



THE 1ST ASEAN – EU BUSINESS SUMMIT 2011

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Indonesia 2011
ASEAN COMMUNITY
IN A GLOBAL COMMUNITY OF NATIONS

5 May 2011, Jakarta, Indonesia
Jakarta Convention Center

THE 1ST ASEAN – EU BUSINESS SUMMIT 2011

Pursuing Opportunities and Promoting Prosperity in Both Regions

www.ASEAN-EUBizSummit.com

Organised by



ASEAN



European Union



The Ministry of Trade
Republic of Indonesia



Indonesian Chamber of
Commerce and Industry



ASEAN Business
Advisory Council



British Chamber of
Commerce in Indonesia



European Business Chamber
of Commerce in Indonesia



German-Indonesian Chamber
of Industry and Commerce



Indonesian French Chamber
of Commerce and Industry



Indonesian Netherlands
Association



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Mari E. Pangestu
ASEAN Economic Ministers Chair

WHY THIS EVENT NOW?

With over three decades of remarkable success, ASEAN and EU are set to embark on a historic milestone in their joint effort to promote peace, stability and prosperity among the members of two of the world's most important geopolitical organisations.

The 9th Consultation between the ASEAN Economic Ministers (AEM) and the EU Commissioner for Trade held in Da Nang, Vietnam on 27 August 2010 prompted, among others, a mutual agreement to hold the 1st ASEAN – EU Business Summit in 2011.

This Business Summit seeks to bring together entrepreneurs as well as public and private investors from both ASEAN and EU to address critical issues related to EU – ASEAN trade relations, while identifying new business and investment opportunities on both sides.

The Summit is a golden opportunity in which the business community can directly voice their views and concerns to ASEAN Trade and Economic Ministers and EU Commissioner for Trade H.E. Karel De Gucht.

WHY ASEAN AND EU NEED YOUR PARTICIPATION AT THIS EVENT?

Bound by a shared vision between two continents, ASEAN and EU are paving together a path in which both parties are expanding bilateral cooperation and increase mutual economic and trade interests. EU is ASEAN's 3rd largest trading partner, while ASEAN is the EU's 5th largest trading destination.

The Summit serves as an opportunity for ASEAN and EU Leaders to discuss ways in which the private sector can exchange views on ASEAN-EU trade and investment relations with governmental decision makers.

Here is your chance to play a role in shaping paradigm altering policies and tip the scales in your – and the rest of the business community's – favour.

INCENTIVES & KEY OPPORTUNITIES

ASEAN's trade policy is opening up and the region is the world's burgeoning scene for the next chapter of the global economy, making it an attractive region for investment by EU economic operators.

EU companies have invested €10.4 billion a year between 2006 and 2008, cementing the EU's position as the largest investor in ASEAN countries by far.

ASEAN, with a combined GDP of US\$1.8 trillion in 2010 from its 10 Member States, and the EU, with a GDP of over €11,805.66 billion (US\$16,477 billion in 2009), represent an economic force strong enough to weather global challenges and safeguard mutual interests.

INCENTIVES

- Exclusive access to ASEAN Trade and Economic Ministers and EU Commissioner for Trade
- Increasing business profiles through participation in this Summit
- Unique opportunity to expand region-to-region business initiatives
- Prospect to advise on and hence, influence and shape crucial business-related policies
- More accurate identification of market access opportunities and formulation of direct recommendations to EU Commissioner for Trade and ASEAN Trade and Economic Ministers to overcome barriers and to utilise opportunities



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Karel De Gucht
European Union
Commissioner for Trade

EVENT HIGHLIGHTS

The ASEAN – EU Business Summit sets the stage for interaction between policymakers and representatives of the business community:

• B-2-B Dialogue

Business-to-business dialogue between EU and ASEAN companies from five key sectors that offer strong growth opportunities: agri-food (and fisheries), infrastructure (i.e. transports and logistics), healthcare (and pharmaceuticals), automotive and services (i.e. telecoms and finance).

Position papers will be readily available for focused discussions on the five topics mentioned above. This dialogue is set to accommodate the policy dimension of trade and investment as well as the business perspectives from both regions with a view to identify opportunities and potential hurdles to facilitate the flow of trade and investments between ASEAN and the EU.

• B-2-G Dialogue

A dialogue session with the ASEAN Trade and Economic Ministers and EU Commissioner for Trade offering a unique opportunity for both business and government representatives to exchange views. This segment will also keep the participants abreast of the latest efforts by EU and ASEAN in forging a robust partnership.

THIS SUMMIT: WHEN AND WHERE? WHO WILL BENEFIT?

The ASEAN – EU Business Summit will take place on 5th of May 2011 in Jakarta, Indonesia.

The Summit seeks to bring together ASEAN and EU government representatives to share their visions of more prosperous regions and for members of the business community to directly engage with essential policy makers representing both regions.

Leaders representing multinationals, large corporations, small and medium-sized enterprises and confederations, national and regional institutions as well as associates and representatives of related governmental institutions will all benefit from attending the summit.



WHY THE ASEAN - EU BUSINESS SUMMIT?

To reduce barriers and minimise constraints in trade and investment between the ASEAN countries and EU

To raise the visibility of region-to-region businesses through a wider spectrum of opportunities

To promote trade and investment flows between the two regions

To raise awareness of targeted markets

To boost the effectiveness of investments

To formulate proposals to be discussed at the meeting between ASEAN Trade and Economic Ministers and EU Commissioner for Trade organised the day following the Summit

For registration and further information please visit our website www.ASEAN-EUBizSummit.com or send e-mail to info@asean-eubizsummit.com or registration@asean-eubizsummit.com



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Tentative Programme of the 1st ASEAN-EU Business Summit

Thursday, 5 May 2011
Jakarta Convention Center

07:30 – 09:00 **Registration**

Morning Session

09:00 – 09:15 **Introduction:** H.E. Dr. Mari Elka Pangestu, ASEAN Economic Ministers Chair
H.E. Karel De Gucht, EU Commissioner for Trade

09:15 – 09:20 **Welcoming Remarks:** H.E. Dr. Surin Pitsuwan, Secretary-General of ASEAN

09:20 – 09:40 **Opening Address:** H.E. DR. H. Susilo Bambang Yudhoyono, President of the Republic of Indonesia (to be confirmed)

09:40 – 10:00 **Break**

10:00 – 12:00 **Open Dialogue with Business Leaders**

This session intends to bring together the policy dimension of trade, and investment and business perspectives from both sides. It takes into account the latest developments of the WTO, East Asia, EU and G20, with the goal of identifying opportunities and hurdles to enhance trade and investment flows between ASEAN and EU. The session serves to set the direction for the following Sector-specific Dialogues.

Moderators: H.E. Sundram Pushpanathan, Deputy Secretary General of ASEAN for ASEAN Economic Community and H.E. Ambassador Julian Wilson, Head of EU Delegation to Indonesia, Brunei Darussalam and ASEAN

Panelists: ABAC, ASEAN and European CEO's

12:00 – 13:00 **Lunch Break**

Afternoon Session

13:00 – 15:00 **Sector-specific Dialogues** [five sessions running in parallel : 30 to 45 minutes interventions followed by discussion]. These sessions will promote dialogue within each of the five groups, focusing on **1) Agri-food, 2) Services, 3) Automotive, 4) Healthcare and 5) Infrastructure**. This will serve as a bridge between the policy dimension of trade and investment, and the business perspectives, resulting in the identification of points of convergence and divergence, to further improve networking between ASEAN and EU operators. The discussion should flag the opportunities, the obstacles and specific recommendations for the Trade and Economic Ministers.

15:00 – 15:30 **Sector-specific Dialogue: Wrap-up Session**

Moderators will summarise the opportunities, obstacles and specific recommendations of their sectors with a view to prepare the next session with the Trade and Economic Ministers.

15:30 – 16:00 **Coffee Break**

16:00 – 18:00 **Session with ASEAN Economic Ministers and EU Commissioner for Trade**

This session offers participants a unique opportunity to exchange views and to hear what ASEAN and EU governments are working on to enhance ASEAN-EU trade and economic relations.

Moderator: H.E. Dr. Mari Elka Pangestu, ASEAN Economic Ministers Chair

Presentation by EU Commissioner for Trade and ASEAN Ministers, followed by Q&A session with the audience

18:00 – 18:30 **Closing Remarks:** H.E. Karel De Gucht, EU Commissioner for Trade
H.E. Dr. Mari Elka Pangestu, ASEAN Economic Ministers Chair

18:30 – 20:30 **Cocktail Reception**