



PRESS RELEASE

EU-ASEAN BUSINESS COUNCIL MARKS A DECADE OF STRATEGIC PARTNERSHIP BETWEEN EUROPE AND ASEAN

Singapore, 17 April 2024 — The EU-ASEAN Business Council ([EU-ABC](#)), the premier organisation representing European businesses across the ASEAN region, is delighted to announce its 10th Anniversary Gala Dinner on 24 April 2024. This landmark event celebrates ten years of remarkable growth, milestones, and the forging of vital connections that have significantly contributed to the economic interlinkage of the two regions. It will bring together members, friends, diplomatic corp representatives and officials for an evening of discussion and networking.

Since its inception in 2014, the EU-ABC has evolved to stand as a cornerstone in bridging European businesses with governments in Southeast Asia and in Brussels, the heart of EU policymaking. It has successfully orchestrated more than 40 Business Missions across both regions, even moving physical meetings to virtual ones during the COVID-19 pandemic, showcasing the Council's dedication as a voice for European companies and tireless efforts towards facilitating trade and investment between ASEAN and the EU.

Beyond helping forge connections during these business missions, the EU-ABC also attends countless ASEAN meetings, demonstrating its commitment to regional integration, which is a priority for many of its Members. Here, and at all its meetings, the Council presents the views and recommendations of European companies on various policies through position papers on topics like sustainable finance, healthcare, trade facilitation, and digitalisation.

These achievements underscore the Council's commitment to enhancing trade, investment, and dialogue between Europe and ASEAN. The EU-ABC has grown from strength to strength, and its membership has grown more than 400% from just 14 members ten years ago to over 70 today.

The unique position of the EU-ABC, as the sole organisation seamlessly integrating public sector priorities with the dynamism of the private sector, has been crucial in its journey. This synergy has empowered the Council to advocate effectively for a conducive business environment and more robust economic ties, establishing it as a fundamental link between Europe and ASEAN.

Highlighting the gala dinner will be speeches from esteemed figures, including the **Guest of Honour, Singapore's Deputy Prime Minister, Mr Heng Swee Keat**, and leading voices from the business community who have been integral to the EU-ABC's journey. Moreover, the event will feature a fireside chat with **H.E. Sujiro Seam, EU Ambassador to ASEAN**, and **H.E. Nararya S. Soeprapto, Deputy Secretary-General of ASEAN**. This conversation is anticipated to offer insightful perspectives on the future trajectory of EU-ASEAN relations, reinforcing the Council's pivotal role in navigating future opportunities and challenges.

Chris Humphrey, Executive Director of the EU-ASEAN Business Council, reflected on the anniversary, "Over the past decade, the EU-ABC has grown both in numbers *and* in the depth of our



engagements and the breadth of our influence across the ASEAN region. This gala celebrates that evolution and the countless partnerships we have forged along the way. It underscores our commitment to advancing a dynamic and mutually beneficial relationship between Europe and ASEAN.”

As the EU-ABC commemorates this decade-long progression, it extends its appreciation to its members, partners, and all contributors who have supported its mission. Looking forward, the Council reaffirms its dedication to advancing the interests of businesses in both regions, promoting economic growth, and strengthening the EU-ASEAN partnership for many years to come.

The Council invites stakeholders from all sectors to join in celebrating this significant milestone and to continue contributing to the prosperity and interconnectedness of the global economy.

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About the EU-ASEAN Business Council

The EU-ASEAN Business Council is the leading voice for European businesses within the ASEAN region. Established to champion the interests of European businesses operating in ASEAN, the Council collaborates closely with governments and stakeholders to improve the investment and trade environment to the benefit of both regions.

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