



ASEAN·EU BUSINESS SUMMIT

10 MARCH 2017 MANILA, PHILIPPINES

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PRESS CONFERENCE AGENDA

11:00 AM - 1:30 AM | 22 FEBRUARY 2017
MAKATI A FUNCTION ROOM, MAKATI SHANGRI-LA

10:30 AM	Registration
11:00 AM	Welcome Remarks - Florian Gottein, Executive Director, ECCP <i>A brief background on the ECCP and the ASEAN-EU Business Summit, current challenges and opportunities in the Philippines for EU businesses in light of recent economic and political movements, and the importance of this year's summit in relation to this</i>
11:05 AM	Franz Jessen, EU Ambassador to the Philippines <i>Strengthening Trade Relations and between the Philippines, EU, and the ASEAN with updates on the FTA negotiations and GSP+</i>
11:10 AM	Chris Humphrey, Executive Director, EU-ABC <i>A brief background on the EU-ABC, its current activities and initiatives, and role in support of this year's summit</i>
11:15 AM	Joey Concepcion, ASEAN-BAC <i>The role of the Philippines as chair of the ASEAN for 2017 in improving business and trade relations of the Philippines and the ASEAN with the EU</i>
11:20 AM	Panel Discussion / Open Forum <i>Moderated by Florian Gottein</i>
12:00 NN	Lunch
1:30 PM	End



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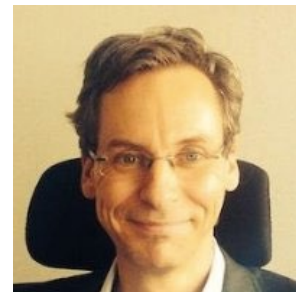
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ASEAN-EU BUSINESS SUMMIT 2017 PRESS HANDOUT SUMMARY OF SPEAKERS

EU DELEGATION

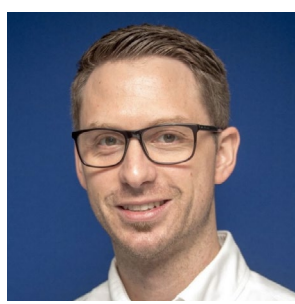


H.E. Ambassador Franz Jessen
*EU-Ambassador to the Philippines
and Head of Delegation*



Walter Van Hattum
*Head of Economic and Trade Section,
EU Delegation to the Philippines*

EUROPEAN CHAMBER OF COMMERCE OF THE PHILIPPINES (ECCP)



Florian Gottein
Executive Director

EU-ASEAN BUSINESS COUNCIL (EU-ABC)



Chris Humphrey
Executive Director

ASEAN BUSINESS ADVISORY COUNCIL (ASEAN BAC)



Joey Concepcion
Chair

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ABOUT THE ORGANIZERS



ABOUT THE EUROPEAN CHAMBER OF COMMERCE OF THE PHILIPPINES

The European Chamber of Commerce of the Philippines (ECCP) is a bilateral foreign chamber that promotes European interests in the Philippines and vice versa. With over 800 members, the ECCP offers a strong business network that holds great potential in translating to tangible business opportunities. It is a unique organization that offers membership as well as professional business services to members and clients. The chamber aims to foster close economic ties and business relations between the Philippines and Europe.

For more information on the ECCP, visit eccp.com

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ABOUT THE EU-ASEAN BUSINESS COUNCIL

The EU-ASEAN Business Council (EU-ABC) is the primary voice for European Business within the ASEAN region, formally recognised as such by the European Commission and the ASEAN Secretariat. Established to help promote the interests of European businesses operating within ASEAN and to advocate for changes in trade and investment policies and regulations, the EU-ABC raises the profile of European businesses in the region through formal events and high-profile dialogues.

For more information on the EU-ABC, visit www.eu-asean.eu

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ASEAN-BAC

ABOUT THE ASEAN BUSINESS ADVISORY COUNCIL

The ASEAN BAC was formed following decision of the ASEAN Leaders at the 7th ASEAN Summit and launched in April 2003, with the mandate to provide private sector feedback and guidance to boost ASEAN's efforts towards economic integration. It aims to provide private sector feedback on the implementation of ASEAN Economic Cooperation and identify priority areas for consideration of the Leaders. ASEAN BAC members are appointed by the Ministers in-charge and is comprised of high-level CEOs of companies from each member country. Each country is represented by a maximum of 3 members, with one representing the interest of small and medium sized enterprises

For more information on the ASEAN BAC, visit www.asean-bac.org

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FAST FACTS ON THE ASEAN-EU BUSINESS SUMMIT 2017

- ★ Date: March 10, 2017
- ★ Venue: Conrad Hotel, Manila
- ★ Theme: Celebrating 50 Years of ASEAN and 40 Years of EU-ASEAN Diplomatic Ties
- ★ Objectives:
 - ★ To further establish a strong business presence
 - ★ To send a signal to both the Philippine Government and to the European Commission that industry takes trade developments very seriously
- ★ Organizers:
 - ★ European Chamber of Commerce of the Philippines (ECCP)
 - ★ EU-ASEAN Business Council (EU-ABC)
 - ★ ASEAN Business Advisory Council (ASEAN BAC)
- ★ With Support from the EU-Philippines Business Network
- ★ Co-funded by the European Union
- ★ Sponsors:
 - ★ Platinum: Pru Life UK
 - ★ Silver: JTI
 - ★ Bronze: SWIFT
 - ★ Audio Sponsor: Bosch
 - ★ Logistics Partner: DHL
 - ★ Supporting Partner: Invest KL Malaysia
- ★ Format: Key note addresses from high ranking officials and panel sessions composed of regional and local heads of multinational corporations and representatives from regional and local government
- ★ Audience
 - ★ European Commission
 - ★ ASEAN Trade Ministers
 - ★ EU Delegation to the Philippines
 - ★ Philippine government
 - ★ Local and regional heads of multinational corporations and businesses with local, regional, or European interests
 - ★ Non-government organizations including representatives from the international community and academe

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10 MARCH 2017 MANILA, PHILIPPINES



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ASEAN-EU BUSINESS SUMMIT 2017 AGENDA

8:30 AM - 6:00 PM | 10 MARCH 2017
CONRAD HOTEL, MANILA

8:30 AM	Registrations
10:00 AM	Welcome Remarks - Guenter Taus, President, ECCP
10:10 AM	Opening Remarks - Franz Jessen, EU Ambassador to the Philippines
10:20 AM	Opening Address - Amando Tetangco Jr., Governor, Central Bank of the Philippines
10:35 AM	Keynote Address - Antonio De Rosas, President & CEO, Pru Life UK
10:50 AM - 11:50 AM	<p>Plenary Session 1: <i>Financing ASEAN's Prosperity: Sustaining Economic Development and Protecting It</i></p> <p>Moderator: <i>Andrew Naylor, World Gold Council</i></p> <p>Panelists: <ul style="list-style-type: none"> - Michael Gallagher, Chief Operating Officer, Aon Risk Solutions, Asia - Michael Moon, Head of Payments Markets, SWIFT Asia Pacific - Harish Venkatesan, Head, International Subsidiaries, HSBC - Marc Dragon, CEO, Y3 Technologies </p>
11:55 AM	<p>Key Note Address – Martin Hayes, President, Robert Bosch SE Asia</p> <p><i>"Paving the way towards safe mobility in ASEAN"</i></p>
12:05 PM - 12: 50 PM	<p>Plenary Session 2: <i>Developing a World Class Automotive Industry in ASEAN and Enhancing Road Safety</i></p> <p>Moderator: <i>Cathy Yang, Anchor, ABS-CBN News Channel (ANC)</i></p> <p>Panelists: <ul style="list-style-type: none"> - Martin Hayes, President, Robert Bosch SEA - Axel Pannes, MD, BMW Group Asia - Segsarn Trai-Ukos, Country Director, Thailand, Michelin - Khairil Anwar Aabu Kassim, ASEAN NCAP Secretary General </p>
12:50 PM	Lunch
1:35 PM - 2:20 PM	<p>Plenary Session 3: <i>CSR & Role of Business in Achieving Sustainable Development</i></p> <p>Moderator: Jason Collins, European Australian Business Council</p> <p>Panelists: <ul style="list-style-type: none"> - Marc Fancy, ED, Prudence Foundation - Felicitas Agoncillo-Reyes, Assistant Secretary on Board of Investments, Department of Trade & Industry, Philippines - Rachel Fleishman, Head, Advocacy & Sustainability Communications, BASF - Daniel Koch, Managing Director of Covestro Thailand Co. Ltd. </p>

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	<p>Plenary Session 4: <i>Making ASEAN More Competitive – Tackling NTBs and Boosting Regional Trade</i></p> <p>Moderator: <i>Paolo Vergano, Founding Partner, FratiniVergano – European Lawyers & ASEAN Secretariat Advisor</i></p> <p>Panelists: <ul style="list-style-type: none"> - Graeme Harlow, Managing Director, Southeast Asia, Diageo - Carl Schelfhaut, Chief of Staff, DHL eCommerce Asia Pacific; Head of Disaster Preparedness & Response Asia Pacific DPDHL Group - Dr. Lili Yan Ing, Economist, Economic Research Institute for ASEAN and East Asia (ERIA) - Noel Bonoan, Vice Chairman & COO, KPMG R.G. Manabat & Co., Philippines - Phye Keat, President of the ASEAN Intellectual Property Association - Hon. Anna Maria Rosario Robeniol, Assistant Secretary for Trade and Policy Negotiations, Department of Trade and Industry (Invited) </p>
2:25 PM - 3:15 PM	
3:15 PM	Coffee Break
3:30 PM	Key Note Address - Commissioner Cecilia Malmström, European Trade Commissioner
3:45 PM	Key Note Speech - Secretary Ramon Lopez, Department of Trade & Industry of the Philippines
4:00 PM - 4:10 PM	Q&A Session with Commissioner Malmström & Secretary Lopez
	<p>Plenary Panel 5: <i>The AEC – How Can Governments & Business Work Better Together – Bringing Economic Prosperity to All – Selling the AEC</i></p> <p>Moderator: <i>Eduardo Pedrosa, Executive Director, Pacific Economic Co-operation Council</i></p> <p>Panelists: <ul style="list-style-type: none"> - Tan Sri Datuk Dr Rebecca Fatima Sta. Maria, Senior Policy Fellow, Economic Research Institute for ASEAN and East Asia (ERIA) - Joey Concepcion III, CEO, RFM Corp. & Chairman, ASEAN BAC - Lê Lng Minh, ASEAN Secretary General (Invited) - Donald Kanak, Chairman of EU-ABC </p>
4:15 PM - 5:00 PM	
	<p>Special Ministerial Panel – Reflecting on the Day's Discussions Presentation on the Panel Discussions and Moderator: <i>Tony Abad, CEO, TradeAdvisors and Bloomberg TV Anchor</i></p>
5:05 PM - 5:40 PM	<p>Panelists: <ul style="list-style-type: none"> - Secretary Ramon M. Lopez, Trade & Industry of the Philippines - Enggartiasto Lukita, Minister of Trade, Indonesia (Invited) - YB Dato' Sri Mustapa Mohamed, Minister of International Trade and Industry, Malaysia </p>
5:45 PM	Closing Keynote Address - H.E. Francisco Fontan, EU Ambassador to the ASEAN
5:55 PM	Closing Remarks - Donald Kanak, Chairman, EU-ABC
6:00 PM	End



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PRESS RELEASE

MANILA HOSTS 2017 ASEAN-EU BUSINESS SUMMIT

*SUMMIT COINCIDES WITH 40TH YEAR OF ASEAN-EU RELATIONS;
50TH YEAR OF ASEAN*

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The Philippines is all set to host the upcoming 2017 ASEAN-EU Business Summit happening on March 10 at The Conrad Manila in Pasay City. This is the country's first big business event following its appointment to the ASEAN Chairmanship in September of last year. The fifth staging of the ASEAN-EU Business Summit coincides with the momentous occasion of the 50th Anniversary of the Association of South East Asian Nations (ASEAN) and the 40th Anniversary of the ASEAN-EU relations. 2017 also serves as a banner year thanks to the on-going negotiations for EU-Philippines Free Trade Agreement (FTA).

This year's Business Summit aims to establish an even stronger relationship between the European Union and ASEAN, as well as strengthen the existing trade partnerships between the Philippines and the European Union. Since its inception in Indonesia in 2011, the Business Summit has become a formidable platform for business leaders, thought-leaders and policy makers to interact and discuss the key business and trade issues between the two regions.

SILVER SPONSOR:



At the forefront of this year's ASEAN-EU Business Summit is a distinguished panel of notable names, led by EU Trade Commissioner, Cecilia Malmström, DTI Secretary Ramon Lopez, ASEAN Secretary General Le Luong Minh, EU Ambassador to the Philippines Franz Jessen, BSP Governor Amando Tentangco Jr. and several other ASEAN Trade Ministers, together with some of the notable names in business, trade and government from around the ASEAN region.

BRONZE SPONSOR:



The Summit will consist of a number of panel discussions focused on diverse topics such as finance in ASEAN, sustainable economic development and boosting regional trade. Topics that will be discussed during the summit include Financing the ASEAN's prosperity: Sustaining economic development and protecting it; Developing a world class automotive industry in the ASEAN and enhancing road safety; CSR and role of business in achieving sustainable development; Making the ASEAN more competitive - tackling NTBs and boosting regional trade; and The AEC - How can governments and businesses work together in bringing economic prosperity to all.

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The 2017 ASEAN- EU Business Summit is jointly organized by the EU-ASEAN Business Council, the European Chamber of Commerce of the Philippines (ECCP) and the ASEAN Business Advisory Council (ASEAN-BAC), with the support of the EU-Philippines Business Network and co-funding from the European Union. The summit is expected to gather over 200 attendees representing EU and ASEAN countries, local and regional heads of multinational corporations and businesses and NGOs for the Summit.

LOGISTICS PARTNER:



Speaking at the public launch of the Summit, the EU-ASEAN Business Council Executive Director, Chris Humphrey, said: "The EU remains the number one source of FDI to ASEAN and the region's second largest trading partner. As a result, this Summit takes on added significance as a platform for the exchange of ideas on how to further deepen and extend the trading and investment relationship between these two complimentary regions."

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Florian Gottein, the Executive Director of ECCP, added: "2017 is an important and key year both for EU-ASEAN relations and EU-Philippine relations. We expect good progress to be made on the FTA this year, being the 40th Anniversary of EU-ASEAN dialogues. Progressing on FTAs between the EU and the ASEAN region will be key to expanding trade and investment."

Meanwhile EU ambassador Franz Jessen said: "this is an important anniversary year for the EU and ASEAN. The strength of our institutions is sometimes taken for granted: The EU is the world's largest economy and trading partner and we benefit a great deal from our trade. But we also realize that trade is more than that, it is also a vehicle for promoting values: We can shape globalization, rather than merely submitting to it, or letting others shape it for us. This Summit is an example of EU-ASEAN partnership and leadership in the world."

Joey Concepcion, Chairman of the ASEAN Business Advisory Council also adds: "As we celebrate a milestone year for ASEAN, the ASEAN-EU Summit will be a good platform to discuss and share the progressive business and investment relationship of ASEAN & EU regions. Moving forward, the program can serve as an opportunity to further widen and deepen our economic engagement with the EU community."

This year's Business Summit is also kindly supported by PRU Life UK, JTI, Swift Financial Messaging Services, Bosch, DHL and Invest KL Malaysia.

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