

Advancing Partnerships,  
Prospering Together in  
a New World Economy.



# 14<sup>th</sup> ASEAN LEADERSHIP FORUM

28<sup>th</sup> April 2017 | The Manila Hotel, Metro Manila, Philippines

Organiser



Asian Strategy & Leadership Institute  
*Dedicated To Creating A Better Society*



Makati Central Business District

Co-Host

Presenting Partner  
Luncheon & Dinner Host

Strategic Partner

Supporting Organisations



Hong Kong Economic & Trade Office  
Government of the Hong Kong Special Administrative Region



## Message from the Prime Minister

2017 is a momentous year for ASEAN as we commemorate its 50th Anniversary. 50 years of building and integrating the region has been a painstaking effort that required patience, resilience and commitment from all ASEAN members. The fact that we have achieved half a century of regional peace and stability in Southeast Asia is a testament to our association's relevance and resilience.

Today, however, we need to focus on the future, and on the ASEAN 2025 vision which we adopted in 2015 as our road map for the future. ASEAN has rightly taken pride in its 4Cs – Charter, Community, Connectivity and Centrality, but over the coming years we need to focus more on creating and deepening an ASEAN consciousness.

Having a sense of belonging to ASEAN is vital for the future of the community we are building. We need ordinary citizens to feel that ASEAN is relevant to them and can contribute to better lives for them, which is why there will continue to be a focus on a People-Centric ASEAN and an emphasis on inclusive development.

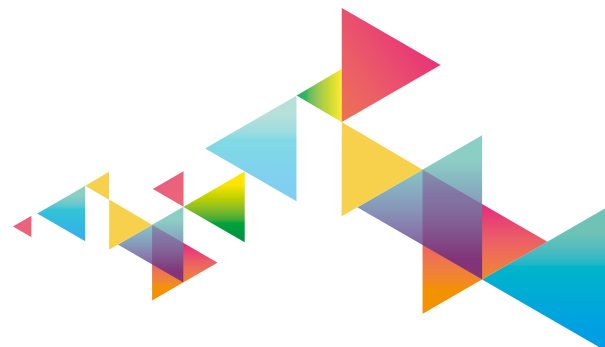
Whilst the ASEAN Economic Community has been established, we still need to do more to deepen our regional economic integration. The latest statistics show that ASEAN collectively has now become the world's sixth largest economy, climbing one spot from seventh in recent years. Deeper integration will create more jobs and business opportunities, and lead to ASEAN climbing even higher in these rankings.

The 14th ASEAN Leadership Forum brings together leaders from governments, businesses and civil society, including the next generation who will play a key role in shaping the future of our association, and I would like to congratulate the Asian Strategy & Leadership Institute (ASLI) and Axiata Group Berhad for organising it here in conjunction with the 30th ASEAN Summit.

I am sure it will prove to be a great platform, and that the ideas and discussions from this forum will be helpful for ASEAN leaders in our deliberations. Let me also take this opportunity to congratulate the Republic of the Philippines for hosting the 30th and 31st ASEAN Summit this year.

Terima kasih and Mabuhay.

**YAB Dato' Sri Mohd Najib bin Tun Abdul Razak**  
Prime Minister of Malaysia



## 14<sup>th</sup> ASEAN LEADERSHIP FORUM “Advancing Partnerships, Prospering Together in a New World Economy”

The ASEAN Leadership Forum (ALF) is a high level Annual Forum bringing together Leaders from Government, Business, Academia and Civil Society to deliberate on challenges, key trends, strategic issues and opportunities in ASEAN. Into its 14th edition, the ALF this year will be held in the Philippines to commemorate the Philippines’ chairmanship of ASEAN.

This year, the ASEAN Leadership Forum will commemorate the 50th Anniversary of ASEAN.

In his Keynote Address to the ASEAN Summit in 2015 chaired by Malaysia, the Prime Minister Dato Sri Mohd Najib said, “Where there was war ASEAN has brought peace, where there was poverty and hardship, ASEAN has brought development. Where there was division and fear, it has brought unity and stability”. Indeed, ASEAN has achieved a lot. It has successfully accomplished the 4C’s – Charter, Connectivity, Centrality, Community.

The 13th ASEAN Leadership Forum was held in Vientiane, Laos during the Lao PDR chairmanship of ASEAN and was graced by the Prime Ministers of Lao PDR and Cambodia, the ASEAN Secretary General and Economic Minister from the ASEAN member states as well as business and academic leaders.

In his acceptance speech on assuming the ASEAN Chair, the President of the Philippines, H.E. Rodrigo Duterte said, “we will pursue initiatives to enhance cooperation with global partners to ensure that ASEAN citizens live in peace, stability, security and growth while retaining ASEAN’s centrality, unity and solidarity”.

2017 marks the 1st Anniversary of the ASEAN Economic Community for ASEAN as it strives towards a higher value community and make business happen. Post 2015 ASEAN will be politically cohesive, economically integrated and socially responsible. ASEAN envisages ascending the global value chains into more sustainable production activities, higher technology manufacturing industries and knowledge intensive services.

The ASEAN Leadership Forum will focus on how ASEAN can push forward to achieve these goals and what are the key strategies going forward towards ASEAN 2025 Vision. Over the past 13 years, the ALF has been widely recognised as a high powered Forum, providing timely opportunities for a critical discussion of the strategic challenges facing ASEAN and enables a senior executive interchange among Government, Business, Civil Society and Thought Leaders to feel the pulse of ASEAN and the tempo of development. The ALF will give voice to business leaders, think tank leaders, women and youth leaders to share their thoughts and perspectives on how ASEAN can progress and benefit them.

### CONFIRMED ROLE-PLAYERS

- ▶ **H.E. Dato’ Sri Mustapa Mohamed**  
Minister of International Trade & Industry, Malaysia
- ▶ **H.E. Enrique A. Manalo**  
Acting Secretary of Foreign Affairs, Department of Foreign Affairs, Philippines
- ▶ **H.E. Gregory So**  
Secretary for Commerce & Economic Development, Hong Kong
- ▶ **Tan Sri Dato’ Dr. Michael Yeoh**  
Chairman, ASEAN Leadership Forum & CEO, Asian Strategy & Leadership Institute (ASLI)
- ▶ **Mr. Mohamad Idham Nawawi**  
Group Chief Corporate Officer, Axiata Group Berhad
- ▶ **Dr. Cielito Habito**  
Former Minister for Economic Development, Philippines / Professor, Dept. of Economics, Ateneo de Manila University / Chief of Party, USAID Trade-Related Assistance for Development (TRADE) Project, Philippines
- ▶ **Mr. Jose Luis U. Yulo, Jr.**  
President, Chamber of Commerce of the Philippines Islands & former Secretary General, ASEAN Chamber of Commerce & Industry
- ▶ **Prof. Dr. Kriengsak Chareonwongsak**  
Chairman, Success Group of Companies, Thailand / former Member of Parliament
- ▶ **H.E. Alounkeo Kitthikoun**  
Minister in the Prime Minister’s Office, Lao PR
- ▶ **Dr. Benjamin Quinones, Jr**  
Past President, Asian Solidarity Economy Council, Philippines
- ▶ **Dr. Gilberto M. Llanto**  
President, Philippine Institute for Development Studies
- ▶ **Mr. Ramon Garcia**  
Chief Executive Officer & President, CFNN Inc, Philippines
- ▶ **H.E. Fidel Ramos**  
Honorary Chairman, ASEAN Leadership Forum & former President of the Philippines
- ▶ **Mr. Zhang Haizhou**  
Assistant to the Publisher, China Daily Asia Pacific
- ▶ **Ambassador John T. Holmes**  
Ambassador of the Embassy of Canada to the Philippines
- ▶ **Ambassador Kim Young Sun**  
Secretary General, ASEAN Korea Centre
- ▶ **Ambassador Delia Albert**  
Former Foreign Secretary of the Philippines / Senior Adviser, SGV & Co, Philippines
- ▶ **H.E. Pan Sorasak**  
Minister of Commerce, Cambodia
- ▶ **Mr. Max Coleman**  
Head of Corporate Affairs, UK-ASEAN Business Council, London
- ▶ **Prof. Dr. Federico M. Macaranas**  
Chairman, Economics Department, Asian Institute of Management / Former Undersecretary, Department of Foreign Affairs
- ▶ **Datuk Dr. Denison Jayasooria**  
Chairman, Asian Solidarity Economy Council
- ▶ **Tan Sri Dr. Lau Ban Tin**  
Director, B.I.G. Industries Berhad
- ▶ **Dato’ Dr. Jessie Tang**  
Founder & CEO, East West One Group
- ▶ **H.E. Enggartiasto Lukita**  
Minister of Trade, Indonesia
- ▶ **Mr. Laurence Chooi**  
Senior Vice President, Aladdin Group
- ▶ **Ms. Penny Low**  
Member of Parliament, Singapore / Founder & President, Social Innovation Park Ltd, Singapore

### WHO SHOULD ATTEND

- ▶ Senior Government Officers of ASEAN countries
- ▶ Academic Scholars and Researchers
- ▶ Businessmen, Entrepreneurs and Investors
- ▶ Chairmen and CEOs of ASEAN and multinational companies operating in ASEAN
- ▶ Consultants, Investment Analysts and Fund Managers
- ▶ Bankers
- ▶ Property Developers
- ▶ Manufacturers
- ▶ SMEs

### BENEFITS OF PARTICIPATING

- ▶ Assess the future of ASEAN – its potential and possibilities
- ▶ Review the progress and performance of ASEAN in the past years
- ▶ Evaluate the strategic challenges and key issues facing ASEAN
- ▶ Discuss how the business community can benefit more from regional integration
- ▶ Address issues and concerns of the younger generation in ASEAN
- ▶ Promote a greater sense of ASEAN consciousness
- ▶ Learn about the progress of various ASEAN initiatives and Master Plans
- ▶ Identify business and investment opportunities from regional integration and trade with China, Japan, Korea, India and other ASEAN partners
- ▶ Networking opportunities with business and Government Leaders

# PROGRAMME

28<sup>th</sup> April 2017 (Friday)

8.30 am	Arrival & Registration of Participants	2.15 pm	<b>Entrepreneurship and Social Enterprise Driving Growth and Prosperity in ASEAN</b> (ASEAN's regional economic integration and future growth to a large extent depends on entrepreneurship SMEs and social enterprises. How can ASEAN accelerate entrepreneur development and growth of SMEs? What are the challenging issues and opportunities? How can we foster and develop entrepreneurship in ASEAN? How to nurture and mentor young entrepreneurs? At the same time the socio-cultural community pillar of ASEAN also requires collaboration with NGO's, youth and women groups. How can partnership with think tanks and civil society be enhanced? How can such partnership benefit ASEAN? How can business & civil society partner to achieve the UN SDG's?)
9.10 am	<b>Welcome Speech</b> by <b>Tan Sri Dr. Michael Yeoh</b> , Chairman, ASEAN Leadership Forum & CEO, Asian Strategy & Leadership Institute (ASLI)		
9.20 am	<b>Introductory Speech</b> by Title Sponsor of ALF, <b>Mr. Mohamad Idham Nawawi</b> , Group Chief Corporate Officer, Axiata Group Berhad		
9.30 am	<b>Special Address</b> by <b>H.E. Fidel Ramos</b> , Honorary Chairman, ASEAN Leadership Forum & former President of the Philippines		
9.50 am	Morning Refreshments		
10.15 am	<b>Ministerial Roundtable: Pushing the Envelope for the ASEAN Economic Community - Partnering for Progress and Prosperity in a New Global Scenario</b> (ASEAN Economic and Trade Ministers will be invited to share their thoughts and perspectives and engage in an interactive discussion with business leaders on the economic challenges facing ASEAN in the new geoeconomic and geopolitical order and how ASEAN can respond to these challenges.  ASEAN has the potential to become one of the top five digital economies in the world by 2025. To achieve this potential, it is imperative for ASEAN to come together to address these issues: <ul style="list-style-type: none"><li>Limited broadband access in rural areas.</li><li>Limited financial inclusion for large segments of the population.</li><li>Low level of trust on security of electronic transactions.</li><li>Lack of harmonisation of regulatory frameworks amongst members' states.</li></ul> This session seeks to bring together ASEAN's Economic and Trade Minister's to review the issues highlighted and consider drawing up an ASEAN-wide digital strategy road-map for winning together in the era of digital economy. It will also include a special presentation by Hong Kong's Secretary for Commerce & Economic Development on Hong Kong-ASEAN relations.)	3.30 pm	<b>International Engagement Session: ASEAN and the World - Engaging with the World, Enhancing ASEAN's Partnerships with Key Partners</b> (How can ASEAN deepen its partnership with key partners like Japan, Korea, USA, India, Australia, EU and Russia? Where will future opportunities lie? What more can be done to enhance the strategic relationship with key partners? What are key issues to overcome?)
		5.00 pm	<b>PRESIDENTIAL KEYNOTE ADDRESS SESSION (Hosted by Hong Kong Economic &amp; Trade Office)</b>  <b>INTRODUCTORY REMARKS</b> by Chairman, ASEAN Leadership Forum (ALF) & CEO, Asian Strategy & Leadership Institute (ASLI), <b>Tan Sri Dato' Dr. Michael Yeoh</b>  <b>KEYNOTE ADDRESS</b> by President of Republic of the Philippines, <b>H.E. Rodrigo Duterte</b>  <b>KEYNOTE ADDRESS</b> by President of Indonesia, <b>**H.E. Joko Widodo</b> (tbc)
		6.00 pm	<b>Presentation of Lifetime Achievement Awards</b>  <b>Closing Address</b> by <b>H.E. Enrique Manalo</b> , Acting Secretary of Foreign Affairs, Department of Foreign Affairs, Philippines
11.30 am	<b>CEO Roundtable: How Business View AEC and How Can It Benefit From Closer Economic Integration and Enhanced Connectivity</b> (A panel of 6-7 ASEAN CEO's and SME leaders will share insights on how business can grow in ASEAN and benefit from intra-ASEAN connectivity. What are the critical issues to be addressed? What are the new opportunities ahead?  Exciting opportunities lie ahead as ASEAN's more than 600 million population gets connected into the global digital economy. Major issues / opportunities businesses need to consider include: <ul style="list-style-type: none"><li>The scaling up of mobile financial services as well as security and infrastructure enhancement.</li><li>More networked supply chains and freer flow of goods and services.</li><li>Cloud technologies and internet-of-things changing the way of doing business.)</li></ul>	6.15 pm	Afternoon Refreshments / Business Networking
		7.30 pm	<b>CLOSING DINNER (Hosted by Hong Kong SAR Government to celebrate the 20th Anniversary of the establishment of the Hong Kong Special Administrative Region and 50th Anniversary of ASEAN)</b>  <b>Introductory Remarks</b> by <b>Tan Sri Dato' Dr. Michael Yeoh</b> , Chairman, ASEAN Leadership Forum (ALF) / CEO, Asian Strategy & Leadership Institute (ASLI)  <b>Welcome Speech</b> by <b>H.E. Gregory So</b> , Secretary for Commerce & Economic Development, Hong Kong  <b>Special Address</b> by <b>H.E. Samdech Hun Sen</b> , Prime Minister of Cambodia (Represented by <b>H.E. Pan Sorasak</b> , Minister of Commerce, Cambodia)  <b>Special Address</b> by <b>H.E. Dr. Thongloun Sisoulith</b> , Prime Minister of Lao PDR (Represented by <b>H.E. Alounkeo Kitthikoun</b> , Minister in the Prime Minister's Office)  <b>Vote of Thanks</b> by <b>Mr. Jose Luis U. Yulo, Jr</b> , President, Chamber of Commerce of the Philippine Islands & former Secretary General, ASEAN Chamber of Commerce & Industry
12.45 pm	Lunch & <b>Luncheon Address (Hosted by Hong Kong Economic &amp; Trade Office)</b>  <b>Welcome Address: "Enhancing Hong Kong-ASEAN Cooperation, Commemorating the 20th Anniversary of the Establishment of the Hong Kong Special Administrative Region"</b> by <b>H.E. Gregory So</b> , Secretary of Commerce & Economic Development, Hong Kong		

Notes: \*\* - subject to confirmation

The Organiser reserves the right to amend the programme in the best interest of the Forum.



Seated are The Prime Ministers of Lao PDR, Cambodia and Malaysia; HRH Sultan of Perak Sultan Nazrin Muizzuddin Shah; President of Myanmar; Chief Executive of Hong Kong Special Administrative Region and Representative of the Philippines President, Trade Secretary Gregory Domingo.



Prime Minister Hun Sen; Tan Sri Dato' Dr. Michael Yeoh; YAB Dato Sri Mohd Najib; HRH Sultan Nazrin Shah; Secretary Domingo and President U Thein Sein.



HRH Sultan of Perak Sultan Nazrin Muizzuddin Shah hitting the gong to open the Forum. Looking on are Dato' Sri Mustapa Mohamed, MITI Minister, Tan Sri Dr. Jeffrey Cheah, Chairman, ASLI, Tan Sri Dato' Dr. Michael Yeoh, CEO ASLI and Tan Sri Abdul Wahid Omar, Minister in the Prime Minister's Department.



Sultan Nazrin Shah of Perak flanked by Dato Sri Mustapa Mohamed, Tan Sri Dr. Jeffrey Cheah, Tan Sri Dato' Dr. Michael Yeoh and Tan Sri Abdul Wahid Omar



Left to right: Dato' Sri Mustapa Mohamed, MITI Minister; H.E. Thongsing Thammavong, Prime Minister of Lao PDR; H.E. Samdech Hun Sen, Prime Minister of Cambodia; H.E. U Thein Sein, President of Myanmar; Tan Sri Dr. Jeffrey Cheah, Chairman, ASLI; HRH Sultan of Perak Sultan Nazrin Muizzuddin Shah; Tan Sri Dato' Dr. Michael Yeoh, CEO ASLI; H.E. C.Y. Leung, Chief Executive, Hong Kong Special Administrative Region; Tan Sri Abdul Wahid Omar, Minister in the Prime Minister's Department; H.E. Gregory Domingo, Secretary of the Department of Trade & Industry, Philippines.



Tan Sri Dato' Dr. Michael Yeoh presenting a memento to H. E. Le Luong Minh, ASEAN Secretary-General whilst The Hon. Dato' Sri Mustapa Mohamed and Mr. Oudet Souvannavong, Chairman of ASEAN Business Advisory Council and President of LNCCI looked on



Tan Sri Dato' Dr. Michael Yeoh with the distinguished speakers of the session on "China-Hong Kong-ASEAN Partnership: Growing Together for Shared Prosperity", H. E. Ambassador Yang Xiung, H. E. Gregory So, George Yeo, Dato' Abdul Majid Khan and Moderator Alexander Wan



Tan Sri Dato' Dr. Michael Yeoh presenting a memento to H. E. Dr. Thongloun Sisoulith, Prime Minister of Lao People's Democratic Republic



ASEAN Leadership Forum Chairman Tan Sri Dato' Dr. Michael Yeoh and LAO PDR Prime Minister Dr. Thongloun Sisoulith presenting the ALF Lifetime Achievement Award to the Prime Minister of Cambodia Samdech Hun Sen



H. E. Mrs Khemmani Pholsena, Minister of Industry and Commerce of Lao People's Democratic Republic delivering her remarks whilst The Hon. Dato' Sri Mustapa Mohamed, Minister of International Trade & Industry (MITI) and H. E. Dr. Than Myint, Minister of Commerce of Republic of the Union of Myanmar looked on



**Asian Strategy & Leadership Institute**  
*Dedicated To Creating A Better Society*

The Asian Strategy & Leadership Institute (ASLI) is an independent, private and not-for-profit Think Tank headquartered in Malaysia. ASLI is committed to creating a better society and to help organisations enhance their competitiveness, leadership and strategic capabilities through its public programmes, conferences, publications, policy research, Business Councils and CEO peer groups. With over 20 years' experience, ASLI is the super-connector between Government, Business and Civil Society, having managed high-level business partnerships in Singapore, Indonesia, Philippines, Vietnam, Thailand, Cambodia, Laos, Myanmar, Japan, China, Australia, USA, Canada, Britain, Germany, South Africa and other parts of the world.

## REGISTRATION INFORMATION

### REGISTRATION FEES

Malaysian Participants	RM1600.00
Government Participants	RM1200.00
Foreign Participants	USD500.00

*NOTE: Fee includes lunch, refreshments & Forum materials/documentation.*

#### VENUE:

The Manila Hotel, Metro Manila, Philippines

#### PAYMENT:

The fee must be paid in advance of the event. Walk-in delegates with payment will be admitted on a 'space availability' basis. Cheques or bankdrafts should be crossed and made payable to **Asian Strategy & Leadership Incorporated Sdn Bhd**

#### FOR PRIVATE SECTOR:

The organisers reserve the right to stop any registered delegate from taking part in the event if no proof of payment can be presented. This only applies to registered delegates who have NOT paid the registration fees prior to the event date.

#### FOR GOVERNMENT OFFICIALS:

A Local Order (LO) or letter of approval to participate must be presented before the event.

#### SUBSTITUTION/CANCELLATION:

Provided the total fee has been paid, substitutions at no extra charge up to 5 days before the event are allowed. Otherwise all bookings carry a 50% cancellation liability immediately after a signed sales contract has been received by the organiser. Payment terms are five days and payment must be made prior to the start of the conference. Non-payment or non-attendance does not constitute cancellation.

## REGISTRATION

Send/fax this entire form (or a photocopy) to:

**ASIAN STRATEGY & LEADERSHIP INSTITUTE (ASLI)**  
 Khazanah ASLI, No. 1718, Jalan Ledang, Off Jalan Tuanku Abdul Halim, 50480 Kuala Lumpur  
 Tel: +(603) 2093 5393 Fax: +(603) 2093 3078  
[www.asli.com.my](http://www.asli.com.my)

*For registration or further information, kindly contact:*

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#### MOHD RADHI

Direct Line: +(603) 2093 7393  
 Email: [radhi@asli.com.my](mailto:radhi@asli.com.my)

## REGISTRATION FORM

### 1st Delegate

Dr/Mr/Ms \_\_\_\_\_

Position \_\_\_\_\_

Tel \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_

### 2nd Delegate

Dr/Mr/Ms \_\_\_\_\_

Position \_\_\_\_\_

Tel \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_

Organisation's Name \_\_\_\_\_

Mailing Address \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Approving Manager's Name \_\_\_\_\_

Position \_\_\_\_\_

E-mail \_\_\_\_\_

Human Resource/  
 Training Manager \_\_\_\_\_

Tel \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_

Bankdraft/Cheque No. \_\_\_\_\_

Bank \_\_\_\_\_ Amount \_\_\_\_\_

Please indicate the nature of your business

- |   |   |
|---|---|
| <input type="checkbox"/> Natural Resources            | <input type="checkbox"/> Construction/Engineering |
| <input type="checkbox"/> Manufacturing                | <input type="checkbox"/> Communications & IT      |
| <input type="checkbox"/> Properties                   | <input type="checkbox"/> Service & Retail         |
| <input type="checkbox"/> Consultancy                  | <input type="checkbox"/> Insurance/Healthcare     |
| <input type="checkbox"/> Education                    |   |
| <input type="checkbox"/> Others, please specify _____ |   |

No, I cannot attend this conference but please keep me updated by sending me additional information as it becomes available on the following topics:-

- |   |  |
|---|--|
| <input type="checkbox"/> Marketing                    | <input type="checkbox"/> Manufacturing |
| <input type="checkbox"/> Service                      | <input type="checkbox"/> IT            |
| <input type="checkbox"/> Finance                      | <input type="checkbox"/> Personnel     |
| <input type="checkbox"/> Management                   |  |
| <input type="checkbox"/> Others, please specify _____ |  |

