MONTHLY NEWSLETTER

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LEADERS IN EU-ASEAN: AN INTERVIEW SERIES

Dr. Colin D'Silva

Head of Communications and Government Affairs, Asia-Pacific region GlaxoSmithKline Consumer Healthcare

Hi Colin, please share with us some details of your role as the Head of Communications and Government Affairs at GSK.

As the Head of Communications and Government Affairs for GSK Consumer Healthcare Asia Pacific, I'm also a member of the Consumer Healthcare Asia Pacific leadership team. My role is to help achieve key business goals, and enhance the company's reputation across Asia Pacific, a region composed of 23 markets. My areas of responsibility include market execution of brand earned media, Corporate Communication, Reputation management, Issues management, Government Affairs, Advocacy and Internal engagement.

I provide Filippo Lanzi, Region Head of Consumer Healthcare, APAC and his leadership team with Communications/Corporate Affairs, Scientific Affairs, Government Affairs and Public Policy counsel and strategic advice. I also play an active role in building new stakeholder relationships which are leveraged via Advocacy and Credentialing programs to grow the business. I lead the development and execution of engaging Brand Communication strategies. I manage the external Public Policy and Government Affairs program in partnership with GSK's Pharmaceuticals and Vaccines businesses. I'm responsible for issues and crisis management and Internal Communications including employee engagement. Last but not least, I'm responsible for building functional capability and developing talent in APAC.

Is there a CSR programme within GSK that you particularly enjoy being a part of?
Yes, I'm really enjoying being part of the Smile Train CSR program. GSK Consumer Healthcare is proud

to partner with Smile Train, a world-leading charity which offers free, life-changing surgery and comprehensive cleft care to children with cleft lip and/or palate in more than 85 countries. Over the next 5 years, we will be providing Smile Train with valuable funding, support and expertise to help more children living with clefts lead full and productive lives. Cleft surgery can cost from as little as $250, but if left untreated, children will often struggle to eat, breathe and speak properly, leaving them isolated from communities and left with on-going health issues.

At GSK Consumer Healthcare, our passion is to build trusted brands and harness our scientific expertise and deep consumer insights to help meet the healthcare needs of people around the world, delivering on our purpose to help people do more, feel better and live longer. Together with Smile Train, we are united in our shared vision and commitment to transform lives, one smile at a time.

Any advice you would give someone who is thinking of a career in government relations?
Government Relations or Government Affairs is a very exciting, dynamic and challenging area. To make a career in this area, one needs to have a curious mind, an entrepreneurial spirit and be very good at networking and building collaborative relationships with various stakeholders. Also, one has to be very interested in and up-to-date on the economic, cultural and political trends and changes around the world. Lastly, one has to be a strategic thinker and learn how to work with the right partners in government to shape policy and influence legislation that will favour the company's business not only in the short-term, but also for the long-term.

Moving forward, what are some challenges and/or opportunities GSK might face specifically in the ASEAN region?
In Southeast Asia, the demand for healthcare is rising rapidly. Consumption across pain relief and oral healthcare products are growing faster than the categories by 2 to 3 times. The growth is attributed to the acceleration of population growth particularly in urban areas, rising incomes and increased prevalence of everyday ailments like cold, flu, fever, pain, oral health and skin conditions. If you look at the emerging middle class, the potential of this area is one of the biggest in the emerging markets.

In an engaged economy like Southeast Asia and with the convergence of the technology and healthcare ecosystems, opportunities are also emerging from new delivery channels and connected devices. Availability and access of our products to consumers are important. Many policies to get products approved and moved through the system make a very big difference to the growth of our categories. To that, the regulatory environment that supports access is important. In some of our emerging markets this can be challenging. Whenever we can accelerate policies that can help increase access and speed up the regulatory process, this will bode well for the wider consumer healthcare industry.

Thank you for your time, Dr. Colin! Read the rest of the interview series here.

EU-ABC PUBLICATION & MEDIA COVERAGE

Our annual flagship 2018 EU-ASEAN Business Sentiment Survey is now out!

European Business sentiment towards ASEAN remain strong and positive but with concerns over the slow pace of the ASEAN Economic Community and on FTAs between Europe and SEA.

Customs Procedures & Non-Tariff Barriers to trade were also cited by European Businesses as problems faced in the region. Check out more key findings here.

Get your copy of the full survey report at https://www.eu-asean.eu/publications or click on the cover on the left.

Press release can be found here.

MONEY FM 89.3 - Chris Humphrey, Executive Director, EU-ASEAN Business Council explains the latest findings from the EU-ASEAN Business Sentiment Survey 2018

EU firms in Asean see region as having greatest potential

But optimism level is down compared to 2017; many find current pace of economic integration too slow: survey

By Janice Heng
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Singapore

A GROWING majority of European firms in South-east Asia believe further Asean economic integration will be important to their business, with many finding the current pace too slow, the fourth EU-Asean Business Sentiment Survey has found.

Conducted by the EU-Asean Business Council, the survey found that European firms in the region were optimistic about prospects, though this was subdued compared to a year ago.

Of 338 respondents, 75 per cent expect to expand their levels of trade and investment in Asean over the next five years, down from 86 per cent the year before. Another 24 per cent expect to keep current levels.

As for profits in Asean, 72 per cent of firms expect these to rise in 2018, down marginally from 75 per cent in the previous survey.

More than half still see Asean as the world region with the greatest economic potential, with China coming in a distant second.

Said the business council's chairman Donald Kanak: "This year, our survey again shows European businesses' high optimism in the growth opportunities throughout the Asean region, and strong intentions to invest and expand employment."

More firms also see further Asean economic integration as important to their business: 85 per cent, up from seven in 10 previously.

Yet only 42 per cent feel that integration has made a positive impact on their business to date.

More than half believe the pace of Asean economic integration is too slow, while two-thirds think there are too many barriers to the efficient use of regional supply chains.

"Our survey shows clearly that European businesses want the AEC (Asean Economic Community) and see its benefits, but are becoming frustrated at the slow pace of implementation and the rising number of non-tariff barriers to trade," said the business council's executive director Chris Humphrey.

On the need to remove non-tariff barriers, the survey report warned that "further delays in delivering on this key area will only serve to dampen the enthusiasm of European firms in Asean".

The survey also found that interest in a free trade agreement (FTA) between the European Union and Asean has grown.

Almost three-quarters of respondents believe they are at a competitive disadvantage without such an FTA, up from 55 per cent a year before.

Most businesses across Asean markets feel that a region-to-region FTA would deliver more advantages than a series of bilateral FTAs.

And 98 per cent believe the EU should accelerate negotiations on FTAs with the Asean region, up from 94 per cent previously.

The Business Times - EU firms in Asean see region as having greatest potential

Lianhe Zaobao - 调查：99%欧企未来五年 会维持或加大亚细安贸易投资

EU-ABC EVENTS

EU-ASEAN Business Breakfast Briefing:
100 Days Post-Malaysia Elections

On the 31st of August, the EU-ABC hosted a seminar on the political developments including cabinet dynamics, domestic challenges as well as foreign affairs outlook, and also economic developments in terms of the current climate, economic priorities, and GST & SST, in the 100 days after the recent ground-breaking Malaysian elections.

The seminar was given by Mohamed Nawab Osman, Coordinator of the Malaysia Program at RSIS and Senior Advisor at Asia Group Advisors, and Faisal Nazrin is an associate with Asia Group Advisors in Malaysia. The presentation ended off with a Q&A session with discussion surrounding the automotive industry, halal regulations, digital economy and financial services.

ASIA GROUP ADVISORS

Asia Group Advisors is a strategic and investment advisory firm with offices and a network of partners across Southeast Asia Our clients include leading global companies, governments, associations, and foundations We help organizations identify and capture business opportunities and navigate complex regulatory, political, and economic issues through our on-the-ground presence and direct access, broad networks of relationships, tailored solutions, and hands-on implementation.

SIM

Venue Partner:
SIM Global Education (SIM GE) is the leading private educational institution in Singapore. It offers more than 80 academic programmes ranging from its own diploma and graduate diploma courses to Bachelor's and Master's programmes with top ranking and reputable universities from Australia, Europe, the United Kingdom and the United States. With an enrolment of about 19,000 full and part-time students and adult learners from over 40 countries with about 20% being full-time international students, SIM GE's holistic learning approach and culturally diverse learning environment aim to equip students with an all-rounded global education. Besides building competencies and skills needed to thrive in the real world, SIM GE also hones the soft skills of students through a wide range student life, career development and networking activities.

PARTNER NEWS

[50th ASEAN Economic Ministers' Meeting - Joint Media Statement]

SURVEY: [Public Consultation on the Sustainable Impact Assessments (SIA) in support of free trade agreement (FTA) / Comprehensive Economic Partnership Agreement (CEPA) negotiations between the European Union (EU) and the Republic of Indonesia]

[SWIFT explores Asia Pacific cross-border real-time payments]

[PECC: State of the Region Survey 2018] **(Deadline: 12 September)**

Bali Process on People Smuggling, Trafficking in Persons and Related Transnational Crime:
- [Acknowledge, Act, Advance Recommendations]
- [Co-Chairs' Statement]

UPCOMING EVENTS

2018 World Edition of Break the ceiling touch the sky®- the success and leadership summit for women®

Details: 10 September 2018; Shangri-La Hotel, Singapore

Singapore's number one forum for women leaders (and male leaders) from around the world to sharpen their skills, best practices and techniques for success, leadership and gender diversity.

The AVCJ Private Equity & Venture Forum - Philippines

Details: 10 October 2018; Fairmont Makati Hotel, Manila

The 4th Annual AVCJ Philippines Forum will feature a day of expert debates, keynote interviews and high-level networking. The content will focus on recent deals, market activity and the private equity market issues that have been making the headlines including the latest market trends, LP developments and fundraising opportunities.

International Greentech & Eco Products Exhibition & Conference Malaysia (IGEM)

Details: 17-20 October 2018, KL Convention Centre

Organized by the Malaysian Ministry of Energy, Green Technology and Water (KeTTHA), IGEM has established itself as South East Asia's largest trade event for green technologies and eco solutions. IGEM has generated over RM10 Billion in business leads, with the attendance of over 380,000 visitors from over 50 countries.

EU-Philippines Business Summit 2018

Details: 18 October, Solaire Resort Manila

The EU-Philippines Business Summit 2018 will be a celebration of EU-Philippine trade and investment ties and an opportunity for a constructive dialogue between key stakeholders, covering key sectors – Infrastructure, Retail, Environment, Healthcare, and Tax and Financial Services,

ASIFMA Annual Conference 2018: Developing Asia's Capital Markets

Details: 1-2 November 2018, Marina Mandarin, Singapore

This flagship annual event of ASIFMA is a high-level, industry-wide event, providing a unique opportunity for global and regional policy makers, senior regulators and industry representatives from both sell side and buy side to meet and discuss important issues impacting the development of Asia's capital markets.

ASEAN Business and Investment Summit (ABIS) 2018

Details: 12-13 November 2018, Sands Expo and Convention Centre, Singapore

The ABIS 2018 is ASEAN's premier annual business and investment event. It will be held in conjunction with the ASEAN Summit from 12th to 13th November 2018. ABIS 2018 will revolve around the theme of "Building Tomorrow, Connecting Today".

Asia Trade in the New Global Order

Details: 22 November 2018, Mandarin Oriental, Singapore

Asia Trade in the New Global Order will bring policymakers and business leaders together to share analysis and insights on emerging trends in the trading landscape. Latest programme and sponsorship packages available.

We are looking for a research intern to start from October 2018 for a 3-6 month internship with us! Find out more in the job description here or head on over to our career page!

Send applications to info@eu-asean.eu.

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