



# ASEAN BUSINESS AWARDS

ASEAN BUSINESS ADVISORY COUNCIL

Since the establishment of ASEAN forty years ago, captains of ASEAN industries and companies have contributed, in no small measures, to ASEAN's common goal of economic integration. To mark ASEAN's 40<sup>th</sup> Anniversary, ASEAN-BAC decided to launch the inaugural **ASEAN Business Awards** (or ABA) to honour outstanding and successful ASEAN enterprise that have contributed to ASEAN's economic growth and prosperity. ABA has the dual objective of showcasing homegrown ASEAN globally competitive companies that will become role models for aspiring ASEAN companies as well as spotlight promising ASEAN SMEs to help them grow to become ASEAN MNC and potentially global players.



ASEAN-BAC has successfully conducted the Inaugural ABA in 2007. Winners of the Inaugural ABA were announced at the closing Gala Dinner of the 2007 ASEAN Business & Investment Summit (ASEAN-BIS) held on 16-18 November 2007 in Singapore, with the theme "One ASEAN at the Heart of Dynamic Asia".

In the following year, eight companies clinched the awards and recognized as the "Most Admired ASEAN Enterprise" in the same categories. The Qualification Criteria since ABA 2008 has been expanded to cater both large companies and small medium size enterprises (SMEs).

This year, ABA 2010 was launched on 19<sup>th</sup> January 2010 in Hanoi, Vietnam. 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 has been designated as 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. Winners of ABA 2010 will be announced at the closing ceremony gala dinner of the 2010 ASEAN-BIS that is tentatively scheduled on 28-29 October 2010 alongside the 17<sup>th</sup> ASEAN Summit in Hanoi, Vietnam, and will receive the awards from an ASEAN Leader.

Mdm. Nguyen Thi Nga, ASEAN-BAC Vietnam is the Chairman of the ABA 2010 Committee. Mr. Phairush Burapachaisri, ASEAN-BAC Thailand; and Ms. Low Sin Leng, ASEAN-BAC Singapore were respectively the Chair in 2008 and the Inaugural ABA in 2007.

**Finalists and Winners of ABA 2010 will be announced at the Gala Dinner of the 2010 ASEAN-BIS!**



**Mdm. Nguyen Thi Nga**  
ABA 2010 Chairperson



**Phairush Burapachaisri**  
ABA 2008 Chairman



**Low Sin Leng**  
Inaugural ABA Chairman