



LAUNCH EVENT

**ASEAN BUSINESS ROUNDTABLES 2021 | ASEAN BUSINESS & INVESTMENT SUMMIT 2021 |
ASEAN BUSINESS AWARDS 2021**

**Musyawah Hall, International Convention Centre, Bandar Seri Begawan, Brunei
Darussalam**

July 7, 2021 | 09:30AM - 12:00PM

PRESS RELEASE

The Brunei ASEAN Business Advisory Council (ASEAN BAC) today launched the ASEAN Business Roundtables, ASEAN Business and Investment Summit and the ASEAN Business Awards 2021 in conjunction with Brunei's Chairmanship of ASEAN 2021. The series of events will present an opportunity for government, business and civil society, across the region, to come together and identify ways to promote inclusive sustainable growth in a digital age and celebrate business innovation in Southeast Asia.

Delivering the Keynote Address at the Launch was YB Dato Dr Amin Liew, Minister in the Prime Minister's Office and Minister of Finance and Economy II, who is also Chair of the ASEAN Economic Community Council. In his remarks he noted the critical role of the private sector in highlighting the business issues of the region and finding pathways forward. YB Dato Dr Amin Liew said 'Bringing together the Heads of State, the Presidents and Prime Ministers of ASEAN and of our Dialogue Partners, business CEOs and thought leaders to discuss the key issues facing the region, helps us crystallize our thinking on what needs to be done to recover stronger together. The world will be watching and it is an excellent opportunity for Brunei'.

The Launch event saw YB Siti Rozaimeriyanty DSLJ Hj Abd Rahman, Chair, ASEAN Business Advisory Council provide an overview of the aims of the council that is made up of three members from each of the ten ASEAN Member States. The council was established to provide private sector feedback and guidance to boost ASEAN's efforts towards economic integration and identify priority areas for consideration by ASEAN's Leaders. YB Siti Rozaimeriyanty informed the guests that 'the theme for Brunei's ASEAN BAC Chairmanship is 'Recover, Stronger, Together. Sama-Sama' and reflects the need for unity and collaboration in these difficult times'. The ASEAN BAC Chair, also introduced the Council's legacy project H.I.R.E.D, 'Harnessing Impact with Resilient Employability Digitally', that seeks to address the digital skills and knowledge gaps in ASEAN amongst the unemployed.

The ASEAN Business and Investment Summit is the region's most important business event for the year as it brings together the Heads of State, Presidents and Prime Ministers of ASEAN and its Dialogue Partners, global CEOs and thought leaders. Haslina Taib, Chair of the ASEAN Business and Investment Summit 2021, shared that the theme for this year's Summit is 'Building Our Sustainable Digital Future' with a programme designed to support the Brunei government's three strategic thrusts of 'Recovery. Digitalisation. Sustainability' that



guide Brunei's Chairmanship of ASEAN. The Summit will be a hybrid event and held on the 25th of October.

In addition to the Summit, Brunei is breaking tradition and hosting two extra ASEAN Business Roundtables, one on 'Fintech for Inclusive and Sustainable Growth' in August and one on 'Skills for a Digital Age' planned for September.

The final event in the series is the ASEAN Business Awards which give recognition to enterprises that have excelled in a particular area and contributed to the growth and development of ASEAN. Hj Musa Hj Adnin, Chair of the ASEAN Business Awards noted that 'since the awards were established in 2007, the ASEAN Business Awards have recognised hundreds of companies across the region'. This year, Darussalam Enterprise will be taking the lead in developing the structure of the categories, managing the application and judging process as well as promoting participation of the Awards. The ASEAN Business Awards will take place on the 10th of November.

Brunei's stakeholders are rallying round to demonstrate their strong support for the series of events with Brunei LNG and Bank Islam Brunei Darussalam becoming the Lead Partners and Brunei Shell Petroleum as a Platinum Sponsor. Radio Television together with Borneo Bulletin and Media Permata are Media Partners and Darussalam Enterprise is the Strategic Partner.

To find out more about the series of events planned, email the organising committee at aseanbac2021events@creativobrunei.com.

*****ENDS*****

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