

Attn: SBF Members



SBF Dialogue Session on ASEAN Competitiveness

Date: Fri, 16 July 2010 Time: 2– 5pm

Venue: SBF Seminar Room 1 (22nd level, Keppel Towers)

Fee per pax (incl GST): Free (members of SBF & supporting organisations) **S\$45** (Non Members)

<p>How attractive is the ASEAN region to business compared with China and India? What can governments do to enhance ASEAN's competitiveness? The Singapore Business Federation (SBF) is organising a dialogue and feedback session for companies to provide input to the ASEAN Leaders. The input will be collated and submitted by the ASEAN Business Advisory Council (ASEAN-BAC) to ASEAN Leaders at the ASEAN Summit in October 2010 in Hanoi, Vietnam. With members being prominent business people appointed by their respective governments, ASEAN-BAC was formed by ASEAN Leaders to provide private sector feedback on ASEAN economic cooperation.</p> <p>The session will feature a briefing on ASEAN competitiveness by Asst. Prof. Wong Marn Heong, Lee Kuan Yew School of Public Policy, National University of Singapore. Also included would be results from a SBF-supported survey in mid-2009 that canvassed business perspectives on ASEAN competitiveness and ASEAN policy initiatives amidst the global crisis. This will form the backdrop for a post-crisis survey & discussion to assess ASEAN competitiveness, with an impending ASEAN Economic Community (AEC) 2015.</p> <p>Participants in the Dialogue Session will benefit from the assessment of ASEAN competitiveness for SMEs and larger companies, particularly as compared with China and India; learn from the business directions of enterprises doing business in ASEAN during the crisis & post-crisis; discuss business impact of AEC 2015. Significantly, their views would be incorporated for submission to ASEAN Leaders.</p> <p style="text-align: right;"><i>(Programme is correct at time of print.)</i></p>	Time	Programme
	2.00 pm	Registration
	2.30 pm	Welcome Remarks by Dr Robert Yap, Member, ASEAN Business Advisory Council and Council Member, SBF
	2.35 pm	Briefing on ASEAN competitiveness & presentation on results of survey on ASEAN competitiveness by Asst. Prof. Wong Marn Heong, Lee Kuan Yew School of Public Policy, National University of Singapore Launch of post-crisis survey on ASEAN competitiveness
	4.00 pm	Dialogue Session moderated by Mr Teng Theng Dar, Chief Executive Officer, SBF
	4.30 pm	Tea reception
	5.00 pm	End

SUPPORTED BY:



Administrative Details:

- For members, please fax registration form to reserve a seat. Registration is on a first-come, first-served basis
- For non members, please mail completed registration form to the address stated above with cheque made payable to "Singapore Business Federation". Please indicate the **Ref No.**, **Company's name** and **Participant's name** at the back of the cheque.
- Admission shall be allowed only upon presentation of the e-mail confirmation from SBF.
- We regret that there will be no withdrawal upon registration but a replacement is welcome. Please note that no refund will be made for cancellation or non-attendance.

<p>Ref No: ASEA 117/160710/06W REGISTRATION FORM - Attn: Celest (Closing date: 12 July 2010) Fax No: 68276801/ 67340610</p>	<p><u>For Official Use (MY):</u></p> <p>Serial No:</p>
<p>Name (Mr/Ms): _____ Designation: _____</p> <p>Tel: _____ Fax: _____ Email: _____</p> <p>Company: _____ SBF/Supporting Org. Mbrship No. _____</p> <p>Address (Non-member) _____</p>	