



ASEAN@50 CONFERENCE

ASEAN BUSINESS ADVISORY COUNCIL MALAYSIA

IS PROUD TO PRESENT THE

ASEAN@50 CONFERENCE
Friday, 4th August 2017

Venue:

Auditorium, Sasana Kijang

*Central Bank of Malaysia's centre of knowledge and learning excellence
No. 2, Jalan Dato' Onn, 50480 Kuala Lumpur*

WORKING PROGRAMME

On 8th August 1967, ASEAN was born. Its founding members Malaysia, Indonesia, Thailand, Singapore and Philippines declared that "The association represents the collective will of the nations to bind themselves together in friendship and cooperation and, through joint efforts and sacrifices, secure for their peoples and for posterity the blessings of peace, freedom and prosperity".

Showcasing a new kind of regional unity, ASEAN gradually expanded and grew to include Brunei, Cambodia, Myanmar, Laos and Vietnam. Now a regional grouping of ten countries and currently ranked as the sixth largest economy in the world, ASEAN stands on the cusp of the Asia century with the potential for tremendous economic growth.

Politically, ASEAN could be said to have made haste slowly but as it moves towards a people-led ASEAN, the last 50 years have shown ASEAN members that the whole is indeed greater than the sum of their parts.

As ASEAN-BAC Malaysia gears up to celebrate the 50th anniversary of ASEAN, this golden anniversary provides an opportune time to not only commemorate a significant milestone, but also allows us to look back on all that has been achieved, as well as ponder on what lies ahead for ASEAN.

8.00AM	REGISTRATION
9.00AM	ARRIVAL OF VIPs MALAYSIA & ASEAN ANTHEMS
9.10AM	WELCOMING REMARKS TAN SRI DR. MOHD MUNIR MAJID Chairman, ASEAN Business Advisory Council (ASEAN-BAC) Malaysia
9.30AM	KEYNOTE SPEECH HONOURABLE RAMON M. LOPEZ Secretary, Department of Trade and Industry, Republic of the Philippines

SUPPORTING PARTNER:





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10.00AM

PANEL DISCUSSION 1:

'ASEAN – WHERE IT IS, WHERE IT WILL, CAN AND SHOULD BE'

ASEAN's rise to pre-eminence makes for a fascinating story and it can be said that despite economic, political, religious, cultural and linguistic diversity, ASEAN still promises much to its people in terms of economic potential, unity and community.

The 630 million citizens of ASEAN are still extremely young, with this growing population creating a golden moment and opportunity for ASEAN's economic development journey promising a powerful demographic dividend. Whilst growth today cannot come at the expense of future generations, inter-generational tensions need to be managed, jobs for the future need to be created and a sustainable environment needs to be preserved.

Concurrently, ASEAN needs to harness the full potential of technological change, innovation and entrepreneurship, and with the digital world now democratizing thought and opportunity, this begs the question of whether ASEAN can unlock its undeniable potential.

MODERATOR:

H.E. BILAHARI KAUSIKAN, Ambassador-at-Large and Policy Advisor in the Ministry of Foreign Affairs, Republic of Singapore

PANELISTS:

1. **DR. VICTOR GAO**, Chairman, China Energy Security Institute
2. **CALVIN WOO**, Academic Fellow on Social Entrepreneurship and Economic Development, Young Southeast Asian Leadership Initiatives (YSEALI)
3. **VU TU THANH**, Deputy Regional Managing Director and Representative, US-ASEAN Business Council in Vietnam
4. **JOE SIDEK**, Festival Director, George Town Festival



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11.00 AM

**PANEL DISCUSSION 2:
NAVIGATING ASEAN ECONOMIC COMMUNITY: A BUSINESS
EXPERIENCE**

With a total GDP of US\$2.55 trillion, ASEAN is today the 6th largest economy in the world. The ASEAN Economic Community (AEC) launched in 2015 envisioned a Southeast Asia as a single market and production base with free flow of goods, services and investments, but with a lack of a common regulatory framework and with trade costs and non-tariff measures now going up rather than down, will ASEAN achieve its economic promise?

In the new 2025 blueprint, there is no longer the aim of ASEAN becoming a single market ASEAN, but a “highly integrated” economic community by 2025, underscoring the slow pace of integration.

This session will explore how businesses have been impacted post-2015 and the panellists will also discuss whether ASEAN’s ambitious aspirations of deeper regional economic integration can be reached.

MODERATOR:

TAN SRI DR. MOHD MUNIR MAJID, Chairman, ASEAN Business Advisory Council (ASEAN-BAC) Malaysia

PANELISTS:

1. **JOSE A. CONCEPCION III**, 2017 Chair of ASEAN Advisory Council (ASEAN-BAC)
2. **AIREEN OMAR**, Chief Executive Officer & Executive Director, AirAsia Berhad
3. **DR. THAWEELAP RITTAPIROM**, Executive Director & Executive Vice President, Bangkok Bank
4. **DONALD KANAK**, Chairman, Eastspring Investments (Prudential PLC's Asia asset management arm)
5. **MASAKUNI NAKAYAMA**, Country General Manager, Marubeni Corporation
6. **DR. NIKOLAI DOBBERSTEIN**, Partner, A.T. Kearney Inc

12.20 PM

CLOSING REMARKS
SHAIK ABDUL RASHEED BIN ABDUL GHAFFOUR
Deputy Governor, Central Bank of Malaysia

12:30 PM

NETWORKING LUNCH