



MONTHLY NEWSLETTER

Volume 5/Issue 7 - July 2019

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LEADERS IN EU-ASEAN: An Interview Series



Nadim Hasbani

Director of External Affairs, South and South East Asia, Philip Morris International

What does a day in the office of PMI's Director of External Affairs, South and South East Asia look like?

No day is like the other. I travel the region from Pakistan to the Philippines to Vietnam, learning from and advising our markets and ensuring a coherent regional strategy. The diversity of the region makes it challenging but interesting above all. A regular day will most likely be meetings with our local teams, their stakeholders and business partners to discuss our smoke free future plans. The vast majority of PMI's resources have been redirected to launching new Reduced Risk Products and almost every discussion I have is about innovation, product technology and the company's transformation away from combustible cigarettes - which we would like to one day stop selling.

What key issue do you face in the regulatory environment of ASEAN?

Like with most other multinational companies, introducing new technologies cannot happen without a cooperation between the private sector and regulators. Our biggest issue in ASEAN is the reluctance of some regulators to thoroughly study the extensive science behind our new smoke free products and get them to steer away from anti-tobacco ideology. There is a real need to understand why and how technology and scientific advancement is allowing to deliver nicotine to adult smokers in a much less harmful way. PMI is undergoing a tremendous transformation – I don't think I've seen anything like it. I believe the change is so big, some regulators have difficulty believing it and are not open to learning about it. Technology can bring change, including to an old established company. We have invested over 6 billion USD in research and development. No company in its right mind would invest so much money if the product benefits to adult consumers were not substantial. We are asking regulators to look, away from dogma, at the scientific evidence and objective facts that do not lie.

How is PMI advocating for and contributing to the positive impact on public health?

PMI wants to *#unsmoke* the world. We are committed to a smoke free future with new non-combustible tobacco products and nicotine delivery products which would replace cigarettes. As proof to that commitment, we are shutting down cigarette factories worldwide and opening reduced risk products ones. After a multi years thorough review of our scientific evidence, the United States Food and Drug Authority (FDA) has approved last month one of our RRP products for sale in the United States deemed "appropriate for the protection of public health".

In Asia, Reduced Risk Products proved remarkably successful in markets like Japan, Korea and Malaysia. Japan is likely to become one of the first smoke free country in the world thanks to the millions of smokers who switched entirely from cigarettes smoking to smokeless products. No anti-smoking measure in history has ever reduced the number of smokers at such a rate.

How has the digital era transformed the way PMI does business?

It is very simple; new smoke free product sales to adult smokers cannot be limited to how cigarettes are sold. Online sales, e-commerce, connectivity, post-sales services are all necessary day to day tools for successful product launch and to reach out to adult smokers. We believe cigarette consumers have the right to information and knowledge about better alternatives and should be given the choice to have a healthier life. Communicating the benefits of this switch is key to achieve a smoke free world.

Could you share with us one important thing you've learnt throughout the course of your notable career?

The best teams that produce the best results and the most innovative ideas derive primarily from diversity. At PMI we are lucky to work in an environment that is inclusive from a cultural, racial, age and gender perspective. The more my teams were diverse, the more fun and satisfying work was.

Thank you for your time, Nadim! View the full list of interviews [here](#).

LATEST UPDATES



15th ASEAN Trade Facilitation Joint Consultative Committee Meeting 10-11 July | Bangkok, Thailand

The EU-ABC, together with the US-ASEAN Business Council and ASEAN Business Advisory Council, as the Joint Business Councils attended the 15th ASEAN Trade Facilitation Joint Consultative Committee Meeting in Bangkok. The discussion covered the ASEAN Low Value Shipment Programme, the recent Non-Tariff Barriers in ASEAN Report, ASSIST Portal, ASEAN and National Trade Repositories and ASEAN Seamless Trade Facilitation Indicators (ASTFI).



14th ASEAN Coordinating Committee on Electronic Commerce 14-15 July | Bangkok, Thailand

The Joint Business Councils attended for the first time the ASEAN Coordinating Committee on Electronic Commerce (ACCEC) Meeting, for formal consultations of the private sector, surrounding key issues such as data localisation, privacy laws, logistics for E-Commerce, cross-border payments. The JBC looks to continue working closely with the ASEAN Secretariat and ASEAN Member States to develop the digital economy in ASEAN.

EU-ABC Country Update: Malaysia Pakatan Harapan: One Year On | 25 July, Thursday



This month's EU-ABC country update entitled "Pakatan Harapan: One Year On" was presented by Asia Group Advisor's Malaysia Country Representative, Amara Buyse, followed by Senior Advisor, Nawab Osman. The speakers presented on key economic and political developments since PH's victory during the GE14 2018. The discussion and analysis revolved around the current government's focus and priorities thus far, and also challenges and implications that remain moving forward based on both domestic and foreign policies. For more information on such business seminars, click [here](#).

Supporting Partners



UPCOMING EVENTS





ASEAN·EU
BUSINESS SUMMIT
9 SEPTEMBER 2019 BANGKOK, THAILAND

Organising Partners
EU-ASEAN BUSINESS COUNCIL **EABC**
The European Business Centre in ASEAN

THE ASEAN OPPORTUNITY: ACHIEVING A PROSPEROUS, SECURE AND SUSTAINABLE FUTURE

ASEAN-EU BUSINESS SUMMIT 2019
9 September 2019, 1pm-6pm | The Okura Prestige Hotel Bangkok, Thailand

The ASEAN-EU Business Summit is back for its 7th edition slated to be held in Bangkok, Thailand in September 2019, alongside the ASEAN Economic Ministers meeting. This year's edition follows on from a highly successful run in Singapore 2018 during their ASEAN Chairmanship, graced by 5 ASEAN Ministers, the EU Trade Commissioner and prominent business leaders who spoke at the event attended by 400 high-level delegates.

Building A Sustainable Digital Economy In ASEAN
Whilst ASEAN continues to grapple with economic integration, the region and its citizens are looking ahead to an increasingly digital world and the changes that the fourth industrial revolution will bring. This panel will address the building blocks needed to achieve a thriving digital economy, including payment systems, data flows, digital infrastructure, digitisation of industry, and human capital development.

Financing ASEAN's future
The multi-trillion dollar infrastructure spending requirements for ASEAN are well documented. What is less well known is that ASEAN is also facing an aging problem over the next few decades meaning increased costs for healthcare, pensions etc. How to finance all of these needs, and do so sustainably and support sustainable investment in the region will be the focus of this panel.

Find out more details at www.asean-eu-summit.org

Book your tickets now



MISSION TRIP TO VIETNAM

18-19 September | Hanoi, Vietnam

The EU-ASEAN Business Council is organising a mission trip to Vietnam to meet with the following Ministries and organisations:

- The Office of the Government (OOG)
- General Department of Vietnam Customs
- Ministry of Industry and Trade (MOIT)
- Ministry of Planning and Investment (MPI)
- Ministry of Science and Technology (MOST)
- Ministry of Finance (MOF)
- Ministry of Transport (MOT)
- Ministry of Agriculture and Rural Development (MARD)
- Ministry of Health (MOH)
- State Bank of Vietnam (SBV)

Members, please indicate your interest to attend at info@eu-asean.eu.

- EU-ABC MNC Members have free access to **three trips per annum**. It will be chargeable from the fourth mission trip of the year onwards at **SG\$2,500**.
- Associate members will be charged **SG\$1,250** per mission trip.
- Non-member companies who wish to join the delegation **MUST** qualify for EU-ABC [membership](#) to attend at a charge of **SG\$2,500**.
- Number of delegates per company will be limited to **3 persons** (individual meeting capacity subject to availability based on respective ministries).

IN THE NEWS



- [CropLife Asia Calls on Region Stakeholders to Work Together](#)
- [ASEAN continues to promote trade facilitation](#)
- [Con số giật mình: Châu Á có hơn 500 triệu người thiếu đói](#)
- [สภาธุรกิจร่วมอาเซียนถกอำนาจความสะดวกทางการค้า 'ATF-JCC' มั่นใจลดต้นทุนการค้าได้ 10% ในปี '63](#)
- [Vai trò của các biện pháp phi thuế quan trong AEC 2025](#)
- [EU-ASEAN Business Council calls for digital focus, policy change](#)
- [EU-ASEAN Rilis Makalah Kedua Tentang Rekomendasi Kebijakan Ekonomi Digital ASEAN](#)
- [Non-tariff barriers hurdle for Asean community targets](#)
- [Vietnam promotes public-private cooperation on safe food guarantee](#)
- [EU-ABC kêu gọi đẩy mạnh việc xây dựng nền kinh tế kỹ thuật số ở Đông Nam Á](#)
- [Hợp tác công tư Đông Nam á về thực phẩm an toàn, dinh dưỡng](#)
- [Relatório sobre o setor da saúde na ASEAN](#)
- [EU-ABC dan Asean BAC Serukan Tindakan Lebih Cepat Tentang Penghapusan Hambatan Non-Tarif](#)
- [ASEAN urged fund health care to minimize out-of-pocket spending](#)
- [EU-Asean Business Council pushes for more accessible healthcare](#)
- [លោក គុណ ញឹម ស្នើគយអាស៊ានយកចិត្តទុកដាក់ទប់ស្កាត់ការរត់ពន្ធភាគសំណល់ផ្លាស្ទិកពីប្រទេសអភិវឌ្ឍន៍ មកកាន់អាស៊ាន \(Video inside\)](#)

ADVERTISING OPPORTUNITIES



The EU-ASEAN Business Sentiment Survey is the EU-ABC's annual flagship publication which surveys the outlook of European businesses in the region. This annual report is presented to Ministers and government officials during various high-level dialogues and meetings attended throughout the year. The EU-ABC also distributes copies to prominent business and industry leaders in the Membership, alongside journalists that facilitate wide media coverage all across Southeast Asia and the APAC region. Our 2017 report garnered over 20 million views online, was quoted by various Ministers in keynote speeches, media interviews and featured in print on the Business Times.

Secure your advertising slot at the attractive rates below by emailing brenda.lee@eu-asean.eu.
Deadline for application: 31st July 2019

Advertising options	Price (SGD)
A3 Advertorial (centre-spread)	2,000
A4 Full-Page (inside front cover)	1,800
A4 Full-Page (outside back cover) – BOOKED –	1,800
A4 Full-Page (inside back cover)	1,500
A4 Full-Page (within booklet)	1,000
A5 Half-Page (within booklet)	500

PARTNER EVENTS

LogiSYM
IN COLLABORATION WITH
Asia Business Trade Association

Seizing Trade Opportunities in an Uncertain World

Trade continues to dominate news headlines, with changes taking place daily. The complexity can seem overwhelming to companies trying to make sense of what seems like a suddenly threatening environment. Firms that understand the new global and regional landscape are better prepared and positioned to find new opportunities for growth.

This one-day workshop will help prepare you better to seize these prospects to find new markets or exploit existing networks.

Seizing Trade Opportunities in an Uncertain World

1 August, Singapore

Firms that understand the new global and regional landscape are better prepared and positioned to find new opportunities for growth. This one-day workshop will help prepare you better to seize these prospects to find new markets or exploit existing networks.

EU-ABC members' rate: S\$700
[Application form](#)

HOUSE OF ROSE PROFESSIONAL

Break the Ceiling Touch the Sky® 2019

The Success and Leadership Summit for Women®
September 2, 2019 | Shangri La, Singapore

WORLD EDITION

Break the Ceiling, Touch the Sky 2019

2nd September, Singapore

The EU-ASEAN Business Council is one of a few prestigious **industry partners** to the summit and members are eligible for **industry/network preferential rates** for the summit which includes free entry to the evening cocktails and Leonie awards.

More details [here](#).

The Global Borrowers and Investors Forum - Asia

3 September, Singapore

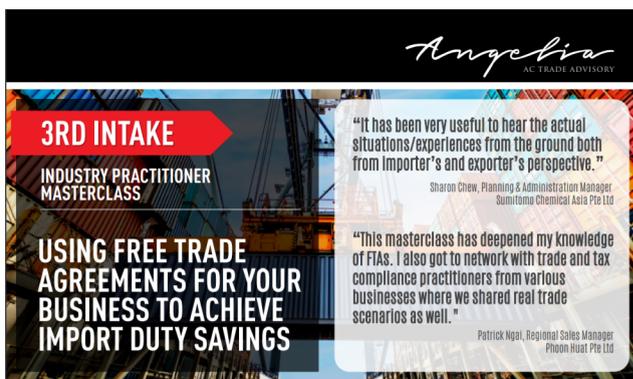


Bringing together over 500 of the region's biggest investors, issuers and arrangers, this one day forum is now recognized as the key place to do business for those in fixed income who work in, or with, the Asia Pacific region. Over 60% of the 2018 audience represented fixed income investors, corporate borrowers and regional government representatives. [Register](#).



IP Key SEA-EU Business Talks
11 September, Bangkok

The **EU Business Talks** is one of the initiatives of IP Key South-East Asia (SEA) intended to ensure that the Project is attuned to, and continues to meet, the needs of EU businesses operating in the SEA countries. Find out more [here](#) or register for the event using this [form](#).



Using Free Trade Agreements For Your Business To Achieve Import Duty Savings
18-19 September, Singapore

For executives and professionals who are interested to make sense of the technical jargon of free trade agreements and actually use free trade agreements in their business contexts to achieve import customs duty savings.

Clients and Alliance Partners:
S\$1,300 (EU-ABC)



International Greentech & Eco Products Exhibition & Conference Malaysia (IGEM) 2019

Organised by the Ministry of Energy, Science, Technology, Environment & Climate Change (MESTECC), Igem has established itself as South East Asia's largest trade event for green technologies and eco solutions.

Download the [event brochure](#).



ASIFMA Annual Conference 2019: Developing Asia's Capital Markets

ASIFMA is pleased to present our flagship event ASIFMA Annual Conference 2019: Developing Asia's Capital Markets in conjunction with the EU-Asia Financial Services Dialogue and Dinner on 10-11 October 2019 in Tokyo, Japan.

Regulators, institutional investors and corporate treasurers may submit an [application](#) to ASIFMA for a complimentary pass.

