

RESPOND TO THE EU-ASEAN BUSINESS SENTIMENT SURVEY



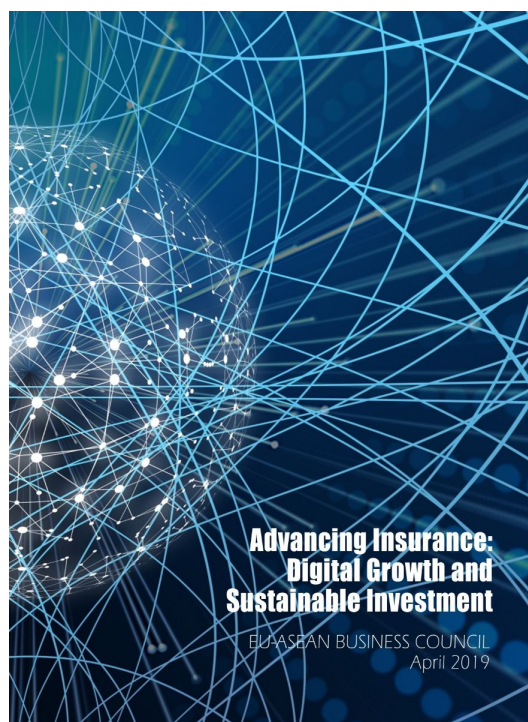
MONTHLY NEWSLETTER

Volume 5/Issue 4 - April 2019

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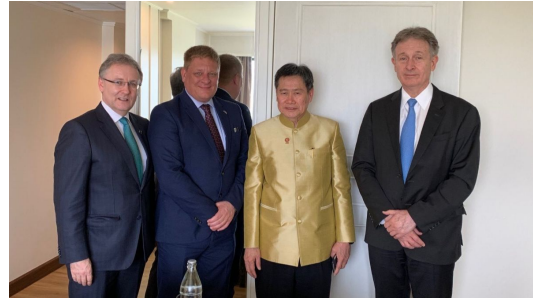
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NEW ADVOCACY PUBLICATIONS



The EU-ABC this month published two new advocacy papers. The first, in line with ASEAN's 2019 theme of "Advancing Partnership for Sustainability", the "Trade Facilitation and its role in growing economies and helping SMEs" report focuses on the progress made in ASEAN in facilitating more trade and investment within ASEAN. It also shows how the region needs to move faster on issues such as removal of non-tariff barriers to trade, and simplifying customs procedures, if it is to achieve its aims of lower of the cost of trade transaction and doubling intra-ASEAN trade.

The second paper is an insurance sector report on digital growth and sustainable development entitled, "Advancing Insurance: Digital Growth & Sustainable Development" that was presented to the ASEAN Finance Ministers and Central Bank Governors at their meeting in Chiang Rai, Thailand (below), for a regular dialogue session aimed at exchanging information and ideas on how the private sector can play a greater role in helping the region achieve its objectives of sustainable and equitable economic development.



The EU-ABC informed the Ministers and Governors of its overall theme for 2019 of “helping ASEAN achieve a safer, healthier and more prosperous future” and also made several key policy recommendations in that regard. The EU-ABC suggested ways in which ASEAN could advance the use of sustainable finance tools to help the region meet global sustainability development goals whilst maintaining or enhancing regional growth rates; help plug the infrastructure finance gap in Southeast Asia; and, provide more equitable access to financial services and trade and investment across the region.

Find the full list of EU-ABC publications [here](#).

THAI ELECTIONS SEMINAR





Earlier this month, the EU-ABC held a business seminar entitled 'Thailand: A New Era in Thai Politics' with [Vriens & Partners](#) providing an insightful update on the election outcome and its implications for Thailand's policy environment in the years ahead. Many thanks to V&P's Thailand Country Director Daniel Henderson and Senior Associate Punyaphan Klykoom for briefing the members, and [Duff & Phelps](#) for hosting the event.

LEADERS IN EU-ASEAN: An Interview Series



KARIN JAGER

Asia-Pacific Regional Director for
Government and Public Affairs, Novartis

Could you share with us the path that led you here in your career today?

I really enjoyed working for the Ministry of Foreign Affairs, but after 15 odd years in the diplomatic service of the Netherlands, I believe it was time for a change. I contemplated for a while what I wanted to do next, in what type of job I could have an added value and have a purpose, and in which industry or sector I would prefer to work. Several options passed by thoughts, for example applying for an international NGO or the United Nations. Industry sectors I considered were energy, healthcare, water management and finance. It ended up being healthcare.

Which recent projects or partnerships at Novartis have you been the most excited about?

There are quite a few I could mention, but I'll focus on a partnership-in-progress: We are currently working on a multipartner public private partnership to address certain gaps in the primary healthcare services at the community level in Vietnam. Urban hospitals are overcrowded in Vietnam, while the community healthcare centers are underutilized. We wish to find out why that is and offer solutions in collaboration with (a.o.) the Ministry of Health.

What is the current most pressing challenge you are facing in the region as Regional Director for Government & Public Affairs?

One of the biggest challenges for our industry (but not a recent one) is how to shift the Government's mindset in understanding better that healthcare is not an economic drag or a "debit" for the broader economy and for economic growth, but rather that expenditures in health is one of the "great equalizer*". Particularly for emerging economies where access to basic health services is often sparse, this allows for a more solid basis to pursue their economic goals. Governments should consider a long-term view with regard to their health care system, like they do when they finance infrastructure investments. It's quite possible that the ROI on long-term and quality health care services would be higher than that of roads.

Another more recent challenge in the region lies around the recognition of IP: as an industry for innovative medicines we should highlight better how a strong IP law and regulations supports economic development of a country. Governments all over the world are looking for ways to improve their economies, help their citizens and build national capabilities in many areas of technology, information and culture. IP protection benefits the economy in terms of GDP, employment, tax revenues and strategic importance. Effective IPR increases funding for R&D and other innovation and IPR helps small and medium enterprises, as well as consumers and society at large.

**quote from David Lipton, IMF*

Lastly, do you have any advice for aspiring public affairs executives reading this?

- 1) Always follow-up and deliver what you promised;
- 2) Build your network, and maintain it;
- 3) Continue to practice your writing and communication skills;
- 4) Understand the business needs & adapt your priorities to them;
- 5) Don't underestimate the value of a great company reputation and what it takes to rebuild it.

EU-ABC UPCOMING EVENTS



Cambodia Mission Trip

Date: 29-30 May 2019

Fees

Full Members: Free-of-Charge*

Associate Members: SG\$1,250

Non-Member Companies^: SG\$2,500

**EU-ABC Full Members can attend up to 3 mission trips per year for free; 4th mission trip onwards will be charged at S\$2,500 per organisation.*

^European companies that would ordinarily qualify for EU-ABC membership.

Please indicate your interest at info@eu-asean.eu by 3rd May, Friday.



6th Annual General Meeting & Gala Dinner

Date: 28 June, Friday | Venue: Four Seasons Hotel, Singapore

Guest-of-Honour: H.E. S. Iswaran, Minister-in-charge of Trade Relations and Minister for Communications and Information, Singapore

Programme

4.00pm - Annual General Meeting (Members)

6.00pm - Cocktail Reception

7.00pm - Gala Dinner

9.30pm - End

Members: SGD150 (Table of 10: SGD1,380)

Guests: SGD180 (Table of 10: SGD1,680)

Sponsorship packages still available [here](#).

Contact brenda.lee@eu-asean.eu for table bookings or enquiries.

Reserve your seats

With the continued support of the following sponsors:

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NEW EU-ABC MEMBER



Headquartered in Basel, Switzerland, Roche is a global pioneer in pharmaceuticals and diagnostics focused on advancing science to improve people's lives. Roche is the world leader in in vitro diagnostics and tissue based cancer diagnostics, and a frontrunner in diabetes management. Roche Diagnostics offers the industry's broadest range of tests focusing on all major disease areas including oncology; cardiology & metabolism; infectious diseases; inflammatory and autoimmune diseases; women's health and critical care. Founded in 1896, Roche has been making important contributions to global health for more than a century. Roche Diagnostics has had a presence in Asia Pacific for 40 years and has over 5000 employees in Asia Pacific. For more information, please visit www.roche.com.

ADVERTISING OPPORTUNITIES



Have you participated in the 2019 EU-ASEAN Business Sentiment Survey?

Extend your reach to customers by advertising your business in this pertinent publication, freely distributed to Ministers, ASEAN and EU Officials, European Business Leaders and all partners.

Competitive advertising rates as follows:

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



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