



13<sup>th</sup> ASIA-EUROPE BUSINESS FORUM  
(AEBF 13)  
VIENTIANE – LAO PDR  
3 TO 5 NOVEMBER 2012

# Concept Note

## Organizers

Ministry of Industry and Commerce

Lao National Chamber of Commerce and Industry (LNCCI)

In Cooperation with

European Chamber of Commerce and Industry in Lao PDR (ECCIL)

This Concept note is for the upcoming 13<sup>th</sup> Asia Europe Business Forum (AEBF 13) to be held in Vientiane from 3<sup>rd</sup> to 5<sup>th</sup> November 2012 in conjunction with the 9<sup>th</sup> Asia-Europe Meeting (ASEM 9 Summit).

## **ASIA EUROPE BUSINESS FORUM (AEBF) – HISTORY**

The Asia-Europe Business Forum (AEBF) is a meeting of business leaders in Asia and Europe, created by the Asia-Europe Meeting (ASEM) to strengthen economic cooperation between the business sectors of the two regions.

At the first ASEM Summit held in Bangkok, Thailand in 1996, the Head of States and Governments from Asia and Europe endorsed the creation of two ASEM-related bodies in order to foster themes of common interest between the two regions. The cultural, societal and educational dimension of the dialogue was entrusted to the Asia-Europe Foundation (ASEF), with a permanent base in Singapore. The development of the economic and business dimension gave birth to the Asia-Europe Business Forum (AEBF). The first AEBF was convened in Paris, France in 1996.

The following AEBF meetings followed the spirit of balance prevailing at the ASEM and have been held alternatively in Europe and in Asia on a yearly basis, with a chairmanship from the organizing country. The host country is agreed upon a voluntary basis. Since the ASEM Summit in Hanoi in 2004, the preference goes to the same host country as the ASEM, and the agenda of the AEBF has been adapted back to back with the ASEM Summit, i.e. in Helsinki (Finland) in 2006, Beijing (China) in 2008, in Brussels (Belgium) in 2010, and in Vientiane (Lao PDR) in 2012.

The AEBF is a venue for leaders of businesses to promote partnership in the public and private sectors across Europe and Asia. The plenary meetings of the AEBF are high profile for a at world standards, with an attendance from a large number of Asian and European countries. The themes that are of common interest between Asia and Europe, that have been or will be discussed at the AEBF include; (1) Market development, opening growth prospects in Asia and Europe, coordinated responses to financial and economic crises; (2) Financial services in a fast moving world; (3) Sustainability issues on energy strategies, environmental challenges, food security, etc.; (4) Urbanization issues including mobility, management of public services, etc.; (5) Governance for smooth business, trade and investments in Asia and Europe, such as; fair/unfair competition and hurdles, disguised protective measures against national products, rule of law, copy and counterfeiting, etc; (6) Asian and European contribution to the cross-cultural dialogue and business practices; (7) Corporate Social Responsibility (CSR) and others.

The topics addressed in the last four AEBF's were:

- Brussels 2010:   Restoring financial opportunities  
                      Towards and integrated market for financial services  
                      The growing role of Asia on the World financial stage: testimonies  
                      How can the European and Asian financial sectors best serve the needs  
                      of a changing world?
- Beijing 2008:    Energy cooperation  
                      Environment and climate change  
                      Finance security  
                      SME development  
                      Trade and Investment facilitation

Helsinki 2006:	Investment Trade Infrastructures Financial services Information and communication technology
Hanoi 2004:	Trade Investment and Infrastructure Food security Financial market turbulence Information and communication technology Tourism SMEs

## **DEVELOPMENT OF 13<sup>TH</sup> AEBF, LAO PDR**

The 13<sup>th</sup> Asia-Europe Business Forum (AEBF) will take place on November 3<sup>rd</sup> to 5<sup>th</sup>, 2012, back to back with 9<sup>th</sup> ASEM Summit, so that the results of the business forum can be communicated directly to the political leaders.

### **Organizational Structure**

The Government of Lao PDR has voluntarily accepted the organization of the ASEM 9 and other side events including the 13th AEBF. The Forum is organized by the Ministry of Industry and Commerce and the Lao National Chamber of Commerce and Industry (LNCCI) in cooperation with the European Chamber of Commerce and Industry in Lao PDR (ECCIL) under the guidance of the Lao Government represented by the 9th ASEM National Committee, headed by the Ministry of Foreign Affairs. An organization is in place for the administration of the budget based on internationally accepted spending and accounting guidelines.

### **Participants and Location**

The aim of the organizers is to attract 250 highly prominent CEOs from Europe and Asia as well as trade commissioners and heads of business chambers to make this Business Forum successful.

The event location is at the Lao Plaza Hotel in the centre of Vientiane Capital.

### **Theme and Topics of the Forum**

The theme of the forum is “Caring for the Earth – for sustainable economic and business in Asia and Europe”. By following the topics of the previous AEBFs, the topics of the 13th AEBF will be:

A Plenary session on “Current and Future Trends in Asia – Europe Economic and Business Relations” that will be led by the European Trade Commissioner, WTO Director General, Secretary General of ASEAN, Director General of Trade and Investment of the UNESCAP, Europe-Asia Management Institute, and the Asian Development Bank Institute.

Six breakout sessions to address Asia – Europe common interests as follows:

- Opening growth prospects in Asia and Europe, cooperative answers to the financial and economic crisis in a short-term (2 years) perspective.

- Good Public and Corporate Governance for smooth trade and investment business in Asia and Europe.
- Access to Finance in a fast changing world.
- Environmental Challenges and Food Security.
- Energy and Sustainable Management of Natural Resources
- Market Development and Connectivity between Europe and Asia's Sub-regions – East Asia and the Greater Mekong Sub-region (GMS).

An ASEM Leaders Reporting Session during a Working Breakfast on 5th November 2012. Chairpersons of breakout sessions will report the outcomes of the sessions. Participants will be selected and comprised of speakers, head of business delegations and sponsors. Seven Head of States and Governments will be invited from the host country, 3 from Asia and 3 from Europe.

A Session to present the result and findings from plenary and breakout sessions, and present the AEBF Chairman's Statement.

A Meeting of ASEM Chamber of Commerce and Industries (CCIs) and Business Membership Organizations (BMOs) that will address the Networking between ASEM's CCIs and BMOs, and the implementation of the recommendation of the AEBF.

The tentative program of the event is attached as **Annex 1**.

### **Funding and Sponsorship**

The Forum is partly financed by the host country government and through sponsorship. The European Union has allocated a technical assistance to the Forum to support the development of the substance, moderation and reporting.

The sponsorship levels are fixed to four categories (Platinum, Gold, Silver, and Bronze). There will be sponsorships open for cocktail reception, luncheons, dinners and the golfing.

### **Supporting Activities**

- **AEBF Golf Networking:** This activity on 3th November 2012 provides informal networking opportunities for business executives and government representatives while playing a round of golf on Vientiane's most famous 18 holes golf course (SEA Games Golf Course). The AEBF golf networking is a unique opportunity to tee off with some of the brightest entrepreneurs from Asia and Europe. Guests will be asked to book their attendance to the golf event early since numbers are limited.
- **Sponsors' Exhibition:** Within the Conference location there will be a small exhibition area where sponsors are invited to set up a booth to show case their business operation and products.
- **Lao Handicraft Fair:** An annual Lao Handicraft Fair will be convened from 1st to 7th November 2012, at the National Cultural Hall at walking distance opposite of the Conference venue. The Lao Handicraft Fair exhibits large number of domestic handicraft products including textiles, wood, potteries, etc.

## **Annex 1:**

### **Tentative Program Asia Europe Business Forum 2012**

#### **Saturday November 3<sup>rd</sup>, 2012**

- 08.30 – 18.00    Arrival of participants and registration, hand out of conference documents (Lao Plaza Hotel)
- 10.00 – 15.00    Golf Networking Activity in Long Thanh Golf Course (for max 60 Guests)
- 18.30 – 20.30    Welcome Cocktail Reception in the Settha Palace Hotel
- Welcome remark by Mr. Kissana Vongsay, President of LNCCI, Chairman of AEBF
- Welcome remark by Mr. Guy Apovy, President of ECCIL, Co-Chairman of AEBF
- Address by H.E. Dr. Nam Viyaketh, Minister of Industry and Commerce

#### **Sunday November 4<sup>th</sup>, 2012**

- 08.00 – 09.00    Registration continued at the Lao Plaza Hotel

#### **Opening Session**

- 09.00 – 09.15    Introductory remark by Chair of Organizing Committee AEBF 13, H.E. Dr. Nam Viyaketh, Minister of Industry and Commerce, Lao PDR
- 09.15 – 09.30    Opening address by H.E Thongsing Thammavong, Prime Minister of Lao PDR
- 09.30 – 09.45    Photo Session
- 09.45 – 10.15    Coffee and tea break
- 10.15 – 11.45    Plenary session: Current and future trends in Asian-European economic and business relations**
- Moderator: Dr. Fraser Cameron, Director EU-Asia Center, Belgium
- Panelists:
- Prof. Jacques Gravereau, President Eurasia Institute, Haute Etude Commerciale (HEC), France
  - Dr. Jae-Ha Park, Deputy Dean of Asian Development Bank Institute, Japan
  - Mr. Ravi Ratnayake, Director General of Trade and Investment Division, UNESCAP, Thailand
  - Mr. Surin Phitsuwan, Secretary General of ASEAN
  - Mr. Hubert Testard, Chief Representative for ASEAN, French Ministry of Economics and Finance
- 11.45 – 12.00    Q & A

- 12.00 – 13.30      Networking lunch at the Lao Plaza
- 13.30 – 15.00      Breakout Session I, topic 1: Growth prospects in Asia and Europe – short-term cooperation in overcoming the financial and economic crisis (until 2014)**
- Moderator: Prof. Jacques Gravereau, President Eurasia Institute, Haute Etude Commerciale (HEC), France
- Panelists:
- H.E. Dr. Nam Viyaketh, Minister of Industry and Commerce Lao PDR and ASEAN Economic Minister
  - Mr. Yukio Tada, President, Nippon Keidanren, Sojitz Research Institute, Ltd., Japan
  - Dr. Jae-Ha Park, Deputy Dean of Asian Development Bank Institute, Japan
  - Mr. Alessandro Barberis, President Eurochambres, Belgium
  - Mr. Wang Jinzhen, Vice Chairman, China Council for the Promotion of International Trade (CCPIT), China
- 13.30 – 15.00      Breakout Session I, topic 2: Good public and corporate governance for smooth trade and investment in Europe and Asia**
- Moderator: Dr. Fraser Cameron, Director EU-Asia Center, Belgium
- Panelists:
- Dr. Matthias Duehn, MAN Trucks and Bus Asia-Pacific, Germany
  - Mr. Thierry Schwarz, Director of Intellectual Exchange for the Asia-Europe Foundation, Singapore
  - Mr. Christopher Bruton, Director for Thailand & Indochina, Dataconsult, Thailand
  - Ms. Leena Wokeck, Director, CSR Asia, Thailand
  - Dr. Ajit Ranade, Senior President & Group Chief Economist of Aditya Birla Group and National Executive Committee Member of Federation of Indian Chambers of Commerce and Industry (FICCI), India
- 14.20 – 15.00      Panel discussion and Q & A
- 13.30 – 15.00      Breakout session I, topic 3: Access to finance in a fast changing world – old methods don't work**
- Moderator: Andrew Fight, Director Application Européenne de Technologies et de Services (AETS), France
- Panelists:
- Mr. Yves Jacquot, Deputy CEO BRED Banque Populaire and CEO Cofibred, France
  - Mr. Datuk Seri Mohamed Iqbal Rawther, Chairman of Malaysia Institute of Management (MIM) and Chairman of Asia-Pacific Business Advisory Council (AP-BAC), Malaysia
  - Mr. Grant Knuckey, CEO ANZ Royal, Cambodia and Chairman of ANZ Bank (Lao) Limited, Australia

- Mr. Marc Mouscadet, Managing Director Tamias Consultants, France
  - Mr. Gil Gonzales, Vice President Corporate Governance and Risk Management, SM Investment Corporation, Philippines
- 14.30 – 15.00 Panel discussion, Q & A
- 15.00 – 15.30 Coffee and tea break
- 15.30 – 17.00 Break-out session II, topic 1: Environmental challenges and food security**
- Moderator: Dr. Nerlita Manalili, Managing Director Nexus Agribusiness Solutions, Philippines
- Panelists:
- Prof. Brahma Chellany, Center for Policy Research, Delhi, India
  - Mr. Phornsil Patchintranakul, Director CP Group and Vice Chairman Thai Chamber of Commerce, Thailand
  - Mr. Purushottam Mudbhary, FAO Country Representative to Lao PDR (FAOR), Laos
- 16.30 – 17.00 Panel discussion, Q & A
- 15.30 – 17.00 Break-out session II, topic 2: Energy and sustainable management of natural resources**
- Moderator: Mr. Oudet Souvannavong, Secretary General of GMS Business Forum, Lao PDR
- Panelists:
- Mr. Viraphon Viravong, Vice-Minister of Energy and Mine, Lao PDR
  - Mr. Peter Geoffrey Albert CEO, G-Resources Group limited, Hongkong
  - Mr. Rick Watsford, General Manager MMG Lane Xang Mineral, Laos
  - Mr. Patrick Dye, Government Affairs & Corporate Communications Director, Nam Theun 2 Power Company, Ltd. (NTPC), Laos
  - Ms. Malini Ventura, Chairman & CEO Redbrick Asia, Malaysia
- 16.40 – 17.00 Panel discussion, Q & A
- 15.30 – 17.00 Breakout session II, topic 3: Market and connectivity between Europe and Asia's Sub-regions – including the Greater Mekong Sub-Region (GMS)**
- Moderator: Dr. Thi Anh-Dao Tran, Director Institute of Research for Development, Vietnam
- Panelists:
- Mr. Win Aung, Chairman of GMS Business Forum, President Union Myanmar Federation of Chamber of Commerce and Industries (UMFCCI), Myanmar
  - Ms. Lou Yan, Chairwoman and Managing Director, China CAMC Engineering Co.,Ltd, China

- Mr. Kham Vorapheth, Managing Partner Stratorg, France
- Mr. Varun Bajaj, Head of Project Coordination South East Asia, Tata Steel Limited, India
- Dr. Walter Koren, Director General, Advantage Austria – Austrian Federal Economic Chamber, Austria

16.30 – 17.00 Panel discussion, Q & A

19.00 – 21.00 Networking Dinner at the Mekong Restaurant

### **Monday November 5<sup>th</sup>, 2012**

08.00 – 09.00 Breakfast Session with Heads of States/Governments, presentation of findings of the business forum. By invitation only.

- H.E. Thongsing Thammavong, Prime Minister of Lao PDR
- H.E. Donald Tusk, Prime Minister of Poland
- H.E. Nguyen Tan Dung, Prime Minister of Vietnam
- H.E. Julia Gillard, Prime Minister of Australia
- H.E. Susilo Bambang Yudhoyono, President of Indonesia
- H.E. Wen Jiabao, Prime Minister of China (tbc)
- H.E. S. M. Krishna, Minister of External Affairs of India (tbc)
- H.E. Herman Van Rompuy, President of EU Council (tbc)
- H.E. Rosen Plevneliev, President of Bulgaria (tbc)
- H.E. Yoshihiko Noda, Prime Minister of Japan (tbc)
- H.E. Lee Myung-bak, President of the Republic of Korea (tbc)

09.00 – 09.30 Coffee and tea break (for non-participants of the Breakfast Session)

09.30 – 10.30 Plenary Session II:

Presentation of Result and Findings from Plenary and Break-out Sessions:

Reports of the chair persons of the break-out sessions

10.30 – 11.00 Report from AEBF 13 Secretariat – presentation of AEBF Chairman's Statement

11.00 – 11.40 Closing Session

11.20 – 11.25 Closing remark by Mr. Kissana Vongsay, President of LNCCI

11.25 – 11.30 Closing remark by Mr. Guy Apovy, President of ECCIL

11.30 – 11.40 Closing remark by H.E. Dr. Nam Viyaketh, Minister of Industry and Commerce, Lao PDR

12.00 – 14.00 Networking lunch at the Lao Plaza Hotel



**Monday November 5<sup>th</sup>, 2012**

**Network Meeting for ASEM Chamber of Commerce and Industries (CCIs) and Business Membership Organizations (BMOs)**

13:30 – 14:00 Registration

14.00 – 16.50 Panel Discussion incl. Q&A and discussion of implementation of the recommendations of the summit

Moderator: Mr. Oudet Souvannavong, Secretary General of GMS Business Forum, Lao PDR

Panelists:

- Mr. Jason Collins, President of European Business Organizations network, Australia
- Mr. Kosala Wickramanayake, Vice President of SAARC Chamber of Commerce of Industry, Sri Lanka
- Mr. Guy Apovy, President of ECCIL, Co-Chairman of AEBF

15.20 – 15.50 Coffee and tea break

16.50 – 17.00 Wrap-up

### **List of ASEM Partners**

1. ASEAN Secretariat
2. Australia
3. Austria
4. Belgium
5. Brunei Darussalam
6. Bulgaria
7. Cambodia
8. China
9. Cyprus
10. Czech Republic
11. Denmark
12. Estonia
13. European Commission
14. Finland
15. France
16. Germany
17. Greece
18. Hungary
19. Indonesia
20. India
21. Ireland
22. Italy
23. Japan
24. Korea
25. Laos
26. Latvia
27. Lithuania
28. Luxembourg
29. Malaysia
30. Malta
31. Mongolia
32. Myanmar
33. Netherlands
34. New Zealand
35. Pakistan
36. Philippines
37. Poland
38. Portugal
39. Romania
40. Russia
41. Singapore
42. Slovakia
43. Slovenia
44. Spain
45. Sweden
46. Thailand
47. United Kingdom
48. Vietnam

### 13<sup>th</sup> AEBF Secretariat

For pre-registration and further information please view the website [www.aebf2012.com](http://www.aebf2012.com) or contact the 13<sup>th</sup> AEBF Secretariat:

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