



PRESS RELEASE

07 April 2010, Hanoi, Vietnam

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2010 ASEAN BUSINESS & INVESTMENT SUMMIT ASEAN BUSINESS AWARDS 2010

Search for 'Most Admired' ASEAN Enterprises

Hanoi, Vietnam, 7 April 2010 - ASEAN has come a long way since 1967. The ASEAN Business Advisory Council (ASEAN-BAC) has been actively promoting public-private sector partnership to achieving the integration for the creation of an ASEAN Economic Community (AEC). ASEAN-BAC provides private sector feedback on the implementation of ASEAN economic cooperation, and to identify priority areas for the consideration of the ASEAN Leaders at the annual ASEAN Summits.

One of the primary activities is the launch of the third round of the ASEAN Business Awards (ABA) to recognize the most outstanding and successful ASEAN companies contributing to ASEAN's economic growth and prosperity.

A total of 24 finalists and 8 "Most Admired ASEAN Enterprise" winners, from larger size companies and small-and-medium size enterprises (SMEs), will be announced at the Closing Gala Dinner of the 2010 ASEAN Business & Investment Summit (ASEAN-BIS) 28-29 October 2010 in Hanoi, Vietnam. Held in conjunction with the 17th ASEAN Summit, the awards will be conferred to companies in the four categories: *Growth; Employment; Innovation; and Corporate Social Responsibility* and presented by an ASEAN Leader.

As in the previous years, an ABA Committee has been set-up and National Gateways established comprising of ASEAN-BAC Council members. National gateways will undertake the selection process from each member country. KPMG Limited is the Strategic Partner for ABA 2010. The Strategic Partner helps to implement the ABA Framework and has the responsibility to shortlist eligible companies for interviews. The final selection process shall be made by an independent judging panel comprising of top business leaders, economists and academics from ASEAN countries.

Companies are invited to complete and return the ABA 2010 Nomination Form by **30 June 2010**. The form may be obtained from their National Gateways or the ASEAN-BAC Secretariat and returned accordingly through these parties, or directly to KPMG. The form can be downloaded from www.asean-bac.org.

The ASEAN-BIS organized by ASEAN-BAC this year will adopt the theme of the 2010 ASEAN Summits "Towards the ASEAN Community from Vision to Action". ASEAN BIS brings together private and public sector organizations, Heads of Governments and captains of industry from within and outside ASEAN for dialogue and networking, and provides an interactive platform to advance industry and business in the region. ASEAN-BIS has on average brought a total of 700 to 1000 delegates generating from ASEAN member countries, dialogue partners and the rest of the world.

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