



MONTHLY NEWSLETTER

Volume 4/Issue 11 - November 2018

Newsletter Contents:

- Leaders in EU-ASEAN: Johan de Villiers, ABB
- EU-ABC at Events
- EU-ABC Upcoming Events
- New EU-ABC Members: Danone, Zuellig Pharma
- News Coverage
- Partner News

LEADERS IN EU-ASEAN: An Interview Series



Johan de Villiers

Managing Director, ABB in Singapore and Southeast Asia

Could you share with us what motivated ABB to join the EU-ABC?

ABB has been active in the region for over 50 years – contributing to the growth and development of all the countries in Southeast Asia. The EU-ABC gives European companies such as ours a unique platform for dialogue with national governments and regional organisations on many issues relevant for sustainable and inclusive economic growth and investment in the Southeast Asia region.

Across Southeast Asia we see governments having to deal with rapid urbanization, energy transition and industrial transformation. Technology will be a key enabler and we advocate for that with governments. From energy-efficient technologies for smart buildings to those that provide clean electrical transportation, from enabling a secure power grid to improving leakage performance in the water networks, ABB is keen to share ideas to support the region's development together with other European companies.

We also see a great opportunity to work with like-minded companies to further raise levels of safety, integrity and good business practice to world-class standards across all of the Southeast Asian countries, thus enabling real sustainable economic growth. The EU-ABC also provides a strong platform for developing new partnerships.

Moving on to your day job, what does an average day look like for the Regional Head of ABB?

In Southeast Asia, there is no such thing as an average day in the office! Naturally, my priorities are our customers in the region, and I spend most of my time interacting with them and developing our relationships and business. I also engage our global businesses on projects, initiatives and issues to drive sustainable growth here.

Another good portion of my time is spent building teams and growing leadership – in a fast developing region like Southeast Asia we need to ensure that our people are equipped and ready and engaged. I aim to learn something new every day, and I intentionally spend some time reading to keep apace of developments.

Looking at ASEAN, where does ABB see the major opportunities and what are the more exciting projects?

With the energy and industrial revolutions in full swing, we see immense opportunities in utilities, transport, infrastructure and industries, across all Southeast Asian countries. McKinsey estimates that from 2016 through 2030, the world needs to invest about 3.8 percent of GDP, or an average of \$3.3 trillion a year, in economic infrastructure just to support expected rates of growth. Emerging economies including Southeast Asia account for some 60 percent of that need. However, current under-investment could hamper this growth and we need to find ways to accelerate infrastructure development.

When it comes to transportation there are many mega opportunities in airports, ports, and road, as well as the logistics industry. EV charging is a really exciting area for us – ABB is the world's largest supplier of EV fast charging infrastructure. We are working on a project with Volvo Buses together with Nanyang Technological University (NTU) in Singapore to provide Heavy Vehicle Chargers (HVC) for two autonomous electric buses, starting operations in 2019. You'll also be seeing our DC fast chargers on the streets of Singapore, Malaysia, Thailand and the Philippines.

What is one thing you make time for daily in your personal life?

My faith is important to me and I make time to be quiet as part of my daily routine. I exercise daily, mostly by finding time to cycle and time with my family is also key - we try to have dinner together as often as possible, without screens and devices.

Lastly, which CSR programme at ABB are you the most engaged or involved with?

I believe that CSR is actually an integral part of our day-to-day business and not a disconnected activity – most of our technologies are built to bring power and productivity for a better world. Education, inspiring a passion for engineering and technology in young people and access to electricity are all topics close to my heart, and we have a number of projects and initiatives running across the region.

Thanks for your time, Johan! Click [here](#) to read his full interview feature.

EU-ABC AT EVENTS



Above (from left): George Hollingberry, Minister of State for Trade Policy UK; Ho Meng Kit, CEO of SBF; Donald Kanak, EU-ABC Chairman; Dr Yuri Sato, Executive Vice President, JETRO; Ivan Polyakov, Chairman of the Russian-ASEAN Business Council; Damien Peter O'Connor, Minister of State for Trade and Export Growth; and, Alexander Feldman, President of US-ASEAN Business Council.

The ASEAN Business Investment Summit 2018 was held from 12-13 Nov, with EU-ABC Chairman, Donald Kanak, speaking on the **Joint Business Council Panel Discussion: Engage & Collaborate with ASEAN – Unravelling Vast Opportunities in the ASEAN Region.**

The session, moderated by Singapore Business Federation CEO, Ho Meng Kit, discussed opportunities for non-ASEAN companies to expand into the region by leveraging on benefits and opportunities present as ASEAN continues to present itself as an attractive region for trade and investment.



Alongside the main summit, the inaugural **EU-ASEAN Business Dialogue**, initiated by the ASEAN Business Advisory Council and the EU-



ASEAN Business Council, supported by the Enhanced Regional EU-ASEAN Dialogue Instrument (E-READI), was held to highlight the importance of eliminating non-tariff barriers (NTBs) faced in ASEAN.

Representatives from the ASEAN and European business community discussed and debated preliminary findings of a study on NTBs in the areas of agri-food and automotive, conducted by the Asian Trade Centre. Sitting on the panel were representatives from the Asia Pacific International Spirits & Wine Association (APISWA), P.T. Indomobil Suzuki International, Bosch and Industry Food Asia.



Clockwise from top: Co-ordinating Committee on Customs Meeting; EU-ABC Representatives with Kejpiroon Kate Kohsuwan, Deputy Director-General of Department of Trade Negotiations, Ministry of Commerce Thailand; EU-ABC Executive Director speaking on a panel at the ARISE+ Private Sector Round-Table Dialogue.

On 29 November, the EU-ABC attended the **ASEAN Co-ordinating Committee on Customs (CCC) Meeting** in Chiang Rai, Thailand, with member representatives from Bosch, LEGO and PMI, and also with US-ASEAN Business Council, speaking about increased collaboration with Customs authorities on preventing illicit trade in the region as well as modernising customs procedures, including simplifying procedures to help MSMEs.

Executive Director Chris Humphrey also represented the EU-ABC in an **ARISE+ private sector round-table dialogue** with various ASEAN trade officials on enhancing private sector dialogue on Non-Tariff Measures in Southeast Asia.

EU-ABC UPCOMING EVENTS



**Business Breakfast Briefing:
Investing in Myanmar and the new Wholesale & Retail Regulations**

Programme:

- 9.00 am - Registration and networking*
- 9.20 am - Opening remarks
- 9.30 am - Overview: Myanmar Business Outlook
- 9.50 am - 'Invest Myanmar Summit' presentation
- 10.00 am - Presentation by Alexander Bohusch,
Accredited Tax Practitioner and Attorney-at-law, Luther
- 10.40 am - Q&A discussion
- 11.00 am - End

In collaboration with the European Chamber of Commerce in Myanmar, our latest breakfast briefing will give a general overview of Myanmar's investment regime, with a focus on the changes introduced by the new Companies Law 2017 and the requirements for import and trading businesses.

****Breakfast will be provided and registration is free.***

[Register here](#)



EU-ABC Mission Trip to Indonesia

Details: 4-7 December

The EU-ABC will be sending a delegation to meet with Ministry officials in Indonesia next month.

Full list of meetings can be found [here](#).



EU-ABC Members Healthcare Group Discussion

Details: 20 December, 11-12pm (SGT)

Healthcare members, please email brenda.lee@eu-asean.eu to confirm your attendance. Find out more about EU-ABC Advocacy Groups [here](#).



Look ahead to 2019: ASEAN and Europe

Details: 10 January 2019, 5.00-7.30pm (SGT)

Speaker: H.E. Mr. Manopchai Vongphakdi
Ambassador-Designate of Thailand to Singapore

The EU-ABC will be having an event to mark the start of 2019 and Thailand's Chairmanship of ASEAN and Europe's ongoing support for the region. It will be followed by a networking session for EU-ABC members. More details to follow.

For sponsorship opportunities, please write to brenda.lee@eu-asean.eu

NEW EU-ABC MEMBERS



DANONE
ONE PLANET. ONE HEALTH

Dedicated to bringing health through food to as many people as possible, **Danone** is a leading global food & beverage company built Essential Dairy and Plant-Based Products, Waters, and Specialised Nutrition. Danone aims to inspire healthier and more sustainable eating and drinking practices, in line with our vision - One Planet. One Health- which reflects a strong belief that the health of people and the health of the planet are interconnected.

Danone commits to operating in an efficient and responsible manner to create and share sustainable value, and holds itself to the highest standards in doing business, as reflected by our ambition to become one of the first multinationals certified as B Corp. Danone generated sales of €24.7 billion in 2017. Our portfolio in Asia includes leading international brands (Aptamil, Nutricia, Nutrilon, evian, Activia among others) as well as strong local and regional brands (including Aqua, Mizone, SGM, Protinex and Dumex).



Zuellig Pharma is one of the largest healthcare services groups in Asia and our purpose is to make healthcare more accessible. We provide world-class distribution, digital and commercial services to support the growing healthcare needs in this region. The company was started almost a hundred years ago and has grown to become a US\$10 billion business covering 13 markets with over 10,000 employees. Our people serve over 320,000 medical facilities and work with over 1000 clients, including the top 10 pharmaceutical companies in the world.

More recently, we launched our Zuellig Health Solutions Innovation centre to develop new services and address some pressing healthcare needs in Asia. Since then, our teams have been focused on creating data, digital and disease management solutions, supporting patients with chronic conditions and helping payors manage healthcare costs.

View the full list of EU-ABC Members [here](#).

NEWS COVERAGE

THE ASEAN POST 

[Rosy road ahead for insurance markets](#)

PARTNER NEWS



The [SEA IPR SME Helpdesk](#) is an initiative of the European Commission aimed at supporting SMEs to protect their Intellectual Property Rights when expanding their horizons beyond EU borders. Any questions on IPR? Just ask!



The **ASEAN Customs Procedures and Trade Facilitation Working Group (CPTFWG)** is conducting a survey based on the provisions listed under the [World Trade Organization \(WTO\) Trade Facilitation Agreement \(TFA\)](#) to take stock of current trade facilitation measures from the perspective of the private sector, and thereafter to utilise the survey results to identify areas to further promote trade facilitation in the ASEAN region.

This survey will take about 20mins to complete and respondents may choose not to answer questions that are not applicable to their company's contexts.

[Participate in Survey](#)



Copyright © 2018 EU-ASEAN Business Council, All rights reserved.

Want to change how you receive these emails?
You can [update your preferences](#) or [unsubscribe from this list](#)



mailchimp