



European Chamber of Commerce



European Commission



European Chamber of Commerce (Singapore) Seminar Series in Europe

The ASEAN Market

Business Opportunities in SE Asia

How to conduct Business in Southeast Asia's Biggest Growth Engine – Experts & Practitioners report

Brunei Darussalam ::: Cambodia ::: Indonesia ::: Laos ::: Malaysia ::: Myanmar ::: Philippines ::: Singapore ::: Thailand ::: Vietnam

Date: Mon, 28 September
Time: 10.00 AM – 2 PM, incl. buffet lunch
 (Registrations will start at 10 AM)
Venue: Muséum des Sciences naturelles / Museum voor Natuurwetenschappen
 (Rue Vautierstraat 29 - 1000 Bruxelles / Brussel)
Price: 50% Discount (EUR 30) for members/ invitees of: BUSINESSEUROPE, UNIZO, BECI, FIT, AWEX, Brussels Export
 Regular Price (EUR 60) for other guests

Tickets are being sold on a first-come, first-served basis. High interest is expected.

Only limited seats available!

Topic: 528 Billion EUR combined GDP - 516 Billion EUR Trade Volumes - 570 Million people - 10 Countries – 1 Free Trade Area by 2015: *The Association of Southeast Asian Nations (ASEAN).*

ASEAN is one of the biggest yet most underrated markets in the world. It offers unparalleled business potentials and growth rates. With Singapore in its centre it also hosts one of the business friendliest countries in the world and the ideal hub to enter the wider ASEAN region, with more than 2,000 European companies already based in the city state and doing business here. The **European Chamber of Commerce (Singapore)** and the **EC** present you a list of renowned experts and company leaders to report on the business potentials in ASEAN.

- | | |
|--------------------------------------|---|
| Speakers: Mr Rodolfo Severino | Head of ASEAN Studies Centre at the Institute of Southeast Asian Studies Singapore, <u>ASEAN Secretary-General 1998-2002</u> |
| H.E. Anil Kumar Nayar | Ambassador of the <u>Republic of Singapore</u> to the European Communities, the Kingdom of Belgium, the Kingdom of the Netherlands, and the Grand Duchy of Luxembourg |
| Mr Pascal de Petrini | Vice President Asia-Pacific, <u>Danone</u> Baby Nutrition |
| Mr Karl Reynders | Vice President <u>Philips</u> International B.V. (tbc) |
| Mr Hans W. Vriens | Managing Partner, <u>Vriens and Partners</u>
Vice Chairman Asia, APCO Worldwide 1998-2008, EuroCham Board Member |
| Mr Frank Debets | Partner, <u>PriceWaterhouseCoopers</u> Worldtrade Management Services |

Supporting Organizations:



ASEAN Secretariat



BUSINESSEUROPE



BECI



UNIZO



Brussels Export



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Program:

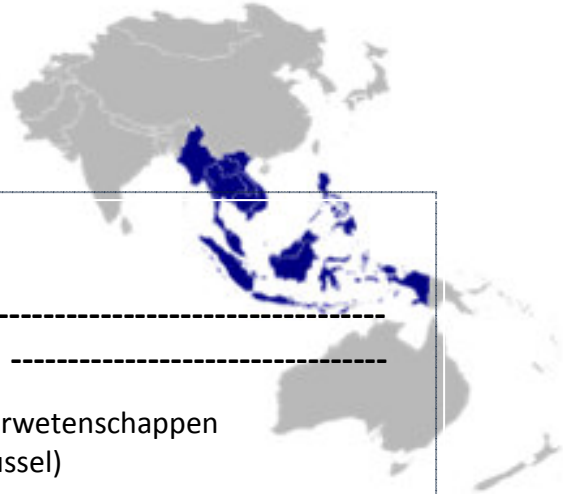
- 10.00 Registration & Welcome Coffee**
- 10.30 Welcome Address**
By the European Chamber of Commerce (Singapore)
- 10.35 Opening Remarks**
By the Ambassador of the Republic of Singapore
H.E. Anil Kumar Nayar, Ambassador of the Republic of Singapore to the European Communities, the Kingdom of Belgium, the Kingdom of the Netherlands, and the Grand Duchy of Luxembourg
- 10.45 A former ASEAN Secretary General’s Insight View –**
The State of the Economic Integration in East & Southeast Asia, the links with Northeast Asia and the opportunities for European Businesses
Mr Rodolfo C. Severino, Head of ASEAN Studies Centre at the Institute of Southeast Asian Studies in Singapore
ASEAN Secretary-General 1998 - 2002
- 11.00 Why ASEAN is such an important Growth Engine in Asia –**
And why your company should be there!
Mr Hans Vriens, Managing Partner Vriens & Partners,
Senior Board Member European Chamber of Commerce (Singapore),
Vice Chairman Asia, APCO Worldwide 1998-2008
- 11.15 Q & A 1**
- 11.30 10 Min Break: Coffee**
- 11.45 Trading with and in ASEAN – Common Errors**
Mr Frank Debets, Partner, PriceWaterhouseCoopers Worldtrade Management Services
- 12.05 Case Study 1**
ASEAN – A very attractive Consumer Market: Danone’s Experience
Mr Pascal de Petrini, Vice President Asia Pacific Danone Baby Nutrition
- 12.25 Case Study 2**
Mr Karl Reynders, Vice President Philips International B.V. *(tbc)*
- 12.45 Q & A 2**
- 13.00 Networking & Lunch**
- 14.00 End**

Networking opportunities with the Speakers, EuroCham (Singapore), EuroCham (Indonesia), the Dutch Chamber of Commerce of Singapore and European & Singapore business and government representatives exist at the end.



Supporting Organizations:





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Reply Slip

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(Rue Vautierstraat 29 - 1000 Bruxelles / Brussel)

Mon, 28 September, 10.00 AM – 2 PM, incl. buffet lunch

Fax back to: +65 - 6235 1877, or

Scan & email to: Stephan.preuss@eurocham.org.sg

Pre-registration and payment obligatory. Register before 17 September.

Places are limited. First-come, first-served rule applies.

Name _____

Designation _____

Company _____

Telephone _____ Email _____

Please select Ambassador(s) / Counselor(s) (no charge) EC Official(s) (no charge)

Member(s) of: **BUSINESSEUROPE (30 EUR)** **UNIZO (30 EUR)** **BECI (30 EUR)**
 Other (60 EUR): **Other DUTCH business association members (30 EUR):**
Indicate name of organization:

Invitee(s) of: **FIT (30 EUR)** **AWEX (30 EUR)** **Brussels Export (30 EUR)**

Payment Information: Please send a bank transfer to our partner organization EUKICA (EU-Korea Industrial Cooperation Agency ASBL). Payments must be done prior to the event. Any booking without payment will not guarantee the booking. Cancellations must be in written and received 48h before the event. No shows will be billed. *Note: EuroCham does not accept payment by credit card.* For enquiries, please contact EuroCham at +65 6836 6681 or marketing@eurocham.org.sg.

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