



“Programme”

ASEAN ECONOMIC COMMUNITY (AEC) SYMPOSIUM
13 October 2014,
Park Royal Hotel, Yangon, Myanmar

“Creating Opportunities for Businesses including SMEs in ASEAN”

TIME	ACTIVITY
0900 - 0930	Registration
Opening Session	
0930 - 0950	Welcome and Keynote Address - H.E. Dr. San Lwin, Deputy Minister, Ministry of National Planning and Economic Development a) Welcome Participants b) ASEAN in the Global Community c) ASEAN in the Myanmar Year
0950-1000	Remarks - Ambassador Simon Merrifield, Australia’s Ambassador to ASEAN
1000-1010	Photo Session/Coffee Break
1010 – 1030	Presentation on the ASEAN Economic Community (AEC) - Mr Lim Hong Hin, Deputy-Secretary General for the ASEAN Economic Community a) Progress of ASEAN Integration – an update b) What does ASEAN Integration means for business? c) How should business respond?
Session 1 : AEC and the Business Sector	
1030 – 1200	Is AEC 2015 Good for Business? a) What ASEAN initiatives are good for business? b) Can business leverage on the AEC to enhance competitiveness? c) What are the priorities for business going into 2015? d) What is the role of the private sector in the post 2015 landscape? Moderator: Tan Sri Munir Majid, Chair of the ASEAN Business Advisory Council Malaysia Speaker: Mr. Dinesh Khanna, Partner and Managing Director, Boston Consulting Group Panellists: <ul style="list-style-type: none"> • U Moe Kyaw, Member of ABAC Myanmar • Mr. Douglas Foo Peow Yong, Chairman, Sakae Holdings Ltd • Mr. Sri Martono, Chairman Dharma Bhakti Astra Foundation, Indonesia • Mr. Victor Marasigan, President Philexport Cavite Chapter Inc./ the Philippines

TIME	ACTIVITY
1200 – 1330	Networking Lunch
Session 2 : ASEAN Integration – Impact on Regional Supply Chains	
1330- 1450	<p>How Could ASEAN Integration Strengthen Regional Supply Chains?</p> <ol style="list-style-type: none"> What is the current landscape of regional supply chains in ASEAN? Which ASEAN integration initiatives or plans are relevant to regional supply chains, and what impact are they likely to have? To what extent has overall ASEAN integration initiatives been effective in creating a supporting environment for regional supply chain development, and how can they be further improved? <p>Moderator: Dr. Deborah Elms, Asian Trade Center</p> <p>Speaker: Dr. Hermione Parsons, Director, Institute for Supply Chain and Logistics, Victoria University, Australia</p> <p>Panellists:</p> <ul style="list-style-type: none"> • Dr. Poon Thiengburanatham, Chiangmai University, Thailand • Mr. Aung Khin Myint, Chairman, Myanmar International Freight Forwarders Association, Myanmar • Prof. Henry Yeung, Department of Economic Geography, National University of Singapore • Mr. Win Zaw Aung, Managing Director, Sea Lion, Myanmar
Session 3: SME Policy Environment	
1450 – 1610	<p>What Constitutes a Good Policy Environment for SMEs?</p> <ol style="list-style-type: none"> Are current government policies supportive of SMEs? What are the innovative ideas to support SME development? Is access to financing a problem in ASEAN – are financial institutions SME-friendly? How can ASEAN sustain SMEs in its post-2015 agenda <p>Moderator: Dr. Tulus Tambunan, Head, Centre for Industry and SME Studies, University of Trisakti, Indonesia</p> <p>Speaker: Ms. Rohana Ramly, Deputy CEO, SME Corp, Malaysia</p> <p>Panellists:</p> <ul style="list-style-type: none"> • Ms. Fauziah Dato Seri Paduka Hj Talib, Co-Chair, ASEAN Business Advisory Council, Brunei Darussalam • Ms. Le Thi Thu Thuy, Deputy Director, Viet Nam Chamber of Commerce and Industry, Viet Nam • Mr. Lun Yeng, Consultant, Young Entrepreneurs Association, Cambodia • Ms. Michelle Lau Sook Yee, Managing Director, Cliffink Sdn. Bhd., Malaysia

TIME	ACTIVITY
1610-1620	Coffee Break
Closing Session	
1620 – 1700	<p>Synthesis and Wrap up</p> <p>Moderator – Dr. Ponciano Intal, Economic Research Institute of ASEAN and East Asia (ERIA)</p> <p>Panellists : Mr Ho Quang Trung, Director Market Integration, ASEAN Secretariat and Moderators from Sessions 1-3</p>