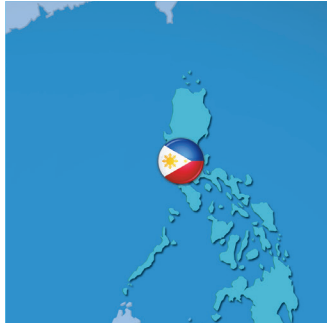




# EU - ASEAN Business Update

Edition 3 / June 2015

E - NEWSLETTER



## EU-ASEAN Business Networks

### Feature Article



Interview Tan Sri Dr. Rebecca Sta Maria, Secretary-General of Malaysian Ministry of International Trade and Industry (MITI)

### 2015 marks a new era for EU-ASEAN trade and investment

With Malaysia as the chair of ASEAN on the eve of the establishment of the ASEAN Economic Community, the Malaysian Ministry of International Trade & Industry plays a crucial role in driving the ASEAN meetings to meet the goals of integration by November. Tan Sri Dr. Rebecca Sta Maria, Secretary-General of MITI, provides a unique glimpse into the challenges and opportunities of cross border initiatives, as well as what the AEC means for Malaysia and its neighboring countries.

**The AEC will become a reality in 2015. In what ways will AEC be a game changer for the business community?**

When you wake up January 1st, 2015, the life of the ASEAN citizen will not be any more different than what it is now. We do not envisage the culmination of AEC in 2015; AEC is really a journey by ASEAN that has been ongoing since the 1980's and will continue thereafter. 2015 is important because it marks a key milestone in our journey towards economic integration as it will see most of the initiatives that we have put in place take effect. It will mark the foundation for an economic community. AEC 2015 is the start of a fantastic economic journey for ASEAN as a strong trading community. It is a journey that has been going on for some time and one that will continue.

**Could you tell us a little bit about the road to AEC 2015?**

There are three pillars in the ASEAN community: The ASEAN Economic Community (AEC) which is driven by MITI in Malaysia. There's the ASEAN Political Security Community (APSC), driven by the Ministry of Foreign Affairs, and the ASEAN Socio-Cultural Community (ASCC), driven by the Ministry of Tourism and Culture. The economic community started with the preferential trade arrangements in the 1980's where we, the member states of ASEAN, began exchanging a list of products which we wanted to have preferential treatment in trading within ASEAN. Over the years the list became longer. This eventually led to the signing of the ASEAN Free Trade Agreement (AFTA)

(continues p.2)

## Editorial

The EU-ASEAN Business Networks are pleased to present the third edition of the EU-ASEAN Business Update. This quarterly newsletter covers the work and market updates from European consortiums in five ASEAN countries, created under the European Union's SEBSEAM (Support for European Business in South East Asian Markets) programme: Indonesia (EIBN), Malaysia (SEBSEAM-M), Thailand (EABC), Vietnam (EVBN) and the Philippines (EPBN).

Since their creation, these Networks have been working to ensure that EU companies are able to do business in ASEAN markets as efficiently and openly as possible. Toward the common goal to contribute to the export activity of all EU SME's in the region and enhance EU-ASEAN trade, the five countries of the Network recently participated in the first joint ASEAN roadshow in May, outreaching to EU SME's in the Baltic countries and two Scandinavian countries. This collaborative initiative in Lithuania, Latvia, and Estonia, Finland and Sweden—with strong support by local stakeholders such as the Ministry of Foreign Affairs, Ambassadors from the ASEAN countries, and Chambers of Commerce—allowed EU SME's to understand the ASEAN region holistically, and its member countries in complementarity, in line with the goals of the ASEAN Economic Community (AEC). On the eve of integration, the Networks share the momentous responsibility to stand by EU businesses and help them make the most of what this 625 million people market will bring from 2015 onwards.

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### Upcoming Events



Trade Missions on Healthcare and ICT



ASEAN-EU Business Summit August 23



EABC Website Revamp



Green Technologies Trade Mission



Roundtable Discussion on GSP+



## Feature Article: Interview with Tan Sri Dr. Rebecca Sta Maria



in 1992 in Singapore. AFTA came into full implementation in 2010. Its primary goal is the elimination within ASEAN of tariffs and non-tariff barriers so as to increase ASEAN's competitive edge as a production base in the world market and to attract more foreign

direct investment (FDI) to ASEAN.

In 1997, during the gathering of ASEAN leaders in Kuala Lumpur, the leaders declared the ASEAN Vision 2020 where they pledged, among other things, to create an ASEAN Economic Region where there is a free flow of goods, services, investments, free flow of capital, etc. At the Bali Summit in 2003, the ASEAN leaders declared that the AEC would be the goal by 2020. During the 38th ASEAN Economic Ministers Meeting in Kuala Lumpur in 2006, the Economic Ministers recommended to bring forward the ASEAN economic integration on the grounds that a lot had already been done at that stage. At the 13th ASEAN Summit in Singapore in 2007, the blueprint for the AEC was signed. The blueprint chartered the course for how the AEC is to be achieved in terms of trade and looked into all aspects of the trade such as services, investment components, regulations, etc. There were key milestones to be met by 2015. ASEAN was way ahead in terms of the liberalization of goods, but we lagged behind in services liberalization, as this was a new area for us. We did the liberalization of services in phases (packages).

### How does ASEAN keep track of the developments towards AEC?

We have a monitoring system to keep us on track to the AEC. WE call it the score-card. When drawing up the action plan to help us meet our goals of AEC we had to take into consideration less developed countries in ASEAN like Cambodia, Laos, Myanmar, and Vietnam, called CLMV. These countries were given extra three years (until 2018) to fulfill their commitments for AEC. The others known as ASEAN 6 (Brunei, Indonesia, Malaysia, Philippines, Singapore and Thailand) have 2015 as the deadline. One of the reasons why we gave CLMV the extension

was because in ASEAN, inclusion is important. We cannot have some countries progressing and leaving others behind or allow the less developed countries to be a drag on the more developed member states. When drawing up the blueprint we wanted to strike a balance when looking at the economic development of the region. For ASEAN, the inclusive and the sustainable development elements were important and were taken into consideration when the blueprint and the action plans were drawn up.

### What are some of the challenges on the road to AEC?

Although ASEAN has accomplished a lot, there is still much more to be done. One of the biggest challenges is rules and regulations. In drawing up any trading arrangements, the most difficult things are those concerning the rules and regulations. But I am positive that these will be eventually ironed out.

### What are the targets that Malaysia has for itself in assuming the Chairmanship of ASEAN in 2015?

There are two things that Malaysia is looking to achieve during its chairmanship. The first is the post-2015 agenda, and secondly, perhaps the substantial conclusion of regional comprehensive economic partnership. A priority would be to manage the non-tariff barriers and measures.

### What would you like to say to foreign investors regarding AEC?

Foreign investors will definitely benefit from AEC. When a foreign firm locates in Malaysia and invests in Malaysia, you are not only investing in Malaysia but investing in ASEAN through Malaysia. It is the same when you invest in other ASEAN member states. Since 2005, intra-ASEAN trade value almost doubled reaching 602 billion USD in 2012. Foreign investors have to start thinking differently about Malaysia. You are not just investing or exporting to a country of 29 million people, but a region with a potential reach of 600 million consumers. Given ASEAN's networks of FTAs, investing in ASEAN also extends the investors' reach to the markets of our FTA partners.

The biggest foreign investors in ASEAN have been the EU (at slightly more than 21 percent) and Japan (at more than 13 percent). These

two countries accounted for almost 35 percent of the total FDI inflows into ASEAN from 2008-2012.

### What is the feedback from the local business community towards AEC?

You get two sides: those who are exporting their goods see the potential of AEC and are very happy about it. The world has opened for them and it is easier to do business. On the other side, you will always get some in the business community who have some level of anxiety because of the increasing competition. Consumers benefit from a wider range of goods and services provided at more competitive prices. The rising tide of competition is inevitable and our businesses must be able to compete.

Unless and until the business communities highlight the issues, we may not know the problems they face. As we work to deepen ASEAN integration, we want to make doing business in ASEAN as seamless as possible.

Story by Sharmila Valli Narayanan for EUMCCI.



## ABOUT ASEAN

The Association of Southeast Asian Nations is a political and economic organisation of ten countries of Southeast Asia, which was formed on 8 August 1967 by Indonesia, Malaysia, the Philippines, Singapore and Thailand. Since then, membership has expanded to include Brunei, Cambodia, Laos, Myanmar (Burma) and Vietnam. Its aims include accelerating economic growth, social progress, socio-cultural evolution among its members, protection of regional peace and stability, and opportunities for member countries to discuss differences peacefully. In 2015, the ASEAN Economic Community will integrate it into a single market of 600 million consumers, with freer movement of capital, goods and services.

In 2012, its combined nominal GDP had grown to more than US\$2.3 trillion. If ASEAN were a single entity, it would rank as the sixth largest economy in the world, behind the US, China, India, Japan and Germany.

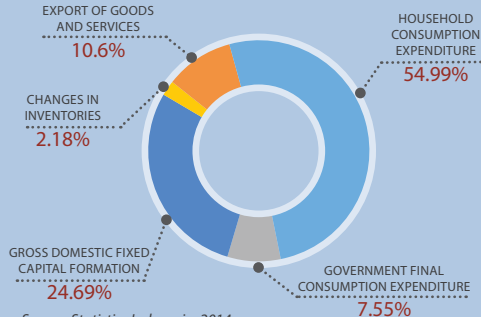
## ABOUT INDONESIA



Capital	Jakarta
Area	1.904.569 km <sup>2</sup>
Distance East - West	5.120 km
Population	254 million

## QUARTERLY UPDATE

### Composition of Indonesian GDP (% of total share), 2014



Growth	5.1%
Inflation rate	6.79% (April)
Balance of Trade	+454 m\$ (April)
Budget Balance	-2.3 %

## QUARTERLY NEWS HIGHLIGHTS

May 27, 2015  
Healthy outlook for hospital business, solid Q1  
[read more](#)

May 19, 2015  
Seven new seaport projects  
[read more](#)

April 28, 2015  
Green Investments growth aims  
[read more](#)

## EIBN NEWS



March 5, 2015

### Info Session on Medical Devices Market

EIBN organized the info session "The Indonesian Medical Devices Market: Business Potential and Registration Procedures" on March 5, 2015. This info session, supported by the Ministry of Health and the Association of Medical Devices and Laboratory Appliances Companies in Indonesia, aimed at providing further knowledge on regulatory requirements, procedures for medical device registration in Indonesia, market demand and the future development of the medical devices market. [Read more.](#)

April 15-18, 2015

### EIBN at Food & Hotel Indonesia & Hungarian Delegation Support

EIBN was present at Food & Hotel Indonesia held at Jakarta International Expo Centre between 15 -18 April 2015. During the event, EIBN hosted a Business Delegation of the Hungarian Trading House in Singapore, operating in agriculture sector and consumer goods. [Read more.](#)

May 12-21, 2015

### EIBN in Europe in First Half 2015

EIBN delivered several Roadshows in Europe which included the seminars "Gateways to ASEAN" and ICT and Healthcare Market roundtables in [Poland](#) [March], [Lithuania](#), [Latvia](#), [Estonia](#), [Finland](#) and [Sweden](#) [May]; as well as participations in [CeBIT](#) [Germany], [E-Health Week](#) [Latvia] and Upgraded Life Festival [Finland]. [Read more](#)



For more news and information, check [www.eibn.org](http://www.eibn.org) and contact us through our online messaging system

## UPCOMING EVENTS

HEALTHCARE TRADE MISSION TO INDONESIA	
Jakarta, October 19 - 23, 2015	
ICT TRADE MISSION TO INDONESIA	
Jakarta, November 23 - 27, 2015	

EIBN is taking registrations for its two Pan-European Trade Missions, open to EU SME's from all 28 EU Member States. It is a very valuable opportunity for them to make privileged contact with major players and business events in Indonesia. The Missions

Italy Roadshow  
8-12 June

EIBN will be touring Italy in June 2015 for a series of Information and B2B sessions directed at local SME's on business opportunities in Indonesia. [Read more](#)

## Trade Missions on Healthcare and ICT

October - November, Jakarta

will have two major sector focuses for interested businesses, one on Healthcare and another on ICT. The Healthcare Trade Mission will be held on October 19-23, while the ICT on November 23-27. [Read more](#)

EIBN Presence at IME  
7-9 October

Indonesian Maritime Expo (IME) is the most anticipated expo for the world's maritime player. EIBN will be present to inform participating European countries. [Read more](#)

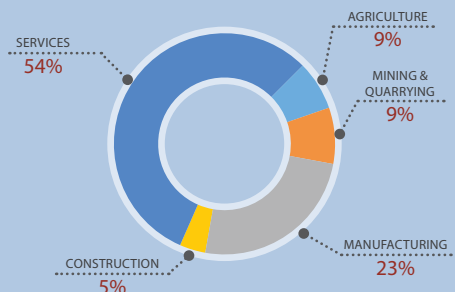
## ABOUT MALAYSIA



Capital	Kuala Lumpur
Area	329,847 km <sup>2</sup>
Distance East - West	450 km
Population	30.3 million

## QUARTERLY UPDATE

### Composition of Malaysia Economy 2014 (% of GDP per Sector)



Source: Department of Statistics, Malaysia and Bank Negara Malaysia

GDP Growth	6.0% (2014)
Inflation rate	3.2% (2014)
FDI	\$ 4.7 billion USD (2014)
Trade volume	\$400 billion USD (2014)

## QUARTERLY NEWS HIGHLIGHTS

April 7, 2015  
Malaysia's game changing Principal Hub Incentive announced [read more](#)

April 9, 2015  
Malaysia ranks as 2nd most competitive country in ASEAN by World Economic Forum [read more](#)

April 17, 2015  
EU-Malaysia bilateral trade expected to remain strong [read more](#)

## SEBSEAM-M NEWS



September 10-11, 2015

### Symposium & Business Matching: EU SME Professionals in Engineering, Architectural, Quantity Surveying Services

In conjunction with International Construction Week and the International Greentech and Ecoproducts Exhibition and Conference in Malaysia, SEBSEAM-Malaysia will organize a two-day Symposium and Business Matching sessions with a focus on the Potential for European Engineering, Architectural and Quantity Surveying Services in the Malaysian Construction Industry. The two-day event will take place on 10th and 11th September, 2015 in Kuala Lumpur. [Read more.](#)

September 7-8, 2015

### Biobased Material Malaysia Symposium and Business Matching

Meet bio-based material stakeholders and decision makers in Malaysia, including Borneo, and find new business opportunities and new markets to explore. Grab the opportunity for individual and tailored business matching sessions with regulators, governmental institutions and major companies. [Read more.](#)

### SEBSEAM-M Web portal endorsed by Ministry of International Trade & Investment

The newly launched EUMCCI web portal, which offers a one stop business service center for EU SME's to access resources, information, and a live panel of experts, was recently endorsed by the Ministry of International Trade & Investment. [Read more.](#)



For more news and information, check [www.eumcci.com/sebseam-m](http://www.eumcci.com/sebseam-m) or contact us at [communications@eumcci.com](mailto:communications@eumcci.com)

## UPCOMING EVENTS

### ASEAN-EU Business Summit

August 23, Kuala Lumpur



On 23rd August 2015 the EU-ASEAN Business Council and the EUMCCI will be jointly organising the 4th ASEAN-EU Business Summit – a prestigious business focused event held in conjunction with the ASEAN Economic Ministers' meeting.

The summit will be attended by over 300 businesses, politicians, policy makers and influencers from two of the world's largest trading blocs. Early bird registration available until June 30. [Read more.](#)

### International Greentech & Eco Products Exhibition & Conference Malaysia (IGEM)

September 9-12, 2015

EUMCCI is organizing the EU Pavilion with subsidies for EU SME's to participate at IGEM 2015, the premier greentech event in Asia. [Read more.](#)

### EU-ASEAN Forum on Food Safety

October 21-22, 2015

The second annual Forum on Food Safety will focus on a joint stakeholder approach to positively impact the regulatory environment, for a more unified and harmonised food safety standards in ASEAN. [Read more.](#)

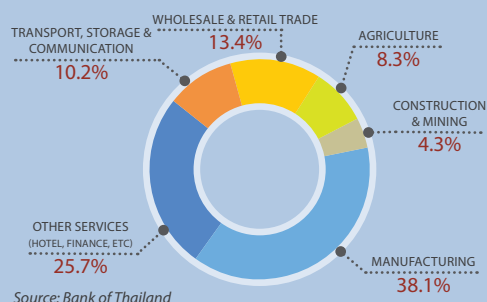
## ABOUT THAILAND



Capital	Bangkok
Area	513,000 km <sup>2</sup>
Distance East - West	780 km
Population	67 million

## QUARTERLY UPDATE

### Composition of Thai Economy 2014 (% of GDP per Sector)



Growth	3.5% (2015 forecast)
Inflation rate	1.89% (2014)
Balance of Trade	+24.6 billion \$ (2014)
Unemployment Rate	0.8% (2014)

## QUARTERLY NEWS HIGHLIGHTS

May 22, 2015  
EU set to take partnership with ASEAN to the next level [read more](#)

April 30, 2015  
Possible EU-ASEAN FTA talks on the horizon [read more](#)

March 31, 2015  
EABC at the forefront for the revival of EU-Thailand FTA negotiations [read more](#)

## EABC NEWS

May 2015

### EABC Roadshows in Europe



The EABC in coordination with the EU-ASEAN Business Networks organized a series of ASEAN themed business seminars in the Baltic countries from the 12th to the 15th of May, which were aimed at informing companies of the business opportunities in the various ASEAN markets along with introductions to the EU-ASEAN Business Networks. The EABC also conducted its own roadshows in Bulgaria and Slovenia on the 19th and 21st of May, while also taking part in Thailand's Board Of Investment (BOI), investment promotion seminars in Aarhus and Copenhagen, Denmark on the 20th and 21st of May and in Norway on the 22nd of May. [Read more.](#)

April 28, 2015

### EABC Digital Economy Seminar

The EABC in collaboration with the Joint Foreign Chambers of Commerce in Thailand (JFCCCT) organized a seminar to discuss the Thai Government's plan to push Thailand out of the middle income trap, by transforming its ICT sector, making Thailand a Digital Economy. [Read more.](#)

April 8, 2015

### EABC Annual General Meeting

The EABC recently hosted its Annual General Meeting for 2015, where the EABC's activities were presented to its members, followed by an overview of the EABC's plan for 2015 to continue bolstering trade relations between Thailand and the EU. The event was followed by a European Networking Night. [Read more.](#)



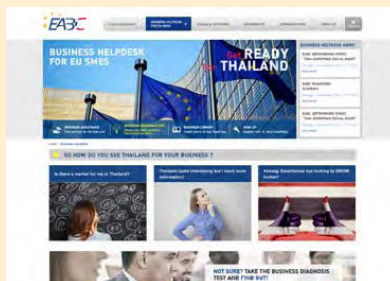
For more news and information, check [www.eabc-thailand.eu](http://www.eabc-thailand.eu) or contact us at [info@eabc-thailand.eu](mailto:info@eabc-thailand.eu)

## UPCOMING EVENTS



### EABC Website Revamp

June 2015, Bangkok



The EABC's new revamped website features a new section Business Helpdesk for EU SMEs, which as the name suggests is dedicated to providing information, news updates on EABC activities and support services to European SMEs interested in doing business in Thailand. More importantly users can try the EABC's very own Business Diagnostic Test, a simple questionnaire designed to enhance one's understanding of the Thai market, as well as access the EABC Business Library, which is full of useful publications related to the business environment in Thailand. Registration is free, simple and instant. Get started [here](#).

EABC Trade Confidence Survey Results Launch  
July 2015

The EABC will publish the results of its annual trade confidence survey of European Businesses in Thailand. More information will be available on our events section soon.

EABC European Gala Dinner  
September 2015

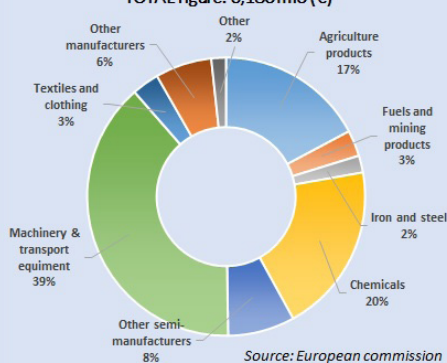
The EABC plans to host its first ever European Gala Dinner later this year. More information will be available on our events section shortly. [Read more.](#)

## ABOUT VIETNAM



Capital	Hanoi
Largest city	Ho Chi Minh City
Area	332.210 km <sup>2</sup>
Population	93 million

EU EXPORT TO VIETNAM BY CATEGORY IN 2014  
TOTAL figure: 6,180mio (€)



GDP Growth	5.98% (2014)
Inflation rate	4% (2014)
FDI	\$ 20.23 billion (2014)
Trade volume	\$ 298.24 billion (2014)

## QUARTERLY NEWS HIGHLIGHTS

June 1, 2015

Preconditions in place for strong shopping sector to develop [read more](#)

May 28, 2015

Ho Chi Minh City maintains positive economic growth [read more](#)

June 1 2015

Vietnam's notable economic developments in first half of 2015 [read more](#)

## EVBN NEWS



May 26, 2015

### SMEs-MNCs Speed Meetings

Following the great success of last year, the EVBN organized the third edition of the "SMEs-MNCs SPEED MEETING" which welcomed 17 large corporations and 31 SMEs from the EU and Vietnam. The event brought together decision-makers from both sides and established a unique forum to meet new contacts, new potential partners, to discover new products and services and to develop business co-operations of mutual benefit and interest. Overall, around 225 meetings were arranged during one single afternoon creating a very dynamic and thriving atmosphere. [Read more](#)

June 2015

### EVBN Market Studies

After having launched three reports in 2014-- Vietnam Economy, Agrofood Report and Lifestyle Report, EVBN has just published three new in-depth sectorial reports covering: Healthcare, IT and Green Technologies. These reports aim to provide an overview and to analyze the opportunities and challenges in the market segments. All studies are made available to the EU SMEs. [Read more](#)

March 2015

### Events

In March, EVBN organized a series of different events in Europe. On Mar 16, Ms. Jana Ackermann represented EVBN during a seminar in Luxembourg. From Mar 17 - 20, the EVBN was present at the CeBIT together with the EIBN and EuroCham Cambodia. From 23 to 27 of March, the EVBN & the EIBN organized roadshows in three different cities in Poland. [Read more](#)



For more news and information, check [www.evbn.org](http://www.evbn.org) or contact us at [info@evbn.org](mailto:info@evbn.org)

## UPCOMING EVENTS

### Green Technologies Trade Mission to Vietnam

November 24-27, 2015

**GREEN TECHNOLOGIES TRADE MISSION TO VIETNAM**  
 NOVEMBER 24 - 27, 2015  
 15 European companies will be selected  
 Energy Efficiency | Renewable Energy  
 Water Management | Waste Management  
 Participation fee: 2,890 EUR

Sectors: Energy Efficiency, Renewable Energy, Water Management, Waste Management

The trade mission, supported by the European Union, is an ideal opportunity for EU SMEs to discover the business potentials of the Vietnamese market. The trade mission will include experts' presentations, tailor-made B2B meetings and a three-day business exhibition on the European Pavilion held from 25- 27 November 2015 in Hanoi. Participating EU companies will exhibit on the Renewable Energy & Energy Efficiency, meet potential Vietnamese partners and European players from this sector. [Read more](#)

### Lifestyle Trade Mission to Vietnam

October 27-30, 2015

Sector: Gourmet & Fine food, Food Products & Ingredients, Wine, Spirit & Beers, Tableware & Accessories, etc.

[Read more.](#)

### Two Webinars: Green Technologies & Interior Decor Sectors

June 30 & July 3, 2015

Join our webinars to get more information on these two sectors in order to expand your business to Vietnam. [Read more](#)

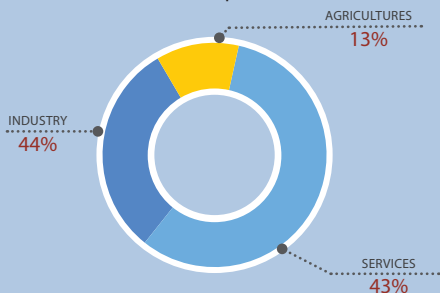
## ABOUT PHILIPPINES



Capital	Manila
Area	300,000 km <sup>2</sup>
Islands	7,107
Population	100 million

## QUARTERLY UPDATE

### Composition of Philippine Economy Q1 2015 (% of GDP per Sector)



Source: Philippine Statistics Authority; Department of Finance

GDP Growth	5.2% (April 2015)
Inflation rate	2.2% (April 2015)
Balance of Trade	264 million USD (March 2015)
Budget Deficit	60% (Q1 2015)

## QUARTERLY NEWS HIGHLIGHTS

May 21, 2015  
PH Congress passes 3 key economic bills [read more](#)

April 15, 2015  
Philippines Makes Doing Business Easier [read more](#)

March 30, 2015  
EU pursues FTA talks with PH [read more](#)

## EPBN NEWS

May 12, 2015

### EU-Philippines Business Dialogue

2<sup>nd</sup> EU-Philippines Business Dialogue  
12 May 2015 (9:00 am - 11:30 am)  
Rizal A, Makati Shangri-La Hotel



With the prospect of further stimulating bilateral economic cooperation that can yield mutual benefits to both the European Union and the Philippines, the EU-Philippines Business Network (EPBN) held the 2nd EU-Philippines Business Dialogue in Makati City on the 12th of May and welcomed high-level representatives from the private and public sectors to highlight the role of EU businesses in supporting sustainable and inclusive economic growth in the Philippines. During the event, EPBN offered the leading Philippine economic managers a concrete set of cross-sector and sector-specific issue analyses and recommendations defined in the EPBN Advocacy Papers. [Read more.](#)

April 16-18, 2015

### EPBN at CONEX 2015

The EPBN, in collaboration with the Italian Chamber of Commerce in the Philippines (ICCP), participated at the UAP Conex 2015. The event was held between the 16th and the 18th of April 2015 at SMX Convention Center. The aim was to provide the kind of environment necessary to further develop businesses, maximize investments and increase networking in the construction industry. [Read more.](#)

March 16-26, 2015

### EPBN Roadshow to Eastern Europe

The EPBN Outreach Officer conducted another series of presentations on the viability of the Philippine economy for foreign investments especially from EU countries. From March 16-26, 2015, he toured around the Southeast European countries of Romania, Bulgaria, Hungary, Austria and Slovakia. [Read more.](#)



For more news and information, check [www.epbn.ph](http://www.epbn.ph) or contact us at [info@epbn.ph](mailto:info@epbn.ph)

## UPCOMING EVENTS

### GPS+

Over 6,000 of products, including processed fruits and foodstuffs, are eligible for export to EU with no tariff



### Roundtable Discussion on GPS+ July 23, 2015

To reap the full benefits from the Generalized System of Preferences Plus (GSP+), a roundtable discussion between European industry in the Philippines and EU experts will be held on 23 July 2015 at the EPBN office. Under GSP+, producers and SMEs can export more than 6,000 products from the Philippines to any EU member-state at zero tariff. A wide range of products are included in this tariff scheme, from agricultural products to textiles, garments, furniture and chemicals. [Read more](#)

### Energy Smart Philippines July 14-15, 2015

EPBN is supporting Energy Smart Philippines (ESPhil), the country's premier event on energy—a conference and exhibition on energy efficiency, renewable energy and clean technologies under one roof. [Read more.](#)

### ASEAN-EU Business Summit August 23, 2015

EPBN will be participating in the one day conference in Kuala Lumpur focused on trade and investment between ASEAN and Europe, attended by businessmen from both ASEAN and Europe, and key decision and policy makers from around the ASEAN region. [Read more.](#)