

Jointly Organised By



Asian Strategy & Leadership Institute
Dedicated To Creating A Better Society



Opening Keynote Address by

H.E. Abhisit Vejjajiva
Prime Minister of Thailand

THE 6TH ASEAN
LEADERSHIP

F O R U M



**ASEAN After The Global Economic Crisis:
Rebuilding Economies, Regenerating Growth**

Supported By



Friday 19 June 2009

Sheraton Grande Sukhumvit Bangkok

THE 6TH ASEAN LEADERSHIP

F O R U M



ASEAN After The Global Economic Crisis: Rebuilding Economies, Regenerating Growth



The ASEAN Leadership Forum is an Annual Forum organized since 2001 by the Asian Strategy & Leadership Institute (ASLI) and the ASEAN Secretariat in Jakarta with the strong support of the then ASEAN Secretary General Ong Keng Yong. The current ASEAN Secretary General Dr. Surin Pitsuwan continued the support given to the Forum when he delivered the Keynote Address at the 5th Forum held in Singapore in June 2008.

The ASEAN Leadership Forum brings together key stakeholders in ASEAN's Future – Government, Business, Civil Society and Academia to discuss the key leadership challenges facing ASEAN. These Public Forums have stimulated interactive discussions on the future and relevance of ASEAN and what ASEAN means to the people of Southeast Asia. Past Forums have included Special Sessions with women and young leaders, business leaders and thought leaders.

In June 2008, this quality brand, the ASEAN Leadership Forum was held in Singapore and co-organised by ASLI and the leading Think Tank – the Institute of Southeast Asian Studies – ISEAS Singapore with the support of the ASEAN Secretariat and the Hanns Seidel Foundation. Singapore was the venue last year being the ASEAN Chair. This year with Thailand assuming the ASEAN Chair, the Forum shifts to Bangkok with ASLI collaborating with the ASEAN AFFAIRS – a leading ASEAN publication as the co-organiser.

2009 is a challenging year for ASEAN. With the ASEAN Charter coming into effect this year following the signing by the ASEAN Heads at the last Summit in Singapore and the ratifications by all ASEAN member countries, ASEAN has a new beginning. Yet, with the unfolding of the global economic crisis the economies of the ASEAN countries faces an economic tsunami – the worst in over a decade since the last Asia Financial Crisis in 1998. ASEAN continues to face economic challenges brought about by the global economic crisis – rising unemployment, shrinking exports, business closures. However, ASEAN still has a tremendous future ahead with its young population, vast natural resources and a combined market of 550 million people. The promise of ASEAN is yet to be realized.

The 6th ASEAN Leadership Forum convening in Bangkok will take stock of the critical issues facing ASEAN after the global economic crisis, evaluate the strategic challenges ahead, search for consensus on what needs to be done and identify emerging business and investment opportunities. This is the Forum for leaders of ASEAN's business community, civic organizations and academic institutions to come together to re-affirm their confidence in ASEAN's future.



Confirmed Speakers and Moderators

- **Dr. Narongchai Akrasanee**
Former Minister of Commerce and Senator of Thailand / Chairman of the Board of Directors of Export-Import Bank of Thailand & MFC Asset Management Plc.
- **Ambassador Rodolfo C. Severino**
Former ASEAN Secretary General / Head, ASEAN Studies Centre, Institute of Southeast Asian Studies, Singapore
- **Mr. Bill Salter**
Director, ILO Subregional Office for East Asia, Bangkok
- **Dr. Raj Kumar**
Senior Adviser and Head, Special Unit for Countries with Special Needs, UN Economic and Social Commission for Asia and Pacific (ESCAP)
- **Mr. Benjamin Quinones**
Chairman & President, Coalition of Socially Responsible SME's in Asia, Manila
- **Ms. Pissawan Achanapornkul**
Cluster Country Chairperson - Mekong countries, The Shell Company of Thailand
- **Mr. Charnchai Charuvast**
President, Thai Institute of Directors
- **Mr. Subhak Siwaraksa**
President / CEO, BankThai Public Co Ltd, Bangkok
- **Mr. Yeap Swee Chuan**
President / CEO, AAPICO Hitech Public Co, Thailand
- **Mr. Stuart Dean**
President, GE Southeast Asia
- **Mr. Liakat Dhanji**
Chairman & CEO, Pacific Shore Developments Ltd, Thailand
- **Dr. Chieanchuang Kalayanamitr**
Chairman of the Board of Directors / Shareholder, Maxon Systems (Thailand) Co Ltd
- **Mr. Arin Jira**
Chairman, ASEAN Business Advisory Council
- **Mr. Tassapon Bijlevel**
Chief Executive Officer, Thai AirAsia
- **Prof. Dr. Suthiphand Chirathivat**
Former Dean, Faculty of Economics and Director of Regional Integration, Chula Global Networks, Chulalongkorn University, Thailand
- **Mr. Dilip Rajakarier**
Chief Operating Officer, Minor Group
- **Mr. Thai Quang Trung**
Regional Programme Coordinator, Hanns Seidel Foundation

Invited Speakers and Moderators

- **The Hon. Tan Sri Muhyiddin Yassin ***
Deputy Prime Minister, Malaysia
 - **H.E. Korn Dabbaransi ***
Former Deputy Prime Minister, Thailand
 - **The Hon. Korn Chatikavanij ***
Minister of Finance, Thailand
 - **The Hon. Simon Crean MP ***
Minister for Trade of Australia
 - **The Hon. Dr. Hassan Wirajuda ***
Foreign Minister, Indonesia
 - **H.E. Aburizal Bakrie ***
Minister of the Republic of Indonesia and former President of ASEAN Business Forum (ABF)
 - **The Hon. Mr. Lee Yi Shyan ***
Minister of State for Trade & Industry, Singapore
 - **Ms. Reiko Inoue ***
President, Pacific Asia Resource Center, Tokyo
 - **Dato' Amirrudin Abu ***
Acting Director General, Tourism Malaysia
 - **Mr. Suthikiati Chirathivat ***
Executive Vice-Chairman, Central Group, Thailand
 - **ACM Narongsak Sangapong ***
Acting President, Thai Airways International Public Company Limited
 - **Dr. Robert Yap ***
Co-Chairman, ASEAN BAC Singapore & Sovico Holdings Vietnam
 - **Mr. Luan Thuy Duong ***
Director, Centre for Southeast Asian Studies, Institute for International Relations Vietnam
 - **Mr. John Samuel ***
International Director, Action Aid International, Bangkok
- * Subject to confirmation

8.30 am Arrival and Registration of Participants / Morning Coffee

9.00 am Welcoming & Introductory Speeches by Joint Organisers:-

- **Dato' Dr. Michael Yeoh**
Chief Executive Officer / Director,
Asian Strategy & Leadership Institute (ASLI)
- **Mr. S. Roy**
Founder & Chief Executive Officer,
ASEANAFFAIRS

9.20 am Opening Keynote Address by:-

- **H.E. Abhisit Vejjajiva**
Prime Minister of Thailand

9.40 am Morning Refreshments / Informal Business Interaction

10.15 am **How Can ASEAN Cope With The Global Economic Crisis**

What are the key economic challenges ASEAN faces after the Global Economic Crisis? What measures are pursued by Governments of Southeast Asia? Are these sufficient? How will ASEAN economies perform in 2009 and 2010? What is the prospect for growth and recovery?

11.30 am **Towards Food and Job Security – Coping with the Global Downturn**

How can ASEAN countries cope with increasing unemployment as numbers of retrenched workers increase? How can ASEAN deal with foreign migrant workers? How to create more jobs? How to promote job security? Can ASEAN rely on agriculture to boost recovery? How can ASEAN achieve food security?

12.45 pm Lunch & Special Luncheon Debate
How ASEAN Can Be More Dynamic, Relevant and Effective?

2.15 pm **Energy, Environment & Climate Change – Impact on Southeast Asia and Implications for Business and Companies**

How can countries of Southeast Asia deal with climate change and environmental degradation? How can sustainable development be achieved? Can ASEAN achieve energy security? What will be the implications for business and companies?

3.30 pm **Building ASEAN Companies – From Profitability to Corporate Social Responsibility: The Way Forward**

How to build ASEAN multinational corporations? How to develop global ASEAN brands? How can ASEAN companies go global? What are the key success factors and strategies for international competition? How can ASEAN companies do more for CSR?

4.45 pm Closing Address by:-

- **The Hon. Mr. Korn Chatikavanij (Invited)**
Minister of Finance, Thailand

5.15 pm Afternoon Refreshments / End of Forum

Note

- The Organisers reserve the right to amend the programme in the best interest of the Forum.

ASIAN STRATEGY & LEADERSHIP INSTITUTE (ASLI)

ASLI is dedicated to creating a better society and is an independent not-for-profit organization that promotes leadership, strategic thinking and bilateral business partnerships. ASLI's mission is to help organizations enhance leadership and strategic capabilities through the interchange of ideas, information and knowledge. Towards that end, ASLI continuously engages in the research and implementation of strategic leadership programmes, publications, conferences, CEO Membership Forums, and international bilateral business missions.

ASLI's events have been addressed by Heads of State, Prime Ministers, Senior Cabinet Ministers, Captains of Industry and prominent Strategic Thinkers to discuss issues of strategic importance to Governments and Businesses. ASLI has, over the years, organized high-level programmes focusing on bilateral business partnerships in Singapore, Indonesia, Philippines, Australia, Japan, USA, Canada, Britain, Germany, China and South Africa. All net proceeds from ASLI's programmes are donated to the non-profit ASLI Foundation. ASLI is also the Malaysian Secretariat of various bilateral Business Councils.

ASEANAFFAIRS - The only global publication from Southeast Asia.

ASEAN Affairs with our Daily Online edition at www.aseanaffairs.com, Bi-Monthly Print magazine, Monthly TV Program (Asean Round Up), Special Newspaper Supplements on National Days of Asean & Trade Partner countries and Events & Research make up the unique media that is ASEANAFFAIRS, into its third year of publishing. Discover brave new Southeast Asia (Asean) and use this unique multimedia to reach out your message across the globe. ASEANAFFAIRS is the First and Only publication from Asia reaching a global audience through its daily online edition and Print magazine available in 35 countries-Thailand, Singapore, Malaysia, Indonesia, Philippines, 27 Countries of the Euro zone, USA and Canada. Distributors in Australia, NZ and South Africa will be appointed soon taking the print magazine to 5 continents. WWW.ASEANAFFAIRS.COM is ranked among the top 10 sites and the No.1 site in Southeast Asia (news & media) ahead of CNN.Com, (Alexa ranking). With over 5000 pages of content and growing daily, the site is a treasure trove of news, analysis, features, country profiles, daily updates by countries and topics, videos, research reports, press releases and much more, receiving thousands of hits everyday. Readers of ASEANAFFAIRS are influential and hi net worth people- businessmen, governments, diplomats, top executives, think tanks, investors, financial institutions and everyone interested in this dynamic region of South East Asia -10 nations with a population of 560m and USD 1 Trillion + economy.

REGISTRATION FORM

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| 1st Delegate | | Human Resource/ Training Manager | |
| Dr/Mr/Ms | <input type="text"/> | <input type="text"/> | |
| Position | <input type="text"/> | Tel | <input type="text"/> Fax <input type="text"/> |
| Tel | <input type="text"/> Fax <input type="text"/> | E-mail | <input type="text"/> |
| E-mail | <input type="text"/> | Bankdraft/Cheque No. <input type="text"/> | |
| 2nd Delegate | | Bank | <input type="text"/> Amount <input type="text"/> |
| Dr/Mr/Ms | <input type="text"/> | Please indicate the nature of your business | |
| Position | <input type="text"/> | <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 <input type="text"/> | |
| Tel | <input type="text"/> Fax <input type="text"/> | <input type="checkbox"/> No, I cannot attend this conference but please keep me updated by sending me additional information as it becomes available on the following topics:- | |
| E-mail | <input type="text"/> | <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 <input type="text"/> | |
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| Approving Manager's Name | <input type="text"/> | | |
| Position | <input type="text"/> | | |
| E-mail | <input type="text"/> | | |

REGISTRATION INFORMATION

REGISTRATION FEES:

Thailand Participants 10,500 THB per person

(NOTE: Fee includes lunch, refreshments & conference documentation)

VENUE:

Sheraton Grande Sukhumvit, Bangkok

PAYMENT:

Payment to be made by telegraphic transfer to:-

A/C Name: **TIME INTERNATIONAL MANAGEMENT ENTERPRISES CO., LTD.**
7th Fl., Order House Building, 448 Ratchadapisek Road,
Samsennok, Huaykwang, Bangkok 10320 THAILAND

Bank: **SIAM COMMERCIAL BANK**

Branch: SUTHISARN, BANGKOK, THAILAND
Account Number (CURRENT): 021 304 3350
Swift Code: SICOTHBK

Bank: **STANDARD CHARTERED BANK (THAI) PCL.**

Branch: HEAD OFFICE, SATHORN ROAD, THAILAND
Account Number (SAVINGS ACCOUNT): 000 283 9041
Swift Code: SCBLTHBX

SUBSTITUTION/CANCELLATION:

Substitution is allowed for a registered delegate. Please note that all payments must be made prior to the event proper. For cancellations, a refund minus 10% service charge will be sent to the said delegates if cancellation is received in **WRITING** by **5th June 2009**. No refund will be made for cancellation received after **5th June 2009**.

REGISTRATION

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

TIME International Management Enterprises Co., Ltd.
7th Floor, Order House Building, 448 Ratchadapisek Road,
Samsennok, Huay Kwang, Bangkok 10320 Thailand
Fax: +662 938 0249

or Register online at:

http://www.aseanaffairs.com/asean_leadership_forum_2009 and you will receive a payment link to securely pay by Credit Card.

Kindly Contact:

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