthening REI & Expanding Trade

Inclusion of Women & Youth

Promotion of Start Ups & MSMEs
### Activities

**Improve the Utilization of ASEAN+1 FTAs**
- Set a target of 95 per cent tariff elimination
- Modify ROOs to be more Business-Friendly ROOs
- Level up the quality of the government website and help desk

**Enhance ASEAN Competitiveness**
- Conduct outreach relevant to businesses
- Strengthen its efforts in AEC Blueprint areas that businesses rate as among the least satisfactory
- Further enhance support on ASEAN BAC activities on related Study and Survey

**Implement ASEAN Business Travel Card (ABTC)**
- Pursue the establishment of ASEAN Business Travel Card before AEC 2015
- Accelerate the staged development of the ASEAN BTC
- Work closely with interested stakeholders

**Improve EODB in ASEAN**
- Incorporate the annual ranking of EODB with the annual progress achieved in the AEC Blueprint wherever applicable.
- Encourage the model of sharing and mentorship

### Recommendations
Activities

Establish ASEAN Branding for SMEs
- Map existing sources and potential disseminators for 1-2 Priority Integration Sectors (PISs)
- Call for Dialogue on AEC Monitoring & AEC Communication
- Undertake “Study-cum-Study Tour” to identify Regional Cooperation Model

Maximise the benefits of Regional Economic Integration for SMEs

Recommendations

- ASEAN SME WG and the SME Advisory Board to assist ASEAN BAC
- ASEAN Member States to support in assisting ASEAN BAC
Promoting the Inclusion of Women & Youth

Activities

- Promote the Inclusion of Youth Entrepreneurs
  - Include the development of youth entrepreneurs under the “economic pillar” of ASEAN.
  - Foster pro-employment growth and decent job creation.
  - Promote macroeconomic policies and fiscal incentives that support youth economic empowerment.
  - Establish ASEAN youth associations.

- Promote the Inclusion of Women in Businesses
  - Include women entrepreneurs under the “economic pillar” of ASEAN.
  - Conduct ASEAN-focused studies or surveys on the role of women in business and entrepreneurship.
  - Engage with the national women entrepreneurs association to increase membership and raise awareness on AEC.

Recommendations