



ASEAN BUSINESS & INVESTMENT SUMMIT 2015



ABIS 2015 to help accelerate growth and inculcate greater resilience in companies across the region

Kuala Lumpur, 5 November 2015: Held in Shangri-La Kuala Lumpur from 20th-21st November 2015, Southeast Asia's annual flagship and premier forum, the ASEAN Business & Investment Summit (ABIS) 2015 returns to Malaysia after a ten year cycle, inviting corporate leaders to unite in a two-day conference that will serve as an ideal platform to explore opportunities in elevating their businesses on a regional stage.

Organised by ASEAN-BAC (ASEAN Business Advisory Council), the key focus of this 12th installation of ABIS is to assist businesses in exploring new opportunities when the ASEAN Economic Community (AEC) is implemented at the end of the year. As the AEC is the single most important collaboration in ASEAN since its inception in 1967, ABIS 2015 also aims to provide businesses with insights in navigating current sluggish market growth and burning issues surrounding the region.

With Malaysia chairing ASEAN 2015, this year represents the most important installation for ABIS in Malaysia and the conference will feature more than 1,000 companies across the region, providing attendees with the ability to plug into ASEAN's extensive network of partnerships.

According to Tan Sri Dr. Munir Majid, Chairman of ASEAN Business Advisory Council (ASEAN-BAC), "2015 has been a challenging year for Southeast Asia as investors continue to pull themselves out of the region's emerging markets – particularly Indonesia and Malaysia. This growing concern needs to be examined in depth, especially with regard to the process by which the public and private sector usually interact."

"Traditionally, the public sector has been involved purely in policy making while the private sector is required to conform to these policies. There is a need to address this structural issue as it does not benefit the region as a whole. Both parties need to be ASEAN-conscious and committed, as well as share and address challenges in partnership, in order to drive the ASEAN agenda forward."

"Apart from this, both public and private sector need to be open to new things in order to move to the next level. This involves being open to talent, research, development, technologies and discoveries. It is only through this that we can have better economic integration and more seamless business across the region."

"This is the twelve installment of ABIS and considered as the most important one due to the impending implementation of AEC at the end of the year. It will be the perfect forum to serve



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this purpose, helping to accelerate growth and inculcate greater resilience in companies and SMEs across ASEAN. ABIS also provides access and exposure to quality insights that will help propel businesses to greater heights.”

ABIS 2015 will feature potential speakers by Asean Partner Leaders and a stellar alliance of thought leaders including Y.B Dato’ Sri Mustapa Mohamed, Minister of International Trade and Industry, YBhg. Tan Sri Dr. Mohd Munir, Chairman of ASEAN-BAC, Oliver Tonby, Managing Partner of McKinsey & Company in Southeast Asia and Gita Wirjawan, Founder & Chairman Ancora Group, Former Minister of Trade of the Republic of Indonesia, to discuss potential prospects while addressing pressing issues and challenges in ASEAN as the region embraces the implementation of AEC. The much anticipated SME Masterplan for the region will also be announced during the summit, providing the region’s biggest economic contributor a clear roadmap to achieve success in the global marketplace.

Interested individuals can register now for a complimentary entrance at <http://www.abis2015.com/rsvp/>.

For more information, please contact:

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Organized by ASEAN-BAC



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ABOUT ASEAN-BAC

The ASEAN Business Advisory Council (ASEAN-BAC) was formed following a decision made by ASEAN Leaders at the 7th ASEAN Summit in April 2003 with the mandate to provide private sector feedback and guidance to boost ASEAN's efforts towards economic integration. The Council submits its annual recommendations for the consideration of the ASEAN Leaders. ASEAN BAC's members are appointed by the Ministers in charge, and comprise of high-level CEOs of companies from each member country.

ABOUT THE ASEAN BUSINESS AND INVESTMENT SUMMIT (ABIS) 2015

The ASEAN Business and Investment Summit 2015 is ASEAN's premier annual Business and Investment event which serves as a platform for the business community to engage with the region's leading business and government leaders who are shaping and influencing ASEAN's economy. ABIS 2015 will bring into sharp focus the opportunities, requirements and questions facing the private sector , and explore the myriad of possibilities brought forth by the onset of the ASEAN Economic Community (AEC).