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Background

The ASEAN Business Advisory Council (ASEAN BAC) was established by the ASEAN Heads of State (ASEAN HOS) to promote public – private sector partnership as a means of making ASEAN more economically integrated and regionally competitive.

Since its launch in Jakarta in April 2003, ASEAN BAC has convened 12 meetings in all 10 ASEAN nations, giving members the opportunity to engage and interact with local officials and businessmen.

In its inaugural dialogue with the ASEAN HOS at the Bali ASEAN Summit in October 2003, ASEAN BAC reported two significant initiatives:

a) The 1st ASEAN Business & Investment Summit held in Bali from 7th – 9th October 2003. Organized by ASEAN BAC it attracted 500 participants, and provided an important avenue for networking amongst the private & public sectors within and outside ASEAN, and the ASEAN HOS.

b) The ASEAN Pioneer Projects Scheme to promote and fast-track cross-ASEAN investments. This scheme was unanimously endorsed by the ASEAN HOS.

A copy of the 1st ASEAN BAC Report is in Appendix 4.
Asean Pioneer Projects Scheme

ASEAN BAC proposed the ASEAN Pioneer Projects Scheme (APPS) as a practical step towards the ASEAN HOS vision of an ASEAN Economic Community – a common market and a single production base.

The objective is to create an ASEAN “Green Lane” mechanism to fast-track investment approval processes and encourage cross-ASEAN investments.

With the APPS as a catalyst, private and public sectors across ASEAN can work together to spawn business start-ups, partnerships and expansion. This will strengthen ASEAN’s business environment and facilitate the growth of indigenous ASEAN companies. The best of these companies will flourish and grow into ASEAN MNCs, promoting “made in ASEAN” products, brands and services. A network of such companies will help integrate ASEAN’s economies and make the region more vibrant and competitive.

In consultation with ASEAN Secretariat and government officials, ASEAN BAC developed the APPS Framework and Implementation Process Flow. Details of the framework and process are contained in Appendix 1.

ASEAN BAC will maintain its advisory role in promoting the APPS, but is not in position to champion specific investment projects. Through its “out-reach” partner, ASEAN CCI, information on APPS is being disseminated to the ASEAN business community. The ASEAN CCI President is invited to all ASEAN BAC meetings, and has attended most.

When the ASEAN HOS endorsed the APPS, they highlighted the need to appoint high level “Focal Points” in each country to ensure support for the implementation process. Appointment of the Focal Points was completed last month, and they are listed in Appendix 2.
**Asean Business & Investment Summit**

The 2nd ASEAN Business & Investment Summit (ASEAN BIS) is being held in Vientiane, Lao PDR, from 27th – 28th November 2004. Despite problems relating to the venue, ASEAN BAC supported current Chairman, Mr Oudet Souvannavong’s decision to convene a conference scale event, but with a cap to the number of participants.

While the 1st ASEAN BIS focused on promoting the region as an attractive and competitive business and investment destination, the 2nd ASEAN BIS aims to promote cross-ASEAN business and investment partnerships, with a focus on tourism and agriculture.

The annual ASEAN BIS provides an important interface between businessmen and ASEAN government officials.

The Programme for the 2nd ASEAN BIS is in Appendix 3.
Work In Progress

ASEAN Governments may provide the basic framework and guidelines for regional economic integration, but the private sector must be the engine and driving force.

ASEAN BAC aims to be a catalyst for economic integration by promoting the APPS, organizing the ASEAN BIS, and inviting feedback from the business community on key initiatives promoted by ASEAN Governments, such as the 11 ASEAN priority sectors and ASEAN FTAs with other nations.

ASEAN BAC seeks to achieve this through:

a) regular meetings with the Focal Points,

b) dialogues with the AEMs, collectively and individually, to exchange views on economic issues, including updates on the ASEAN priority sectors and FTAs.

c) engaging the ASEAN CCI and their national constituents to promote the APPS, and encourage ASEAN companies to take advantage of the Scheme.

d) establishing an ASEAN BAC website to disseminate information and invite feedback from the business community.

e) meeting economic NGOs such as US-ASEAN Business Council, Nippon Keidanren, JETRO and JCCI, who are interested to enhance links with the ASEAN business community.

f) establishing a permanent ASEAN BAC Secretariat to coordinate, implement and institutionalize its activities, and

g) forming an ASEAN BAC corporate entity in order to implement the above initiatives, establish a permanent ASEAN BAC Secretariat, and raise funding for its many activities, including the annual ASEAN BIS.
Challenges

While ASEAN BAC managed to conceptualize the APPS and organized the ASEAN BIS within a relatively short time of six months from inauguration, they recognize fundamental issues that will impede further progress.

Initial support from the ASEAN Secretariat in the form of part-time Secretariat, a temporary office, and US$50,000 seed funding for the ASEAN BIS, was invaluable in getting ASEAN BAC started. However, going forward, ASEAN BAC will need to generate organizational independence and resources of its own.

The challenges include:

a) the need to change the annual rotation of ASEAN BAC Chairman which impedes continuity of leadership and initiatives. The term should preferably be 2 years, with a co-chairman from the country in which the ASEAN BIS is hosted.

b) lack of corporate entity and structure. Currently ASEAN BAC cannot even open a bank account or make commitments, and is constrained from raising funds needed to employ a full-time Secretariat to execute and see through its various initiatives.

c) lack of commitment from some members of less developed economies, particularly Vietnam whose members have not attended a single ASEAN BAC meeting.

With a strong and active permanent ASEAN BAC Secretariat, and continuity of chairmanship and initiatives, we expect greater commitment and progress in ASEAN BAC.

MANDATE REQUESTED

To achieve its objectives, ASEAN BAC seeks ASEAN HOS mandate:

1. To form an ASEAN BAC corporate entity. This will enable it to build internal resources, implement activities, and institutionalize initiatives.

2. For members to review ASEAN BAC terms of reference, and recommend appropriate changes, including the chairman’s term of office.
The ASEAN Pioneer Projects Scheme
A Mechanism Towards Promoting ASEAN Economic Integration

Introduction

As part of their report to the ASEAN Heads of State at the 9th ASEAN SUMMIT in Bali in 2003, ASEAN BAC proposed the ASEAN Pioneer Projects Scheme (APPS).

Scope of the APPS

The APPS would be a “Green Lane” system to expedite approvals for ASEAN indigenous companies establishing businesses in the ASEAN region, which may not be facilitated through the normal regulating procedure.

APPS Priority Sectors

ASEAN BAC identified two initial priority sectors, tourism and agriculture, where indigenous companies can flourish and grow, leveraging on ASEAN’s strengths and natural resources, and targeting the fast growing markets of China and India.

Both these sectors are common to most ASEAN economies, are capable of creating large numbers of indigenous SMEs, and generating significant levels of employment.

Projects that provide products, hospitality and services unique to ASEAN could include:

Tourism

- Initiatives relating to tourism infrastructure development
- Activities promoting ASEAN as an attractive tourist destination
- Three star hotels for mass market, targeting tourists from China and India
- Budget airlines servicing ASEAN capitals and tourism destinations

Agriculture

- Activities enhancing development of agricultural infrastructure
- Projects that promote industrialization of the agriculture sector
- Supply of ASEAN food products to the global markets, particularly China and India

APPS Focal Points

ASEAN HOS agreed to appoint senior Government officials and Ministers as Focal Points in each country. Their role is to approve, monitor and expedite the APPS projects.
**Proposed APPS Implementation Process**

1. The proposed Implementation Process Flow at Annex A details the responsibilities and workflow of the APPS.

2. ASEAN BAC will drive and promote the APPS to their respective private sector economies through out-reach partner the ASEAN CCI, and their national chambers of commerce and industry, and business contacts.

3. ASEAN BAC will submit projects qualifying for the APPS to the Focal Points, through the ASEAN Secretary-General.

4. The Focal Points of each nation involved in the APPS project will be the approving body for a project, and should approve or reject the project within one month from the date of submission by the ASEAN BAC.

5. The Focal Points may wish to form respective Working Groups to perform the day-to-day implementation of the project.

6. The ASEAN Secretariat, SEOM, AEM and the ASEAN Summit will be monitoring bodies for the APPS. The ASEAN Secretariat will ensure that the one month project approval deadline is met and will also provide updates on the status of the projects during the SEOM and AEM Meetings.

7. By the next ASEAN Summit, ASEAN Secretariat will inform ASEAN BAC of approved and pending projects as well as outstanding issues that may hinder approvals. ASEAN BAC will then surface unresolved concerns at the annual dialogue with the ASEAN Heads of State.

**The Criteria for APPS**

The APPS will apply to new investments with participation from at least two ASEAN economies.

Projects could include:

a. An ASEAN company investing in another ASEAN country

b. Joint Ventures involving Two ASEAN Investors from at least Two ASEAN Countries

c. Joint Ventures with at least 51% ASEAN equity, in an ASEAN economy.
Annex A:
ASEAN Pioneer Projects Scheme (APPS)
Proposed Implementation Process Flow

**IMPLEMENTATION BODIES**

**PRIVATE SECTOR IN ASEAN**
- Submission of Projects

**ASEAN BAC**
- Ongoing Promotion & Collation of Projects to be Registered with ASEAN Secretariat
- Filters and Prioritises Projects based on HOS directions
- Recommends Incentives
- Holds Review Meetings in Feb, Apr, Jul and Sep

**ASEAN SEC GEN**
- Submission of Selected Projects to Qualify for APPS

**RESPECTIVE FOCAL POINTS**
- Approves Projects within ONE MONTH of submission by ASEAN BAC.
- Receive Regular Progress Updates.
- May delegate day-to-day responsibilities to an appointee (Working Group).

**FOCAL POINT WORKING GROUP TO IMPLEMENT (OPTIONAL)**
- Manages day-to-day responsibilities on behalf of Focal Point.

**COMPLETION**

**MONITORING BODIES**

**ASEAN SECRETARIAT**
- Ensures 1 month approval of Projects
- Monitors Implementation
- Prepares Progress Reports
- Referral from the working group to the ASEAN Secretariat

**SEOM**
- ASEAN Secretariat provides Quarterly Progress Reports
- Reports to AEM.

**AEM**

**ASEAN BAC**
- Reports to Leaders.

**ASEAN LEADERS SUMMIT**
- Receives Annual Progress Report.
- Provides Instructions to Focal Points.
# ASEAN Member Countries Focal Points for ASEAN Pioneer Projects Scheme (APPS)

As per 10th November 2004

<table>
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<tr>
<th>Country</th>
<th>Contact Person</th>
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| Brunei    | H.E. Pehin Dato Abdul Rahman Taib  
Minister of Industry and Primary Resources |
| Cambodia  | H.E. Cham Prasidh  
Minister of Commerce |
| Indonesia | H.E. Marie Pangestu  
Minister of Trade |
| Lao PDR   | H.E. Soulivong Daravong  
Minister of Commerce |
| Malaysia  | H.E. Dato’s Seri Rafidah Aziz  
Minister of International Trade & Industry  
Datuk Abdul Razak Hj. Ramli  
(Secretary General)  
Ministry of International Trade and Industry  
*Agriculture*  
YBhg. Dato’ Abi Musa Asa’ari b. Mohamed Nor  
(Secretary General)  
The Ministry of Agriculture Malaysia  
*Tourism*  
YBhg. Dato’ Abdullah bin Jonid  
(Director General, Tourism Malaysia)  
The Ministry of Culture, Arts and Tourism Malaysia |
| Myanmar   | H.E. U Kyaw Thu  
Deputy Minister, Economic Relations  
Ministry of Foreign Affairs |
| Philippines | *Agriculture*  
Hon. Arthur Yap  
Secretary, Department of Agriculture  
*Tourism*  
Hon. Joseph “Ace” Barbers  
Secretary, Department of Tourism |
| Singapore | H.E. Lim Hng Kiang  
Minister for Trade and Industry |
| Thailand  | H.E. Watana Muangsook  
Minister of Commerce |
| Vietnam   | *Agriculture*  
H.E. Cao Duc Phat  
Minister of Agriculture and Rural Development  
*Tourism*  
Madame Vo Thi Thang  
Chairperson  
National Administration of Tourism |
2nd ASEAN BUSINESS & INVESTMENT SUMMIT
(ASEAN-BIS)

27-28 NOVEMBER 2004
VIENTIANE, LAO PDR

EVENT PROFILE

Date: 27-28 November 2004
Venue: Don Chan Palace
Organizer: ASEAN Business and Advisory Council (ASEAN BAC)
Co-organizer: ASEAN Chamber of Commerce and Industry (ASEAN CCI)
Hosted by: Lao National Chamber of Commerce and Industry (Lao NCCI)
Co-hosted by: Lao Handicraft Association
Lao Association of Travel Agents (LATA)
Lao Hotel and Restaurant Association (LHRA)
Event Manager: Navitas Management Pte Ltd
Supporting Organizations: Ministry of Foreign Affairs, Lao PDR
Ministry of Commerce, Lao PDR
ASEAN Secretariat
East Asia Business Council (EABC)
ASEAN Tourism Association (ASEANTA)

Conference Participation Fee: USD 500 for participants from non-ASEAN countries
USD 250 for participants from ASEAN countries
Programme

ASEAN PLUS ECONOMIC FORUM

Regional business leaders and the Heads of Government from ASEAN, China, Japan, Korea, and India explore and share their perspective on the region’s business environment, prospects and opportunities arising from greater regional integration to realize the ASEAN Economic Community, and from ASEAN’s relationships with our major trading partners. ASEAN Leaders, ASEAN Partners’ Leaders and Top Business Leaders will be invited as keynote speakers at ASEAN BIS.

CROSS-ASEAN INVESTMENT AND BUSINESS PARTNERSHIPS

ASEAN BIS focuses on promoting cross-ASEAN investment and business partnerships in the region as ASEAN remains globally competitive and attractive for business. ASEAN BIS promotes ASEAN Pioneer Project Scheme (APPS) proposed by ASEAN-BAC. The ASEAN Pioneer Project Scheme aims to promote cross-ASEAN businesses in the region with a view to developing ASEAN Multinational Enterprises (MNEs) and establishing a large base of ASEAN Small and Medium Enterprises (SMEs). ASEAN BIS aims to provide an avenue for greater networking among private sector players in the region.

INDUSTRY DIALOGUE AND NETWORKING

ASEAN BIS encourages dialogue and networking between regional businesses, especially for ASEAN SMEs, focusing on creating competitive industries within ASEAN, exploring opportunities with trading partners, and assessing both the problems and solutions of ASEAN economic policies in relation to those industries. ASEAN BIS facilitates the process and the signing of MoUs.

ASEAN-BIS HEADS-OF-STATES LUNCH

An ASEAN BIS Heads-of-States Lunch will be organized on November 28, 2004 for the ASEAN, China, India, Japan, Korea leaders, foreign and economic ministers, and representatives of the Private Sector in ASEAN. Selected representatives from key sponsors companies will be invited by the ASEAN Business Advisory Council and the ASEAN BIS Steering Committee to the luncheon.

ASEAN-LAO ART & HANDICRAFT EXHIBITION

An exhibition of ASEAN-Lao Art & Handicraft will be during ASEAN BIS to promote Lao art and handicraft.

ASEAN SMALL & MEDIUM ENTERPRISE EXHIBITION

ASEAN-BIS 2004 SME exhibition offers SMEs in the region a valuable platform to showcase their products and services to the region and at the same time it serves to enhance and strengthen the abilities of SMEs to compete in the global economy.

The exhibition also offers SMEs in the region the opportunity to network and collaborate with their counterparts from the region and beyond.
Theme: “Leveraging on Agriculture and Tourism to promote ASEAN Economic Integration”

FRIDAY, 26 NOVEMBER 2004

09:00 – 15:00
ASEAN BIS Power Golf

10:00 – 17:00
Registration for ASEAN BIS 2004

19:00
Ice Breaking Party
Welcome
Address by: Dr. Sananh Chounlamany
Vice-President of Lao National Chamber Commerce and Industry, ASEAN-BIS 2004 Project Manager
Participants: ASEAN-BAC Council & Spouse
Business VIP & Spouse (Premium Sponsors, Invited speakers)
Conference Delegates & Spouse
Venue: Don Chan Palace

SATURDAY, 27 NOVEMBER 2004

ASEAN BIS DAY 1

07:00 – 08:30
Continuation of registration

08:30 – 09:00
Protocol Arrangements for the opening ceremony and Housekeeping Announcement

Opening ceremony of Second for ASEAN BIS 2004

09:00 – 09:20
Welcome
Address by: Mr. Kissana Vongsay
President of Lao National Chamber Commerce and Industry, Vice Chairman of ASEAN-BIS 2004 Organizing Committee
Participants: ASEAN-BAC Council members
Business VIP (Premium Sponsors, Invited speakers)
Conference Delegates
Venue: Don Chan Palace

09:20 – 09:50
Opening
Address by: H.E. Mr. Bounnhang Vorachith (Confirmed)
Prime Minister of Lao PDR,
Chairman of ASEAN Summit
Theme: Business Opportunities in ASEAN and Declaration of the Official Opening of the Second ASEAN BIS 2004
Participants: VVIP Guest (ASEAN Foreign Ministers, ASEAN Economic Ministers, Staffers)
ASEAN-BAC Council Members
Invited Guest VIP (SOM, SEOM, Commercial Attaché)
Business VIP (Premium Sponsors, Invited speaker)
Conference Delegates
Venue: Don Chan Palace

09:50 – 10:00
Photo Session
Participants: H.E. Mr. Bounnhang Vorachith
ASEAN-BAC Council members
ASEAN-Secretary General
Venue: Don Chan Palace

10:00 – 10:30
Coffee Break
(H.E. Mr. Bounnhang Vorachith visit to the Sponsor Showcase, SME and Handicraft Exhibition)
Promoting ASEAN Businesses Towards Regional Economic Integration

10:30 – 10:50
Keynote
Address by: H.E. Mr. Ong Keng Yong (Confirmed), ASEAN Secretary-General
Theme: Transforming the Region for Cross-ASEAN Business and Investment
Participants: VVIP Guest (ASEAN Foreign Ministers, ASEAN Economic Ministers, Staffers)
ASEAN-BAC Council members
Invited Guest VIP (SOM, SEOM, Commercial Attaché)
Business VIP (Premium Sponsors, Invited speakers)
Conference Delegates
Venue: Don Chan Palace

10:50 – 11:10
Keynote
Address by: Mr. Oudet Souvannavong (Confirmed)
Chairman of ASEAN-BAC
Theme: Promoting Intra-ASEAN Business under the ASEAN Pioneer Project Scheme Framework (APPS) for Boosting ASEAN Regional Economic Integration
Participants: VVIP Guest (ASEAN Foreign Ministers, ASEAN Economic Ministers, Staffers)
ASEAN-BAC Council members
Invited Guest VIP (SOM, SEOM, Commercial Attaché)
Business VIP (Premium Sponsors, Invited speakers)
Conference Delegates
Venue: Don Chan Palace

11:10 – 11:30
Keynote
Address by: Mr. Rudy J Pesik (Confirmed)
Chairman and CEO/ Chairman of ABAC 2003)
Pesik Group of Companies
Theme: “Development of ASEAN SMes an Important Base for a Competitive ASEAN Economic Community” (Confirmed)
Participants: VVIP Guest (ASEAN Foreign Ministers, ASEAN Economic Ministers, Staffers)
ASEAN-BAC Council members
Invited Guest VIP (SOM, SEOM, Commercial Attaché)
Business VIP (Premium Sponsors, Invited speakers)
Conference Delegates
Venue: Don Chan Palace

11:30 – 11:50
Keynote
Address by: H.E. Mr. Phan Van Khai
Prime Minister of Vietnam (Invited)
Theme: “The Acceleration of the ASEAN Economic Integration Through Narrowing the Development Gap”
Participants: ASEAN-BAC Council members
VVIP Guest (ASEAN Foreign Ministers, ASEAN Economic Ministers, Staffers)
Invited Guest VIP (SOM, SEOM, Commercial Attaché)
Business VIP (Premium Sponsors, Invited speakers)
Conference Delegates
Venue: Don Chan Palace

12:00 – 13:30
Power Lunch for Delegates
Participants: ASEAN-BAC Council members
Invited Guest VIP (SOM, SEOM, Commercial Attaché)
Business VIP (Premium Sponsors, Invited speakers)
Conference Delegates
Venue: Don Chan Palace

Agriculture

13:30 – 15:00
Panel Discussion
Moderated By: ASEAN Chambers of Commerce And Industry (Mr Freddy Lam, President) (Confirmed)
Panel Members:
1) Agriculture Secretary of the Philippines (Hon. Arthur Yap) – “Agriculture Development Strategy Towards Forming The ASEAN Economic Community” (Invited)
2) Del Monte Pacific Limited (Mr Richard Blossom, Executive Director) – “Leveraging On ASEAN Agriculture Opportunities For A Global Market” (Confirmed)
3) CP-Group (Dr. Sarasin Veeraphol, Executive Vice President) – “Developing Asian MNCs in Agriculture The Model of CP” (Confirmed)
4) Asean Chamber of Commerce & Industry (Mr Lee Keng Bin, Chairman, Asean CCI Committee on Food, Agriculture & Forestry) – “Supply Chain of Agriculture” (Confirmed)

Theme: ASEAN Economic Integration for Cross Investments in the Region and on Opportunities in the Agriculture Sector

Participants: ASEAN-BAC Council members
Invited Guest VIP (SOM, SEOM, Commercial Attaché)
Business VIP (Premium Sponsors, Invited speakers)
Conference Delegates

Venue: Don Chan Palace

15:00 – 15:30
Coffee Break

Tourism

15:30 – 17:00
Panel Discussion
Moderated by: ASEAN Tourism Association (ASEANTA) (Ms Elly Hutabarat; Dty President) (Confirmed)
Panel Members:
1) Thailand Ministry of Tourism and Sports (H.E. Mr Krikit-Krai Jirapaet, Vice Minister for Tourism and Sports) “Tourism – The Economic Driver of ASEAN” (Confirmed)
2) To be advised – “ASEAN, A Single Destination”
3) Air Asia (Mr Tony Fernandez) – “The Advent of Low Cost Carriers in ASEAN – How has LCC Spurred Tourism Growth in ASEAN” (Confirmed)
4) Jet Airways (India) Pvt Ltd (Mr Naresh Goyal, Chairman) – “To be advised” (Confirmed)

Theme: ASEAN Economic Integration for Cross Investment in the region and on Opportunities in the Tourism Sector

Participants: ASEAN-BAC Council members
Invited Guest VIP (SOM, SEOM, Commercial Attaché)
Business VIP (Premium Sponsors, Invited speakers)
Conference Delegates

Venue: Don Chan Palace

19:30 – 22:30
Opening Dinner
Cultural and Fashion show from Lao Handicraft Association (LHA)
Venue: Dansavan Nam Ngum Hotel

Opening Speech by H.E. Soulivong Dalavong, Ministry of Commerce, Lao PDR (Confirmed)

Participants: ASEAN-BAC Council members & Spouse
Invited Guest VIP & Spouse (SOM, SEOM, Commercial Attaché)
Business VIP & Spouse (Premium Sponsors, Invited speakers)
Conference Delegates & Spouse
SUNDAY, 28 NOVEMBER 2004

ASEAN BIS Day 2

ASEAN: A Bigger Economy, talk on How ASEAN with China, India, Japan, and Korea could create a bigger Market, a wider Scope for Opportunities

09:00 – 10:30  Panel Discussion / Extending Business Ties through Business Councils & Chambers
Moderated by: AljeffriDean (Dato’Syed Amin Aljeffri) (Confirmed)
Panel Members:
1) US-ASEAN Business Council (Walter Lohman, President (Acting)) – “Fostering US-ASEAN Business Ties” (Confirmed)
2) Confederation of Indian Industries (CII) (Mr Sunil Kant Munjal, President of CII and Managing Director and CEO of Hero Corporate Services Ltd) – “Developing ASEAN-India Agriculture, Food and Commodity Market-How Indian And ASEAN Business Corporations Can Enjoy Joint Ventures in the Development of the Region”
3) Federation of Indian Chamber of Commerce and Industries (FICCI) (Mr. Y K Modi, President FICCI)
4) China Council for the Promotion of International Trade (CCPIT) Representative Office In Singapore (Mr Zhang Tian Quan) – “Fostering ASEAN-China Tourism Market – How China and ASEAN Business Corporations Can Enjoy Joint Ventures in the Development of Tourism in the Region”
5) The Japan Chamber of Commerce and Industry (Mr Michio Mizoguchi, Standing Advisor of Kajima Corporation) – “ASEAN-Japan Business Ties Under The CEP Framework-Initiative of the Private Sector to Develop Joint ventures in the 12 Priority Sectors”

Theme: Extending ASEAN Business Ties
Participants: ASEAN-BAC Council members
Invited Guest VIP (SOM, SEOM, Commercial Attaché)
Business VIP  (Premium Sponsors, Invited speakers)
Conference Delegates

Venue: Don Chan Palace

10:30 – 11:00  Coffee Break

11:00 – 12:30  Private Sector Networking - Extending Business Ties/Corporates
Moderated by: ASEAN-BAC Philippines (Mr. Jose Concepcion, Jr., ASEAN-BAC Philippines Chairman) (Confirmed)
Presentation by:
1) PROTON Holdings Berhad (Tengku Mahaleel, Group CEO) - “Progressive Substitution of Synthetic Rubber with Natural Rubber in the Application & Use in the Automotive and Transportation Industry”
2) DHL (John Mullen) - Topic to be advised (Confirmed)
3) Japan Corporate Company
4) China Corporate Company
5) India Corporate Company

Theme: Business ties and avenues
Participants: ASEAN-BAC Council members
Invited Guest VIP (SOM, SEOM, Commercial Attaché)
Business VIP  (Premium Sponsors, Invited speakers)
Conference Delegates

Venue: Don Chan Palace

11:00 – 12:30  Private Sector Networking – SME’s Development (Parallel Session)
Presentation by: SME Exhibitors Forum from ASEAN (to be confirm)
Theme: Business ties and avenues
Participants: ASEAN-BAC Council members
Invited Guest VIP (SOM, SEOM, Commercial Attaché)
Business VIP  (Premium Sponsors, Invited speakers)
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<th>Time</th>
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<td>12:30 – 14:00</td>
<td><strong>Power Lunch For Delegates</strong></td>
<td>Don Chan Palace</td>
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<td>12:30 – 14:00</td>
<td><strong>ASEAN BIS Head of State Lunch</strong></td>
<td>Don Chan Palace</td>
<td><strong>H.E. Mr. Bounnhang Vorachith</strong> <em>(Confirmed)</em></td>
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<td>Prime Minister of Lao PDR, Chairman of ASEAN Summit</td>
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<td><strong>H.E. Mr. Phan Van Khai</strong> <em>(Confirmed)</em></td>
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<td>Prime Minister of Vietnam</td>
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<td><strong>The Right Honorable Dato Seri Abdullah Bin Haji Ahmad Badawi</strong> <em>(Confirmed)</em></td>
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<td>Prime Minister of Malaysia</td>
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<td><strong>H.E. Samdech Hun Sen</strong> <em>(Invited)</em></td>
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<td>Prime Minister of The Kingdom of Cambodia</td>
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<td><strong>H.E General Soe Win</strong> <em>(Invited)</em></td>
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<td>Prime Minister of The Union of Myanmar</td>
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<td>SEOM, SOM + 3 + India SEOM</td>
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<td>Business VIP <em>(Premium Sponsors, Selected Private Sector Representatives</em>, Invited speakers)*</td>
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<td>Conference Delegates, Staffers</td>
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<tr>
<td>14:30 – 15:00</td>
<td><strong>Keynote</strong></td>
<td>Lao Plaza Hotel</td>
<td><strong>The Right Honorable Dato Seri Abdullah Bin Haji Ahmad Badawi</strong> <em>(Confirmed)</em></td>
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<td><strong>Address by:</strong></td>
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<td>Prime Minister of Malaysia</td>
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<td><strong>Theme:</strong> The Role of Sub-Regional Integration Initiative in Building ASEAN’s Competitiveness</td>
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<td><strong>Participants:</strong> VIP Guest <em>(ASEAN Foreign Ministers, ASEAN Economic Ministers, Staffers)</em></td>
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<td>ASEAN-BAC Council members</td>
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<td>Invited Guest VIP <em>(SOM, SEOM, Commercial Attaché)</em></td>
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<td>Business VIP <em>(Premium Sponsors, Invited speakers)</em></td>
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<td>15:00 – 15:30</td>
<td><strong>Coffee Break</strong></td>
<td>Don Chan Palace</td>
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<td>15:30 – 16:00</td>
<td><strong>Keynote</strong></td>
<td>Don Chan Palace</td>
<td><strong>H.E. Mr. Roh Moo Hyun</strong></td>
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<td><strong>Address by:</strong></td>
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<td>President of Republic of Korea <em>(Invited)</em></td>
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<td><strong>Theme:</strong> East Asia Vision</td>
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<td><strong>Participants:</strong> VIP Guest <em>(ASEAN Foreign Ministers, ASEAN Economic Ministers, Staffers)</em></td>
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<td>Invited Guest VIP <em>(SOM, SEOM, Commercial Attaché)</em></td>
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<td>Conference Delegates</td>
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<tr>
<td>16:00 – 16:30</td>
<td><strong>Keynote</strong></td>
<td>Don Chan Palace</td>
<td><strong>H.E. Dr. H. Susilo Bambang Yudhoyono</strong></td>
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<td><strong>Address by:</strong></td>
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<td>President of the Republic of Indonesia <em>(Invited)</em></td>
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</table>
Theme: The Future of ASEAN Competitiveness
Participants: VVIP Guest (ASEAN Foreign Ministers, ASEAN Economic Ministers, Staffers)
ASEAN-BAC Council members
Invited Guest VIP (SOM, SEOM, Commercial Attaché)
Business VIP (Premium Sponsors, Invited speakers)
Conference Delegates
Venue: Don Chan Palace

16:30 – 17:00
Keynote
Address by: H.E. Dr. Manmohan Singh
Prime Minister of India (Invited)
Theme: ASEAN India a wider scope for Economic Opportunities
Participants: VVIP Guest (ASEAN Foreign Ministers, ASEAN Economic Ministers, Staffers)
ASEAN-BAC Council members
Invited Guest VIP (SOM, SEOM, Commercial Attaché)
Business VIP (Premium Sponsors, Invited speakers)
Conference Delegates
Venue: Don Chan Palace

17:00 – 17:30
Keynote
Address by: Her Excellency President Gloria Macapagal-Arroyo
President of the Philippines (Invited)
Theme: The future of Expanded ASEAN Economic Integration
Participants: VVIP Guest (ASEAN Foreign Ministers, ASEAN Economic Ministers, Staffers)
ASEAN-BAC Council members
Invited Guest VIP (SOM, SEOM, Commercial Attaché)
Business VIP (Premium Sponsors, Invited speakers)
Conference Delegates
Venue: Don Chan Palace

17:30 – 18:00
Keynote
Address by: H.E. Mr. Wen Jiabao
Premier of PR. China (Invited)
Theme: ASEAN China Expanded Economic Opportunities
Participants: VVIP Guest (ASEAN Foreign Ministers, ASEAN Economic Ministers, Staffers)
ASEAN-BAC Council members
Invited Guest VIP (SOM, SEOM, Commercial Attaché)
Business VIP (Premium Sponsors, Invited speakers)
Conference Delegates
Venue: Don Chan Palace

18:00 – 19:00
Signing of MoU
Venue: Don Chan Palace

19:30 – 22:30
Closing Ceremony Dinner with Cultural show from Laos
- Closing Address by H.E. Mr. Somsavat Lengsavad, Deputy Prime Minister, Minister of Foreign Affairs
- Farewell Address by Mr. Oudet Souvannavong, Chairman of ASEAN BAC
- Welcoming Address to ASEAN BIS 2005 in Malaysia by Incoming Chairman of ASEAN BAC, ASEAN BAC Malaysia
Participants: VVIP Guest & Spouse (ASEAN Foreign Ministers, ASEAN Economic Ministers, Staffers)
ASEAN-BAC Council members & Spouse
Invited Guest VIP & Spouse (SOM, SEOM)
Business VIP & Spouse (Premium Sponsors, Invited speakers)
Conference Delegates & Spouse
Venue: Don Chan Palace

*Open to Platinum, Gold, Silver & equivalent sponsors only*
Promoting ASEAN Businesses
Towards Regional Economic Integration

Preamble

Following the mandate of the ASEAN Leaders for greater public-private sector partnership in making ASEAN an economically integrated and competitive region, the ASEAN Business Advisory Council (ASEAN BAC) was launched in April 2003 in Jakarta, Indonesia.

The ASEAN Leaders envisaged transforming the region into an ASEAN Economic Community – a single market and a single production base. An economically integrated ASEAN will make the region more competitive.

Companies in ASEAN can flourish and grow into ASEAN MNCs by leveraging mainly on the growth of China and India, and on ASEAN’s strength and natural resources. Many “Made in ASEAN” brands in products and services could be promoted.

Embracing this vision, ASEAN BAC will work in partnership with the ASEAN Governments to develop a vibrant and growing base of ASEAN companies, large and small. The best of these companies will grow into ASEAN MNCs. This network of companies will help integrate ASEAN economies.

While ASEAN lacks many indigenous companies that are competitive at the regional and global levels, ASEAN does not lack entrepreneurs. ASEAN BAC, in partnership with the ASEAN Governments, could help strengthen ASEAN’s business environment to grow competitive indigenous ASEAN companies. Specifically, ASEAN BAC recommends the ASEAN Governments to:

(a) nurture the growth of ASEAN SMEs through establishing a conducive ASEAN business environment;
(b) promote and support their transformation into ASEAN MNCs capable of competing at regional and global levels; and
(b) create an ASEAN common market and promote ASEAN products, ASEAN brands and promote the concept of “Made in ASEAN”.

ASEAN Opportunities

The ASEAN BAC made a SWOT (strengths, weaknesses, opportunities and threats) analysis. In the exercise, ASEAN BAC and Members examined the following main components:

(a) Revenue Generation Opportunities:
- Tourism
- Agriculture
- Muslim market
- Natural resource exploitation
(b) Investments:
- Funding availability
- Adequate basic infrastructure
- Education and training
- R&D and product development

(c) Government Process Improvements:
- Customs
- Immigration
- Quarantine
- Access to Markets & Investments

In total, 26 initiatives were identified to enhance ASEAN’s global competitiveness and to facilitate business operations in the region.

Priority Sectors

Implementing the 26 initiatives will take time. Hence, the ASEAN BAC has identified two priority sectors for immediate attention, both with substantial levels of employment in the region. These are tourism and agriculture. ASEAN BAC can work together with the Governments of ASEAN.

Tourism

The tourism sector should be considered a priority due to the significant potential for increased revenue and employment for the region. The promotion of tourism also has a type of multiplier effect whereby tourists see business opportunities in other areas.

(a) ASEAN Countries provide diverse tourist attractions for tourists. ASEAN should promote all these attractions collectively, as an ASEAN package.
(b) Target ASEAN and the emerging markets of China, India and the Newly Industrialized Asian Economies.
(c) Adopt the ASEAN open skies policy so that tourists from various parts of the world can travel to ASEAN easily.
(d) Allow one single visa entry into three or four ASEAN countries for a specific collective tourism promotion program.
(e) Provide incentive to encourage participation of ASEAN companies to develop tourism infrastructure.

Agriculture

Agriculture forms a basis of the economy in our region, affecting the livelihood of major portions of our regional population. With fertile grounds, there are enormous potentials in this area, not only for regional consumption but also for export.

(a) Agriculture development leverages on our abundance of natural resources. At the same time, ASEAN can be the source of food supply to China and India, and other parts of the world.
(b) An integrated ASEAN market of 550 million will provide a huge market for the emergence of large-scale ASEAN cultivations and business operations that re competitive on a global level.

(c) Nevertheless, Governments need to address soft infrastructure issues:

- Customs : expeditious export and import of goods
- Immigration : easy movement of professionals, technical and highly skilled personnel
- Quarantine : common understanding of rules among ASEAN countries, facilitating rules and regulations.

(d) Improve basic physical infrastructure (roads, air and sea ports) to bring products to markets cheaply and efficiently.

(e) Provide incentive schemes to encourage the participation of the ASEAN companies in such infrastructure projects.

Timeframe for the above recommendations: 12 to 18 months.

**Key To Success Is Implementation**

The key to success in building vibrant pan-ASEAN companies is action and implementation. For ASEAN to be a single market and production base, businesses need fast track approval and facilitation across ASEAN. **ASEAN BAC’s vision is 10 Governments - Single Implementation.**

**Scheme**

To realize the vision, an **ASEAN Pioneer Projects Scheme** is proposed. This will cover any business project that originates from the ASEAN companies involving two or more ASEAN economies. To start off, projects should focus on the 2 priority areas.

**Implementation**

**ASEAN BAC** is prepared to be the champion for such an initiative with the private sector. ASEAN BAC could promote the scheme and mobilize the ASEAN business community to take part actively. ASEAN BAC will report to the ASEAN Leaders at the next Summit the projects identified and any unresolved issues that may need to be addressed.

**It is recommended that each ASEAN government appoint specific officials** with a mandate to work together with the ASEAN BAC, ASEAN partner countries, and the ASEAN Secretariat to expedite project approvals and to ensure their effective and speedy implementation.

**Other Initiatives**

Once success is achieved in these 2 priority sectors, the scheme could be extended to other areas.
ASEAN Business Advisory Council
Members

BRUNEI DARUSSALAM

HRH Prince Abdul Qawi
Deputy Executive Chairman
QAF Holdings Sdn Bhd

Mr. Lim Beng Tai
Chief Executive Officer
Lim Teck Hoo Holdings Sdn Bhd

Mr. Razali Johari
Executive Chairman
Archipelago Group

CAMBODIA

Mr. Sorn Sokna
Vice President
Phnom Penh Chamber of Commerce

Mr. Kong Triv
Elected Member
Phnom Penh Chamber of Commerce

Mr. Hann Khieng
Chairman of Industry Sector
Phnom Penh Chamber of Commerce

INDONESIA

Mr. Rudy J. Pesik
Chairman and CEO, PT Birotika Semesta/DHL
Pesik Group of Companies

Mr. Henry Hutabarat
National Director for IMTGT-Business Council

Mr. Rudjito
President Director
Bank Rakyat Indonesia (BRI)

LAO PDR

Mr. Oudet Souvannavong
Chief Executive Officer
Mixai Hotels Company Limited (TAI-PAN Hotel)

Dr. Sananh Choulamany
Vice President
Lao National Chamber of Commerce and Industry
Mr. Khamchanh Lattanavong  
Member of the Executive Board of Lao  
National Chamber of Commerce and Industry

MALAYSIA

Dato' Syed Amin Aljeffri  
Managing Partner  
M.G.I. Aljeffri & Co., Chartered Accountants

Dato' Dr. Zahrah BT. A. Kadir  
Managing Director  

MYANMAR

Prof. Dr. Sein Myint  
President  
Myanmar Engineering Society

U Win Aung  
Vice President  
Union of Myanmar Federation of Chambers of Commerce and Industry

Dr. Ko Ko Gyi  
Member of Central Executive Committee  
UMFCCI

PHILIPPINES

Mr. Jose S. Concepcion, Jr.  
Chairman, RFM Corporation

Mr. Miguel B. Varela  
Honorary Chairman  
Philippine Chamber of Commerce and Industry, International Relations

Ms. Rose Teodoro  
President, Philippine Chamber of Commerce Foundation Inc.

SINGAPORE

Mr. Lim Chee Onn  
Executive Chairman  
Keppel Corporation Limited

Mr. Tony Chew  
Executive Chairman  
Asia Resource Corporation Pte. Ltd

Mr. Robert Yap  
Chief Executive Officer/Managing Director  
YCH Group
THAILAND

Mr. Phairush Burapachaisri  
Director/Treasurer  
Board of Trade of Thailand and the Thai Chamber of Commerce

Dr. Twatchai Yongkittikul  
Secretary-General of the Thai Bankers’ Association

Mr. Viraj Klewtatinond  
Deputy Secretary General of the Federation of Thai Industries

VIETNAM

Mr. Pham Van Tan  
Director General Export Promotion Centre  
Vietnam Textile and Garment Corporation

Mr. Luc Chanh Truong  
Assistant Director General  
Mechanic Engineering Refrigeration Joint Stock Company

Mr. Vuong Hoang Son  
Investment and Development Director  
Agriculture and Processed Food Import Export Corporation