

EU- ASEAN BUSINESS COUNCIL

ANNUAL REPORT

20 25

1
OCTOBER
2024
–
30
SEPTEMBER
2025



W. eu-asean.eu

E. info@eu-asean.eu
P. +65 6022 1798

A. 52 Boat Quay, L4
Singapore 049841

TABLE OF CONTENTS

Introduction	3
EU-ABC Leadership & Team	4
ASEAN & EU Meetings	6
Business Missions	15
Publications	21
EU-ABC Events	31
Advocacy Calendar	41
Media Clippings	52
Financial Position	58
Annex	60
EU-ABC Membership	73

INTRODUCTION

by Chris Humphrey

*Executive Director
EU-ASEAN Business Council*

This report is a review of the activities of the EU-ASEAN Business Council over the period from 1 October 2024 to 30 September 2025. It not only provides an overview of events and advocacy work done by the Council during that period, but also includes information about the governance and oversight of the Council, as well as its financial position.

The 12-month period covered by this Annual Report has been an exceptionally busy one for the EU-ASEAN Business Council. Two large scale Summits have been held in Malaysia during that country's Chairmanship of ASEAN, 13 other events and roundtables, five Business Missions and nine publications. The period also saw membership grow and the financial position of the Council strengthened. Despite a loss in the financial year to 31 December 2024, the forecast outcome for the current financial year is predicting a healthy surplus.

The Secretariat has also grown, enabling the team to provide more support and services to the membership, broadening



the range of topics covered, and increasing the number of advocacy events and actions. In addition, the Council has also overhauled its marketing and communications with a refreshed website, enhanced communication tools for both members and external stakeholders, a new Instagram page, and ramped up communications over social media platforms.

EU-ABC LEADERSHIP & TEAM

THE EXECUTIVE BOARD



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Chairman | *LBBW*



NOEL CLEHANE
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SHARON TOH
Vice-Chair & Treasurer | *Swift*



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THE SUPERVISORY BOARD



THE EU-ABC TEAM



CHRIS HUMPHREY
Executive Director



ANNABEL YEOH
Advocacy Manager



ULRIKE SENGSTSCHMID
Advocacy Manager



NATALIE TAN
Marketing & Comms Officer



JUSTIN ONG
Research & Data Analyst



SHINTA ANDRIANI
Administrative Assistant

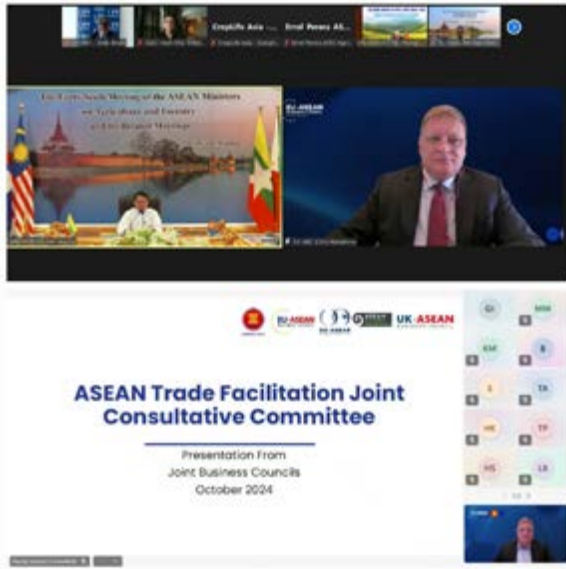


ASEAN & EU MEETINGS



EU-ABC Presentation: ASEAN Ministers of Agriculture & Forestry

22, 24
OCT
2024



📍 ONLINE

Presented on the importance of Agriculture to the economies of the region, the key role it plays in alleviating rural poverty, the need for food security and the requirement to ensure sustainability in the sector. European businesses stand ready to work with ASEAN on these issues.

Consultation Luncheon: ASEAN Transport Ministers

22
NOV
2024



📍 KUALA LUMPUR, MALAYSIA

The Council had the privilege to present to the ASEAN Transport Ministers during their meeting in Kuala Lumpur in November 2024. Over the course of special luncheon with the Ministers, we presented on the need to green fuel supplies for the transport sector, including presenting on our paper *“Clean Journeys Ahead: Charting ASEAN’s Path Towards a Decarbonised Transport Sector”* with regional leaders at Airbus, Maersk and others leading the discussion.

EU-ABC Presentation: ASEAN Tourism Forum

17-19
JAN
2025

 JOHOR BAHRU, MALAYSIA

The Council took part in events at the ASEAN Tourism Forum and presented to the ASEAN Tourism Ministers for the first time this year, in Johor Bahru from 16 to 19 January. This included working with APISWA, one of our Associate Members, on the launch of a publication from Oxford Economics entitled “Capturing High-Quality Tourism to Southeast Asia” on 17 January.

The main plenary session with the Ministers took place on 19 January with the presentation deck having inputs from EU-ABC members Booking.com; APISWA; Reckitt; and, Edelman. The presentation covered current travel trends, the need to boost sustainability and hygiene measures, how to increase high-quality tourism and tourist spend, and the



increasing role of technology. Areas of collaboration and recommendations are shown below:

EU-ABC and its Members ready to discuss collaborations with National Tourism Organisations & Recommendations

Potential Collaboration Areas

- EU-ABC happy to discuss entering into MOUs with NTOs to help promote tourist arrivals
- Booking.com willing to work with NTOs on promoting sustainable travel through the provision of free training sessions.
- Booking.com willing work with NTOs on developing Native Ads Displays on their booking portal to maximise visibility for key destinations.
- Reckitt willing to discuss with National Tourism Organisations on Initiatives to improve hygiene environment at tourist venues.
- APISWA welcomes collaboration with NTOs on safety messaging to raise tourist awareness and safeguard local populations from the dangers of illicit alcohol, particularly in light of recent incidents in Laos.

Recommendations

- Move to remove all visa requirements for Tourism related travel for ALL European nationals - Visa requirements add cost and complexity for travellers and therefore act as a deterrent to travel
- Nurture High-End F&B as a means of attracting higher-quality tourist arrivals, boosting spend per tourist.
- Promote increased sustainability at destinations.
- Establish a Tourism Technology and Policy Advisory Council to align policies with emerging tech trends and ASEAN's digital economy goals.

Source: EU-ABC ASEAN Tourism Ministers Presentation

Plenary & Bilateral Meetings: ASEAN Finance Ministers & Central Bank Governors Meeting

8-9
APR
2025

 KUALA LUMPUR, MALAYSIA

At the 2025 ASEAN Finance Ministers and Central Bank Governors Meeting (AFMGM), the Council met senior representatives from ASEAN governments, multilateral institutions, and regional regulators spanning across two days, 8-9 April 2025, and participated in a plenary session with all ASEAN Member States.

BILATERAL MEETINGS:

- **Leong Sing Chiong** - Deputy Managing Director (Markets and Development, Monetary Authority of Singapore (MAS)
- **HE Satvinder Singh** - Deputy Secretary-General, ASEAN Economic Community
- **Scott A. Morris** - Vice-President for East and Southeast Asia, and the Pacific, Asian Development Bank (ADB)
- **Akihiko Yoshida** - Director, International Monetary Fund's (IMF) Regional Office for Asia and the Pacific
- **HE Dr Chea Serey** - Governor, National Bank of Cambodia
- **YB Datuk Seri Amir Hamzah Azizan** - Finance Minister II, Malaysia & **Dato' Seri Abdul Rasheed Ghaffour** - Governor, Bank Negara Malaysia
- **HE Ros Seilava** - Secretary of State, Ministry of Finance & Economy, Cambodia



ASEAN Customs Directors-General Meeting

3-5
JUNE
2025



BANDAR SERI BEGAWAN, BRUNEI

The Council participated in the 34th ASEAN Customs Directors-General Meeting held from 3-5 June 2025 in Bandar Seri Begawan, Brunei. The EU-ABC delegation held bilateral meetings with the customs authorities from seven ASEAN Member States (Brunei, Cambodia, Indonesia, Malaysia, Singapore, Thailand, Vietnam) plus bilateral meetings with the ASEAN Secretariat and World Customs Organisation. These meetings covered a wide range of trade facilitation and regulatory issues, with a strong focus on customs modernisation, combating illicit trade, and enhancing regional cooperation.



Consultation Meeting: **European Commissioner for Trade and Economic Security Maroš Šefčovič**

7
MAY
2025

 SINGAPORE

On 7 May, a delegation from the EU-ASEAN Business Council, led by Chairman Jens Ruebbert, together with members from EuroCham Singapore, held a consultation meeting with the EU Commissioner for Trade and Economic Security, Maroš Šefčovič during his brief visit to Singapore where he signed the EU-Singapore Digital Trade Agreement.

Discussions centred on the impact of the unpredictable US trade policy, relations with ASEAN and progress on EU FTA negotiations with countries in Southeast Asia.



Bilateral Meetings: European Commissioners Wokpe Hoekstra & Jessika Roswall

3–4
SEP
2025



LANGKAWI, MALAYSIA

On 3 and 4 September, in the margins of the ASEAN Meeting of Ministers for the Environment (AMME) in Langkawi, Malaysia, a delegation of members from the Council met both Commissioner Wokpe Hoekstra (Climate Action) and Commissioner Jessika Roswall (Environment) for discussions on EU-ASEAN relations, development and approaches on climate change mitigation in ASEAN as well as moves to develop the circular economy in ASEAN. This was an unprecedented event, being the first time that two European Commissioners have attended the same ASEAN Ministerial meeting.



Consultation & Bilateral Meetings: ASEAN Economic Ministers

24–26
SEP
2025

 KUALA LUMPUR, MALAYSIA

The EU-ASEAN Business Council had its annual consultation session with the ASEAN Economic Ministers (AEM) as part of the AEM-EU Consultation with European Commissioner for Trade Maroš Šefčovič. The Council presented on the state of play of EU-ASEAN trade relations, encouraged faster movement with ongoing FTA negotiations, and praised ASEAN for the development of the ASEAN Economic Community Strategic Plan (AECSP) 2026-2030. The Council also organised its 11th ASEAN-EU Business Summit alongside the AEM Meetings (details on the Summit can be found in the Events section of this report).

Several bilateral meetings were held in the margins of the AEM Meetings, including with:

- **Commissioner Šefčovič**
- **Hon. Dyah Roro Esti Widya Putri** - Vice Minister of Trade, Indonesia
- **YB Liew Chin Tong** - Deputy Minister of Investment, Trade and Industry, Malaysia
- **Ekachat Seetavorarat** - Deputy Permanent Secretary, Ministry of Commerce, Thailand
- **Augustin Lee** - Permanent Secretary (Energy and Trade), Ministry of Trade and Industry, Singapore



Consultation: **ASEAN Ministers on Agriculture and Forestry**

**29 SEP
- 1 OCT
2025**

 **MANILA, THE PHILIPPINES**

The Council held its annual consultation session with the ASEAN Ministers on Agriculture and Forestry (AMAF) at their 47th meeting in Manila, the Philippines. We first presented to Senior Officials before then presenting to the Ministers on topics such as animal health, sustainable farming practices, and the means for boosting production and food nutrition.

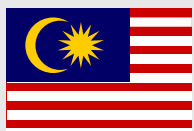




BUSINESS MISSIONS



Below is a list of the Business Missions the Council has undertaken since 1 October 2024, and the Ministers and Senior Officials delegations met at each Mission.



KUALA LUMPUR, MALAYSIA

25–28
NOV
2024

4 DAYS

18 MEETINGS

78 DELEGATES

32 ORGANISATIONS

MEETINGS:

Deputy Prime Minister / Minister of Energy Transition and Water Transformation (PETRA) -

YAB Dato' Sri Haji Fadillah Haji Yusof

Minister of Communications - YB Fahmi Fadzil

Minister of Defence (MINDEF) - YB Dato' Seri Mohamed Khaled Nordin

Minister of Digital - YB Gobind Singh Deo

Minister of Finance (MOF) II - YB Senator Datuk Seri Amir Hamzah

Minister of Health (MOH) - YB Datuk Seri Dr Haji Dzulkefly Ahmad

Minister of Plantation & Commodities (KPK) - YB Datuk Seri Johari Abdul Ghani

Minister of Transport - YB Loke Siew Fook

Deputy Minister of Domestic Trade and Cost of Living (KPDN) - YB Senator Dr Hajah Fuziah Salleh

Deputy Minister of Economy - YB Dato Hajjah Hanifah Hajar Taib

Deputy Minister of Investment, Trade and Industry (MITI) - YB Liew Chin Tong

Governor of Bank Negara Malaysia - Dato' Sri Abdul Rasheed Ghaffour

Director-General, Royal Malaysian Customs Department (RMCD) - Dato' Anis Rizana Mohd Zainudin

EU Ambassador to Malaysia - HE Rafael Daerr

Ministry of Agriculture and Food Security (KPKM)

Ministry of Natural Resources and Environmental Sustainability (NRES)

Ministry of Science, Technology and Innovation (MOSTI)





BRUSSELS, BELGIUM

8–12
DEC
2024

WORKING-LEVEL VISIT

MEETINGS & ACTIVITIES:

European Parliament

MEP* Iuliu Winkler, INTA* Vice-Chair, Standing Rapporteur on Vietnam & Indonesia

MEP Bart Groothuis, INTA Member, Standing Rapporteur on ASEAN

MEP Thierry Mariani - INTA Member, Shadow Rapporteur on India / Central Asia / Middle East

MEP Marie-Pierre Vedrenne - INTA Member, Standing Rapporteur on China

MEP Jörgen Warborn - INTA Member, Standing Rapporteur on the Philippines

MEP Cristina Maestre - INTA Substitute, Standing Rapporteur on India / Shadow for ASEAN & the Philippines

Danica Vihinen - Head of Office & Political Advisor (INTA, ASEAN, IMCO) to MEP Svenja Hahn

Andreea Puiu - INTA Secretariat

**Member of the European Parliament (MEP)*

**Committee of International Trade (INTA)*

European Commission

DG FISMA - Kevin Keary, Cabinet Member of EVP* Valdis Dombrovskis

DG INTPA - Peteris Ustubs, Director

DG MOVE - Stefano Paci, Head of Unit, International Relations | Pedro Hanck, Officer, International Relations

DG ENER - Matthew Baldwin, Deputy Director-General

DG CONNECT - Gabriele Bertolli, Deputy Head of Unit, International Affairs and Policy Outreach | Orsolya Csorba, Head of Sector for Asia-Pacific, International Affairs and Policy Outreach

DG TRADE - Christophe Kiener, Head of Unit for South, Southeast Asia and Australasia | Alexandre Mateus, Head of Sector, Digital Trade

DG CLIMA - Maddalena Dali, Policy Officer (Energy & Climate)

**Executive Vice-President of the European Commission (EVP)*

Other European Institutions

European Council - Veronika Musilová, Foreign Policy Advisor (Asia and Pacific) to President António Costa

European External Action Service - Leila Fernandez-Stembridge, Head of Southeast Asia Division

Poland Ministry of Foreign Affairs - Joanna Dopierała-Konkołowicz, Deputy Director, Asia-Pacific Department | Jan Jakub Uziębło, Chief of Unit, Analyses and Multilateral Relations

Events

EU-ABC Ambassadors' Breakfast

EU-ABC x KAS x EPinASEAN Event

Malaysia Embassy Event



JAKARTA, INDONESIA

5-7
FEB
2025

3 DAYS

19 MEETINGS

134 DELEGATES

50 ORGANISATIONS

This Business Mission marks the largest and most intense one the Council has organised to date.

MEETINGS:

ASEAN Secretary-General - HE Dr Kao Kim Hourn

Coordinating Minister for Economic Affairs - HE Airlangga Hartarto

Coordinating Minister for Food Affairs - HE Zulkifli Hasan

Coordinating Minister for Human Development & Cultural Affairs - HE Prof Pratikno

Minister for Foreign Affairs - HE Sugiono

Minister of Investment and Downstreaming / Head of BKPM - HE Rosan Roeslani

Minister of Health - HE Budi Gunadi Sadikin

Minister of Tourism - HE Widiyanti Putri Wardhana

Chairman of OJK (Financial Services Authority) - HE Mahendra Siregar

Vice-Minister of Communication and Digitalisation - Hon. Nezar Patria

Vice-Minister of Environment - Hon. Diaz Hendropriyono

Vice-Minister of Finance - Hon. Anggito Abimanyu

Vice-Minister for National Development Planning/Vice Head of BAPPENAS - Hon. Febrian Alphyanto Ruddyard

Vice-Minister of Trade - Hon. Dyah Roro Esti Widya Putri

Vice-Chairman of Indonesian Chamber of Commerce and Industry (KADIN) - Bernadino Vega

EU Delegation to Indonesia - Carsten Sorenson, Minister Counsellor, Trade & Economic Section

Coordinating Ministry for Infrastructure and Regional Development

Ministry of Agriculture

Ministry of Forestry





BANGKOK, THAILAND

17-20
FEB
2025

4 DAYS

14 MEETINGS

71 DELEGATES

36 ORGANISATIONS

MEETINGS:

Prime Minister - HE Paetongtarn Shinawatra

Minister of Commerce - HE Pichai Naripthaphan

Minister of Industry - HE Akanat Promphan

Minister of Labour - HE Phiphat Ratchakitprakarn

Minister of Public Health - HE Somsak Thepsuthin

Governor of Bangkok - Chadchart Sittipunt

Advisor to the Minister of Energy - Samerjai Suksumek

Advisor to the Minister of Natural Resources and Environment - Apichat Sakdiset

Deputy Governor (Financial Institutions Stability), Bank of Thailand - Roong Mallikamas

Deputy Secretary General, Board of Investment - Wirat Tatsaringkansakul

Permanent Secretary, Ministry of Transport - Chayatan Phromsorn

Permanent Secretary, Ministry of Digital Economy and Society - Wisit Wisitsora-at

EU Delegation to Thailand - Renita Bhaskar, Minister Counsellor

Customs Department





BRUSSELS, BELGIUM

24–28
MAR
2025

5 DAYS

15 MEETINGS

40 DELEGATES

26 ORGANISATIONS

MEETINGS:

Commissioner Dan Jørgenson (Energy and Housing)

Cabinet of EVP Stéphane Séjourné (Prosperity and Industrial Strategy) - Dragoș Tudorache, Cabinet Member, Expert for Economic Security and Tech Sovereignty

Cabinet of EVP Henna Virkkunen (Tech Sovereignty, Security and Democracy) - Xavier Coget, Member

Cabinet of Commissioner Jessika Roswall (Environment, Water Resilience and a Competitive Circular Economy) - Paulina Dejmek Hack, Head of Cabinet

Cabinet of Commissioner Jozef Sikela (International Partnerships) - Lucie Šestáková, Head of Cabinet | Nati Lorenzo, Cabinet Expert

European Council - Anna-Maria Boura, Chief Foreign Policy Advisor to the President | Jakob Friis, Chief Economic Advisor to the President

European External Action Service - Simon Mordue, Deputy Secretary-General

DG CLIMA - Jan Dusík, Deputy Director-General

DG CNECT - Renate Nikolay, Deputy Director-General

DG FISMA - Raffaella Assetta, Head of Unit

DG INTPA - Pēteris Ustubs, Director for Asia

DG JUST - Ana Gallego Torres, Director-General

DG TRADE - Denis Redonnet, Deputy Director-General (Interinstitutional Relations and Transparency) | Christophe Kiener, Head of Unit for South and Southeast Asia, Australia and New Zealand

DG TAXUD - Gerassimos Thomas, Director-General

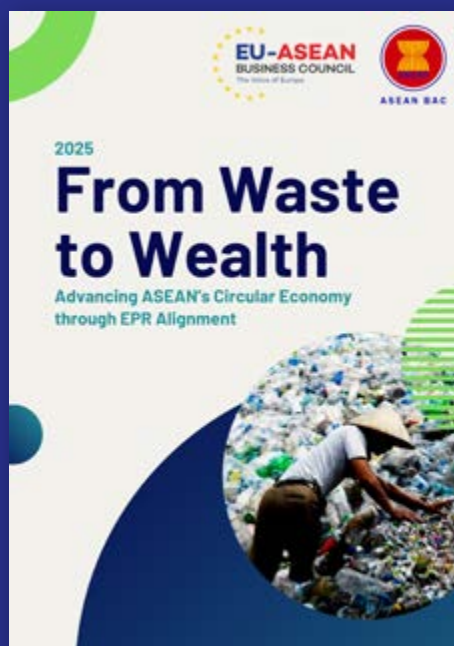
MEP Luncheon

ASEAN Ambassadors Dinner Reception





EU-ABC PUBLICATIONS



14
NOV
2024

[DOWNLOAD REPORT](#)

■ Health & Life Sciences

This paper underscores the strategic role of self-care in creating a sustainable healthcare system, in response to the growing prevalence of chronic diseases and the increasing pressures on healthcare systems.

A continuation of our 2020 report on consumer sentiments towards self-care, this report highlights the beneficial role self-care plays for healthcare practitioners in alleviating healthcare burdens. Further, the report also delves into the multifaceted benefits of self-care, highlighting its potential to reduce healthcare costs, and promote a proactive approach to health and well-being. Through case studies and best practices highlighted, we illustrate how ASEAN member states can harness the power of self-care to build a robust and sustainable healthcare infrastructure for years to come.

22
NOV
2024

[DOWNLOAD REPORT](#)

■ Transport & Mobility

Decarbonising ASEAN's transport sector presents a compelling opportunity for both environmental sustainability of the region and business growth for European companies. This paper highlights the importance of a harmonised approach towards electric vehicles, the acceleration of higher Euro standards for ICE vehicles and using biofuels as a short- to medium-term solution for decarbonising the land transport sector, the adoption of green and low carbon fuels in the maritime sector, and transforming the aviation sector using sustainable aviation fuels. Each of these strategies addresses a critical component of ASEAN's transport sector that hopefully can contribute towards the region's efforts to reduce its carbon emissions. For European MNCs operating in Southeast Asia, championing these recommendations is not only a strategic business opportunity, but also an environmental imperative.

28
NOV
2024

ENHANCING FMCG COMPETITIVENESS IN ASEAN

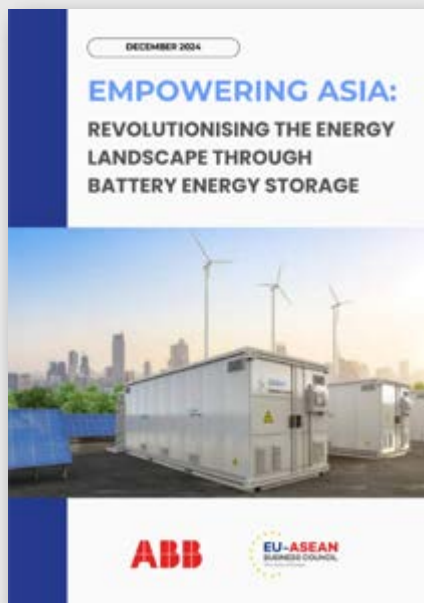
• Fast-Moving Consumer Goods

[DOWNLOAD REPORT](#)

This report is the Council's first focused publication on the food and beverage sector. It analyses key regulatory and consumer challenges, including the need for a harmonised Front and Back of Package Labelling (FoPL & BoPL) system, the impact of differing Graphic Health Warning Labels (GHWLs) on alcoholic beverages, and alternative approaches to promote healthier consumption.

Key recommendations include aligning FoPL and BoPL standards across ASEAN, exploring non-tax incentives for reformulated products, and strengthening partnerships to support public health education. While taxation of high-fat, salt, and sugar (HFSS) products remains a debated topic, the report stresses it should be a last resort after non-tax options are fully explored.

This paper is a call to action for policymakers and industry to work together in aligning standards, supporting consumer health, and strengthening ASEAN's position in the global FMCG landscape.

13
DEC
2024

[DOWNLOAD REPORT](#)

▪ Energy

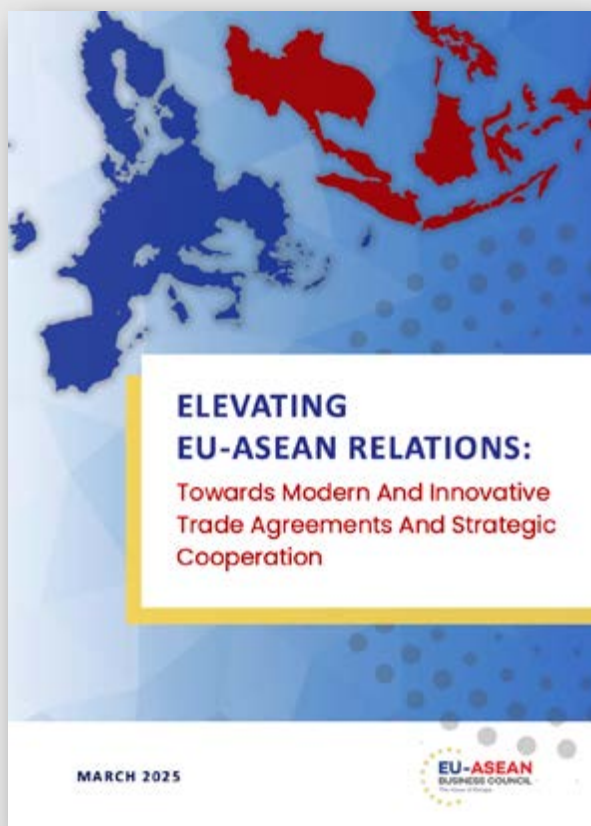
The transition towards a sustainable future presents both a critical challenge and a significant opportunity for the ASEAN region. Rapid economic growth, urbanisation, and industrialisation are driving rising energy demands. In this context, Behind-the-Meter (BTM) Battery Energy Storage Systems (BESS) stands as a key enabler of this transformation, offering innovative solutions to enhance energy security, integrate renewable energy sources, and ensure stable and efficient grid operations. This paper explores the role of BESS in the ASEAN energy landscape, examining current trends, benefits, challenges, and the pathway towards optimising its potential across the region.

4
MAR
2025

[DOWNLOAD REPORT](#)

▪ Digital & ICT

This proposed text for ASEAN's Digital Economic Framework Agreement (DEFA), drafted in consultation with EU-ABC Members, draws from international best practices and leverages existing agreements such as the DEPA, CPTPP, RCEP, and the WTO Joint Statement Initiative on e-commerce. ASEAN Member States are already parties to such agreements (e.g. RCEP), making their integration into DEFA both logical and beneficial. By incorporating provisions from these agreements, the hope is that the DEFA can achieve consistency with global digital trade frameworks, while addressing ASEAN-specific needs. The submission underscores the need for clear, consistent rules to accelerate digital transformation across ASEAN and the importance of regulatory alignment with global standards to enhance ASEAN's digital competitiveness and increase cross-border digital trade.

24
MAR
2025

ELEVATING EU-ASEAN RELATIONS: Towards Modern And Innovative Trade Agreements And Strategic Cooperation

• Trade Facilitation

[DOWNLOAD REPORT](#)

In this white paper, the Council and its Members lay out their vision, perspectives, and recommendations on how to improve EU-ASEAN trade relations, in a context of global geopolitical and geoeconomic tensions, through the use of innovative trade policy, trade instruments, and negotiated solutions. Business as usual is no longer an option. There are different ways to take the EU-ASEAN partnership to new heights, while anchoring the bilateral relationship to the rule of law, due process, trade facilitation, honest cooperation, regulatory dialogue, climate change/adaptation and real synergies.

The paper recommended modernising trade tools to better support SMEs, digital trade, sustainability goals, and resilient supply chains. It also highlighted the need to deepen regulatory cooperation, build capacity in areas like carbon border adjustments and labour standards, and enhance EU-ASEAN institutional dialogue. The report emphasised that a modernised partnership would reinforce the EU's presence in a rapidly evolving Indo-Pacific and help both regions achieve shared economic and strategic objectives.

8
APR
2025

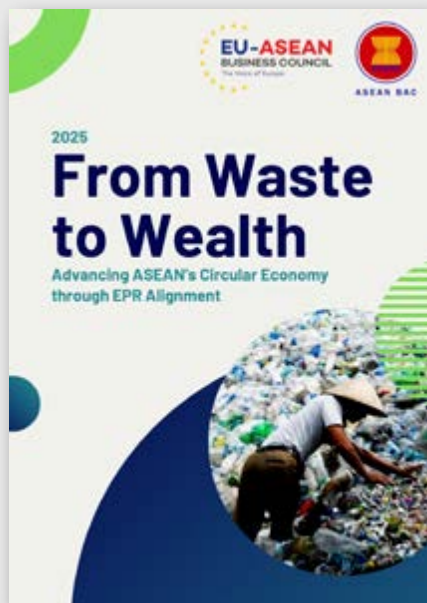
DEVELOPING CARBON MARKETS IN ASEAN

■ Energy

[DOWNLOAD REPORT](#)

This paper outlines a strategic roadmap to build robust, regionally aligned, and internationally interoperable carbon markets. Carbon markets are essential for achieving global net-zero emissions, with the UN Intergovernmental Panel on Climate Change (IPCC) stressing that their deployment is a key tool to counterbalance hard-to-abate residual emissions. As carbon pricing instruments expand—now covering 24% of global emissions and generating over US\$100 billion in revenues in 2024—they are emerging as a key driver of investment into decarbonisation, particularly in Emerging Markets and Developing Economies (EMDEs). ASEAN must prioritise carbon markets as a core component of its economic and environmental strategy.

As the region moves toward becoming the fourth-largest economy by 2030, it faces the challenge of balancing economic growth with climate commitments. The paper draws from global best practices, including the EU Emissions Trading System (EU ETS), and assesses the current state of carbon market readiness across ASEAN Member States. It also emphasises the economic potential of well-functioning carbon markets, including an estimated US\$3 trillion in revenue and 13.7 million green jobs by 2050. The publication supports ASEAN's Strategy for Carbon Neutrality and encourages policymakers to ensure that carbon pricing becomes both a climate tool and a catalyst for sustainable growth.

28
MAY
2025
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▪ Sustainability

Jointly published by the EU-ABC and the ASEAN Business Advisory Council, this paper provides a comprehensive roadmap towards enhanced Extended Producer Responsibility (EPR) systems across ASEAN. The report draws on global best practices and regional case studies to offer practical, harmonised policy recommendations. EPR progress in ASEAN is currently hindered by three key challenges: underdeveloped national frameworks and waste management infrastructure; regulatory misalignment leading to complex compliance landscapes; and weak regional markets for recycled materials. Addressing these issues will not only strengthen environmental outcomes but also enhance resource security by reducing dependence on virgin material imports, unlocking investment in recycling infrastructure, and stabilising the supply of high-quality recycled materials for local manufacturing.

25
SEP
2025
[DOWNLOAD REPORT](#)

▪ Trade Facilitation

On 25 September 2025, the Council published this white paper in conjunction with the 11th ASEAN-EU Business Summit, and presented it to ASEAN Economic Ministers (AEM) at the AEM-EU Consultation Meeting. The document looks at ASEAN's Economic Community Strategic Plan 2026-2030 and makes recommendations for which areas of that Plan should be accelerated to help advance regional economic integration in a faster and more tangible way.

10
SEP
2025

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[VIEW PRESS RELEASE](#)



11TH EU-ASEAN BUSINESS SENTIMENT SURVEY



ABOUT THE SURVEY

The Council published the 11th edition of its flagship Business Sentiment Survey on 10 September 2025. Findings were largely consistent with trends in previous years, with ASEAN emerging once again as the region of best economic opportunity for European businesses, beating India and China.

European businesses remained broadly optimistic about their trade and investment prospects in the region — despite global trade uncertainty. Yet, it was equally clear that ASEAN still has much work to do to tackle growing frustrations over regulatory fragmentation, non-tariff barriers, supply chain inefficiencies, and slow progress on integration.

Lack of support from EU institutions was another key concern, with respondents calling for deeper, more visible EU engagement in the region. ASEAN's economic integration must also accelerate, with greater focus on advancing the digital and green transitions and improving trade facilitation.

These steps are essential if ASEAN is to fully unlock its potential, particularly in the face of global disruptions and shifting trade dynamics.

The survey gathered 474 responses from representatives of European businesses between May and early July 2025.

MEDIA COVERAGE

Media and broadcast coverage of the 2025 survey has been extensive, spanning top national, regional, and trade outlets across ASEAN markets. As of 2 October, a total of 23 articles and broadcast features were captured across Singapore, Malaysia, Thailand, Indonesia, and the Philippines.



These included respected national dailies (The Business Times, Lianhe Zaobao, Bangkok Post, Philippine Daily Inquirer, Bernama), amplifying visibility with policymakers, business leaders, and the general public. Broadcast features in Astro AWANI, BFM89.9 and One News PH contributed to added mass-market resonance.

Reports consistently underscored ASEAN's role as a top-choice market for European firms, aligning with survey findings of optimism and expansion intent. Themes of growth opportunities, supply chain resilience, reforms, and FTA prospects were also prominently conveyed.

The Business Times, 18 Sep 2025



Lianhe Zaobao, 11 Sep 2025



Money Talks on One News PH, 17 Sep 2025



Astro AWANI, 21 Sep 2025





EU-ABC EVENTS



Roundtable: EPR & Circular Economy Issues

 BANGKOK, THAILAND

3
OCT
2024

The Council convened the first ASEAN Circularity Coalition Roundtable in Bangkok on 3 October 2024, bringing together Thai government representatives and private sector leaders to advance circular economy practices. The meeting introduced the Coalition's objectives, discussed Extended Producer Responsibility (EPR) compliance, and explored alignment with ASEAN-wide policies including the UN Plastics Treaty. Outcomes included shared understanding of Thailand's priorities, opportunities for collaboration, and agreement on next steps for joint initiatives between the Coalition and the Royal Thai Government.



Meeting: European Council President Charles Michel

 VIENTIANE, LAO PDR

10
OCT
2024

Last October, a delegation of EU-ABC Members had the privilege of meeting with European Council President Charles Michel in the margins of the ASEAN Business Investment Summit in Vientiane, Lao PDR, where we discussed developments in the ASEAN-EU relationship, the need for faster movement on Free Trade Agreements, and for increased capacity building from Europe for the region.



Paper Launch: Enhancing FMCG Competitiveness In ASEAN

28
NOV
2024

 KUALA LUMPUR, MALAYSIA

The Council launched its first FMCG-focused advocacy paper *“Enhancing FMCG Competitiveness In ASEAN”* in Kuala Lumpur, Malaysia, in late November last year.

The launch event featured a presentation by the EU-ABC on the paper, as well as a panel discussion with industry and government representatives on its findings. Participants also contributed ideas on packaging design during an interactive segment.



Paper Launch: Empowering Asia: Revolutionising The Energy Landscape Through Battery Energy Storage

13
DEC
2024

 ONLINE

During a special webinar on 13 December 2024, the Council published its paper *“Empowering Asia: Revolutionising The Energy Landscape Through Battery Energy Storage”*. The ASEAN region is experiencing rapid economic growth, urbanisation, and industrialisation, driving an unprecedented rise in energy demand. This growth, coupled with the urgency of mitigating climate change, calls for innovative solutions to ensure energy security, stability, and sustainability. Battery Energy Storage Systems (BESS) are emerging as a transformative technology for the region, offering the potential to integrate renewable energy, enhance grid stability, and support a low-carbon future.



2nd ASEAN-EU Health Summit 2025

27
MAY
2025

 KUALA LUMPUR, MALAYSIA

The 2nd ASEAN-EU Health Summit convened policymakers, business leaders and industry experts, including the Health Ministers of Malaysia and Singapore, to discuss critical health issues in ASEAN through a series of presentations and panel discussions. With a focus on sustainable financing and ASEAN's post-2025 health vision, the Summit highlighted four main themes:

- **Sustainable Financing:** Delivered by Malaysian Health Minister YB Datuk Seri Dr Dzulkefly Ahmad and his Singaporean counterpart HE Ong Ye Kung. Addressing challenges in ASEAN collaboration, Minister Ong pointed out that harmonising standards is difficult due to diverse populations and cultures.
- **Tackling Non-Communicable Diseases (NCDs):** NCDs remain a growing burden in ASEAN. Panellists stressed the importance of prevention, health literacy, and systemic reforms to shift from reactive to proactive care. Calls were made for stronger national frameworks and community empowerment. Rep. Garin also pointed to bureaucracy as a major public health challenge and emphasised the role of technology in improving healthcare access.
- **Clinical Innovation & Collaboration:** ASEAN's potential as a clinical trial hub was highlighted, supported by growing research talent and infrastructure. Regulatory harmonisation and stakeholder trust were seen as crucial to unlocking this potential.
- **Decarbonising Healthcare:** The summit also focused on climate-smart healthcare systems. Panellists urged systemic changes, cross-sector cooperation, and sustainable infrastructure investment to reduce the sector's environmental footprint.

The summit reaffirmed EU-ASEAN cooperation in healthcare innovation, climate resilience, and equitable access, setting the stage for deeper collaboration in the post-2025 health agenda.



Paper Launch: From Waste to Wealth: Advancing ASEAN's Circular Economy Through EPR Alignment

28
MAY
2025

 KUALA LUMPUR, MALAYSIA

The Council launched its Extended Producer Responsibility (EPR) report, *“From Waste to Wealth: Advancing ASEAN's Circular Economy Through EPR Alignment”*, in Kuala Lumpur, just a day after our Health Summit. The launch event featured YBhg Datuk Nor Yahati Binti Awang, Deputy Secretary General for Environmental Sustainability at Malaysia's Ministry of Natural Resources and Environmental Sustainability, as keynote speaker. Panellists included government, NGO and industry representatives. The event spotlighted Malaysia's potential in leading EPR policymaking and the EU-ABC's ongoing sustainability advocacy across ASEAN.



Roundtables: Global Plastics Treaty & FMCG

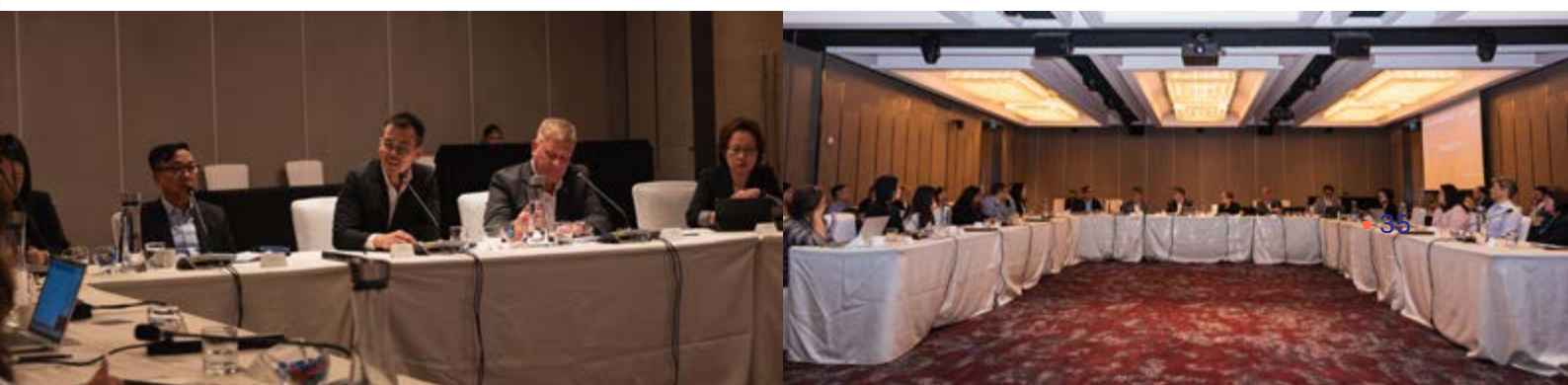
8
JULY
2025

 SINGAPORE

On 8 July 2025 in Singapore, the Council organised the first run of a series of closed-door roundtables on sustainability and fast-moving consumer goods (FMCG), designed to encourage open exchange and collaborative problem-solving between industry leaders, policymakers, and technical experts. The event featured two roundtable discussions on:

The Global Plastics Treaty: As member states finalise their positions ahead of the next Intergovernmental Negotiating Committee (INC 5.2) session in August 2025, the session provided a timely platform for industry voices to discuss how private sector needs and sustainability goals can align. A strong emphasis was placed on Extended Producer Responsibility as a foundational principle to promote circularity in plastics use.

Fast-Moving Consumer Goods: Focusing on labelling, reformulation, and public health, the discussion took Singapore's Nutri-Grade system as a reference point, highlighting its implementation success and potential as a model for ASEAN. Speakers explored how front-of-pack labelling (FoPL) and emerging technologies like QR code-enabled back-of-pack labelling (BoPL) can empower healthier consumer choices.



Roundtables: EPR & FMCG

 JAKARTA, INDONESIA

28
JULY
2025

The second set of roundtables was held in Jakarta, Indonesia, focusing on sustainability and health regulation in Indonesia's FMCG sector, covering the following topics:

Extended Producer Responsibility: This roundtable examined Indonesia's development of formal EPR regulations, drawing insights from the EU-ABC's report *"From Waste to Wealth: Advancing ASEAN's Circular Economy Through EPR Alignment"*. Discussions centred on adapting global EPR design principles to the Indonesian context, incorporating voluntary industry initiatives into national policy, and identifying incentives to support domestic recycling and circular economy goals.



Fast-Moving Consumer Goods: This roundtable looked at labelling, reformulation, and public health challenges in Indonesia's FMCG landscape. Based on the Council's report *"Enhancing FMCG Competitiveness in ASEAN"*, the session explored front-of-pack labelling systems, innovation in healthier product development, and alternatives to sugar taxes. Participants from government, industry, and academia discussed policy strategies to improve public health while maintaining industry competitiveness and consumer choice. The roundtables advanced EU-ABC's advocacy goals of harmonised regulation, evidence-based policymaking, and enhanced multi-stakeholder dialogue in ASEAN.



Workshop: ASEAN Customs Anti-Illicit Trade (AIT)

 JAKARTA, INDONESIA

18
AUG
2025

In August, the EU-ABC hosted the ASEAN Customs Anti-Illicit Trade (AIT) Workshop in Jakarta, held in conjunction with the ASEAN Customs Enforcement & Compliance Working Group meeting.

The workshop gathered customs officials from all 10 ASEAN Member States (and Timor-Leste) with private sector partners to exchange strategies on tackling the illicit tobacco trade. With expert contributions from speakers including Michael Pasko from the US Customs and Border Protection and Christophe Zimmermann from Sitrac.z, the workshop created a valuable platform for open dialogue on enforcement challenges, best practices, and future cooperation.



Dinner Meeting: HE Sujiro Seam, EU Ambassador to ASEAN

 SINGAPORE

19
AUG
2025

While Ambassador Sujiro Seam was in town, the Council took the opportunity to organise a dinner meeting between the Ambassador and a selection of EU-ABC Members. We had a wide-ranging discussion on developments in the EU-ASEAN relationship, impacts of US Trade Policy on the region, and a full range of geopolitical and geoeconomic issues.



Roundtables: EPR & FMCG

 BANGKOK, THAILAND

21
AUG
2025

The third and final set of EPR & FMCG roundtables of the year was held in Bangkok, Thailand, in August, covering:

Extended Producer Responsibility: Stakeholders from the Thai government, NGOs, academia, and the private sector sat together to debate and discuss EPR policy implementation in Thailand, which has pursued EPR schemes over the past decade. Takeaways included the need for EPR policies to cover all recyclable materials beyond plastic packaging; ring-fencing funding to ensure EPR implementation remains a priority; and that effective EPR policies require a whole-of-society approach.



Fast-Moving Consumer Goods: Industry stakeholders, regulators, and NGOs discussed how packaging standards across ASEAN could be improved to help consumers make healthier, more informed food choices. This included the use of digital tools, such as QR codes, to harmonise labelling across the region. Participants also highlighted the importance of consumer education and clear, front-of-pack labelling that is both nuanced and simple enough to help consumers interpret nutritional information correctly and quickly.



Workshop: Review of the Current Situation of Cervical and Breast Cancer Prevention and Control in Vietnam

26
AUG
2025

 HANOI, VIETNAM

On 26 August in Hanoi, Vietnam, the Council organised a workshop with the Administration of Child and Maternal Affairs of the Ministry of Health, Vietnam, looking at measures to help prevent cervical and breast cancer in Vietnam, including the critical role that diagnostic tools can play in terms of identifying cancers earlier and therefore reducing costs of treatment. The workshop involved frontline medical practitioners, policy experts, international experts as well as industry leaders.



11th ASEAN-EU Business Summit 2025

25
SEP
2025

 KUALA LUMPUR, MALAYSIA

Likely our most ambitious summit ever, the ASEAN-EU Business Summit 2025 featured eight Ministers, four panels, eight keynote speeches, and a fireside chat — all in one afternoon, alongside the ASEAN Economic Ministers (AEM)-EU Consultation. This was a major feat of logistics, coordination, and perseverance by the EU-ABC team.



The Ministers in attendance included:

YB Senator Datuk Seri Amir Hamzah Azizan - Minister of Finance II, Malaysia
HE Maroš Šefčovič - European Commissioner for Trade and Economic Security
YAB Dato' Sri Haji Fadillah bin Haji Yusof - Deputy Prime Minister & Minister for Energy Transition and Water Transformation, Malaysia
YB Gobind Singh Deo - Minister of Digital, Malaysia
Dr Ceferino 'Perry' Rodolfo - Undersecretary for Trade & Industry, the Philippines
YB Chin Tong Liew - Deputy Minister of Investment, Trade and Industry, Malaysia
HE Pich Rithi - Secretary of State of Commerce, Cambodia
HE Dr Kao Kim Hourn - Secretary-General of ASEAN

Media coverage of the Summit was extensive, spanning top international and regional outlets. (See *Media Clippings* section for details.)





ADVOCACY CALENDAR

2024

2025



OCTOBER 2024

In October, the Council engaged in a series of high-level discussions and events across ASEAN, covering topics from infrastructure and sustainability to geopolitics, supply chains, and public health.

- Participated in a public roundtable in Jakarta on the EU's Global Gateway project, joining a panel with the EIB and EU-funded projects implementing parts of Global Gateway.
- Moderated panels at the ASEAN Circular Economy Forum in Bangkok, followed by an EU-ABC roundtable on Extended Producer Responsibility with the Federation of Thai Industries and industry members.
- Spoke at the ASEAN Outlook Conference in Bangkok on ASEAN's geopolitical positioning, with discussions on the impact of the US elections, China's role, and Europe's contributions beyond trade.
- Moderated a panel at the ASEAN Business and Investment Summit on Enhancing Supply Chain Resilience and Connectivity in ASEAN, featuring speakers from the Philippines, ASEAN BAC, AIIB, Mott MacDonald, and YCH.
- Held a high-level meeting with EU Council President Charles Michel on the sidelines of ABIS to advocate for broader EU engagement with ASEAN, highlighting energy, health, financial services, and sustainability.
- Represented at the inaugural APAC CVD Summit, where EU-ABC's Health & Life Sciences lead joined a panel on equitable access, digital health, and coordinated national strategies to address cardiovascular disease.
- Attended EuroCham Vietnam's Green Economy Forum and Exhibition in Ho Chi Minh City, an event with over 8,000 delegates, 50+ exhibitors, and 29 panels.
- Conducted the Council's annual consultation with ASEAN Ministers for Agriculture and Forestry (AMAF), presenting how European businesses can support agricultural productivity while contributing to sustainability goals.



NOVEMBER 2024

In November, the Council advanced its advocacy through publications, consultations, and high-level engagements across multiple sectors, from health and transport to customs, FMCG, and food security.

- Conducted a two-day member training on EU regulations and directives under the European Green Deal, covering deforestation, labour rights, the AI Act, CSDDD, CBAM, Farm to Fork, digital trade, and renewable energy.
- Launched the Health & Life Sciences paper *“Empowering ASEAN Health: The Strategic Role of Self-Care for a Sustainable Healthcare System”* at the Asia Pacific Self-Medication Industry Conference in Bangkok.



- Represented EU-ABC and the Joint Business Council at the ASEAN Coordinating Committee on Customs (CCC) meeting in Yogyakarta, raising issues on informed compliance, e-commerce customs automation, and the ASEAN AEO Programme.
- Held an exclusive discussion with DG MOVE's Director-General Magda Kopczyk on EU-ASEAN connectivity and transport issues, followed by EU-ABC's first consultation with ASEAN Transport Ministers in Kuala Lumpur. At the meeting, the Council launched its transport paper *“Clean Journeys Ahead: Charting ASEAN's Path Towards A Decarbonised Transport Sector”*.
- Conducted the final Business Mission of 2024 in Malaysia (KL/Putrajaya), involving over 70 delegates from 30+ organisations in 15 ministerial-level meetings, including with Finance, Health, Transport, Energy, and Digital ministries, and Bank Negara.
- Launched the paper *“Enhancing FMCG Competitiveness in ASEAN”* at a dedicated event in Kuala Lumpur, addressing harmonisation of labelling, consumer access to nutritional information, and use of digital tools for regulators and consumers.
- Participated in the 2024 ASEAN Road to Secure and Sustainable Food Systems workshop, co-hosted by CropLife Asia, CABC, and US-ABC, on food security, supply chains, and sustainable agriculture.

DECEMBER 2024

In December, the Council continued its advocacy in Brussels, engaging policymakers and stakeholders through events, institutional meetings, and new publications on EU-ASEAN relations, climate policy, and energy transition.

- Participated in a panel discussion at an event co-hosted by the Malaysian Embassy to the EU and EIAS, focusing on EU-ASEAN relations from policymaker and industry perspectives.
- Held the Annual Breakfast Meeting with ASEAN Ambassadors to the EU in Brussels, co-chaired by EU-ABC's Vice Chairman and the Malaysian Ambassador, with discussions on trade, investment, and EU-ASEAN policy matters.
- Co-organised an event in Brussels with the European Parliament in ASEAN and Konrad Adenauer Stiftung, featuring a keynote from EEAS and a panel with DG TRADE, BusinessEurope, and KAS, underlining the need for deeper EU-ASEAN economic engagement.
- Participated in a webinar hosted by the EU's Switch-Asia Project on CBAM and its implications for ASEAN, with EU-ABC's Advocacy Director as a speaker.
- Launched the publication *Empowering Asia: Revolutionising The Energy Landscape Through Battery Energy Storage* through a dedicated webinar, with speakers from ABB, GridBeyond, Mott MacDonald, and the ASEAN Centre for Energy.
- Held institutional meetings in Brussels with EU stakeholders, including MEPs, DGs TRADE, CLIMA, ENER, INTPA, CONNECT, the European External Action Service, and the EU Council, reaffirming ASEAN's strategic importance in the EU's external policy.



JANUARY 2025

In January, the Council engaged in regional consultations and ministerial dialogues while also briefing European diplomats on EU-ABC's advocacy priorities for the year.

- Participated in consultations on the ASEAN Digital Economy Framework Agreement (DEFA), ensuring that European business perspectives were reflected early in the negotiation process.
- Engaged with ASEAN Tourism Ministers to advocate for the upscaling of tourism and promote strategic partnerships between EU-ABC members and ASEAN National Tourism Organisations.
- Presented EU-ABC's 2025 advocacy priorities to the European diplomatic corps in the Philippines and to Trade Counsellors in Singapore, reinforcing alignment on trade and investment issues.



FEBRUARY 2025

In February, the Council carried out two business missions, advanced regional trade facilitation initiatives, and continued its advocacy on sustainable healthcare.

- Conducted 19 high-level meetings in 72 hours during the Indonesia Business Mission in Jakarta, engaging ministries, agencies, and the ASEAN Secretariat on economic policy, tourism, finance, and regulatory affairs.
- Held over a dozen engagements with senior Thai officials during the Thailand Business Mission in Bangkok, including a meeting with Prime Minister Paetongtarn Shinawatra, to discuss EU-Thailand FTA prospects and policy developments in sustainable economic growth.
- Contributed to regional dialogue on customs reform and digital trade at the ASEAN Trade Facilitation Joint Consultative Committee, highlighting progress on the pilot ASEAN-wide Mutual Recognition Arrangement for Authorised Economic Operators (AAMRA) and expanded adoption of the ASEAN Customs Transit System (ACTS).
- Reaffirmed the role of self-care in sustainable healthcare during stakeholder discussions in Vietnam, promoting the Council's self-care health literacy paper.



MARCH 2025

In March, the Council advanced its advocacy on trade facilitation, digital economy, and sustainability through high-level engagements in Brussels and ASEAN, alongside the release of three major publications.

- Presented at the ASEAN Customs Procedures & Trade Facilitation Working Group in Phuket on e-commerce goods clearances and customs procedures, advocating MSME-friendly approaches to digital trade and simplified processes.
- Conducted 13 high-level meetings during the Brussels Business Mission with EU institutions and diplomatic representatives, urging stronger EU-ASEAN institutional engagement in response to geopolitical uncertainty.
- Advocated in Brussels for alignment on DEFA, AI governance, and circular economy investment opportunities, as well as the removal of business barriers and increased EU support for green technology development in ASEAN.
- Launched three white papers in Brussels:
 - *Elevating EU-ASEAN Relations: Towards Modern and Innovative Trade Agreements and Strategic Cooperation*
 - *Development of Carbon Markets in ASEAN*
 - *Digital Economy Framework Agreement (DEFA) – Draft Text Submission*



APRIL 2025

In April, the Council engaged ASEAN Finance Ministers and central bank governors on energy and carbon markets, and contributed to an EU parliamentary consultation in Jakarta.

- Advocated for financing the ASEAN Power Grid and highlighted the need for regional carbon market development at the ASEAN Finance Ministers and Central Bank Governors' Meeting (AFMGM) in Kuala Lumpur.
- Participated in a consultation with the European Parliament's International Trade Committee during their visit to Jakarta.



MAY 2025

In May, the Council deepened its advocacy on health, trade facilitation, and sustainability, while advancing engagement with senior EU and ASEAN stakeholders.

- Hosted the 2nd ASEAN-EU Health Summit in Kuala Lumpur, bringing together Health Ministers from Malaysia and Singapore and senior officials from Indonesia, Thailand, and the Philippines. The Summit advanced dialogue on sustainable healthcare financing, tackling NCDs, shifting from curative to preventive care, strengthening pandemic preparedness and regulatory alignment, and digital health and sustainable delivery systems.

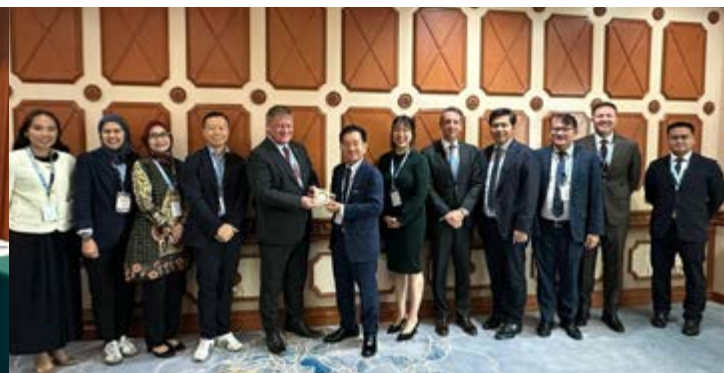
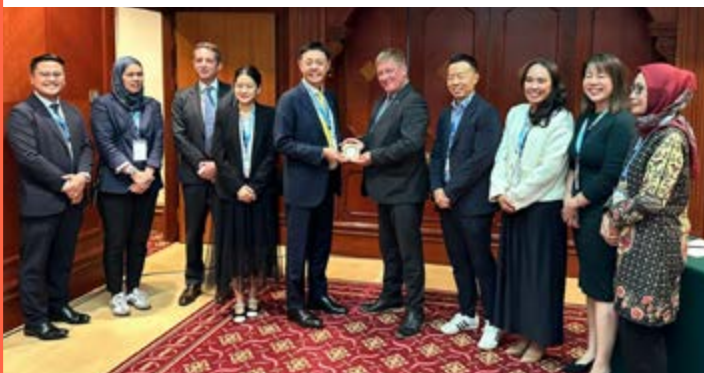


- Launched the paper *“From Waste to Wealth on Extended Producer Responsibility (EPR)”*, which was acknowledged by a senior Malaysian government official (NRES) as useful for policy development—the first such recognition for an EU-ABC paper. The launch was supported by The Coca-Cola Company and Danone.
- Engaged at the ASEAN Coordinating Committee on Customs meeting in Ho Chi Minh City, achieving a commitment to initiate dedicated workshops on illicit trade prevention and continuing advocacy on customs procedures and regional trade facilitation.
- Briefed European Commissioner for Trade and Economic Security Maroš Šefčovič on EU business priorities in ASEAN, welcomed the EU-Singapore Digital Trade Agreement (DTA), and called for accelerated FTA negotiations with Indonesia, Malaysia, the Philippines, and Thailand.
- Met DG INTPA's Deputy Director-General Peteris Ustubs, securing EU commitment of support for the ASEAN Power Grid under the Global Gateway initiative, including capacity building and potential funding.
- Contributed thought leadership at the OECD Southeast Asia Forum and GIZ Asia Regional Meeting on trade, sustainability, and ASEAN-EU cooperation, and participated in the ASEAN Leadership Summit in Kuala Lumpur to reinforce EU-ABC visibility in regional economic discourse.

JUNE 2025

In June, the Council focused on customs, digital economy, and regional policy engagement through consultations and participation in key ASEAN forums.

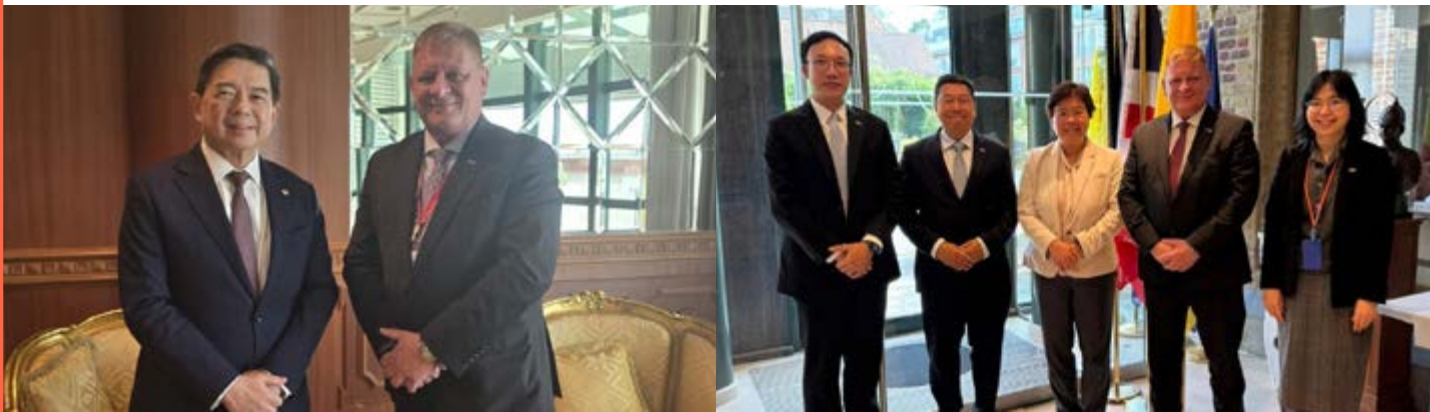
- Undertook the annual consultation session with ASEAN Directors-General of Customs in Brunei Darussalam, engaging all 10 ASEAN customs authorities to present recommendations for improving procedures and making trade more facilitative.
- Held bilateral meetings with customs authorities from Brunei, Cambodia, Indonesia, Malaysia, Singapore, Thailand, Vietnam, as well as with the ASEAN Secretariat (DSG Satvinder Singh) and the World Customs Organisation.
- Highlighted progress from recent advocacy with customs authorities, including the establishment of an informed compliance page on the ASEAN website, and advanced preparations for dedicated workshops on illicit trade prevention.
- Participated in a virtual roundtable with Malaysia on the ASEAN Digital Economy Framework Agreement (DEFA), with members SAP and Booking.com leading discussions.
- Took part in the ASEAN Entities Forum in Jakarta, a gathering of all organisations accredited to ASEAN under Annex 2 of the ASEAN Charter, and received briefings on the outcomes of the 46th ASEAN Summit and the Kuala Lumpur Declaration on ASEAN's Shared Future.



JULY 2025

In July, the Council engaged in high-level business dialogues in Brunei, advanced its FMCG and plastics policy advocacy in Singapore and Jakarta, and reinforced EU-ASEAN economic relations through institutional engagements in Brussels.

- Participated in the Brunei Business Conference, where the Executive Director interviewed Tan Sri Nazir Razak, Chair of ASEAN-BAC, on regional economic integration and the ASEAN Business Entity concept.



- Held a bilateral meeting in Brunei with the Minister at the Prime Minister's Office and Minister of Finance & Economy II to discuss EU-ASEAN relations and outcomes of the 46th ASEAN Summit.
- Organised a multi-stakeholder roundtable in Singapore on the Global Plastics Treaty and FMCG sector challenges, involving government, NGOs, and industry stakeholders.
- Convened a follow-up roundtable in Jakarta with over 40 participants, including representatives from Indonesia's Ministries of Environment and Health, on regulatory updates and public-private collaboration on EPR and FMCG policy.
- Met in Brussels senior EU officials and the Ambassadors of Indonesia, the Philippines, and Thailand to the EU, as well as Malaysia's Deputy Head of Mission.
- Welcomed the political agreement on the EU-Indonesia CEPA as a major milestone after nearly a decade of negotiations.
- Noted stronger momentum in FTA negotiations with Thailand, the Philippines, and Malaysia, alongside growing EU interest in deepening economic ties with ASEAN.



AUGUST 2025

In August, the Council advanced its advocacy on illicit trade, sustainability, diagnostics, and inclusive growth through regional conferences, workshops, and policy roundtables.

- Executive Director spoke at the Financial Times Illicit Trade Conference in Manila.
- Organised a workshop with the ASEAN Customs Enforcement and Compliance Working Group (CECWG) in Jakarta, with participation from all ASEAN Member States and Timor-Leste. The workshop featured presentations from US Customs and Border Protection on illicit tobacco product flows, industry leaders, and Christophe Zimmerman (SITRAC.Z) on risk management. Outcome: plans to repeat the workshop with the ASEAN Coordinating Committee on Customs (CCC) to develop guidelines for public-private collaboration against illicit trade.
- Convened a roundtable on Extended Producer Responsibility (EPR) in Bangkok with Thai Government officials, industry leaders, and NGOs, socialising recommendations from EU-ABC's EPR position paper.
- Held a roundtable on Fast-Moving Consumer Goods (FMCG) policy issues in Bangkok with Thai Government, industry leaders, and NGOs, reinforcing recommendations from EU-ABC's FMCG paper. Future plans include similar roundtables in Malaysia, the Philippines, and Vietnam in 2026.



- Partnered with Vietnam's Ministry of Health (AMCA) on a diagnostics policy event in Hanoi, supported by Roche Diagnostics and Siemens Healthineers, focusing on the role of diagnostics in treating cervical and breast cancer. The event contributed to AMCA's consultation process for a roadmap on tackling these diseases.
- Participated in a private sector consultation with the ASEAN Geoeconomic Task Force in Jakarta on the impacts of US trade policy, discussing challenges, opportunities, and policy needs for ASEAN.
- Executive Director spoke at the virtual ASEAN Youth Manufacturing Conference on the future of Diversity, Equity & Inclusion (DEI) and ESG policies, emphasising their importance in line with ASEAN's Strategic Plan 2045.

SEPTEMBER 2025

In September, the Council deepened EU-ASEAN economic relations through high-level engagements with three European Commissioners, eight Ministers, and the 11th ASEAN-EU Business Summit in Kuala Lumpur.

- Engaged at the ASEAN Meeting of Ministers of the Environment (AMME) in Langkawi, meeting Commissioner Wopke Hoekstra on carbon markets and CBAM, and Commissioner Jessika Roswall on circular economy and the EU Deforestation Directive.



- Convened the 11th ASEAN-EU Business Summit with eight Ministers, four panels, eight keynotes, and a fireside chat, supported by leading sponsors.
- Held the annual consultation with ASEAN Economic Ministers and bilateral meetings with Commissioner Maroš Šefčovič, Vice Minister for Trade for Indonesia, Deputy Minister for Investment, Trade and Industry for Malaysia, Deputy Permanent Secretary at Ministry of Commerce, Thailand, and the Permanent Secretary at MTI Singapore.
- Participated in the 26th Joint Business Council and ASEAN BAC's launch of the Private Markets Council, and joined the Green Shift Forum organised by Standard Chartered.
- Published the 2025 EU-ASEAN Business Sentiment Survey, highlighting strong confidence of European businesses in ASEAN.
- Released a policy paper Troubled Times: Boosting ASEAN's Relevance in a Turbulent World with recommendations for ASEAN's Post-2025 Vision.
- Presented to Senior Agriculture Officials in the Philippines on EU-ABC priorities.



MEDIA CLIPPINGS

Overview

From 1 October 2024 to 30 September 2025, the EU-ABC achieved substantial media visibility with a total of **114 media mentions** across **over 60 outlets** in Southeast Asia and Europe. This includes print, online and broadcast formats published in leading regional titles such as The Business Times and The Edge, and international titles such as CNBC and Bloomberg. Media coverage was almost entirely positive (with some neutral mentions) and mainly featured high-level EU-ABC events, published reports, as well as interviews with Executive Director Chris Humphrey and op-eds.

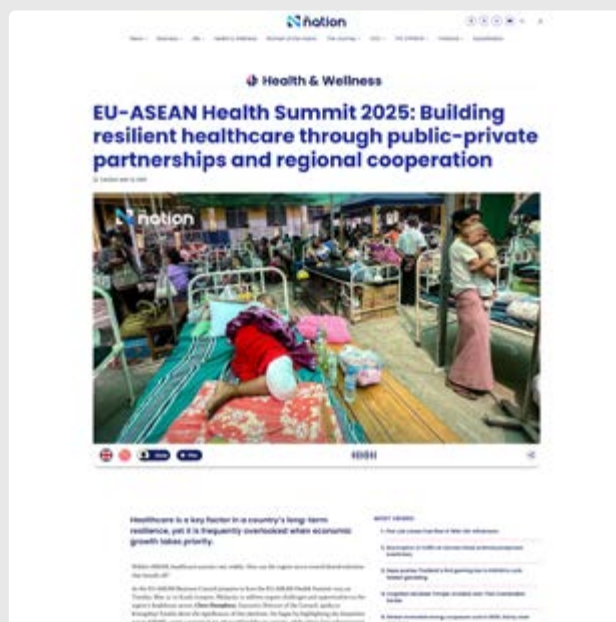
Themes covered generally aligned with the Council's priorities, reinforcing our key messages on advancing FTAs between the two regions, optimism towards EU-ASEAN trade relations, accelerating regional economic integration, and advocacy topics such as sustainable development, healthcare, and digital integration. The bulk of media coverage was generated from the ASEAN-EU Health Summit, the EU-ASEAN Business Sentiment Survey, and the ASEAN-EU Business Summit—where, notably, EU Trade Commissioner Maroš Šefčovič first announced the EU's goal of completing FTAs with Malaysia, the Philippines and Thailand by 2027.

The EU-ABC's strong media presence both reaffirms and promotes the Council's credibility as a trusted partner for businesses and governments alike, and demonstrates our position as the leading advocacy group for European businesses in ASEAN.

Media Highlights

2nd ASEAN-EU Health Summit 2025

Nation Thailand (Online), 13 May 2025



Krungthep Turakij (Print), 13 May 2025



BusinessWorld (Broadcast), 19 May 2025

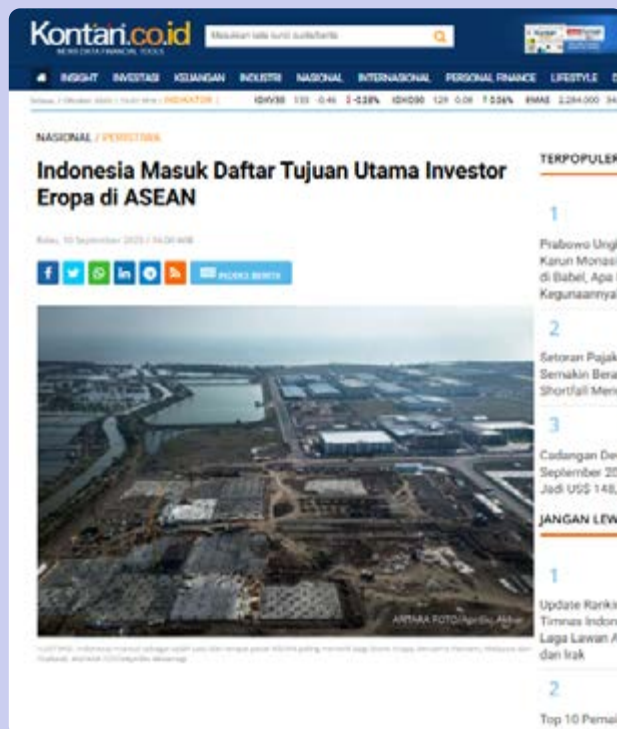


SinChew Daily (Online), 27 May 2025

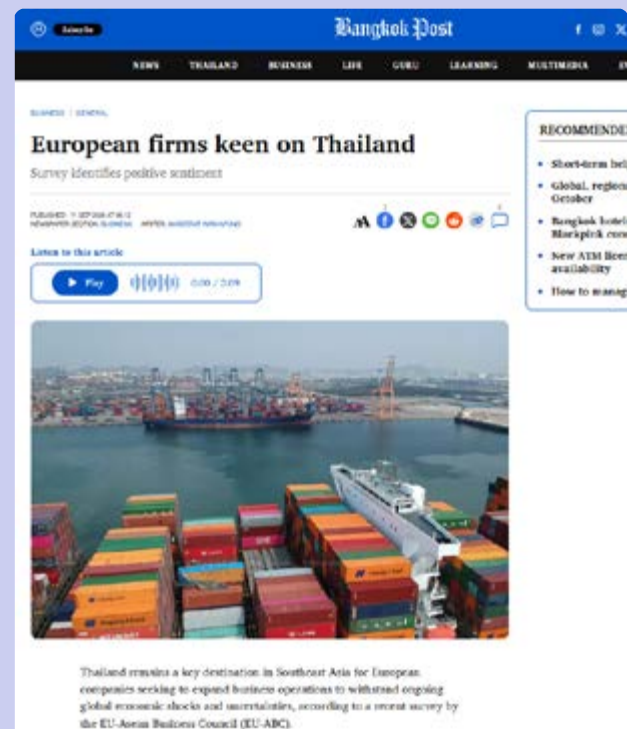


11th EU-ASEAN Business Sentiment Survey 2025

Kontan (Online), 10 September 2025



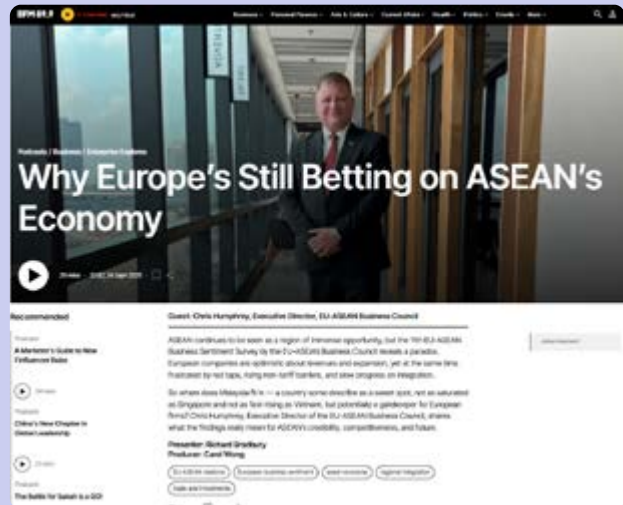
Bangkok Post (Online), 11 September 2025



Daily Tribune (Online), 11 September 2025



BFM 89.9 (Broadcast), 24 September 2025



11th ASEAN-EU Business Summit 2025

Media and broadcast coverage of the ASEAN-EU Business Summit 2025 has been extensive, spanning top national, regional, and trade outlets across ASEAN markets. A total of 50 articles and broadcast features were captured across Singapore, Malaysia, Vietnam, and international platforms including Bloomberg, The Diplomat and The Wall Street Journal. Prominent placement in tier-one Malaysian press such as Bernama, New Straits Times, The Edge Malaysia, and Sin Chew Daily, Berita Harian, The Vibes and The Malaysian Reserve ensured visibility amongst policymakers, investors and the business community.

Media narratives highlighted themes of renewed momentum towards bilateral FTAs, Malaysia's role in fostering deeper trade cooperation, and ASEAN's energy transition. Overall, the coverage reinforced ASEAN's attractiveness to European businesses, positioning the summit as a key moment in advancing regional cooperation and economic confidence.

The Wall Street Journal (Online), 25 September 2025



The Edge (Online), 25 September 2025



Astro AWANI (Broadcast), 25 September 2025



Bernama (Online), 25 September 2025



The Star (Print), 26 September 2025



The Diplomat (Online), 26 September 2025



Business Today (Online), 25 September 2025



New Straits Times (Print), 26 September 2025



Berita Harian (Print), 26 September 2025



Eco-Business (Online), 26 September 2025



Interviews with Executive Director Chris Humphrey

Biztech Asia (Broadcast), 10 October 2024



CNBC — Squawk Box Asia (Broadcast), 17 April 2025



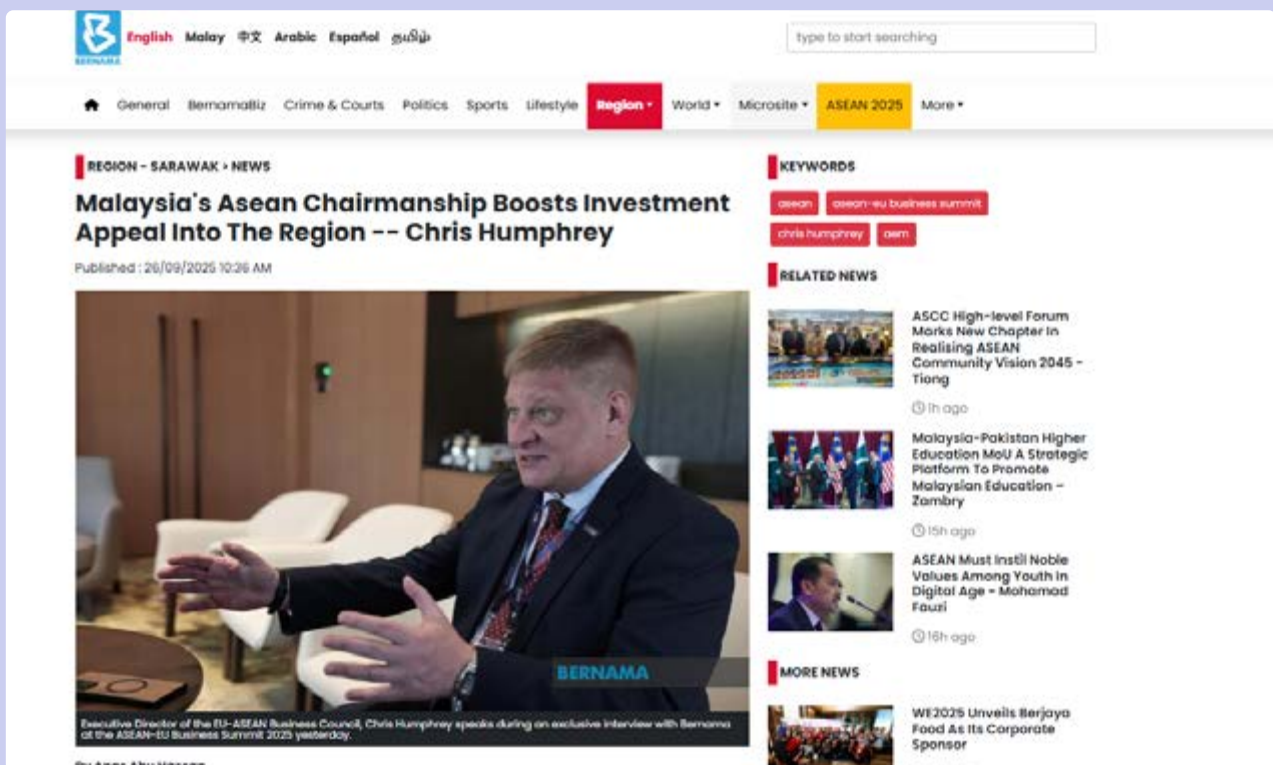
MoneyFM 89.3 (Broadcast), 23 May 2025



Berita RTM (Broadcast), 29 May 2025



Bernama (Online), 26 September 2025



EU-ABC FINANCIAL POSITION

Statement Of Comprehensive Income

For the financial year ended 31 December 2024

	Note	2024 SGD	2023 SGD
Revenue	4	1,420,033	1,092,641
Other income	5	4,801	575
Expenses:			
Direct costs		(447,153)	(232,612)
Depreciation of property, plant and equipment	10	(82,473)	(65,923)
Employee compensation	6	(699,665)	(598,841)
Finance expenses	7	(5,016)	(2,121)
Other expenses	8	(210,149)	(156,585)
(Deficit)/surplus before income tax		(19,622)	37,134
Income tax expense	9	604	(900)
(Deficit)/surplus for the financial year		(19,018)	36,234
Total comprehensive income		(19,018)	36,234

Statement Of Financial Position

As at 31 December 2024

	Note	2024 SGD	2023 SGD
ASSETS			
Non-current assets			
Property, plant and equipment	10	89,249	18,852
		<u>89,249</u>	<u>18,852</u>
Current assets			
Trade and other receivables	12	416,824	269,812
Cash and cash equivalents	13	1,101,528	511,164
		<u>1,518,352</u>	<u>780,976</u>
Total assets		<u>1,607,601</u>	<u>799,828</u>
LIABILITIES			
Current liabilities			
Other payables	14	281,189	169,851
Contract liabilities	4	900,500	252,550
Borrowing	15	73,592	11,489
Current income tax liabilities	9	-	900
		<u>1,255,281</u>	<u>434,790</u>
Non-current liabilities			
Borrowing	15	6,300	-
		<u>6,300</u>	<u>-</u>
Total liabilities		<u>1,261,581</u>	<u>434,790</u>
Net assets		<u>346,020</u>	<u>365,038</u>
EQUITY			
Accumulated funds		<u>346,020</u>	<u>365,038</u>
Total equity		<u>346,020</u>	<u>365,038</u>

*Taken from the official signed audited accounts of the EU-ASEAN Business Council

ANNEX - List of Events

Date	Event/Meeting	Location
2/10/24	Executive Director Moderated sessions at the ASEAN Circular Economy Forum	Bangkok
3/10/24	Thailand Roundtable on EPR and Circular Economy Issues	Bangkok
4/10/24	EU-ABC Financial Services Advocacy Group Call	Online
7/10/24	Executive Director speaking at ASEAN Outlook Conference	Bangkok
8/10/24 – 9/10/24	ASEAN Business Investment Summit – Executive Director moderating a panel on Digital Transformation	Vientiane
10/10/24	EU-ABC Meeting with European Council President Charles Michel	Vientiane
18/10/24	EU-ABC Agri-Food Advocacy Group Call	Online
21/10/24	Executive Director attends EuroCham Vietnam Green Economy Forum and Exhibition	Ho Chin Minh City
22/10/24	EU-ABC Presentation to Senior Agriculture and Forestry Officials	Online
23/10/24	EU-ABC FMCG Advocacy Group Call	Online
23/10/24	EU-ABC Health & Life Sciences Group Call	Online
24/10/24	ASEAN Trade Facilitation Joint Consultative Committee Consultation Meeting	Online
24/10/24	Presentation to ASEAN Ministers for Agriculture and Forestry	Online
24/10/24	EU-ABC Digital/ICT Advocacy Group Call	Online
28/10/24	EU-ABC Supervisory Board Meeting	Online
28/10/24	EU-ABC Executive Board Meeting	Online

Date	Event/Meeting	Location
30/10/24	EU-ABC Transport & Mobility Advocacy Group Call	Online
5/11/24	EU-ABC Customs & Trade Facilitation Advocacy Group Call	Online
7/11/24	Executive Director speaks at Pilipinas Conference 2024	Online
14/11/24	Executive Director speaks at the APSMI Self Care Conference	Bangkok
19/11/24	EU-ABC Anti-Illicit Trade Advocacy Group Call	Online
20/11/24	ASEAN Coordinating Committee on Customs Consultation	Yogyakarta
22/11/24	Meeting with Selangor State Assemblywoman Michelle Ng	Kuala Lumpur
22/11/24	Consultation Luncheon with ASEAN Transport Ministers	Kuala Lumpur
22/11/24	EU-ABC Paper Publication: Clean Journeys Ahead: Charting ASEAN's towards to a decarbonised transport sector	Online
22/11/24	Meeting with H.E. Rafael Daerr, EU Ambassador to Malaysia	Kuala Lumpur
25/11/24 – 28/11/24	Malaysia Business Mission	Kuala Lumpur & Putrajaya
25/11/24	Minister of Finance II	Kuala Lumpur & Putrajaya
25/11/24	Minister of Plantation & Commodities	Kuala Lumpur & Putrajaya
25/11/24	Deputy Minister of Investment, Trade and Industry	Kuala Lumpur & Putrajaya
25/11/24	Minister of Health	Kuala Lumpur & Putrajaya
26/11/24	EU Ambassador to Malaysia Deputy Minister of Economy	Kuala Lumpur & Putrajaya
26/11/24	Minister of Digital	Kuala Lumpur & Putrajaya
26/11/24	Director-General of the Royal Malaysian Customs Department	Kuala Lumpur & Putrajaya
26/11/24	Minister of Transport, Malaysia Deputy Prime Minister & Minister of Energy Transition and Water Transformation	Kuala Lumpur & Putrajaya
27/11/24	Deputy Minister of Science, Technology and Innovation	Kuala Lumpur & Putrajaya

Date	Event/Meeting	Location
27/11/24	Deputy Secretary-General of Natural Resources and Environmental Sustainability	Kuala Lumpur & Putrajaya
27/11/24	Secretary-General of the Ministry of Food and Agriculture	Kuala Lumpur & Putrajaya
28/11/24	Minister of Communications	Kuala Lumpur & Putrajaya
28/11/24	Deputy Governor of Bank Negara Malaysia	Kuala Lumpur & Putrajaya
26/11/24	Meeting with ASEAN BAC Malaysia Chair, Tan Sri Nasir Razak	Kuala Lumpur
28/11/24	Launch event for EU-ABC FMCG Advocacy Paper	Kuala Lumpur
8/12/24 – 12/12/24	Brussels Working Level Mission Trip	Brussels
13/12/24	EU-ABC Paper Publication: Empowering Asia: Revolutionising the Energy Landscape through Battery Energy Storage Systems & Webinar	Online
17/12/24	EU-ABC Executive Board Meeting	Online
9/1/25	EU-ABC Customs & Trade Facilitation Advocacy Group Call	Online
10/1/25	Briefing to European Trade Counsellors in Singapore on EU-ABC Workplan 2025	Singapore
13/1/25	EU-ABC Executive Board Meeting	Online
14/1/25	Mr Iuliu Winkler MEP – Member of INTA Committee	Online
16/1/25	26th Joint Business Councils Meeting	Penang
17/1/25	CEO Luncheon with ASEAN Digital Ministers Re: DEFA	Bangkok
17/1/25	ASEAN Tourism Forum Luncheon with Senior Tourism Officials – Launch of Paper on Capturing High Quality Tourism in Southeast Asia	Johor Bahru

Date	Event/Meeting	Location
19/1/25	Consultation Session with ASEAN Tourism Ministers	Johor Bahru
20/1/25	EU-ABC FMCG Advocacy Group Call	Online
20/1/25	EU-ABC Health & Life Sciences Advocacy Group Call	Online
21/1/25	EU-ABC Anti-Illit Trade Advocacy Group Call	Online
23/1/25	Briefing with European Ambassadors to the Philippines on EU-ABC workplan 2025	Manila
24/1/25	Briefing to European Consul-Generals in Cebu on EU-ABC work plan 2025	Cebu
28/1/25	Executive Director speaks at 2025 Philippines Tobacco Summit on illicit trade issues	Online
29/1/25	Joint Letter with EABC Thailand to Dep. Perm Sec at Thai Ministry of Public Health on Advancing Self-Care at the WHO	Letter
4/2/25	Meeting with DG CLIMA on Decarbonisation Efforts in ASEAN and Indonesia	Jakarta
5/2/25	EU Delegation to Indonesia Briefing Session	Jakarta
5/2/25	Vice Minister of Communications & Digital Affairs, Indonesia	Jakarta
5/2/25	Co-ordinating Minister for Economic Affairs, Indonesia	Jakarta
5/2/25	Co-ordinating Minister for Human Development & Cultural Affairs, Indonesia	Jakarta
5/2/25	Director General of Sustainable Forest Management, Minsitry of Forestry, Indonesia	Jakarta
6/2/25	Co-ordinating Minister for Food Affairs, Indonesia	Jakarta
6/2/25	Director General of Livestock and Animal Health, Ministry of Agriculture	Jakarta
6/2/25	Minister of Foreign Affairs, Indonesia	Jakarta

Date	Event/Meeting	Location
6/2/25	Vice Minister of Trade, Indonesia	Jakarta
6/2/25	Minister of Tourism, Indonesia	Jakarta
6/2/25	ASEAN Secretary General	Jakarta
6/2/25	Vice Minister of Environment, Indonesia	Jakarta
7/2/25	Head of Nusantara Capital Authority, Indonesia	Jakarta
7/2/25	Chairman of OJK, Indonesia	Jakarta
7/2/25	Minister of Investment & Downstreaming, Indonesia	Jakarta
7/2/25	Secretary to the Minister of State-Owned Enterprise, Indonesia	Jakarta
7/2/25	Vice Minister of Finance, Indonesia	Jakarta
7/2/25	Minister of Health, Indonesia	Jakarta
7/2/25	Acting Deputy for Basic Infrastructure Coordination, Coordinating Ministry of Infrastructure & Regional Development, Indonesia	Jakarta
7/2/25	Vice Chairman of KADIN	Jakarta
17/2/25	Deputy Secretary General, Board of Investment, Thailand	Bangkok
17/2/25	Advisor to the Minister, Ministry of Energy, Thailand	Bangkok
17/2/25	Governor, Bangkok Metropolitan Administration	Bangkok
18/2/25	Advisor to the Minister, Ministry of Natural Resources, Thailand	Bangkok
18/2/25	EU Delegation to Thailand Briefing Session	Bangkok
19/2/25	Minister, Ministry of Public Health, Thailand	Bangkok
19/2/25	Prime Minister of Thailand	Bangkok
19/2/25	Deputy Governor, Bank of Thailand	Bangkok
19/2/25	Permanent Secretary for Transport, Ministry of Transport, Thailand	Bangkok
19/2/25	Minister, Ministry of Labour, Thailand	Bangkok

Date	Event/Meeting	Location
19/2/25	Minister, Ministry of Industry, Thailand	Bangkok
20/2/25	Permanent Secretary, Ministry of Digital Economy and Society, Thailand	Bangkok
20/2/25	Director-General, Royal Thai Customs Department	Bangkok
20/2/25	Minister, Ministry of Commerce, Thailand	Bangkok
21/2/25	ASEAN Trade Facilitation Joint Consultative Committee Consultation Session	Online
25/2/25	EU-ABC Executive Board Meeting	Online
25/2/25	Letter submitted to Pollution Control Department, Thailand on Draft Sustainable Packaging Management Act	Online
26/2/25	Self-Care Conference with Opella	Hanoi
1/3/25	Press Conference on Illicit Trade in ASEAN	Thailand
3/3/25	Customs Procedures & Trade Facilitation Working Group – E-Commerce Clearances	Phuket
3/3/25	Meeting with Commissioner Michael McGrath, EU Commissioner for Democracy, Justice, the Rule of Law and Consumer Protection	Singapore
4/3/25	EU-ABC Paper Publication: Driving Digital Integration: EU-ABC's proposed text for the Digital Economy Framework Agreement	Online
18/3/25	EU-ABC Financial Services Advocacy Group Call	Online
18/3/25	EU-ABC Executive Board Meeting	Online
24/3/25	Meeting with Renate Nikolay, Deputy Director-General, DG CNECT	Brussels

Date	Event/Meeting	Location
24/3/25	EU-ABC Paper Publication: Elevating EU-ASEAN Relations: Towards Modern and Innovative Trade Agreements and Strategic Cooperation	Online
24/3/25	Meeting with EU Council President's Chief Foreign Policy Advisor Anna-Maria Boura and Chief Economic Advisor Jakob Friis	Brussels
24/3/25	Meeting with Paulina Dejmeck Hack, Head of Cabinet of Commissioner Jessika Roswall (Environment, Water, Resilience and a Competitive Circular Economy)	Brussels
24/3/25	Meeting with Dragoş Tudorache, Member of Cabinet of Stéphane Séjourné (EVP, Commissioner for Prosperity and Industrial Strategy)	Brussels
24/3/25	Meeting with Commissioner Jørgenson, Energy & Housing	Brussels
25/3/25	Meeting with Pēteris Ustubs, Director, DG INTPA	Brussels
25/3/25	Meeting with Deputy Director General DG TRADE - (Trade & Economic Security, Interinstitutional Relations and Transparency)	Brussels
25/3/25	EU-ABC Event: EU Competitiveness Sustainability Index with CCEP	Brussels
26/3/25	Meeting with Deputy Secretary-General Simon Mordue, European External Action Service (EEAS)	Brussels
26/3/25	Meeting with Xavier Coget, Cabinet Member of Executive Vice-President Henna Virkunnen (Tech Sovereignty, Security and Democracy)	Brussels
26/3/25	EU-ABC Event: ASEAN Ambassadors Dinner	Brussels
27/3/25	Meeting with Jan Dusik, Deputy Director-General, DG CLIMA	Brussels

Date	Event/Meeting	Location
27/3/25	Meeting with Raffaella Assetta, Head of Unit DG FISMA	Brussels
27/3/25	Meeting with Christophe Kiener, Head of Unit for South and Southeast Asia, Australia and New Zealand, DG TRADE	Brussels
28/3/25	Meeting with Lucie Šestáková (Head of Cabinet) & Ms Nati Lorenzo (Cabinet Expert) of Commissioner Jozef Sikela (International Partnerships)	Brussels
28/3/25	Meeting with Ana Gallego Torres, Director-General, DG JUST	Brussels
28/3/25	Meeting with Gerassimos Thomas, Director-General, Directorate-General for Taxation and Customs Union	Brussels
3/4/25	Meeting with DSG Satvinder Singh and H.E. Sujiro Seam, EU Ambassador to ASEAN	Singapore
7/4/25	Press Briefing on Illicit Trade in ASEAN with Milieu	Kuala Lumpur
8/4/25	EU-ABC Paper Publication: Developing Carbon Markets in ASEAN	Online
8/4/25	Meeting with Mr. Leong Sing Chiong, Deputy Managing Director (Markets and Development) at the Monetary Authority of Singapore (MAS)	Kuala Lumpur
8/4/25	Meeting with H.E. Satvinder Singh, Deputy Secretary-General of ASEAN Economic Community	Kuala Lumpur
8/4/25	Meeting with Scott A. Morris, Vice-President for East and Southeast Asia, and the Pacific of the Asian Development Bank (ADB)	Kuala Lumpur
8/4/25	Meeting with Akihiko Yoshida, Director of the IMF's Regional Office for Asia and the Pacific	Kuala Lumpur
8/4/25	Meeting with H.E. Dr. Chea Serey, Governor of the National Bank of Cambodia	Kuala Lumpur

Date	Event/Meeting	Location
8/4/25	Meeting with Datuk Seri Amir Hamzah Azizan, Finance Minister II of Malaysia & Dato' Seri Abdul Rasheed Ghaffour, Governor of Bank Negara Malaysia	Kuala Lumpur
9/4/25	EU-ABC Consultation with ASEAN Ministers of Finance and Central Bank Governors (AFMGM)	Kuala Lumpur
9/4/25	Meeting with H.E. Ros Seilava, Secretary of State at Ministry of Finance & Economy, Cambodia	Kuala Lumpur
10/4/25	EU-ABC Briefing of European Trade Counsellors in Indonesia	Online
11/4/25	Meeting with Kathleen van Brempt MEP	Singapore
14/4/25	EU-ABC FMCG Advocacy Group Call	Online
15/4/25	Meeting with European Parliament International Trade Committee	Jakarta
15/4/25	Letter submitted to Drug Administration of Vietnam on Draft Decree Implementing the Revised Law on Pharmacy	Online
15/4/25	EU-ABC Health & Life Sciences Advocacy Group Call	Online
17/4/25	EU-ABC Customs & Trade Facilitation Advocacy Group Call	Online
21/4/25	EU-ABC Financial Services Advocacy Group Call	Online
22/4/25	EU-ABC Agri-Food Advocacy Group Call	Online
22/4/25	EU-ABC Anti-Illicit Trade Advocacy Group Call	Online
22/4/25	Letter submitted to Ministry of Finance, Thailand on Proposed Restructuring of the Cigarette Excise Tax	Online
23/4/25	EU-ABC Energy Advocacy Group Call	Online
23/4/25	EU-ABC Sustainability Advocacy Group Call	Online

Date	Event/Meeting	Location
24/4/25	EU-ABC Digital/ICT Advocacy Group Call	Online
28/4/25	EU-ABC Supervisory Board Meeting	Online
28/4/25	EU-ABC Executive Board Meeting	Online
28/4/25	Letter submitted to Minister of Finance II, Malaysia on Expansion of Sales Tax Scope	Online
30/4/25	Executive Director speaks at Flint Global Roundtable on US Trade Policy	Singapore
2/5/25	ASEAN Trade In Goods Agreement (ATIGA) Upgrade Consultation Meeting	Online
2/5/25	Vice Chairman Noel Clehane Speaks at OECD Southeast Asia Forum	Bangkok
6/5/24	Executive Director speaks at GIZ Regional Conference	Bangkok
6/5/24	Letter to Department of Trade & Industry, Philippines on Thailand's Excise Tax Stamp Policy	Online
7/5/24	Meeting with EU Commissioner for Trade & Economic Security, Maros Sefcovic	Singapore
9/5/25	Meeting with ASEAN Secretariat on progress on DEFA	Jakarta
14/5/25	ASEAN Coordinating Committee on Customs Consultation Meeting	Ho Chi Minh City
16/5/25	Meeting with Peteris Ustubs, Director Asia, DG INTPA	Singapore
25/5/25	Executive Director speaks at ASEAN Leaders Summit	Kuala Lumpur
26/5/25	Meeting with H.E. Rafael Daerr, EU Ambassador to Malaysia	Kuala Lumpur
27/5/25	EU-ABC Event: 2nd ASEAN-EU Health Summit	Kuala Lumpur
28/5/25	EU-ABC Event: Launch and Publication of EPR Position Paper From Waste to Wealth	Kuala Lumpur

Date	Event/Meeting	Location
4/6/25	Meeting with H.E. Satvinder Singh, Deputy Secretary General of ASEAN	Bandar Seri Begawan
4/6/25	Meeting with Deputy Director-General of Royal Malaysian Customs	Bandar Seri Begawan
4/6/25	Meeting with Director-General of Cambodia Customs	Bandar Seri Begawan
4/6/25	Meeting with Director-General of Customs Department of Vietnam	Bandar Seri Begawan
4/6/25	Meeting with Director-General of Singapore Customs	Bandar Seri Begawan
4/6/25	Consultation meeting with ASEAN Directors-General of Customs	Bandar Seri Begawan
4/6/25	Meeting with Deputy Director-General of Indonesia Customs	Bandar Seri Begawan
4/6/25	Meeting with Deputy Director-General of Royal Thai Customs	Bandar Seri Begawan
5/6/25	Meeting with World Customs Organisation Regional Office for Asia	Bandar Seri Begawan
5/6/25	ASEAN DEFA Roundtable Discussion with Malaysia	Online
5/6/25	Meeting with Deputy Director-General of Brunei Customs	Bandar Seri Begawan
10/6/25	EU-ABC Executive Board Meeting	Online
12/6/25	Regional Socialisation of the AEC Strategic Plan 2026-2030	Online
13/6/25	Executive Director speaks at the ASEAN Forum	Bangkok
18/6/25	ASEAN Entities Forum	Jakarta
26/6/25	Executive Director speaks at Asia Economic Summit	Jakarta
30/6/25	EU-ASEAN Business Council Annual General Meeting	Online
30/6/25	Letters to relevant ministries in Malaysia, Singapore, and Thailand on UN High-Level Meeting on Non-Communicable Diseases.	Online

Date	Event/Meeting	Location
1/7/25	Executive Director speaks at the Brunei Business Forum	Bandar Seri Begawan
2/7/25	Executive Director speaks at the ABB Energy Global Event	Kuala Lumpur
8/7/25	EU-ABC Event: Roundtable on Global Plastics Treaty	Singapore
8/7/25	EU-ABC Event: Roundtable on FMCG Labelling	Singapore
9/7/25	EU-ABC Health & Life Sciences Advocacy Group Call	Online
10/7/25	EU-ABC Customs & Trade Facilitation Advocacy Group Call	Online
11/7/25	EU-ABC Financial Services Advocacy Group Call	Online
11/7/25	EU-ABC Anti-Illicit Trade Advocacy Group Call	Online
14/7/25	Meeting with European External Action Service, Head of South and Southeast Asia	Brussels
14/7/25	Meeting with Deputy Head of Mission, Embassy of Malaysia to the EU	Brussels
14/7/25	Meeting with DG MOVE	Brussels
14/7/25	Meeting with DG ENER	Brussels
14/7/25	Meeting with DG TRADE	Brussels
14/7/25	Meeting with DG INTPA	Brussels
15/7/25	Meeting with DG ENV	Brussels
15/7/25	Meeting with H.E. Andri Hadi, Indonesia's Ambassador to the EU	Brussels
15/7/25	Meeting with Foreign Affairs Advisor to EU Council President	Brussels
15/7/25	Meeting with H.E. Jaime Ledda, Philippines' Ambassador to the EU	Brussels
15/7/25	Meeting with H.E. Kanchana Patarachoke, Thai Ambassador to the EU	Brussels
28/7/25	EU-ABC Executive Board Meeting	Online

Date	Event/Meeting	Location
28/7/25	EU-ABC Event: Roundtable on Extended Producer Responsibility	Jakarta
28/7/25	EU-ABC Event: Roundtable on FMCG Issues	Jakarta
28/7/25	Meeting with EU Delegation to ASEAN	Jakarta
1/8/25	EU-ABC Sustainability Advocacy Group Call	Online
5/8/25	Executive Director speaks at Financial Times Illicit Trade Conference	Manila
11/8/25	Executive Director participates in ASEAN Task Force on Geoeconomic Uncertainty business dialogue meeting	Jakarta
18/8/25	EU-ABC Event: Anti-Illicit Trade Workshop with ASEAN Customs Enforcement & Compliance Working Group	Jakarta
19/8/25	EU-ABC Event: Members Dinner with H.E. Sujiro Seam, EU Ambassador to ASEAN	Singapore
21/8/25	EU-ABC Event: Roundtable on Extended Producer Responsibility	Bangkok
21/8/25	EU-ABC Event: Roundtable on FMCG Issues	Bangkok
26/8/25	EU-ABC Event: Value of Diagnostics Workshop with ACMA, Ministry of Health, Vietnam	Hanoi
28/8/25	Executive Director speaks at the ASEAN Manufacturing Youth Conference	Kuala Lumpur
3/9/25	Meeting with Commissioner Wopke Hoekstra, EU Commissioner for Climate Action	Langkawi
4/9/25	Meeting with Commissioner Jessika Roswall, EU Commissioner for the Environment and Water Transformation	Langkawi

Date	Event/Meeting	Location
8/9/25	Letters to Ministry of Health and Deputy Prime Minister's Office, Vietnam on Proposed Cosmetic Decree	Online
10/9/25	EU-ABC Paper Publication: ASEAN-EU Business Sentiment Survey 2025	Online
22/9/25	ASEAN Joint Business Councils Meeting	Kuala Lumpur
24/9/25	Meeting with Deputy Permanent Secretary of Ministry of Commerce, Thailand	Kuala Lumpur
25/9/25	EU-ABC Event: 11th ASEAN-EU Business Summit	Kuala Lumpur
25/9/25	Meeting with YB Tengku Senator Zafrul, Liew Chin Tong, Deputy Minister Minister for Investment, Trade and Industry, Malaysia	Kuala Lumpur
25/9/25	Meeting with DYAH RORO ESTI WIDYA PUTRI Vice-Minister Ministry of Trade, Indonesia	Kuala Lumpur
25/9/25	Meeting with AUGUSTIN LEE Permanent Secretary (Energy & Trade) Ministry of Trade and Industry, Singapore	Kuala Lumpur
25/9/25	EU-ABC Paper Publication: Troubled Times: Boosting ASEAN's Relevance in a Turbulent World	Kuala Lumpur

About the EU-ASEAN Business Council

The EU-ASEAN Business Council (EU-ABC) is the primary voice for European business within the ASEAN region. Recognised by both the European Commission and the ASEAN Secretariat, and accredited under Annex 2 of the ASEAN Charter, the EU-ABC serves as an independent body committed to promoting European business interests and driving policy and regulatory changes that enhance trade and investment between Europe and ASEAN.

The EU-ABC is dedicated to advancing the interests of its members through strategic advocacy initiatives that cover various sectors and topics. Our mission is to influence policy and regulatory environments to foster

a sustainable and competitive business landscape in the ASEAN region.

The overarching objective of the EU-ABC is to promote changes in policies, rules and regulations so that European businesses can more easily invest and develop their businesses in the region to the benefit of the local economies and populations as well as their own shareholders.

For more information, please visit www.eu-asean.eu.

EU-ABC MEMBERS

MNC MEMBERS

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here	HSBC	Japan Tobacco International	STORZ	KENYUE	LBEBW	LI-BL	L'OREAL GROUP	LUFTHANSA GROUP
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standard Chartered	Swift	Swiss Re	STMicroelectronics	Tetra Pak	TURKISH AIRLINES	WORLD GOLD COUNCIL	ZUELLIG PHARMA	
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www.eu-asean.eu



+65 6022 1798



info@eu-asean.eu



52 Boat Quay, L4,
Singapore 049841