



Australia-ASEAN Business Relations

A New Era of Trade, Investment and 'Doing Business' Opportunities

Friday 19 August 2016 8.30am – 5 pm

Tattersalls Club, 215 Queen St, Brisbane

The Australia-ASEAN region is undergoing historic changes that impact businesses, especially SMEs, domestically and internationally.

Landmark agreements such as the ASEAN Economic Community, Trans-Pacific Partnership, Regional Comprehensive Economic Partnership, AANZFTA and others, make it critical for Australian and ASEAN businesses to be informed and position themselves to benefit from the opportunities which these agreements present.

This conference is a comprehensive **full-day 'How-To'** event for Australian and ASEAN businesses currently engaged in or thinking of doing business in this growing region. Understand the ASEAN region and get Insights about the uniqueness of individual developed and 'frontier' ASEAN markets like Singapore, Thailand, Malaysia, Laos, and Myanmar. Key speakers include:

From ASEAN

- **Singapore High Commissioner to Australia**
- **Dato' Syed Nabil Aljeffri**, Secretary-General of the ASEAN Business Advisory Council
- **Dr Sufian Jusoh**, ASEAN Investment Policy Expert with World Trade Institute and World Bank

From Australia

- **Christine Holgate**, CEO Blackmores and Chair Australia-ASEAN Council (tbc)
- **Mark Thirlwell**, Austrade's Chief Economist
- **Ben Giles**, Former Trade Commissioner, Thailand
- **Alice Woodhead**, Professor (Value Chains) at USQ and Australia-ASEAN Council
- **Peter McKenna**, Venturenauts and Asian Development Bank Consultant
- **Andrew Rankin**, Partner DibbsBarker
- **Senior executives** from successful Australian and ASEAN companies operating across the region

Learn from ASEAN and Australian business leaders and experts:

- ✓ How the region is changing and impacting business
- ✓ Key business opportunities and challenges
- ✓ Critical trade and investment insights
- ✓ Connecting to regional and global value chains
- ✓ Market entry strategies and business models
- ✓ Legal structuring for international ventures
- ✓ Investing in economic diplomacy

*NETWORK with
likeminded businesses*



ASEAN

Population: 625 million
Literacy rate : at least 80%
Middle class: 400 million by 2020
4.55% growth Q3 & Q4 2015
4.7% forecast for 2016
4.9% forecast for 2017

2016 Growth

Myanmar, Laos, Cambodia 7%
Vietnam and Philippines > 6%
Indonesia 5.1%
(China 4.4%)

Source: Nielsen & FocusEconomics

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AGENDA

7.15 am **DIBBSBARKER VIP NETWORKING BREAKFAST (Early Bird registrations only)**

8.00 am Registration

8.30 am **WELCOME**

OPENING REMARKS

Christine Holgate, CEO Blackmores and Chair Australia-ASEAN Council (tbc)

KEYNOTE ADDRESS

Singapore High Commissioner to Australia

SESSION 1: UNDERSTANDING THE 'NEW' REGIONAL ECONOMY

- Impact of Historic Trade Pacts for Australia and ASEAN
- Opportunities in ASEAN for Australian companies
 - Business Perspectives (Case Study 1)
 - Panel Discussion and Q&A

SESSION 2: CONNECTING TO REGIONAL MARKETS

- Tapping into Regional Value Chains
- Market Entry Strategies and Models
 - Business Perspectives (Case Study 2)
 - Panel Discussion and Q&A

SPECIAL GUEST SPEAKER – LUNCH

*Dato' Syed Nabil Aljeffri , Secretary General, ASEAN Business Advisory Council;
and Co-Chair, Malaysian Association of ASEAN Young Entrepreneurs*

SESSION 3: POSITIONING FOR SUCCESS IN REGIONAL MARKETS

- Australia-ASEAN Trade and Investment Insights
- Legal structuring for international ventures in ASEAN markets
 - Business Perspectives (Case Study 3)
 - Panel Discussion and Q&A

SESSION 4: COMPETING IN ASEAN MARKETS

- Engaging Competitively in the Region
- Australia-ASEAN Business Council
 - Regional Business Initiatives
 - Panel Discussion and Q&A

5.00 pm **THANKS AND CLOSE**

REGISTER NOW

Tickets : \$550 each (includes GST, refreshments, lunch and conference materials)

Early Bird Special – Register and Pay by **15 July 2016**

- ◆ **INDIVIDUAL booking** - \$30 discount off ticket
- ◆ **CORPORATE booking (minimum of 4 tickets)** - \$50 discount off each ticket

Plus:

- ✧ Invitation to DibbsBarker VIP networking breakfast
- ✧ Entry in draw for 10 x \$200 Scoot airline vouchers

REGISTER AND PAY AT: <http://www.sbgaust.com.au/events/australia-asean-day-conference-2016/>

OR (kindly email sbgaust@gmail.com after payment transfer)

DIRECT DEBIT TO: Singapore Business Group (Australia) Inc BSB: 034061 Account Number: 394256

Limited seating. Registrations close Monday 8 August 2016.

ENQUIRIES

Ms Eleanor Mak, Ventureonauts: +61 423 492 330 eleanor@ventureonauts.com

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