EU-ASEAN
BUSINESS COUNCIL

2019 EU-ASEAN BUSINESS SENTIMENT SURVEY

ABOUT THE EU-ASEAN BUSINESS SENTIMENT SURVEY

This publication is the fifth edition of the annual EU-ASEAN Business Sentiment Survey. It aims to serve as a barometer for European business outlook in Southeast Asia regarding key issues such as macro-economic conditions, the policy and regulatory environment, and the development of bilateral and multilateral free trade agreements in the region. This survey is produced with the support of the European Chambers of Commerce throughout the ASEAN member states. You may also view this report and previous editions online at: www.eu-asean.eu/publications.

ACKNOWLEDGMENTS

The EU-ASEAN Business Council would like to express our thanks to the following partners for their help in conducting and distributing this annual survey to European business units around the region:

- EU-Malaysia Chamber of Commerce & Industry
- European Association for Business and Commerce Thailand
- European Chamber of Commerce in Cambodia
- European Chamber of Commerce Indonesia
- European Chamber of Commerce Myanmar
- European Chamber of Commerce & Industry in Lao PDR
- European Chamber of Commerce of the Philippines
- European Chamber of Commerce Singapore
- European Chamber of Commerce Vietnam

We would like to thank all the respondents who took the time and effort to provide their invaluable opinion and responses for this edition. All responses will be kept confidential. This publication would also not be possible without the help of our research assistant, Mr William Chan Yao Hua. For further queries, please email info@eu-asean.eu.

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FOREWORD

By Donald Kanak, Chairman of the EU-ASEAN Business Council

The EU-ASEAN Business Council is pleased to release its fifth annual Business Sentiment Survey. European businesses remain highly optimistic and committed to ASEAN, rating ASEAN as the region with the best economic opportunity, ranking almost 2-to-1 over the next, China. Overwhelmingly, respondents expect to expand profits and their levels of trade and investment with ASEAN. Considering the turbulence in the global trading and investment environment, most notably US-China trade tensions, strong faith in trade and investment in ASEAN is exemplary and welcomed.

These are not times for leaders in government or businesses to be complacent, however. Only 3% of respondents say that ASEAN Economic Integration is progressing fast enough. This year, for the first time, companies no longer rank "enhanced regional economic integration" as a top 3 factor driving ASEAN's importance in terms of revenue and profits. Respondents now rank local/national elements, such as improvements in infrastructure and the local economy, as key drivers. ASEAN must move faster to integrate, or else risk being seen as just a "sum of the parts" of the 10 countries and not capturing the synergies and greater economic and development benefits that an integrated community can bring.

If ASEAN accelerates the harmonisation of standards across the region and truly begins the process of removing non-tariff barriers (NTBs) to trade and investment, European companies stand ready to make further investments and expand operations across their supply chains. Of the respondents that use regional supply chains, 80% would increase usage if barriers were removed. However, only 15% of respondents perceive that NTBs are decreasing, and for the first time, more than three-quarters report facing unfair competition from local / regional incumbents at least occasionally.

I would like to express my sincere thanks to the ASEAN Business Advisory Council (ASEAN-BAC). With EU E-READI support and ASEAN-BAC, the EU-ABC issued a long-awaited report on the impact of NTBs in ASEAN in the automotive, agri-food and healthcare sectors. Collaborations such as these are critical to identifying recommendations to accelerate the removal of NTBs as set out in the AEC Blueprints.

The recent trade agreements with Singapore and Vietnam will help grow the ASEAN-EU trade and investment relationship substantially and establish a foundation for other bilateral and regional agreements. Almost all of our respondents call for faster action by the EU on negotiating trade deals with the ASEAN Region, in particular for a region-to-region Free Trade Agreement. Putting in place more trade deals with Europe might also have the added bonus of helping ASEAN with its own economic integration agenda.

European businesses have had a long-term and deep relationship with the region and are deeply committed to its continued prosperity and development. The EU-ABC is ready to work with other business councils and leaders in ASEAN to help bring the very best efforts of European businesses, and to work towards long-term, sustainable investment for a more secure, prosperous and inclusive future.

2019 KEY FINDINGS

Current Business Environment and Outlook

88% of respondents expect to increase trade and investment in ASEAN in the next 5 years (2018 – 75%).

73% of respondents project an increase in ASEAN profits in 2019 (2018 – 72%).

53% of respondents see ASEAN as the region with the best economic opportunity (2018 – 51%).

Trade Agreements

94% of respondents would like the EU to accelerate FTA negotiations with ASEAN and its members (2018 – 98%).

54% of respondents perceive they are at a competitive disadvantage without an EU-ASEAN FTA (2018 – 73%).

72% of respondents believe that an EU-ASEAN FTA would deliver more advantages than a series of bilateral FTAs (2018 – 87%).

64% of respondents believe the EU should pursue an EU-ASEAN FTA now before bilateral FTAs are concluded (2018 – 70%).

ASEAN Regional and Domestic Policy Frameworks

46% of respondents are uncertain about the impact of the AEC on their businesses (2018 – 35%).

Only **3%** of respondents feel that ASEAN Economic Integration is progressing fast enough (2018 – 11%).

58% of respondents found that the number of NTBs to trade in ASEAN have not changed much.

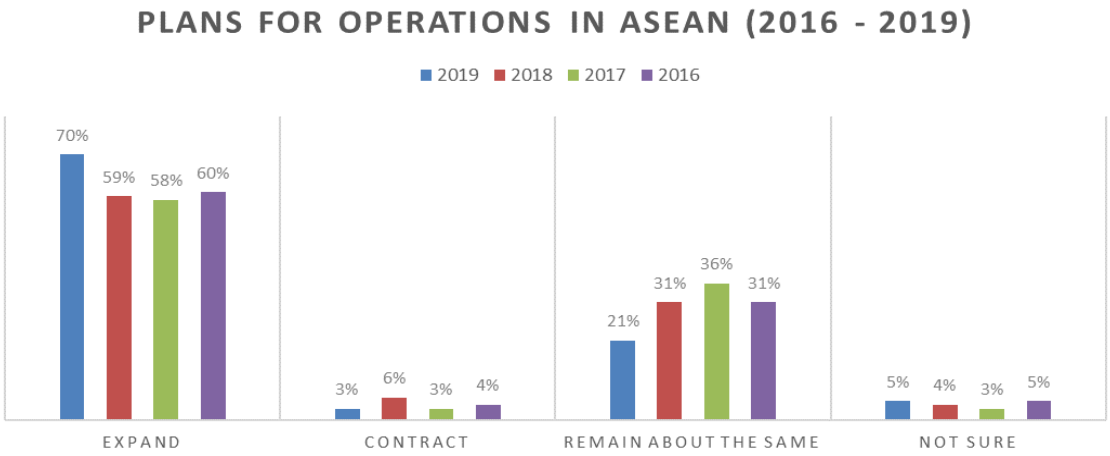
Government Consultation and Competition Issues

71% of respondents feel they are often or sometimes consulted by national governments in ASEAN (2018 – 70%).

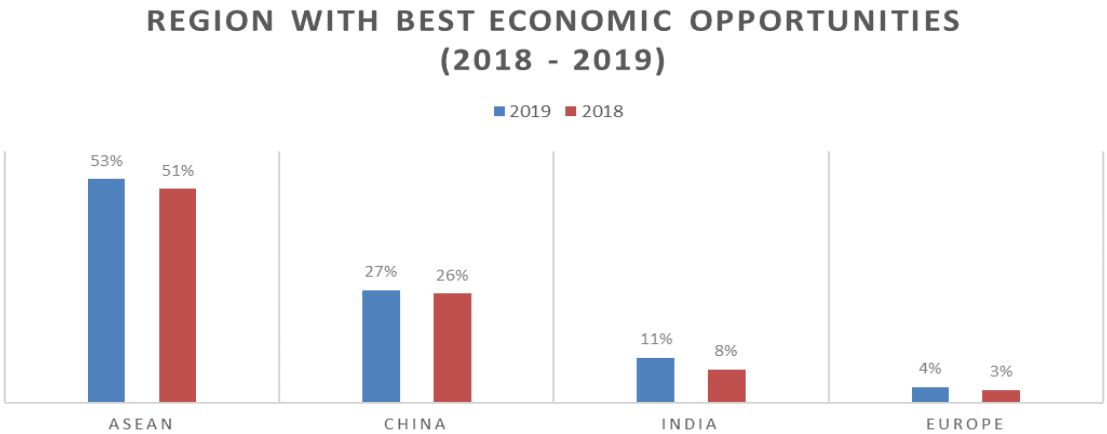
77% of respondents believe they face unfair competition in the local/regional environment at least occasionally (2018 – 62%).

2016-2019 TRENDS FOR KEY FINDINGS

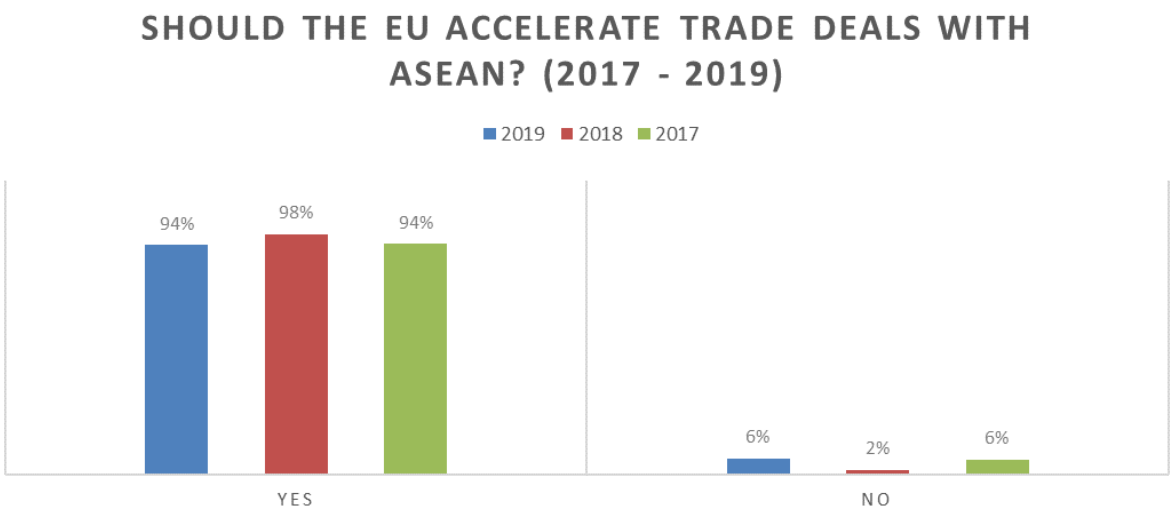
European business optimism in ASEAN remains high, with those planning to expand their ASEAN operations improving significantly:



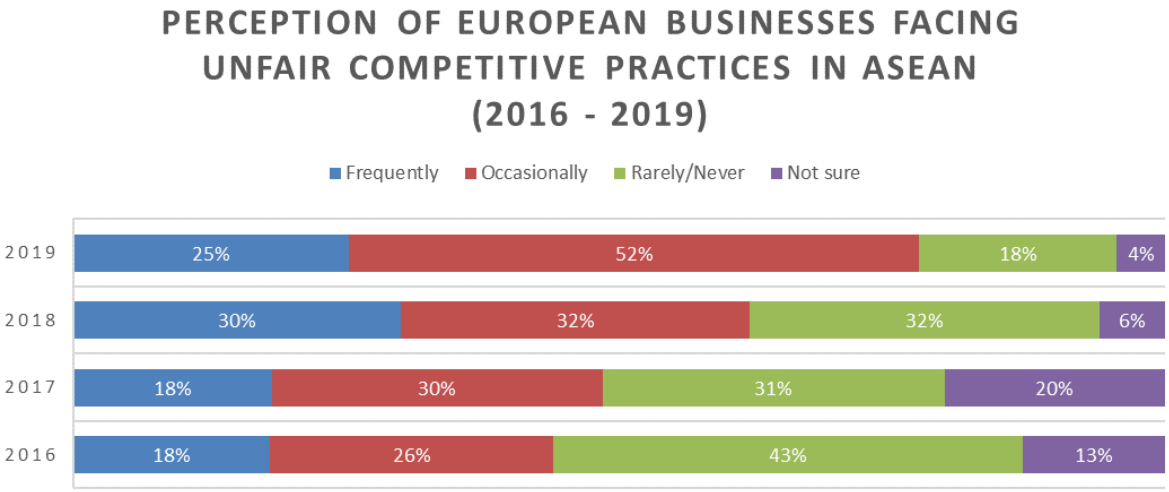
European businesses consistently see ASEAN as the region with the best economic opportunity, and even more so in 2019:



Vast majority of European businesses urge the EU to accelerate FTA negotiations with ASEAN and its members:



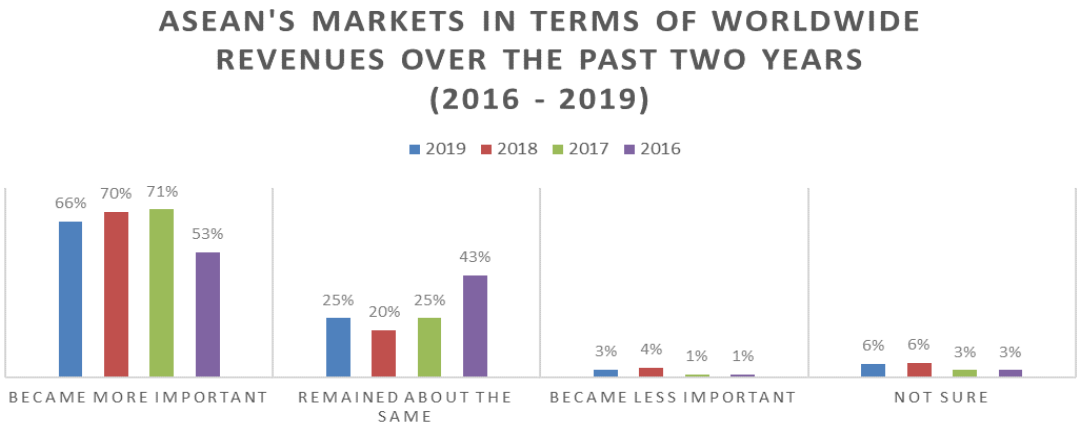
Perception of unfair competitive practices from local / regional actors has continued to increase:

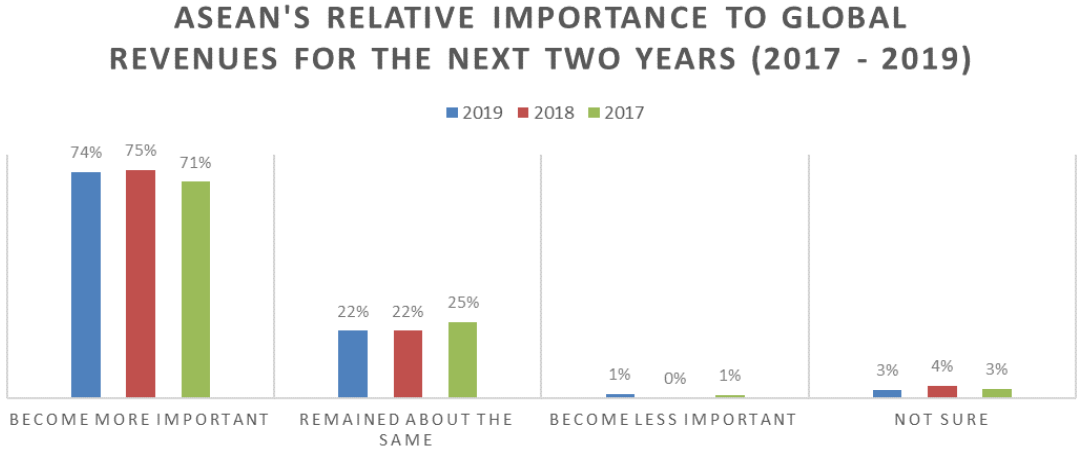


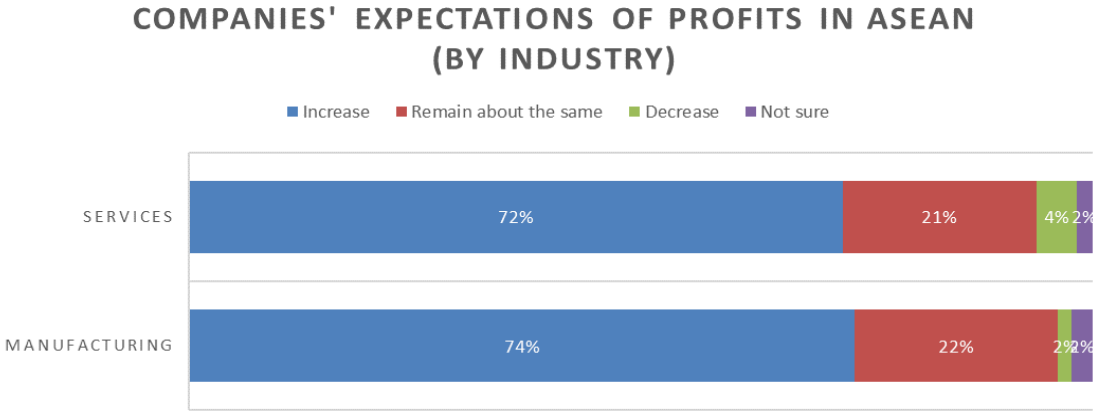
Section 1: Current Business Environment and Outlook

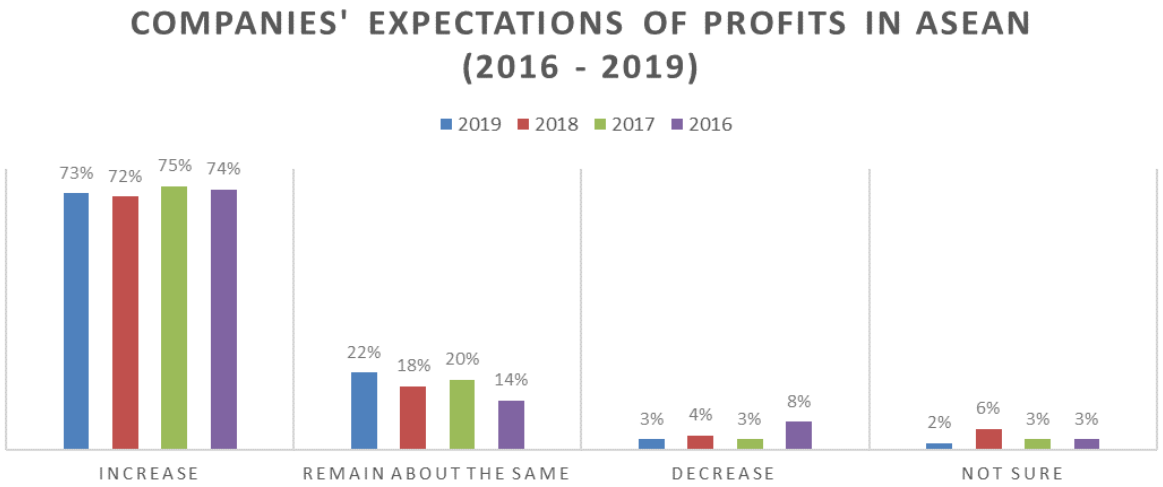
European business confidence in ASEAN countries remains high

The optimism of European businesses for ASEAN continues to be high with 74% of respondents seeing ASEAN's markets as becoming even more important in terms of worldwide revenues in the next two years. 73% of respondents also expect their ASEAN profits to increase in 2019.



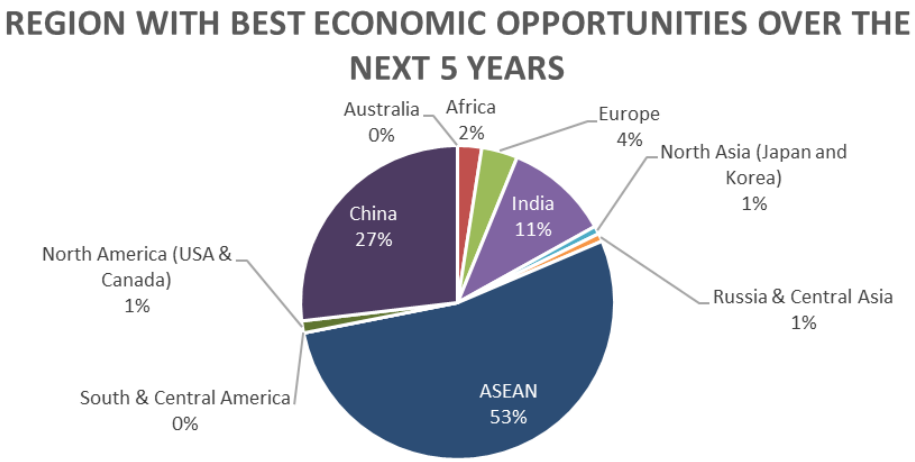




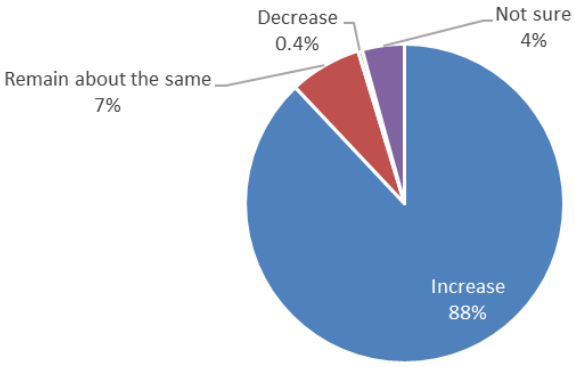


ASEAN is still the region with the best economic opportunity; Trade and investment set to grow further

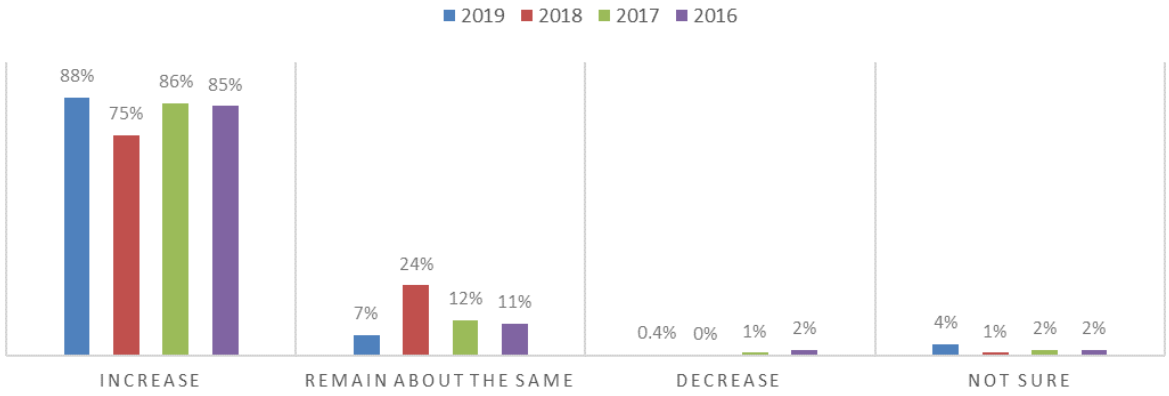
European businesses in ASEAN continue to see ASEAN as the region with the best economic opportunity in the next 5 years. Those who believe so has risen slightly to 53% from 51% last year and it is almost twice that of the next most popular region, China. In addition, almost 9 out of 10 expect greater volumes of trade and investment in the region, a significant increase over 2018.



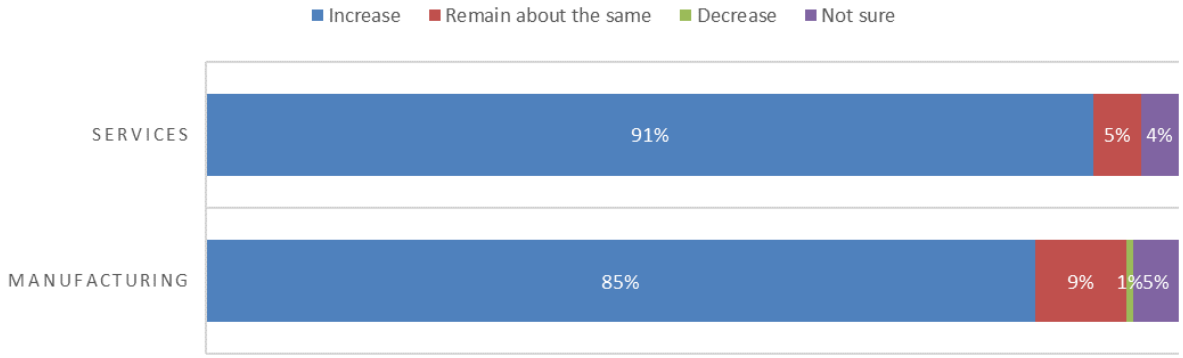
EXPECTATION OF TRADE & INVESTMENT IN ASEAN OVER THE NEXT 5 YEARS



EXPECTATION OF TRADE & INVESTMENT IN ASEAN OVER THE NEXT 5 YEARS (2016 - 2019)

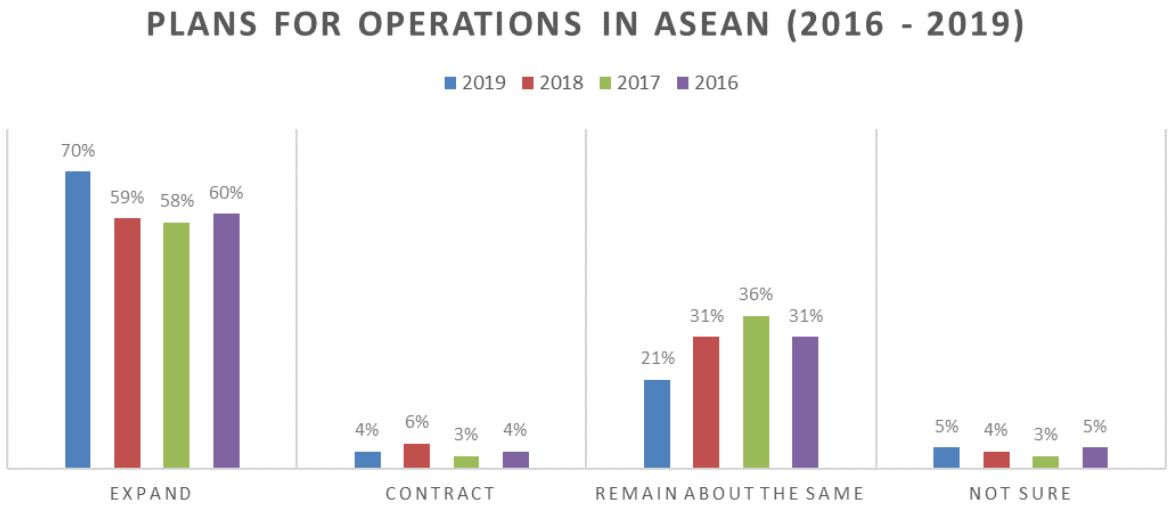


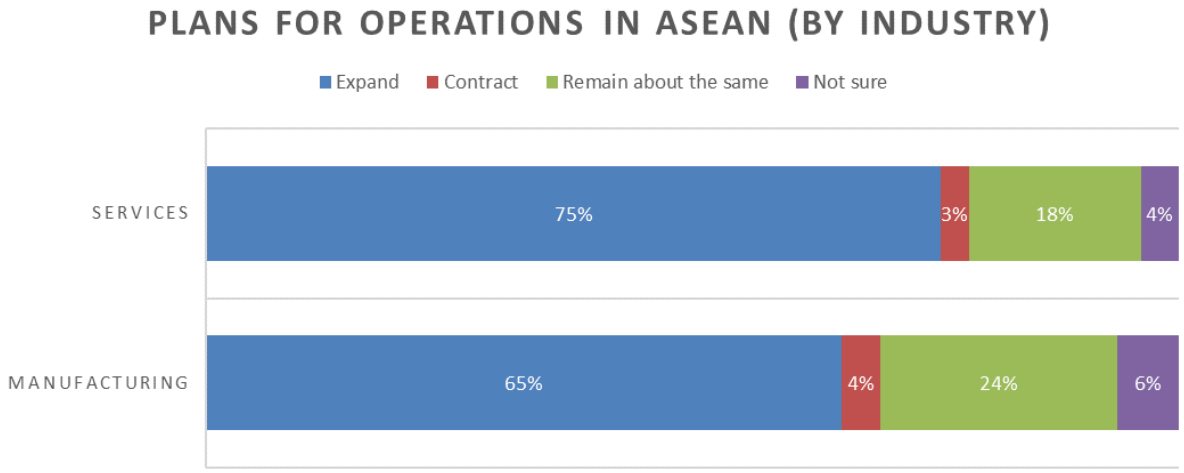
EXPECTATION OF TRADE & INVESTMENT IN ASEAN OVER THE NEXT 5 YEARS (BY INDUSTRY)



European Businesses positive about expansion prospects for ASEAN operations

Again, the vast majority of respondents expect to expand or maintain their operations in ASEAN. This year, 70% of respondents expect to expand, up from 59% in 2018. Service industry respondents showed the greatest intent to expand their operations in the region.





Importance of regional economic integration fades, business strategy comes first

For the first time since the Business Sentiment Survey was launched, regional economic integration has fallen out of the top 3 reasons driving business perception of ASEAN's importance in terms of revenue and prospective profits. Companies now see their own business strategy as the most important factor driving their revenue and profit. National factors such as infrastructure and economic recovery are the next most important reasons. As data in the latter parts of the survey reflect, companies are becoming increasingly sceptical or negative about the effects of regional ASEAN integration on their business prospects and ASEAN's ability to reduce non-tariff barriers. Therefore, it is natural that companies turn their attention to what they can control, which is their own business strategy, and to adapt to local/national economic opportunities.

Top 3 factors that were driving ASEAN's importance in terms of revenue and prospective profits				
	2016	**2017**	**2018**	**2019**
1	Enhanced regional economic integration	Improvement in infrastructure	Enhanced regional economic integration	Change in business strategy
2	Improvement in infrastructure	Enhanced regional economic integration	Improvement in infrastructure	Improvement in infrastructure
3	Change in business strategy	Economic recovery	Change in business strategy	Economic recovery

"Diversification of customer base", "stable government and political system" and "adequate laws and regulations to encourage foreign investment" continue to be the top 3 reasons driving expansion plans.

Top 3 factors driving expansion plans			
	2017	**2018**	**2019**
1	Diversification of customer base	Adequate laws and regulations to encourage Foreign investment	Diversification of customer base
2	Stable government and political system	Diversification of customer base	Stable government and political system
3	Reasonable production costs (including labour cost)	Stable government and political system	Adequate laws and regulations to encourage Foreign investment

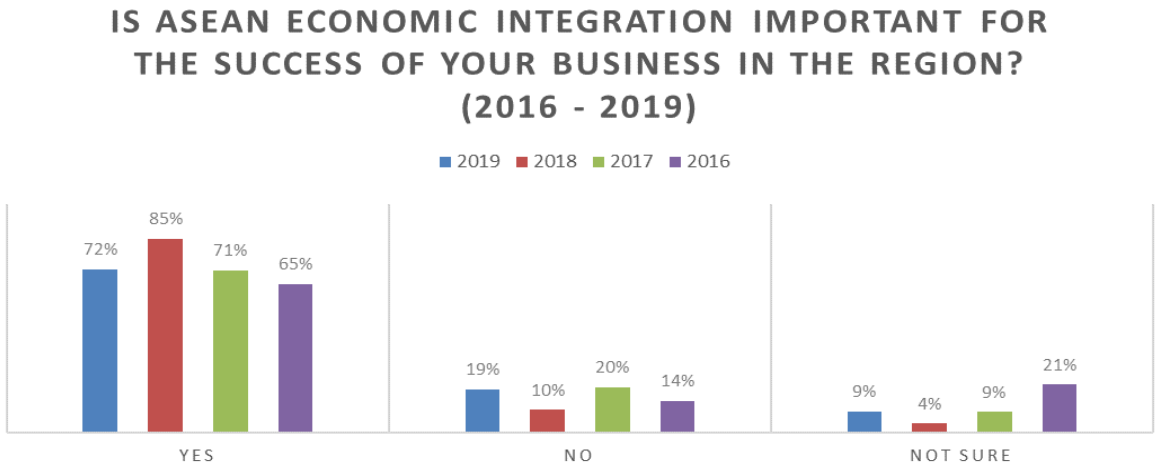
SECTION 2: ASEAN ECONOMIC COMMUNITY — PROGRESS AND MAIN ISSUES

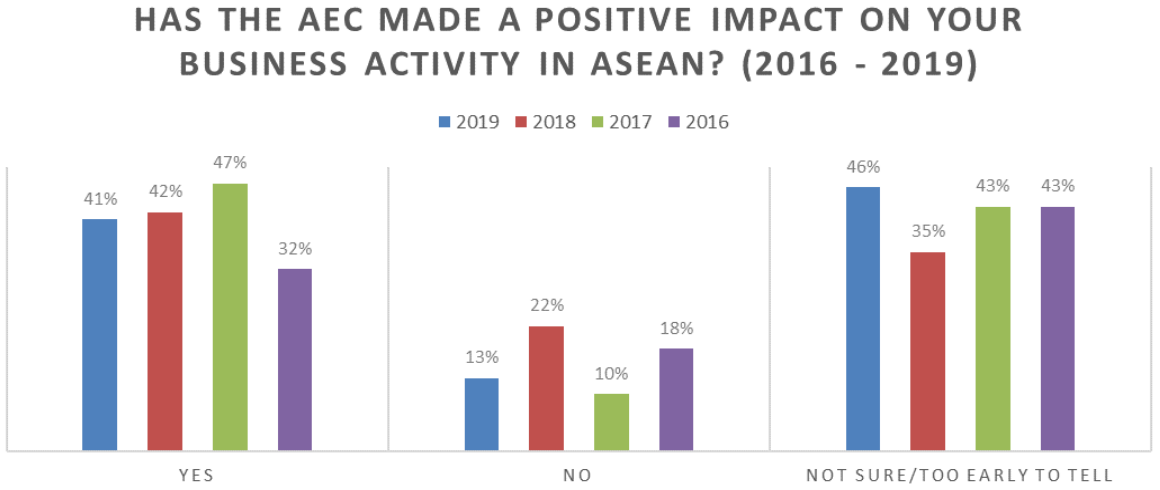
Enthusiasm for the ASEAN Economic Community (AEC) is declining. Many businesses are uninformed and most do not have a regional strategy based on the AEC. Majority still find the progress of ASEAN Economic Integration is not fast enough.

Decline in enthusiasm for AEC and few companies see AEC progressing

Although almost three-quarters of respondents realise the importance of further economic integration of ASEAN, this is also a drop from 85% recorded last year. It is also a drop for the first time since we asked this question.

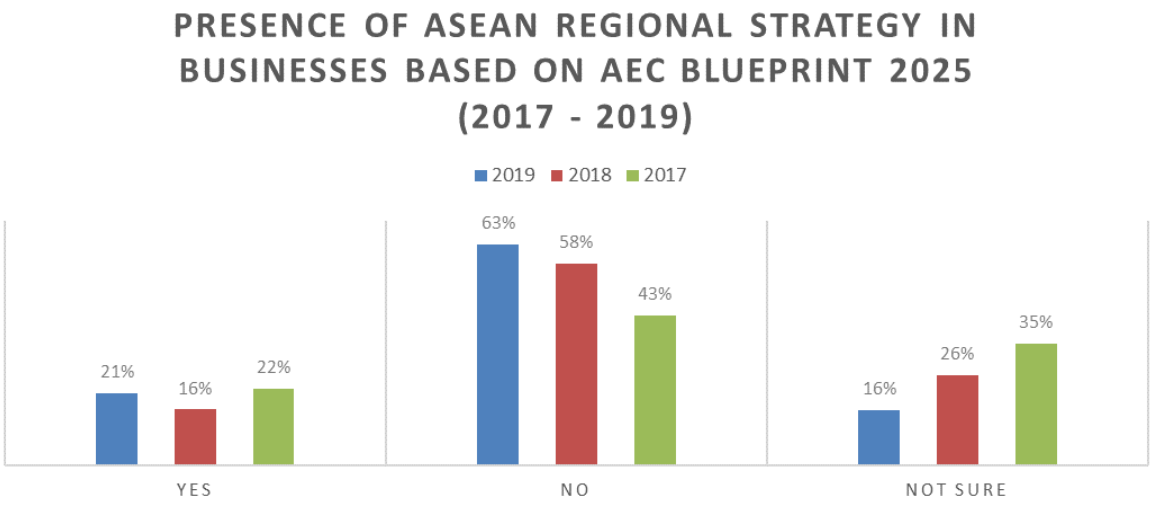
A significant proportion of respondents are unsure or feel that it is too early tell whether the AEC has made a positive impact on their business in the region.





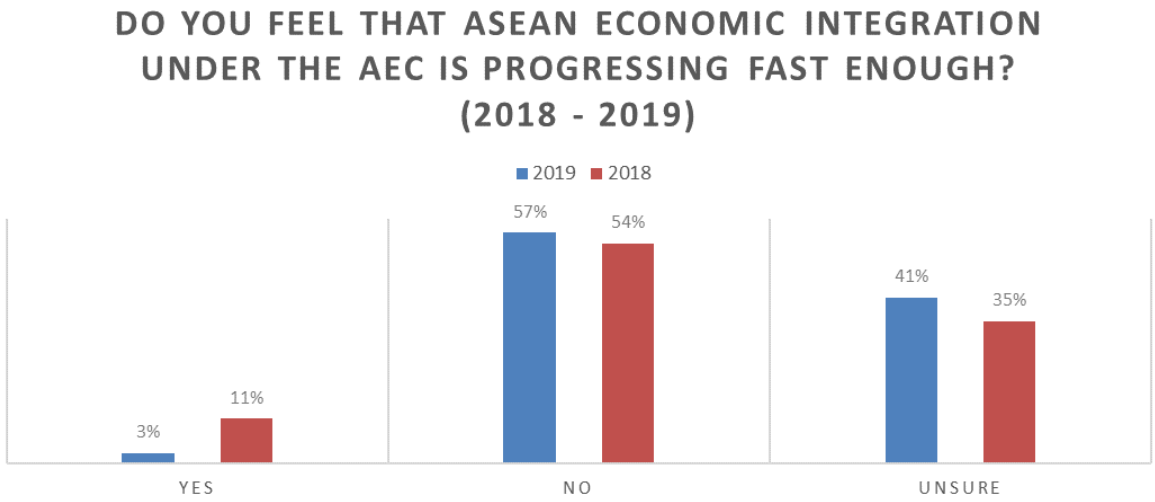
Few companies create regional business strategy based on AEC Blueprint

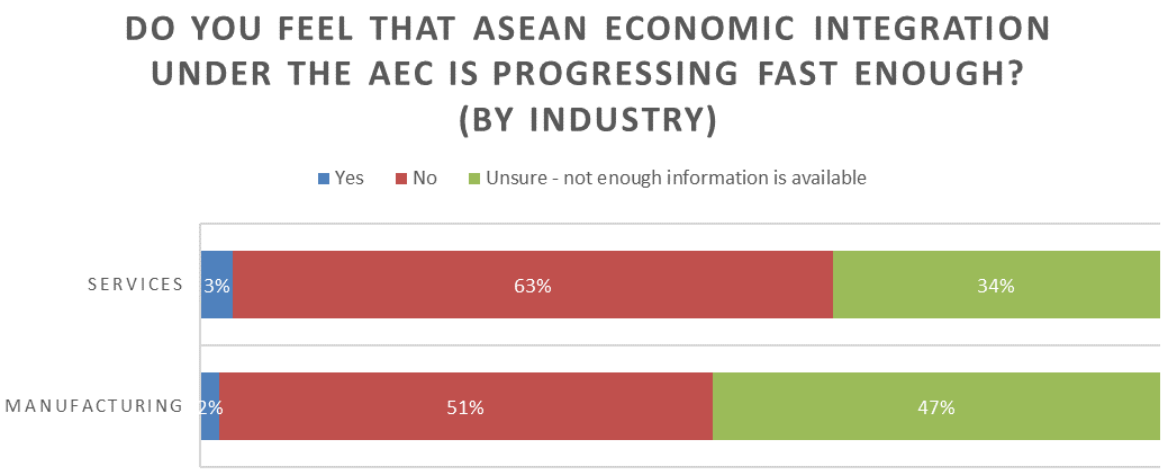
Only around 1 in 5 of respondents have a dedicated strategy based on the AEC Blueprint.

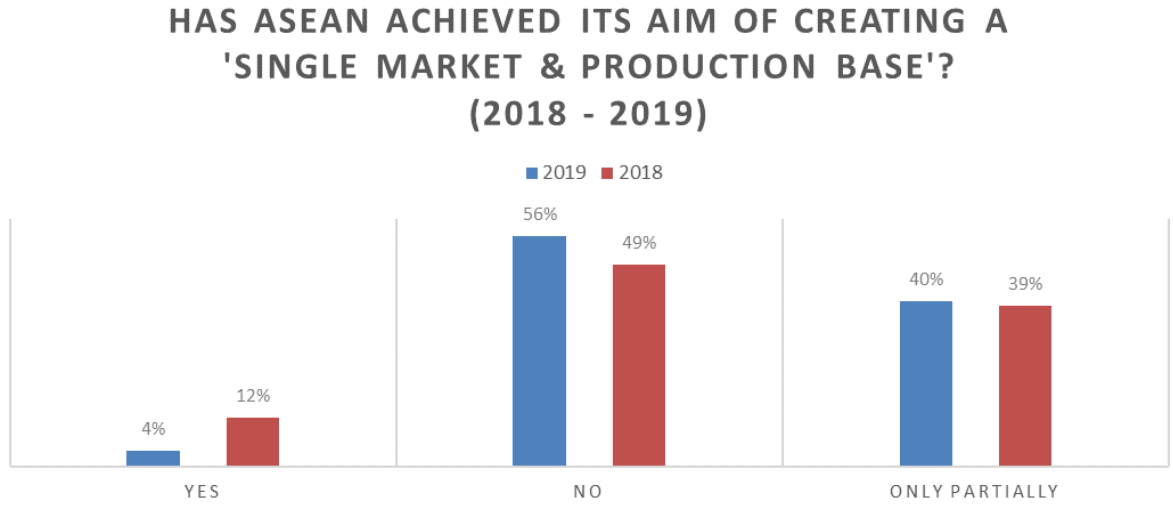


ASEAN Economic Integration needs to hasten, priorities unchanged

Only 3% of respondents, considerably fewer than the 11% in 2018, believe the pace of the ASEAN economic integration is fast enough. Only 4% respondents believe ASEAN has created a *single market and production base* (2018 – 12%), again a sharp drop on the previous year. They believe the top 3 issues on which ASEAN should focus on are the simplification of Customs Procedures for intra-ASEAN movement of goods, the removal of non-tariff barriers to trade, and the harmonisation of standards and regulations, all areas where ASEAN has been slow at demonstrating clear progress compared to the objectives set out in the AEC Blueprints.







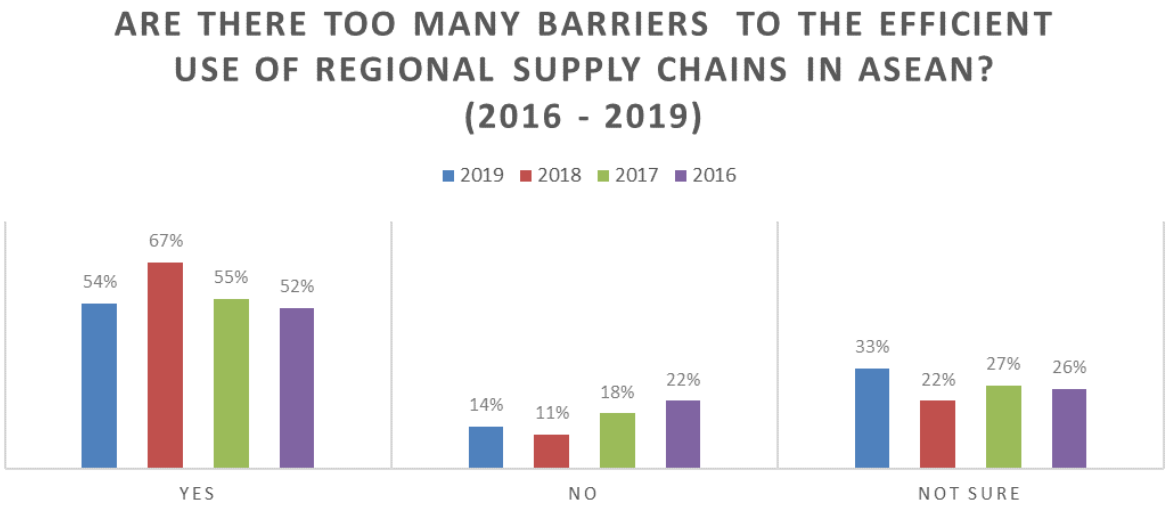
Top 3 areas ASEAN needs to make more progress towards achieving 'single market and production base'	
1	Simplification of Customs Procedures for intra-ASEAN movement of goods
2	Removal of Non-Tariff Barriers to trade
3	Harmonisation of standards and regulations

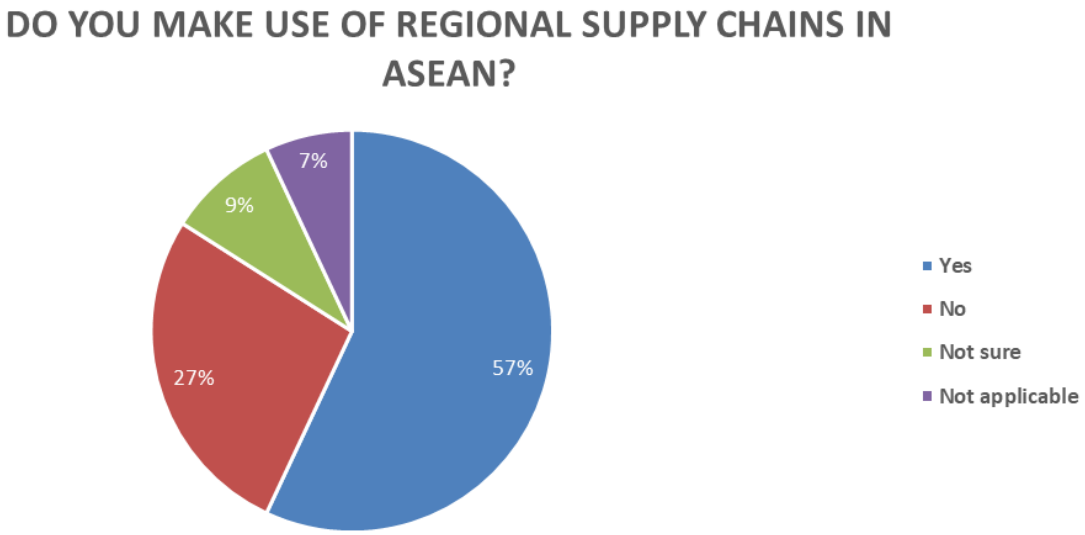
Trade Barriers stunting the use of regional supply chains; Most do not see number of NTBs decreasing

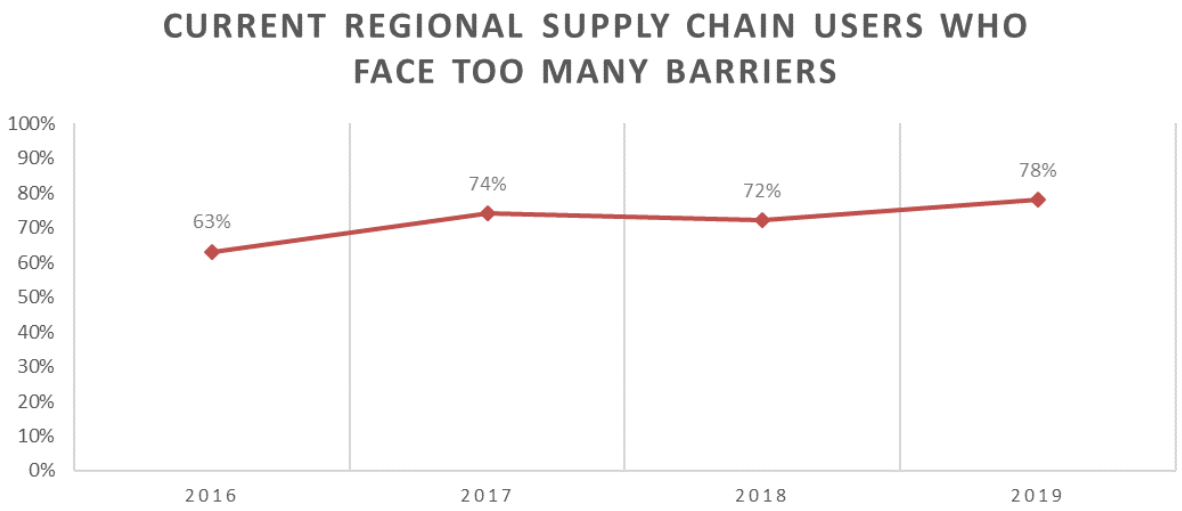
This year, as in previous years, a majority of respondents report that there are too many barriers to the efficient use of supply chains within ASEAN. Fewer barriers would spur many companies to invest more in ASEAN supply chains.

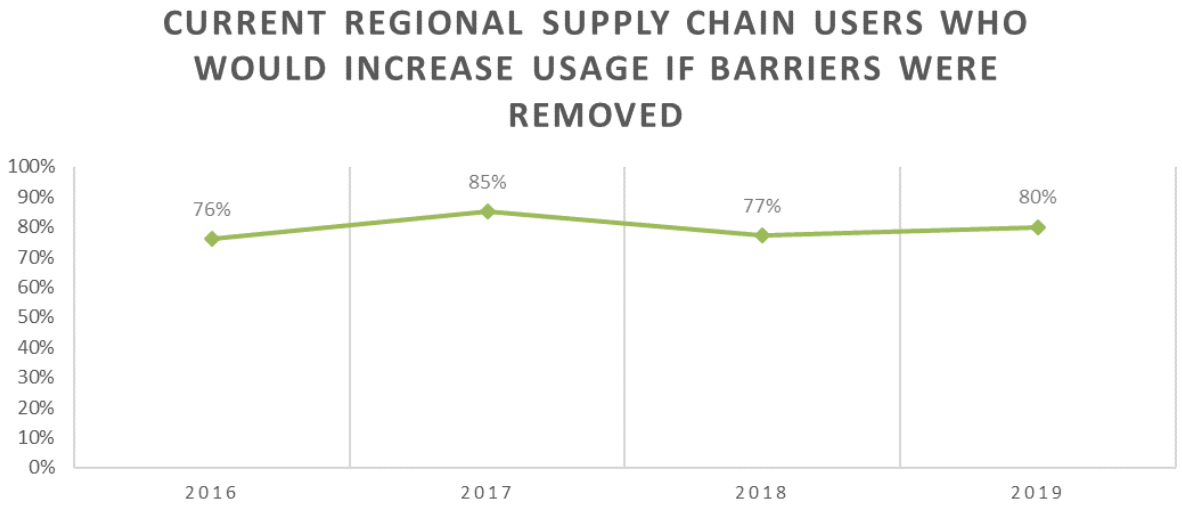
We have found that of those who already use regional supply chains, 80% would increase usage if barriers were removed. This proportion has remained remarkably consistent over the years.

However, instead of seeing fewer barriers, an increasing proportion of respondents face too many barriers, up from 63% in 2016 to 78% in 2019. With ASEAN aiming to remove non-tariff barriers to trade, this is a is worrying trend.







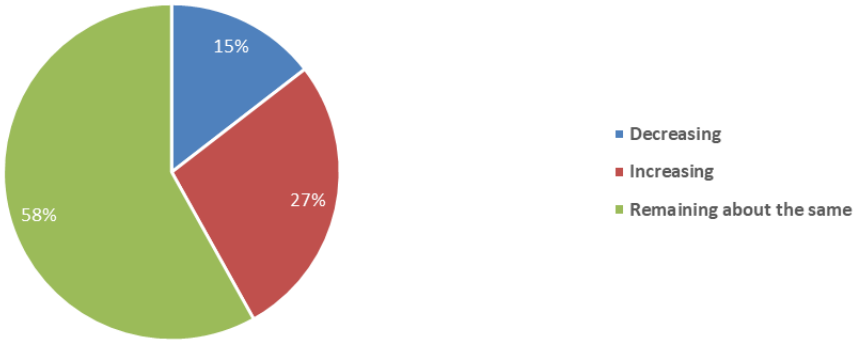


Plenty of room for improvement for removing NTBs and simplifying ASEAN Customs Procedures

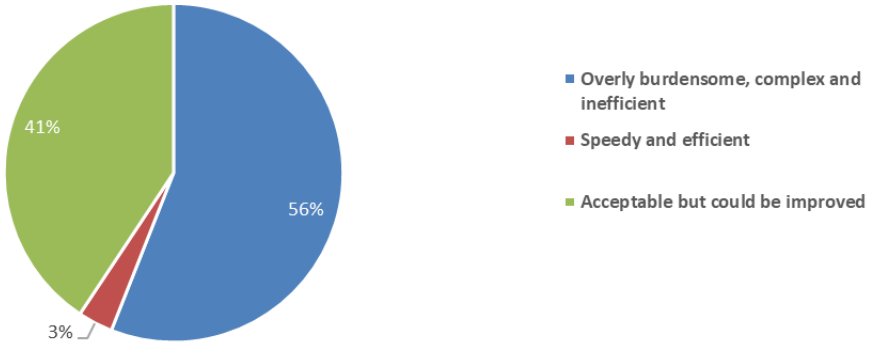
Over half of our respondents felt that there has not been any significant change in the amount of NTBs to trade, while a quarter found that NTBs had increased over time: this despite ASEAN having clear objectives to remove NTBs in the AEC Blueprint 2025. The AEC Blueprint 2025 says that ASEAN will be "accelerating work towards full elimination of non-tariff barriers"[1], and "complete and deepen initiatives begun under the AEC Blueprint 2015"[2]. These include "remove all NTBs by 2010 for ASEAN-5, by 2012 for the Philippines, and by 2015 with flexibilities to 2018 for CLMV, in accordance with the agreed Work Programme on NTBs elimination"[3]. A clear majority think that ASEAN customs procedures are overly burdensome, complex and inefficient, and at least 4 out of 10 respondents find them acceptable but could be improved.

[1]AEC Blueprint 2025, para 10.g, p 4
[2]AEC Blueprint 2025, para 10.h.1, p 5
[3]AEC Blueprint 2015, para 14.iii, p 7

PERCEIVED AMOUNT OF NTBS TO TRADE IN ASEAN



PERCEPTION OF ASEAN CUSTOMS PROCEDURES FOR LOGISTICS BUSINESSES

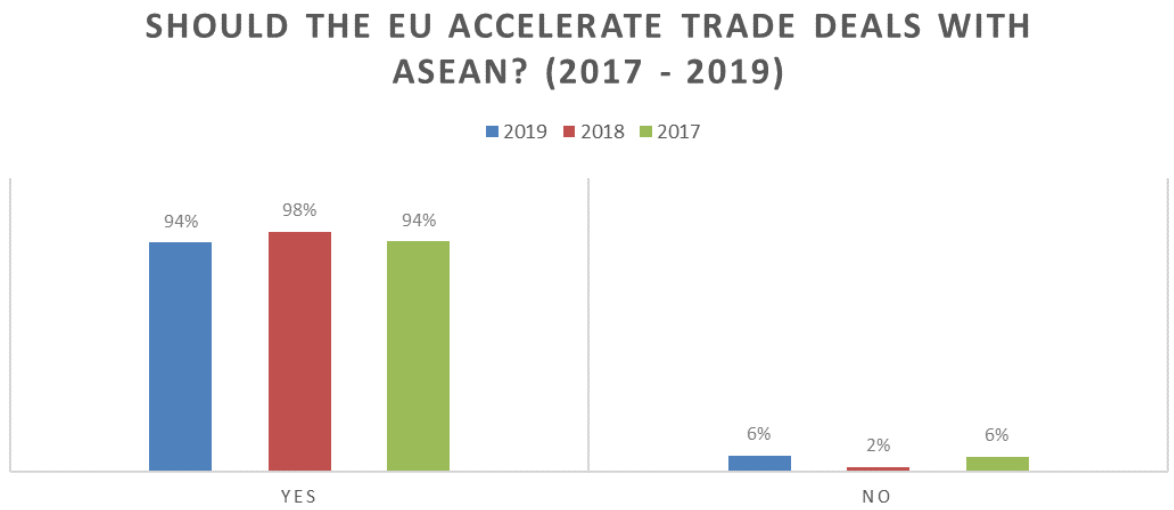



A STAR ALLIANCE MEMBER
SOME CHEFS COOK THEIR BEST AT 30.000 FEET
TURKISH AIRLINES
Products and services are subject to change depending on flight duration and aircraft.

SECTION 3: TRADE AGREEMENTS

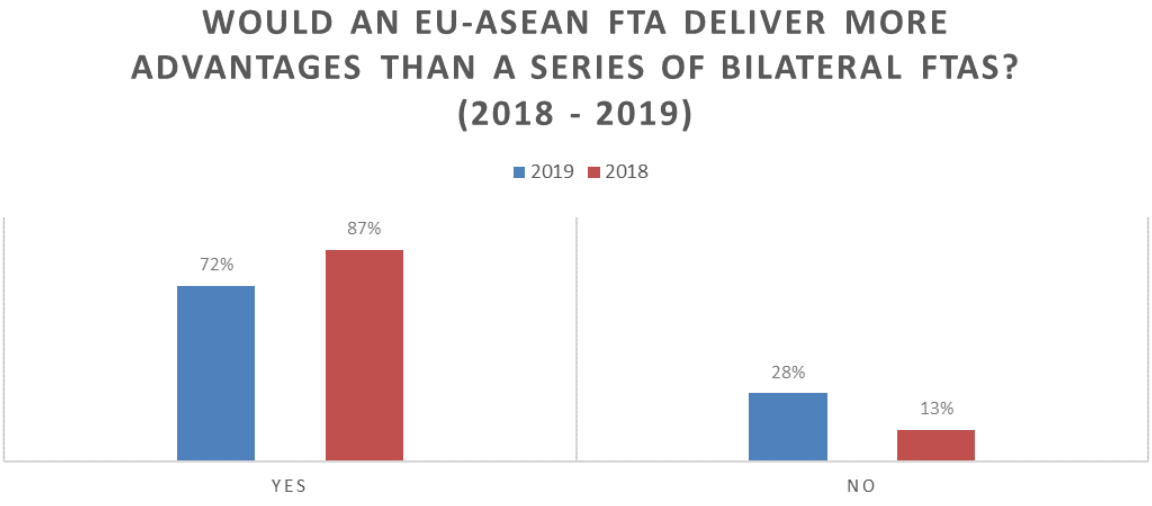
Nearly unanimous support to speed up trade deals

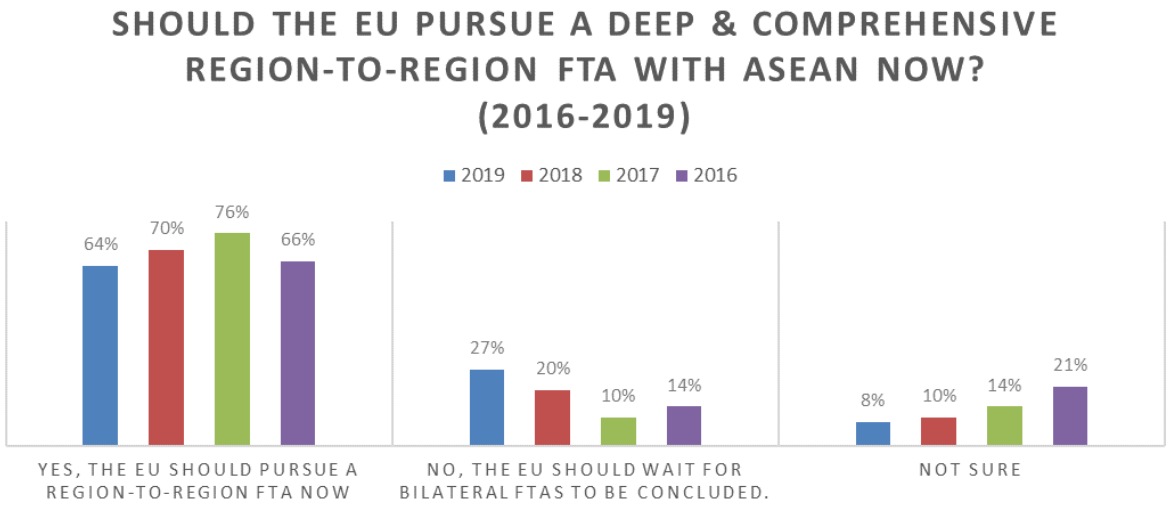
Almost all of our respondents again feel the EU should accelerate trade deals with ASEAN, whether bilateral or a region-to-region deal.



Majority strongly support a region-to-region FTA over more bilateral FTAs

The majority of respondents continue to want to see a region-to-region FTA between the EU and ASEAN, and wish to see one pursued now. They also value a regional agreement over further bilateral deals between the EU and individual ASEAN member countries. However, the percent of respondents who believe a regional FTA would deliver more advantages than a series of bilateral FTAs has fallen from 87% to 72%. This may reflect acknowledgement by the business community on the lack of tangible progress on region-to-region discussions while FTAs, with Singapore and Vietnam have been signed.

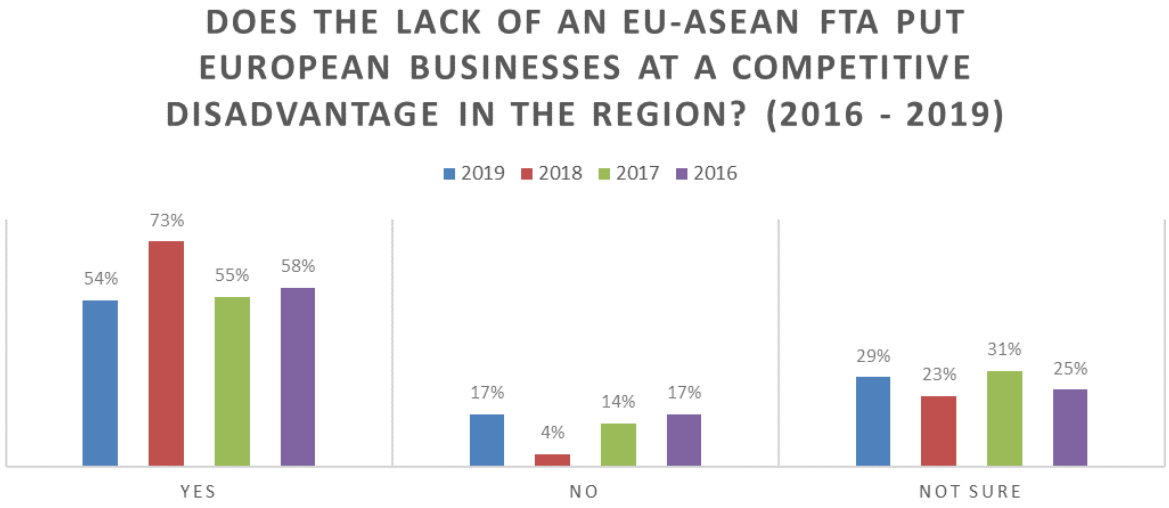




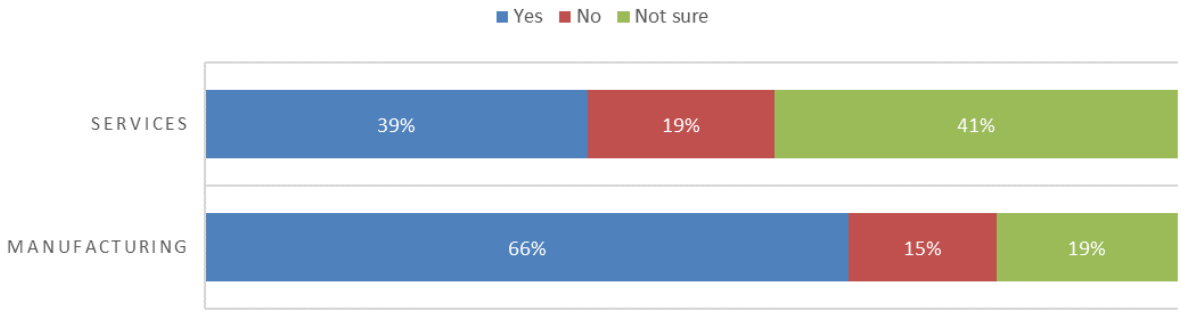
Lack of region-to-region FTA puts many European businesses at a competitive disadvantage

More than half of respondents believe that the absence of a region-to-region FTA is placing their businesses at a competitive disadvantage compared to their competitors from countries that have trade agreements with ASEAN as a whole (e.g. China, Japan, South Korea, India, Australia/New Zealand). However, fewer indicate the disadvantage relative to last year. As before, manufacturers feel the competitive advantage more acutely, perhaps reflecting their intrinsic requirement to move goods over borders.

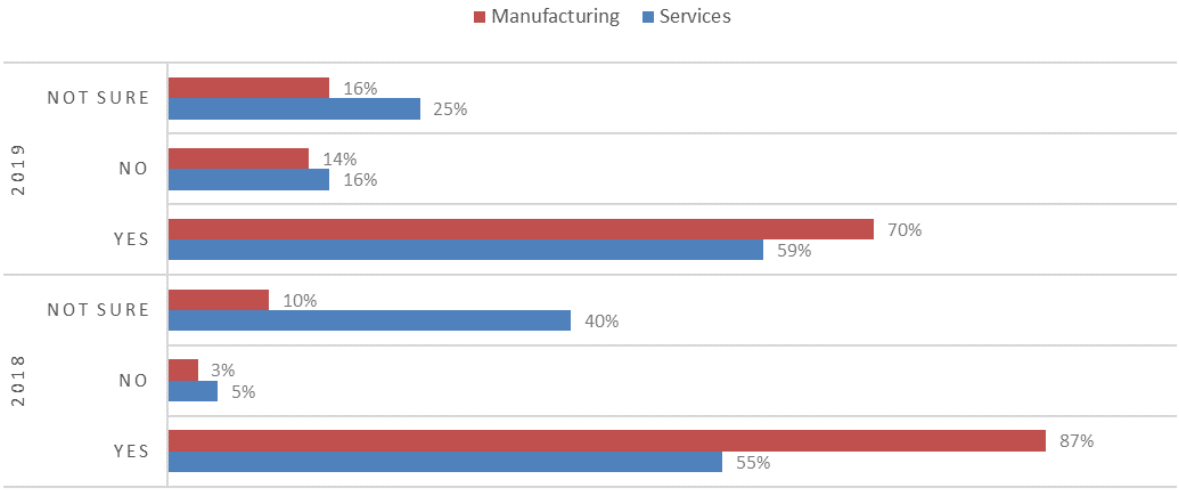
There is also as significant decrease in the number of manufacturers who feel that they are at a competitive disadvantage without a region-to-region deal.



DOES THE LACK OF AN EU-ASEAN FTA PUT EUROPEAN BUSINESSES AT A COMPETITIVE DISADVANTAGE IN THE REGION? (BY INDUSTRY)



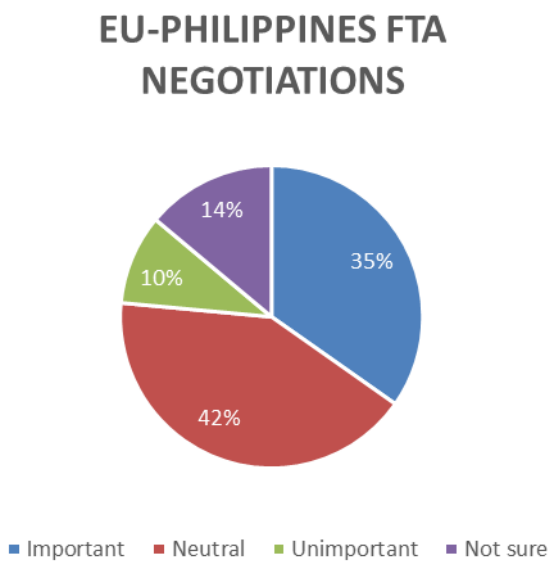
DOES THE LACK OF AN EU-ASEAN FTA PUT EUROPEAN BUSINESSES AT A COMPETITIVE DISADVANTAGE IN THE REGION? (2018 - 2019)

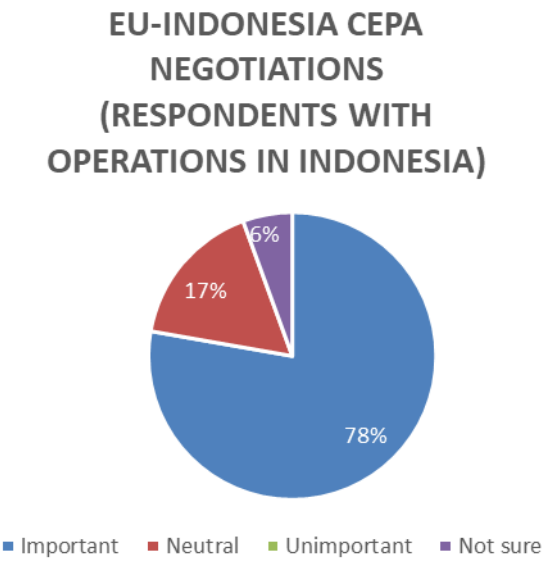


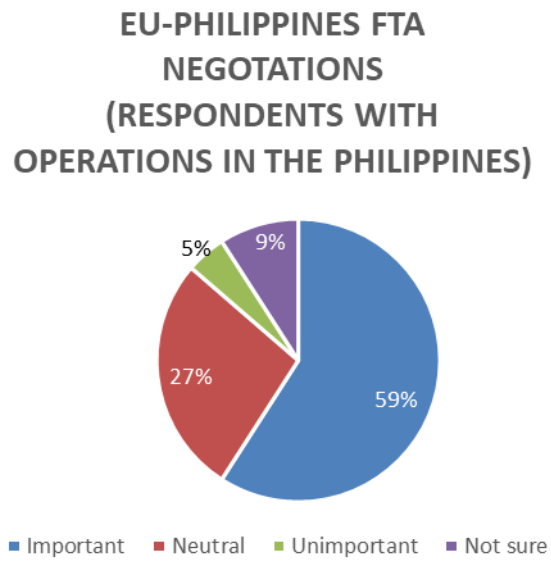
Mild perception of current trade agreement negotiations

We also asked our respondents on their perception on bilateral trade agreements, in particular about the importance of the EU-Indonesia Comprehensive Economic Partnership Agreement (CEPA) and EU-Philippines FTA negotiations. While a majority look forward to the EU-Indonesia CEPA, responses with the EU-Philippines FTA suggest that following the pause in discussions since 2017, business enthusiasm has decreased. The EU-Indonesia CEPA negotiations continued to progress, with the latest round held in June 2019.

However, a majority of respondents with operations in the Philippines still see a bilateral agreement as important.







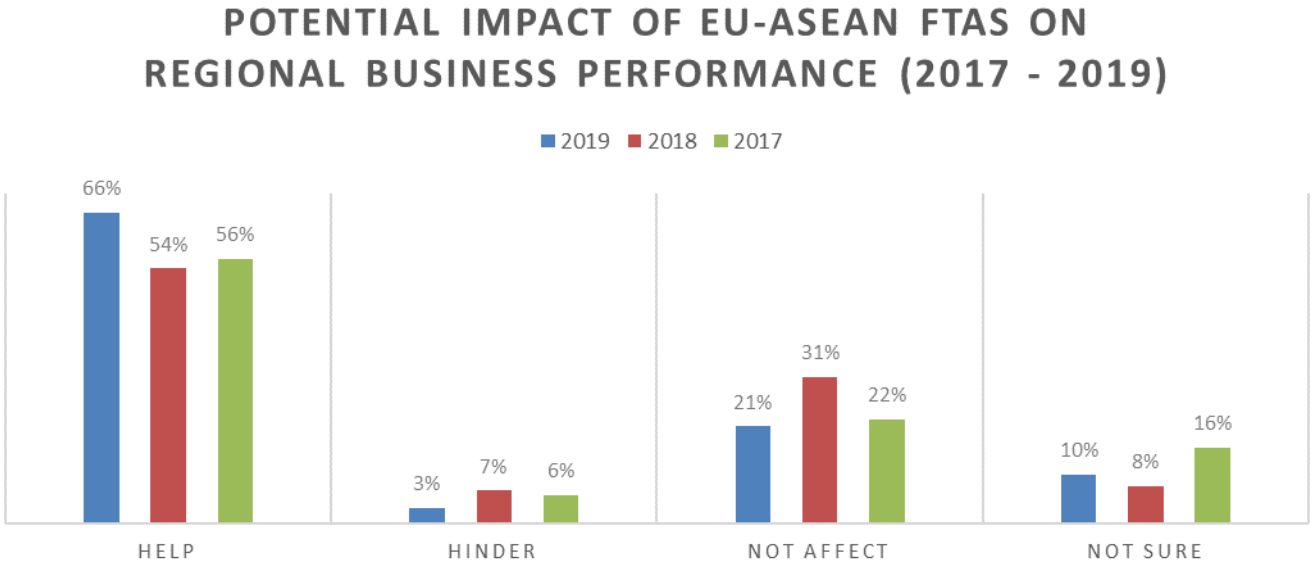
Malaysia and Thailand next best alternatives for bilateral FTAs

Malaysia and Thailand continue to be the next best alternatives, albeit now Malaysia taking second spot with Thailand moving down to third place. As Indonesia and the Philippines already have on-going negotiations, we did not ask our respondents to rank their preference for these two countries.

	Order of preference for FTAs EU should negotiate
1	ASEAN
2	Malaysia
3	Thailand
4	Brunei
5	Myanmar
6	Cambodia
7	Laos

Greater appreciation of the benefits of FTAs

We see there is an increase in recognition that FTAs would help businesses. This might be a reflection of broader global geo-political trends and a view from businesses that more help is needed to overcome other trade hinderances.

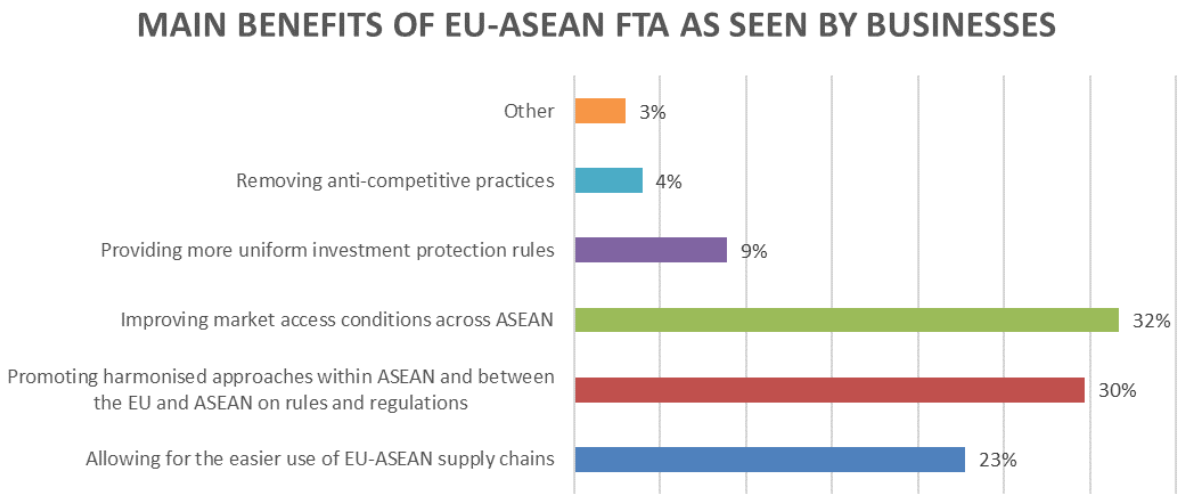


Removal of trade barriers remain the most important

Just like in 2018, the removal of tariffs and non-tariff barriers to trade are central concerns for many of our respondents, noting the lack of progress in ASEAN on the removal of non-tariff barriers, and the hope for more FTAs between EU and ASEAN countries.

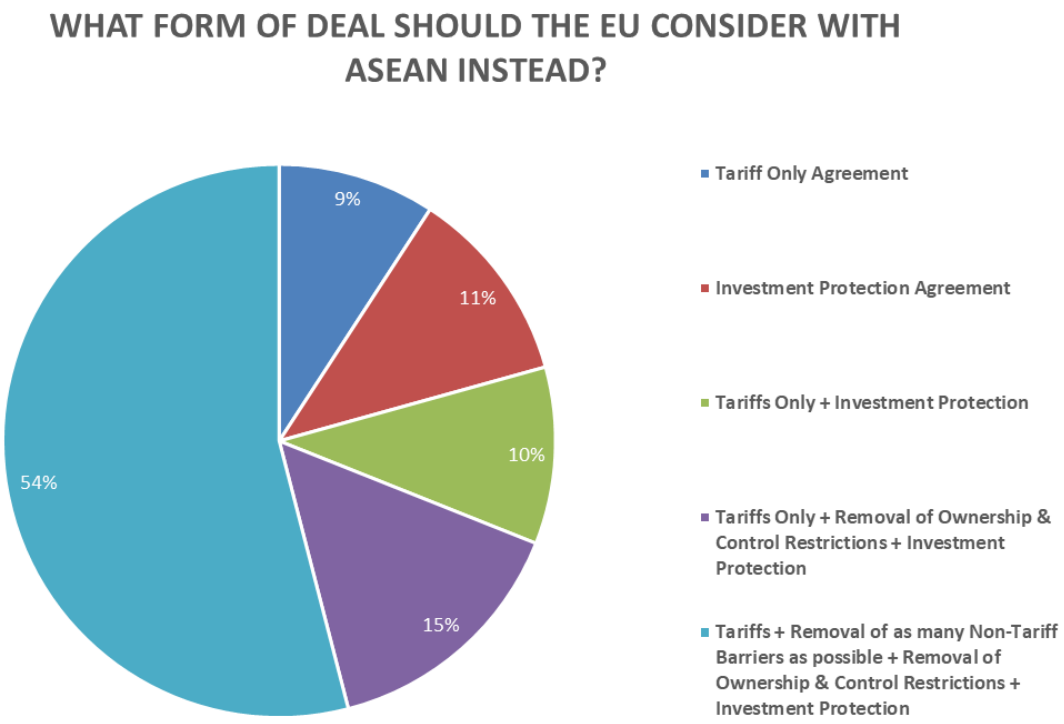
Most important aspects of a region-to-region FTA or bilateral FTA – According to European businesses		
2017	**2018**	**2019**
Enforceable investment rules and protection	Removal of tariffs	Removal of tariffs
Intellectual property protection and enforcement	Removal of non-tariff barriers for goods between the EU and ASEAN (or the bilateral partner)	Removal of non-tariff barriers for goods between the EU and ASEAN (or the bilateral partner)
Regulatory coherence and certainty	Removal of non-tariff barriers for services between the EU and ASEAN (or the bilateral partner)	Removal of non-tariff barriers for services between the EU and ASEAN (or the bilateral partner)

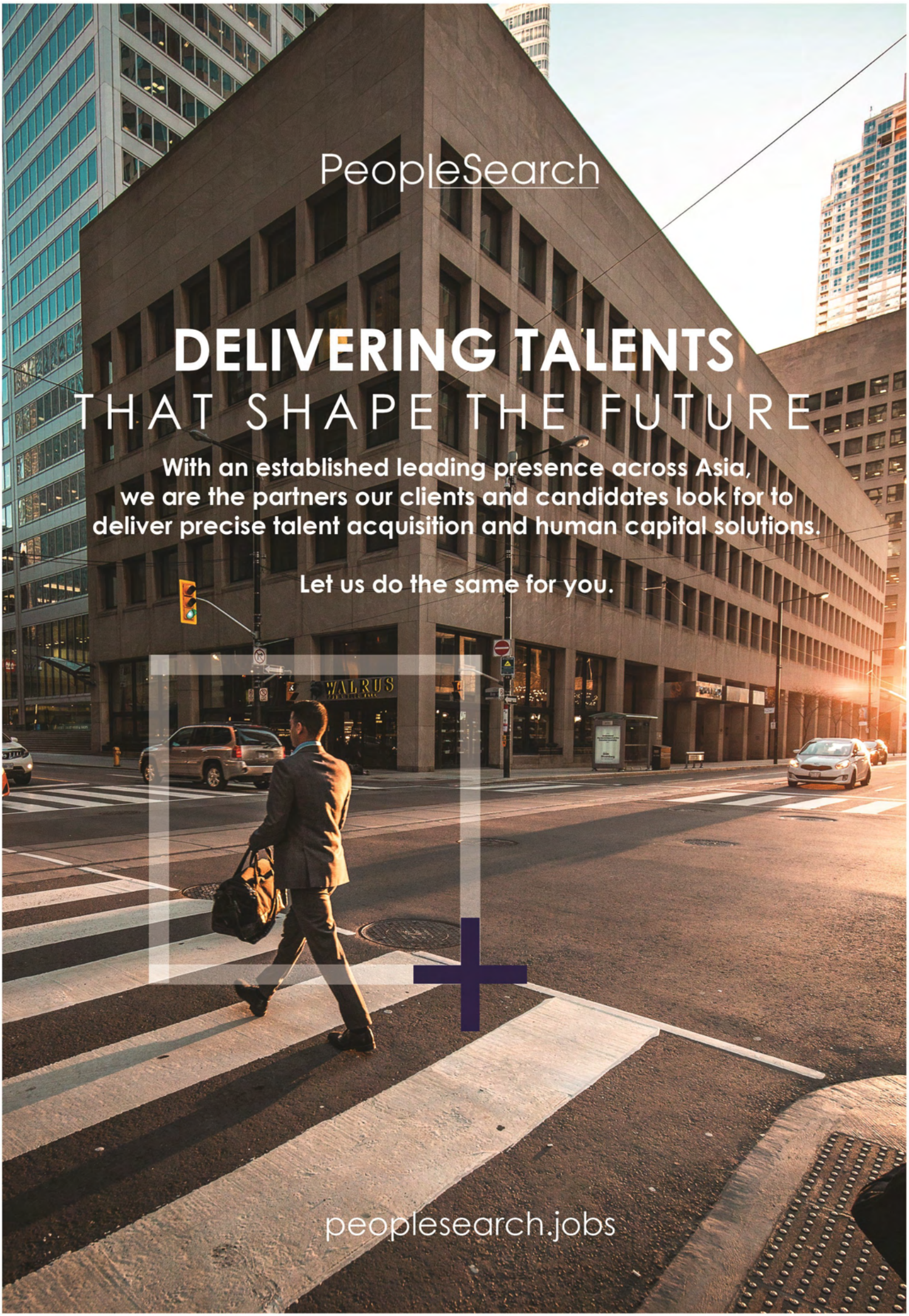
Similar to last year, European businesses see the main benefits of an EU-ASEAN FTA are improving market access, harmonised rules and regulations, and easier use of EU-ASEAN supply chains.



European businesses remain open to alternatives to a full and comprehensive region-to-region FTA

Despite a strong preference for a deep and comprehensive EU-ASEAN FTA, our respondents recognise that the negotiation process may be too complex given the divergent natures of the economies in ASEAN. Thus, we asked what other possibilities European businesses are open to consider. Once again, over half of the responses favour a slightly less complicated deal than the EU's now standard FTA, preferring a deal that is limited to a tariff agreement, the removal of non-tariff barriers, the removal of ownership and control restrictions, and investment protection measures.

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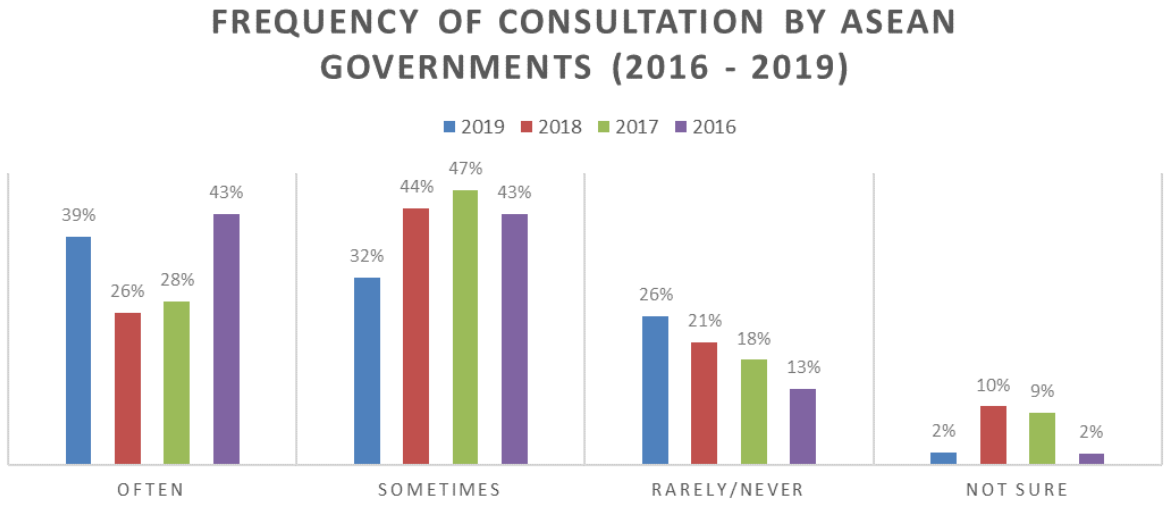
SECTION 4: GOVERNMENT CONSULTATION & COMPETITION

Improvement in consultation by ASEAN Governments; but fall in perception of frequency of consultation by the EU

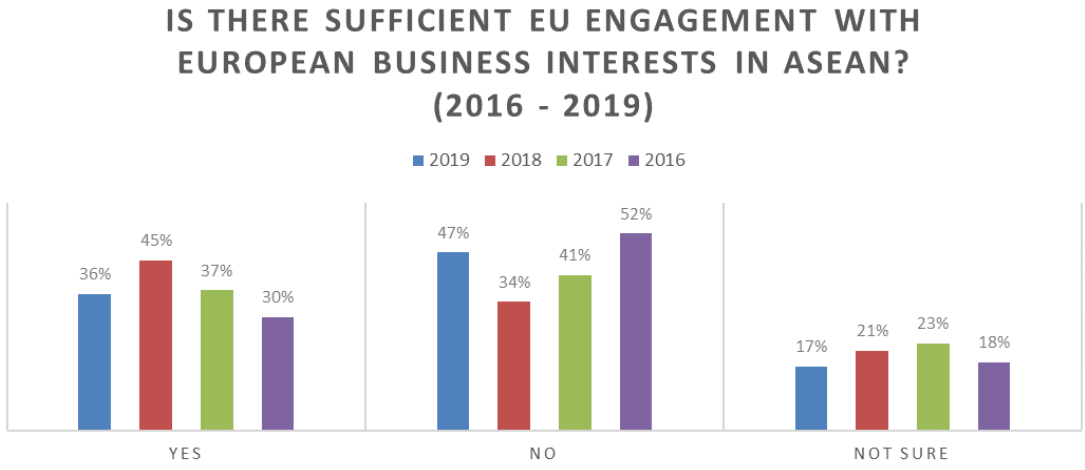
Although more respondents report they are consulted frequently, the combined proportion of "frequent" and "sometimes" remained flat. However, there are also more respondents who report that they were rarely or never consulted by their host governments on policies and regulatory changes.

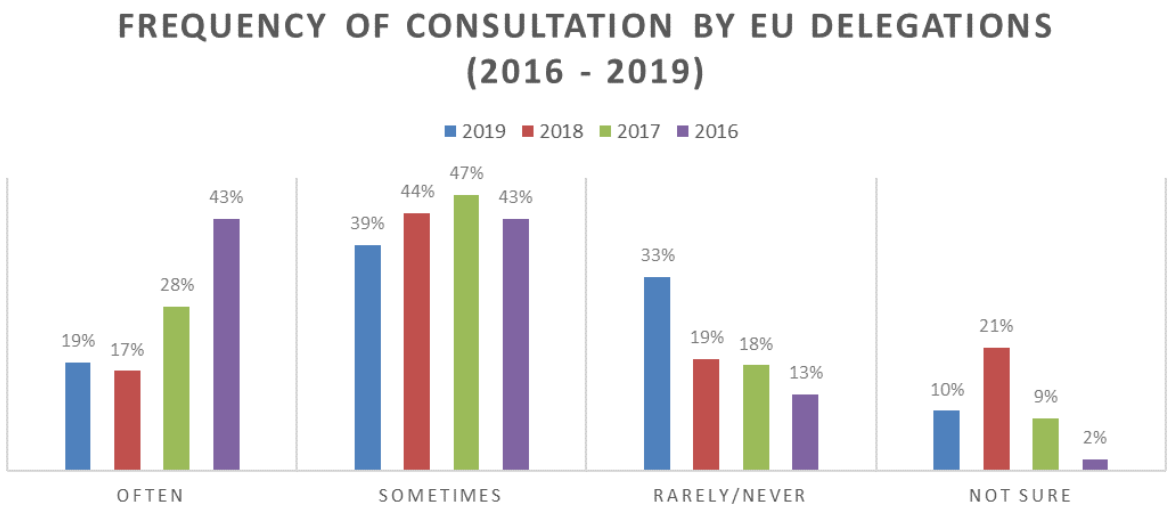


Marked decline in perception of EU engagement with European businesses

There is a clear decline in the perception of the frequency of EU engagement with European business interests.

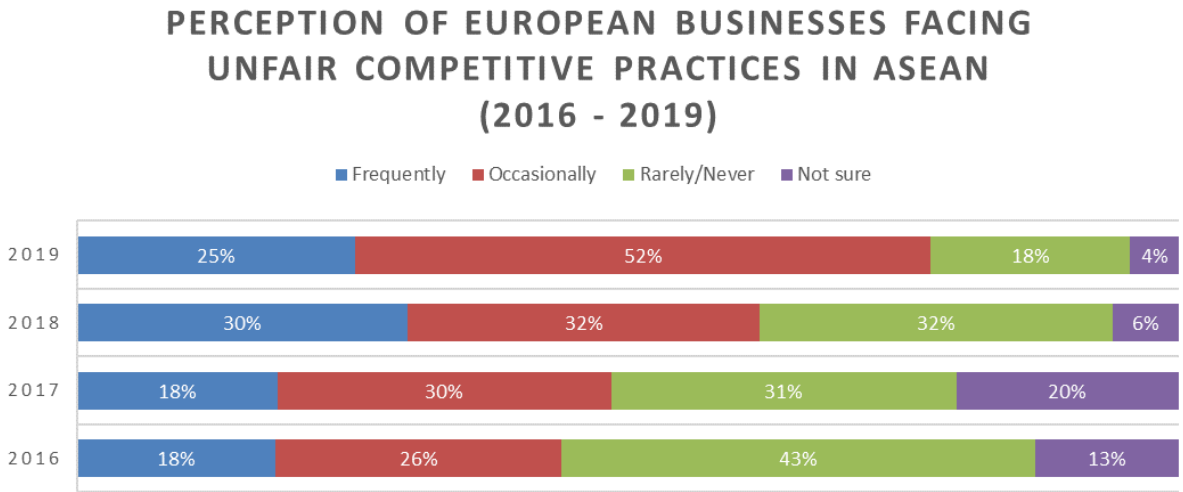
There is a sharp uptick in the number of respondents reporting that they are rarely or never consulted by EU delegations in the region.





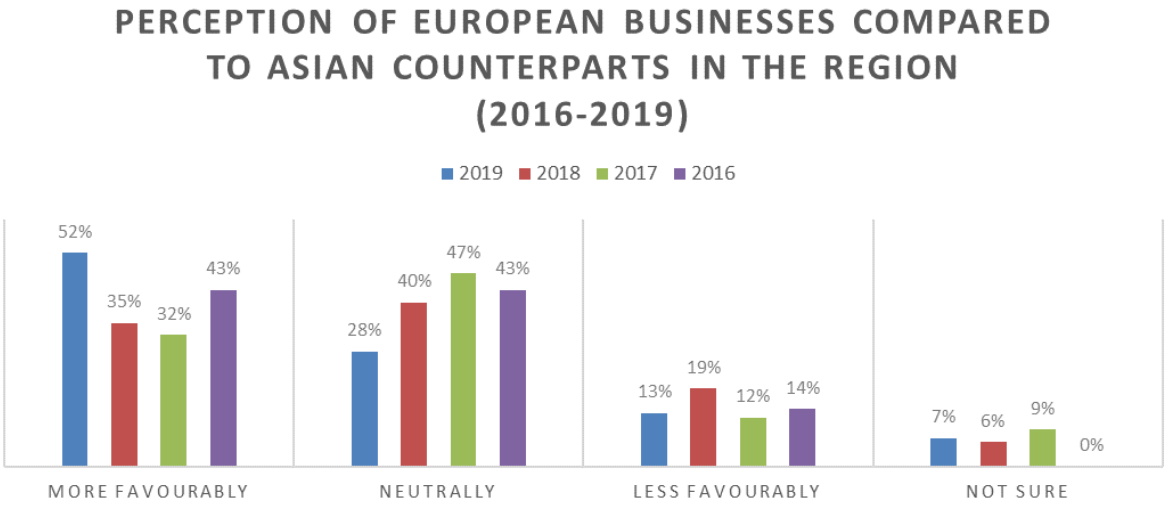
Increasing concern regarding competitive situation for European businesses in ASEAN

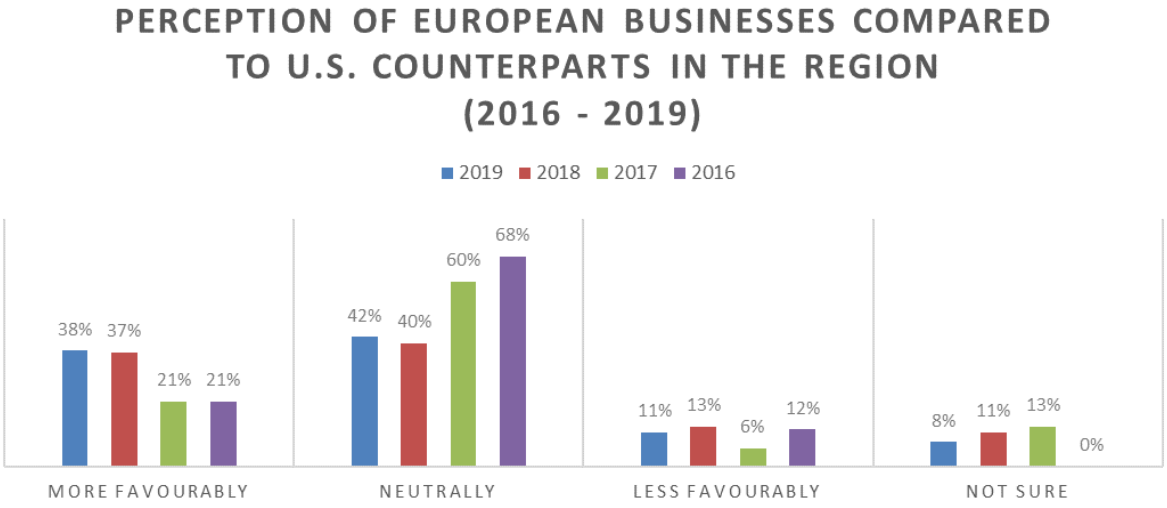
Unfair competitive practices in the region remain a legitimate concern for European businesses, with the proportion of respondents reporting frequent or occasional unfair competitive practices in ASEAN rising for the third year in a row to reach 77%. This shows that there has been no significant improvement towards eliminating unfair competition favouring local / regional incumbents.



Positive perception of European firms improves in ASEAN

More European businesses feel they are perceived more favourably over their Asian counterparts (52% vs. 35% in 2018), but there is little change in perception relative to US counterparts.





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CONCLUSION & IMPLICATIONS FOR ACTION

Continued, strong business optimism buoyed by confidence on general economic prospects for ASEAN member countries. However, decline in enthusiasm for ASEAN economic integration and increased eagerness for the EU to step up engagement with the region.

The message from the Survey is clear: **European businesses are increasingly confident about the economic opportunities offered by ASEAN and are willing to invest more in the region** in the mid-term.

However, **ASEAN Economic Integration appears to be at a standstill. ASEAN and its constituents need to pick up the pace to meet the AEC Blueprint 2025 goals.** Delays in reducing NTBs to trade and investment have dulled enthusiasm for the AEC. European businesses are now adjusting their business strategy according to local environments, rather than waiting for substantial progress in regional economic integration.

European businesses are also **showing greater concern about both local and regional issues** they face in their operations, in particular:

- **the lack of progress on the implementation of the ASEAN Economic Community;**
- **inaction on customs procedures simplification and Non-Tariff Barriers removal;**
- **the slow progress on Free Trade Agreements between the EU and ASEAN; and**
- **a rise in perceived unfair competitive practices.**

The EU FTAs with Singapore and Vietnam are steps in the right direction, but **the opportunity cost of overlooking a region-to-region FTA, or more speedy action on further bilateral FTAs, is not to be taken lightly**. European businesses are also urging the European Commission to bolster its efforts in ASEAN, while calling for the EU to revitalise its negotiations with the Southeast Asian bloc and take smaller progressive steps if necessary.

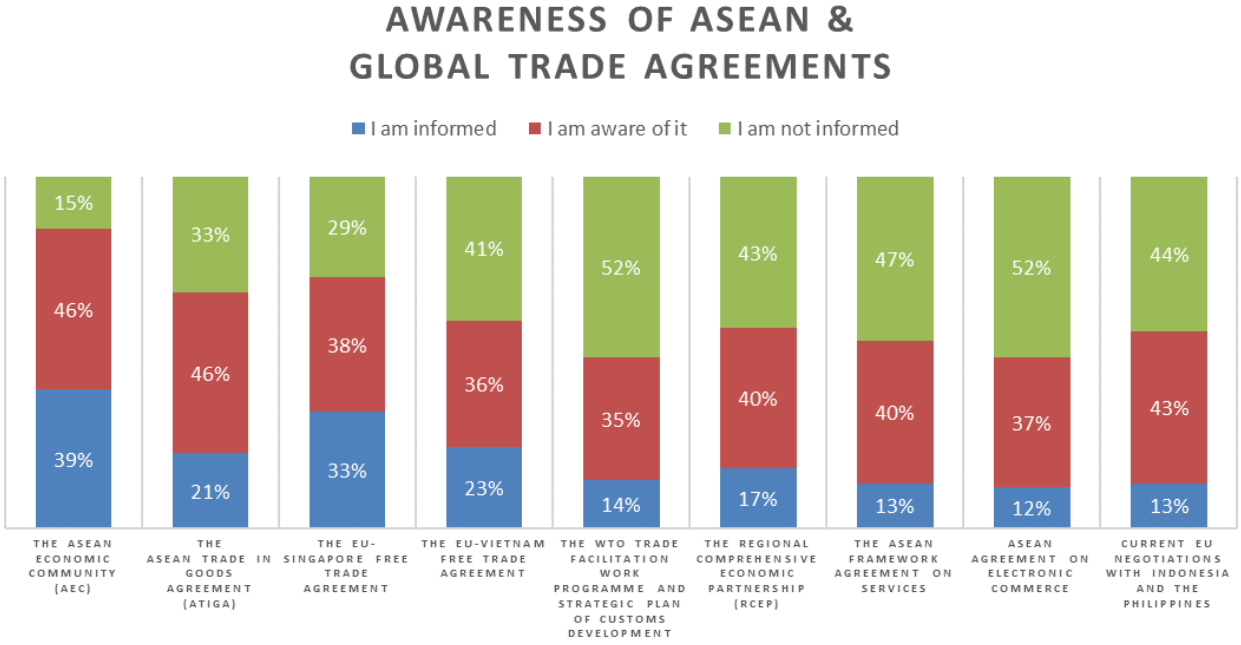
European businesses also desire engaging ASEAN governments in matters of trade and investment policies, as they have yet to see substantial improvements in ensuring fair and competitive business environments, nor were customs processes simplified to expedite legitimate consignments.

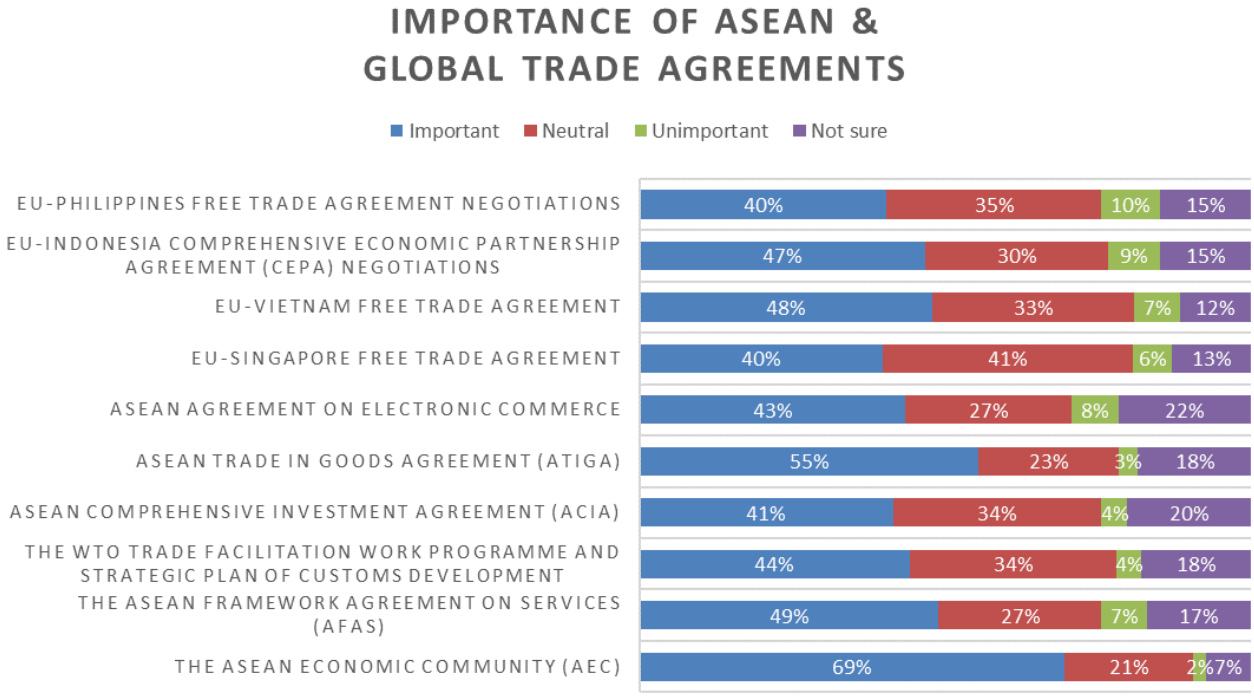
It is vital for all stakeholders that ASEAN make concrete endeavours to promote regional integration, reinvigorating the process of reforms needed to achieve the AEC's stated goals. The EU-ASEAN Business Council is ready to collaborate with ASEAN and the European Commission to make productive progress on the above issues. The EU-ABC and its members are devoted to enhancing the partnership between the EU and ASEAN governments and the private sector.

ANNEX: PERCEPTIONS REGARDING CPTPP AND RCEP AND OTHER TRADE AGREEMENTS

Fewer businesses aware of current trade agreements and developments

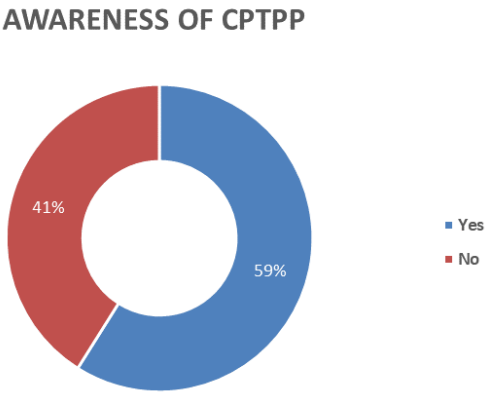
Unlike 2018, this year's Survey revealed a greater proportion of respondents that are less informed of the various trade agreements which affect the region. When it comes to rating the importance of the issues, there is a clear majority that believe that the ASEAN Economic Community (AEC) is important, but only a slim majority find the ASEAN Trade in Goods Agreement (ATIGA) important. Others are dominated by the undecided and neutral responses.



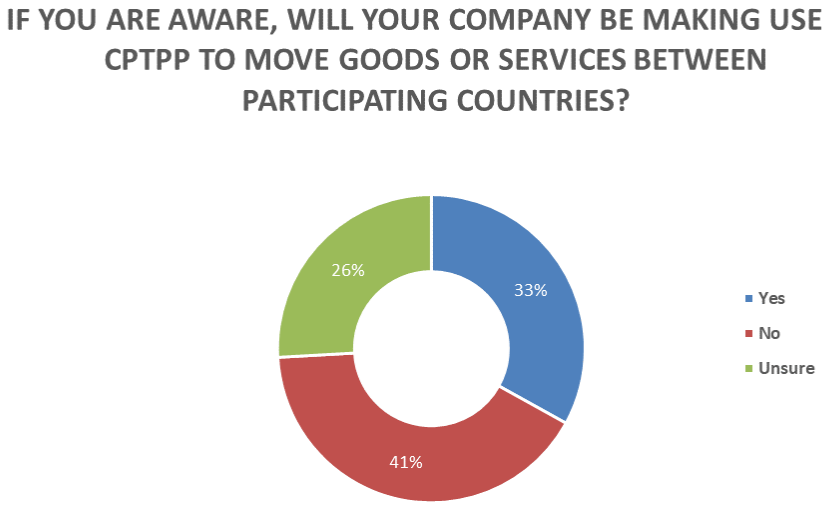


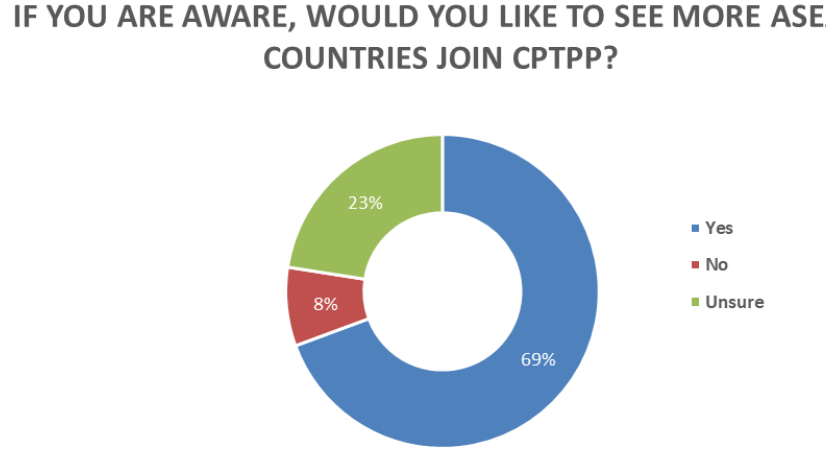
Lack of awareness of CPTPP

Although the CPTPP has entered into force, with Singapore and Vietnam having ratified it (Brunei and Malaysia still need to do so), while Indonesia and Thailand have expressed some interest in joining, over half of the respondents are aware of the trade agreement. Understandably, most of the ones unaware are responding from countries that are not signatories to the agreement.



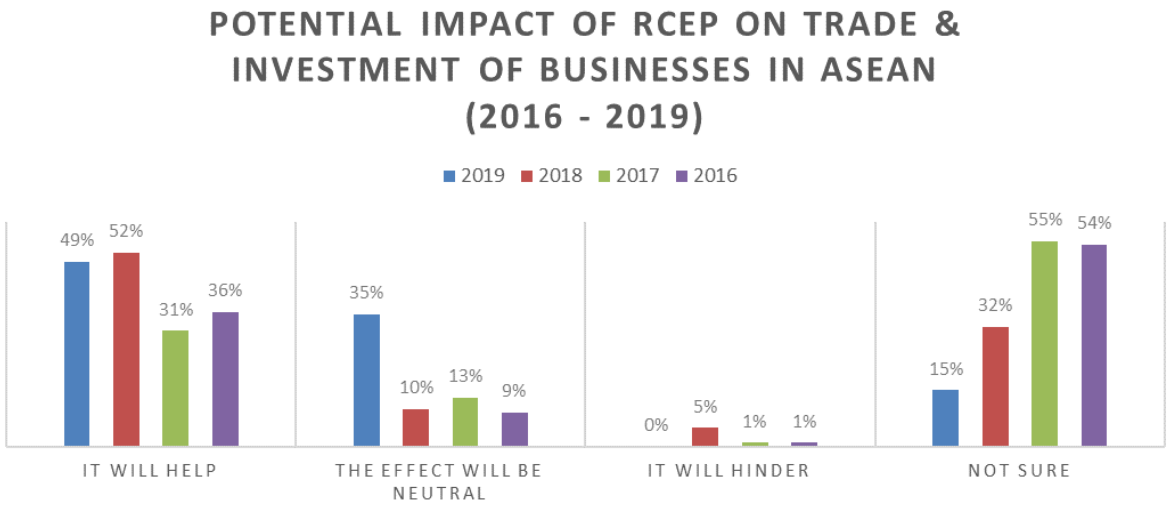
As for those who are aware, many of them will not be taking advantage of the provisions provided between party countries, but a clear majority would like to see more ASEAN countries enter the agreement, possibly because they would see a greater net benefit to their businesses through improvements in Intra-ASEAN trade.

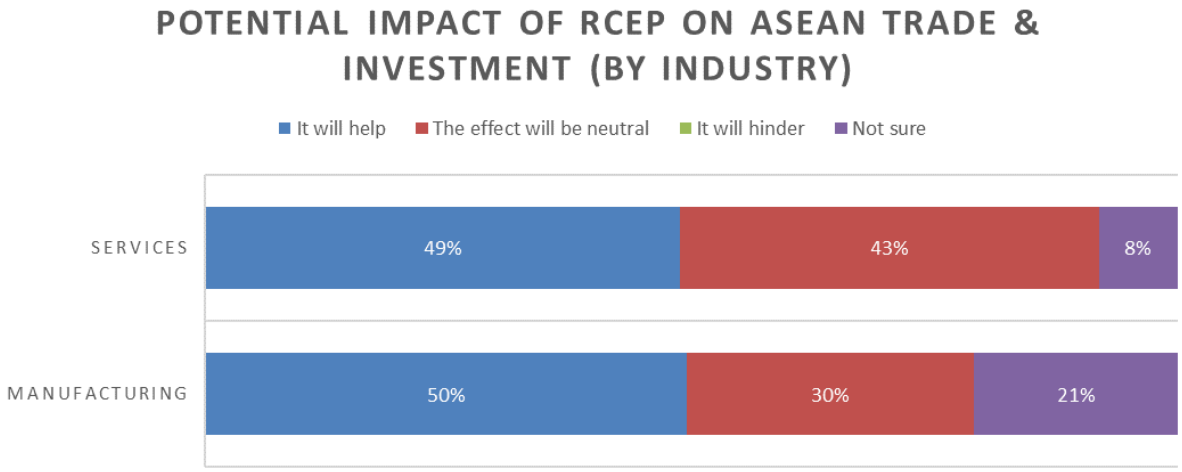




Naysayers and the undecided have become indifferent about RCEP

The finalisation of the Regional Comprehensive Economic Partnership (RCEP) has once again be deferred as the negotiations continue to prove to be troublesome. The new goal for concluding it is by the end of 2019. Nevertheless, none of our respondents feel that RCEP will hinder their businesses, but there is a rising minority of those who think that the trade agreement hardly matters. When we looked further at the respondents, we found that much of the lukewarm responses come from service industries.





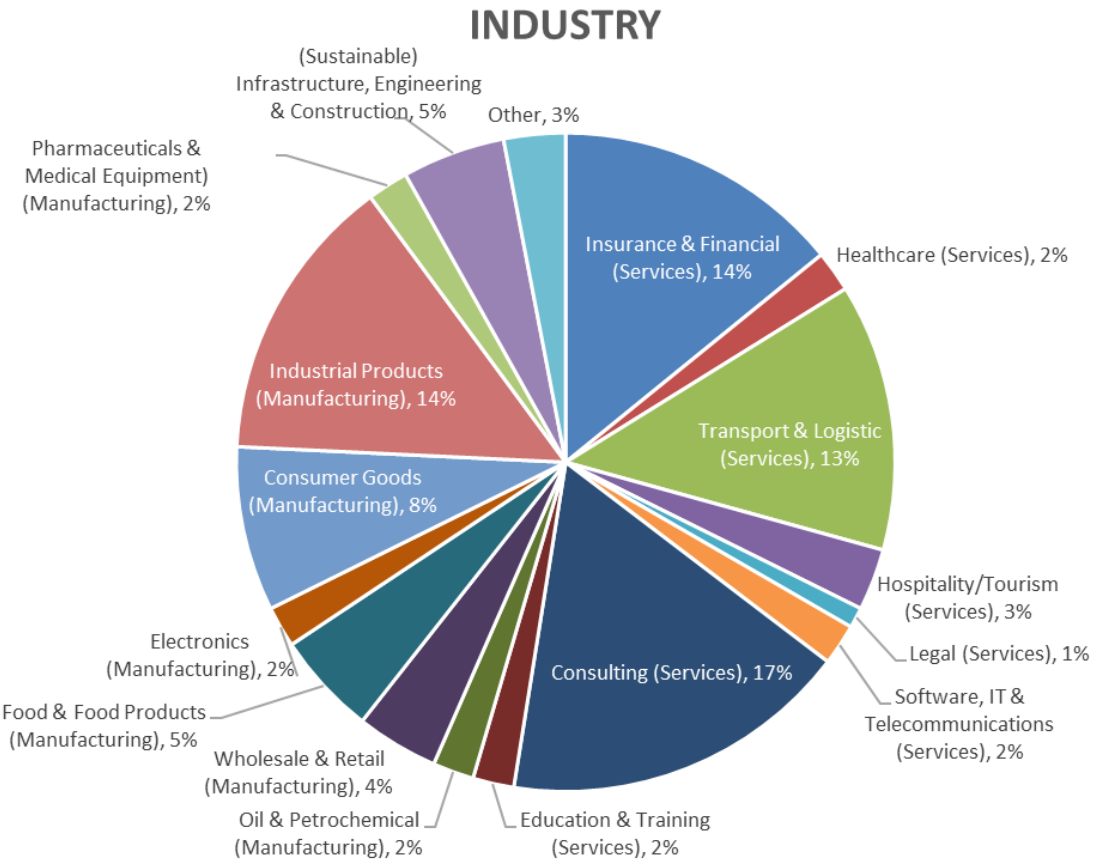
ANNEX: RESPONDENTS' PROFILE AND METHODOLOGY

Survey respondents submitted their responses either through on-line links from newsletters and/or websites from the EU-ASEAN Business Council and the respective European Chambers of Commerce in each ASEAN country, or via e-mail contact from those organisations from April 2019 to June 2019. In total, 301 responses were recorded including responses from companies with operations in multiple countries. All responses were made confidentially and online. Using a similar methodology in 2018, 338 responses were recorded.

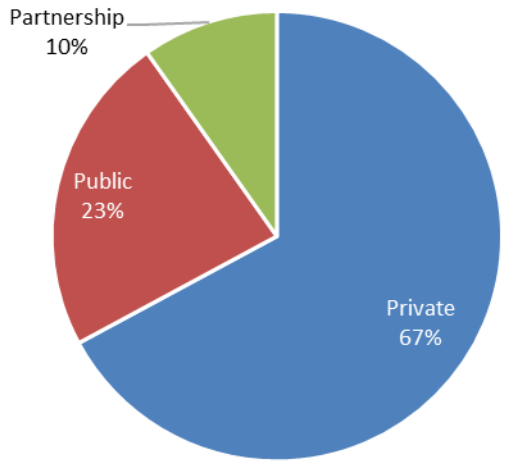
The survey results represent the business sentiment of respondents and are not intended to be a reflection on actual business situations or a commentary on specific current policies or government activities.

A Company responding on behalf of multiple locations was tabulated as a response for each of those locations, except for questions asking for an overall regional preference or ranking of attributes, and questions regarding use of regional supply chains.

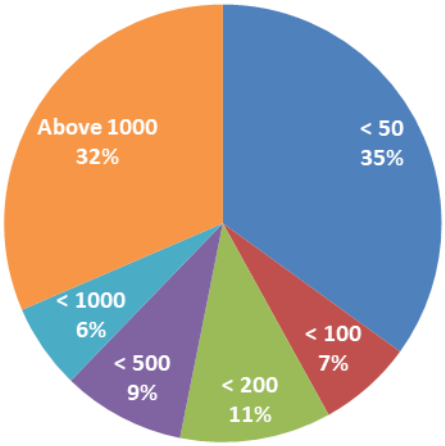
To ensure that the results presented in this Survey are statistically significant we have taken the decision this year to only present ASEAN level results, as the number of respondents for individual countries for some of the questions were, we felt, too small to draw reasonable conclusions from. The number of respondents also vary for each question as respondents do not necessarily complete all questions in the Survey.



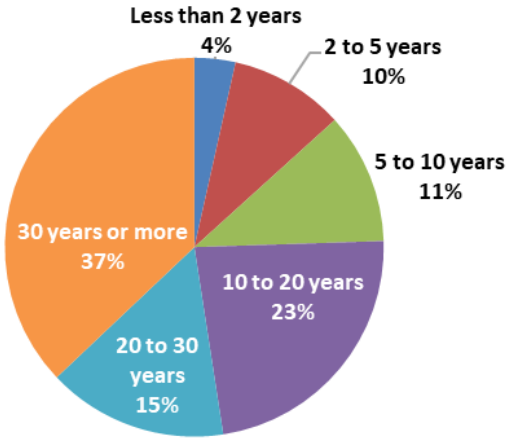
OWNERSHIP STRUCTURE



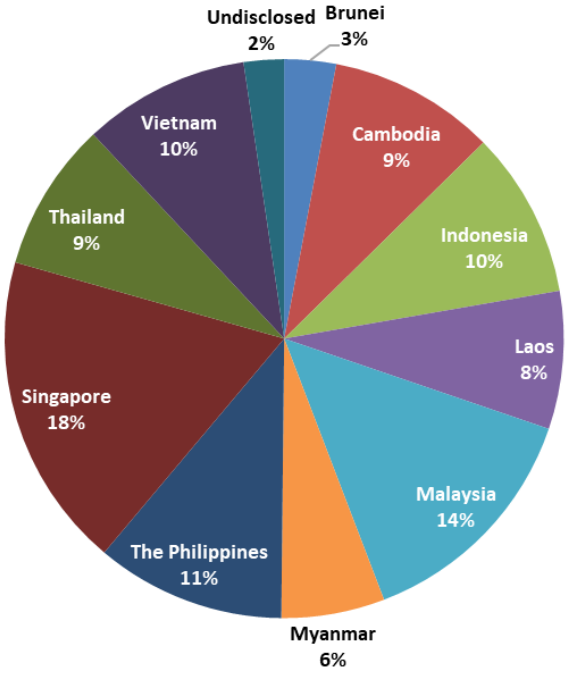
NUMBER OF EMPLOYEES



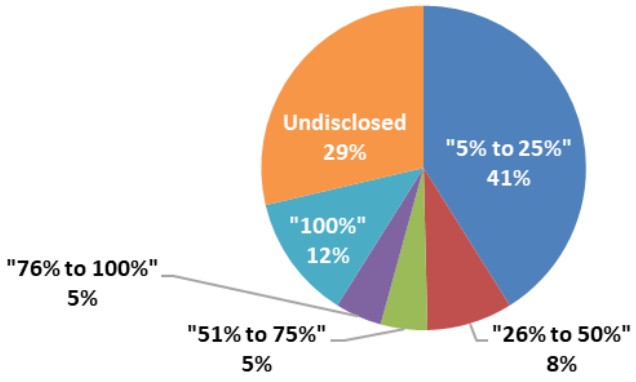
PRESENCE IN ASEAN



RESPONSE LOCATION



TURNOVER IN RESPONSE LOCATION (AS % OF WORLDWIDE TURNOVER)



EU-ASEAN
BUSINESS COUNCIL

EUROPEAN BUSINESS AT THE HEART OF ASEAN

EU-ASEAN Business Council (EU-ABC)

The EU-ASEAN Business Council (EU-ABC) is the primary voice for European businesses within the ASEAN region, being endorsed as it is by the European Commission and recognised as such by ASEAN. Independent of both bodies, the Council has been established to help promote the interests of European businesses operating within ASEAN and to advocate for changes in policies and regulations which would help promote trade and investment between Europe and the ASEAN region.

Our Members

The EU-ABC's membership consists of large European multinational corporations and all of the officially recognised European Chambers of Commerce from around South East Asia. As such, the EU-ABC represents a diverse range of European industries cutting across almost every commercial sphere from car manufacturing through to financial services and including fast moving consumer goods, high-end electronics and communications. Our members all have a vested interest in enhancing trade, commerce and investment between Europe and ASEAN.

Mission Statement

- ★ Advocate on behalf of European business in ASEAN
- ★ To faciliate trade and tackle its barriers
- ★ To collaborate and interact with the ASEAN secretariat
- ★ To be a dialogue partner with ASEAN governments
- ★ To contribute to and promote ASEAN integration
- ★ To support the establishment of an EU-ASEAN FTA

Member Benefits

- ★ Meaningful dialogue with policy makers and key stakeholders.
- ★ Receive regular business-focused information.
- ★ The EU-ABC provides sustained strong advocacy support and advice.
- ★ The EU-ABC can provide sustained efforts to influence policy and decision makers.
- ★ High-level engagement opportunities to engage with ASEAN policy makers.
- ★ Networking sessions with members to exchange information & ideas.

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