

RESULTS

AEC Monitoring & Evaluation

The ASEAN Economic Community (AEC) will be declared effective on 31 December 2015. AADCP II is supporting ASEAN to improve its capacity to monitor economic integration and to facilitate integration through evidence-based policymaking and better coordination. In October 2014, the second **ASEAN Economic Community Symposium** was held in Yangon, Myanmar. The symposium addressed the topic “Creating Opportunities for Businesses including Small and Medium Enterprises (SMEs) in ASEAN” and helped increase private sector (particularly SMEs) awareness of opportunities created by ASEAN integration.

Investment

The **ASEAN Investment Report 2013-2014: FDI Development and Regional Value Chains** was published and disseminated at the 4th ASEAN Investment Forum in November 2014. Another publication, *Good Investment Promotion and Facilitation Practices*, will be completed in 2015. These two publications help policy makers develop strategies to attract investment into the ASEAN region.

In 2014, the InvestASEAN website supported by AADCP II received 16,300 views, a significant increase on the 9,000 views recorded in 2013. The website’s increased traffic suggests that a wider international audience is now better informed on investment and conducting business in ASEAN.

Tourism

In 2014, AADCP II trained **59 Master Assessors** and **58 Master Trainers** in the use of toolboxes for the **Front Office, Food and Beverage Services and Food Production** divisions. The program is currently developing the remaining 98 toolboxes for Travel Agencies and Tour Operation divisions, completing the 242 toolboxes required by the Common ASEAN Tourism Curriculum. The ASEAN Tourism Professional Registration System (ATPRS) is also currently being developed with AADCP II support. This system will facilitate registration and offer a job-matching process for potentially 6,000 tourism professionals in the first year of Mutual Recognition Arrangement (MRA) implementation.

AADCP II’s ongoing support for the implementation of the MRA on Tourism Professionals has brought about substantive progress among ASEAN Member States (AMS). A number of AMS have initiated and implemented multiplier courses for the various tourism divisions with their own funding and through cooperation with bilateral programs, extending the pool of trainers and assessors in ASEAN that was originally initiated through AADCP II.

ASEAN Connectivity

A **video series promoting ASEAN Connectivity** was launched on the sidelines of the 47th ASEAN Foreign Ministers Meeting (AMM) in August 2014. The videos are designed to help business, academia, the media, and the public across ASEAN and around the world, better understand the ASEAN Connectivity vision. The videos also help explain about progress made to date and potential future economic and social impacts created by a truly connected region. It is estimated that the videos have reached over 370,000 people through various social media networks.

In 2015, AADCP II will continue to promote ASEAN Connectivity through various digital and online media. The program will also help facilitate Public-Private Partnership schemes for specific connectivity projects, and finalize a set of indicators and analytical reports to monitor progress of the Master Plan for ASEAN Connectivity. It will also make an important contribution through supporting the formulation of post-2015 agenda for ASEAN Connectivity.

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Consumer Protection

AADCPII has supported the principles of pan-ASEAN consumer protection and enhanced capacities in this field. The **Complaint and Redress Mechanism Models and Guideline for ASEAN** have been recognized as valuable tools for AMS in setting up an effective consumer protection framework. The models allow AMS to review their current models and apply a complaint handling and redress scheme that is most suitable for the country's context.

The **Consumer Protection Digests and Case Studies: A Policy Guide Volume 1** published in December 2014, and the **1st ASEAN Consumer Protection Conference** held in December 2014, supported consumer protection agencies from ASEAN and non-ASEAN countries (including Australia, Japan and South Korea) to exchange views with NGOs, private sector and business associations on current consumer protection issues, challenges and possible solutions.

Financial Integration

The **ASEAN Capital Market Integration Report** supported by AADCP II is helping AMS develop and strengthen its capital markets. The joint working level bodies (Working Community on Capital Market Development and ASEAN Capital Market Forum) have agreed to implement a number of recommendations from the study, including preparation of a post-2015 implementation plan.

Six intensive capacity building courses on **ASEAN's Financial Integration Framework (AFIF)** were conducted for 30 officials from the central banks of Brunei Darussalam, Cambodia, Laos, Myanmar and Vietnam (BCLMV). The training provided participants with specific technical skills to facilitate capital market development and integration in their respective countries.

Agriculture

The 36th ASEAN Ministers of Agriculture and Forestry (AMAF) meeting in September 2014 endorsed three AADCPII products: **ASEAN Good Animal Husbandry Practices (GAHP) Food Safety Module for Broiler and layers**; its **Strategic Plan**; and **ASEAN Guidelines for Good Aquaculture Practices (ASEAN GAqP) on Food Fish**. Following the development of the ASEAN Good Agricultural Practices (GAP) standard, the regional **Operational Plan 2013-2016 for Sustaining the Development and Promotion of ASEAN Standardised Agriculture Practices for Fruits & Vegetables** is now also complete and will help accelerate the implementation of GAP Program in the AMS.

In 2015, AADCP II will support implementation of the standards, specifically in setting up a mutual recognition mechanism for quality agricultural products across ASEAN.



Supporting the ASEAN Economic Community

