



The 49th ASEAN-Japan Business Meeting

*ASEAN-Japan Common Agenda
in the Value Co-Creation Era*

November 3, 2023

**Raffles City Convention Center
Singapore**

49th AJBM Meeting Outline

Outline	
Date	Friday 3 November
Venue	Fairmont Singapore (80 Bras Basah Rd, Singapore 189560)
Theme	ASEAN-Japan Common Agenda in the Value Co-Creation Era - Addressing Green, Digital and Human Resources Challenges
Language	English / Japanese (simultaneous interpretation will be provided)
Organizers	AJBM Singapore / AJBM Japan (Kezai Doyukai; Japan Association of Corporate Executives) With cooperation by - Deloitte - AJBM National Committees in ASEAN countries
Guest	Masahiko Kiya (Ambassador of Japan to ASEAN) and others are finalizing schedule
Registration Fee	Free

49th AJBM Meeting Program

Fri. 3 November *Open Session for all invitees		Fairmont Singapore
8:30- 9:00	Registration and networking	
9:00- 9:45	Opening Session Welcome & Introduction from co-hosts/Honorary Guest speech	
10:00-11:30	Session 1 Sustainable Mobility (Carbon Neutral Realities in ASEAN/Asia) Presentation & Panel discussion	
11:45-13:15	Session 2 Digital Experience (Sustainable Growth through Creating New Digital Experiences) Presentation & Showcasing	
13:15-14:30	Networking Lunch	
14:30-16:00	Session 3 Human Resource Platform to Unleash Value Co-Creation in the Region Presentation & Panel discussion on ASEAN-Japan Human Resource Value Chain Project	
16:15-17:00	Wrap-up & Closing session	

About AJBM (ASEAN-Japan Business Meeting)

- ◆ A private-sector led conference of JP/ASEAN business leaders, launched in 1974 by the initiative of Keizai Doyukai (Japan Association of Corporate Executives).
- ◆ Launched to support ASEAN's regional integration and development from a private-sector perspective and to enhance political and economic ties with Japan. Encouraged a policy change in Japan, which was focused on bilateral diplomatic relations with ASEAN countries. (→ The Fukuda Doctrine in 1977).
- ◆ Contributed to the development of ASEAN-Japan relations by issuing joint declarations and proposals to the governments.
- ◆ Held on a rotating basis (two meetings in ASEAN → one in Japan). Keizai Doyukai on the Japanese side and the national committees in ASEAN countries jointly work to run the annual meeting and networking.
- ◆ The basic nature and principles identified and shared at the time of establishment are as follows.

1. The AJBM is **a purely private, multilateral forum** and its main participants shall be business executives from the ASEAN countries and Japanese.
2. The AJBM will conduct free discussions on various issues related to Japan-ASEAN economic and business relations **in a spirit of mutual benefit**.
3. In order to operate the AJBM as a continuous forum, **meetings will be held once a year** based on mutual understanding and cooperation.
4. The basic theme of the AJBM is "The Role of Asian Countries in the World in the 1970s" (at the time of its establishment), and thereafter, the AJBM will continue its efforts to help Asian countries grow in harmony with the rest of the world.
5. The **recommendations** compiled by the AJBM **should be translated into concrete action** to the maximum extent possible.

About AJBM (ASEAN-Japan Business Meeting)



- Held for 100-150 Japanese and ASEAN business executives. Participants include members of Keizai Doyukai and on the ASEAN side members of national committees organised by business leaders with close ties to Japan.
- Themes were planned and proposed by the host country and agreed by the Steering Committee of representatives from each country.
- Each session consists mainly of presentations by participants from each country. Sharing of industrial and business case studies, panel discussions, etc.
- In recent years, expanding its stakeholders / attendees to start-ups, government agencies (JETRO) and others according to the topics.
- Offer attendees opportunities for site visits and optional programs. Networking among participants is promoted throughout the itinerary.

Deloitte will play the PMO role for re-designing, preparation and execution for AJBM in the year of 2023 (Nov)

Proposed Deloitte role and responsibility in AJBM

overview

- Deloitte Tomatsu as a AJBM's primary partner (with Keizai Doyukai) is to provide supports AJBM re-design for coming AJBM conference

Key Principle

- 1 Deloitte provide AJBM reshaping activities (setting objective, topics and driving working groups preparation)
- 2 Deloitte also provides sponsorships to AJBM for the next AJBM

Key Activity

- Aiming to hold the AJBM conference around Nov, Deloitte will provide PMO service, also driving each WG (key topics focused)

World Economic Forum Center for Urban Transformation Transformation Platform

1. Advanced Manufacturing and Value Chains
2. Cybersecurity
3. Consumption
4. Digital Economy and New Value Creation
5. Energy, Materials and Infrastructure
6. Financial and Monetary Systems
7. Health and Healthcare
8. Media, Entertainment and Sport
9. Mobility
10. Urban Transformation

New AJBM focuses on the key Japan & ASEAN business growth agendas which are to be discussed in working group and presented in the year-end AJBM conference

49th AJBM Focus Agenda

- Selecting key business agenda among Japan and ASEAN to grow business for the next 50 years

Human Resource Platform

- Developing people value chain infrastructure among Japan and ASEAN countries to grow Japan/ASEAN business further

Sustainable Mobility

- Social shifts in "mobility" in Japan and ASEAN, especially focusing on automotive (EV shifts, carbon neutral, recycle/refurbish, bio energy etc)

Digital Experience

- Rebranding country or company rebranding by utilizing digital (tourism, inviting R&D etc)

Working Group (Project Team)

- ✓ Partner companies will assign fellows to each working group to design and management
- ✓ Deloitte also provides PMO (monitoring the progress of each WG discussion) service and SME (required basis)



Logos of partner companies: SUNTORY, ANA, amazon, MITSUBISHI, Deloitte, SOMPO HOLDINGS, MIZUHO, and NTT.

ASEAN Representative Companies & Government entities

About AJBM (ASEAN-Japan Business Meeting)

- Launched in 1974, AJBM pioneering ASEAN-Japan business exchanges.

1970s

- Nurturing mutual understanding
- Advocating equal partnership

1980s

- Promoting investment to ASEAN
- Supporting ASEAN industrialization

1990s

- JP business development in ASEAN
- Envisioning regional economic cooperation

2000s

- Responding to globalization agenda
- Advocating regional economic integration

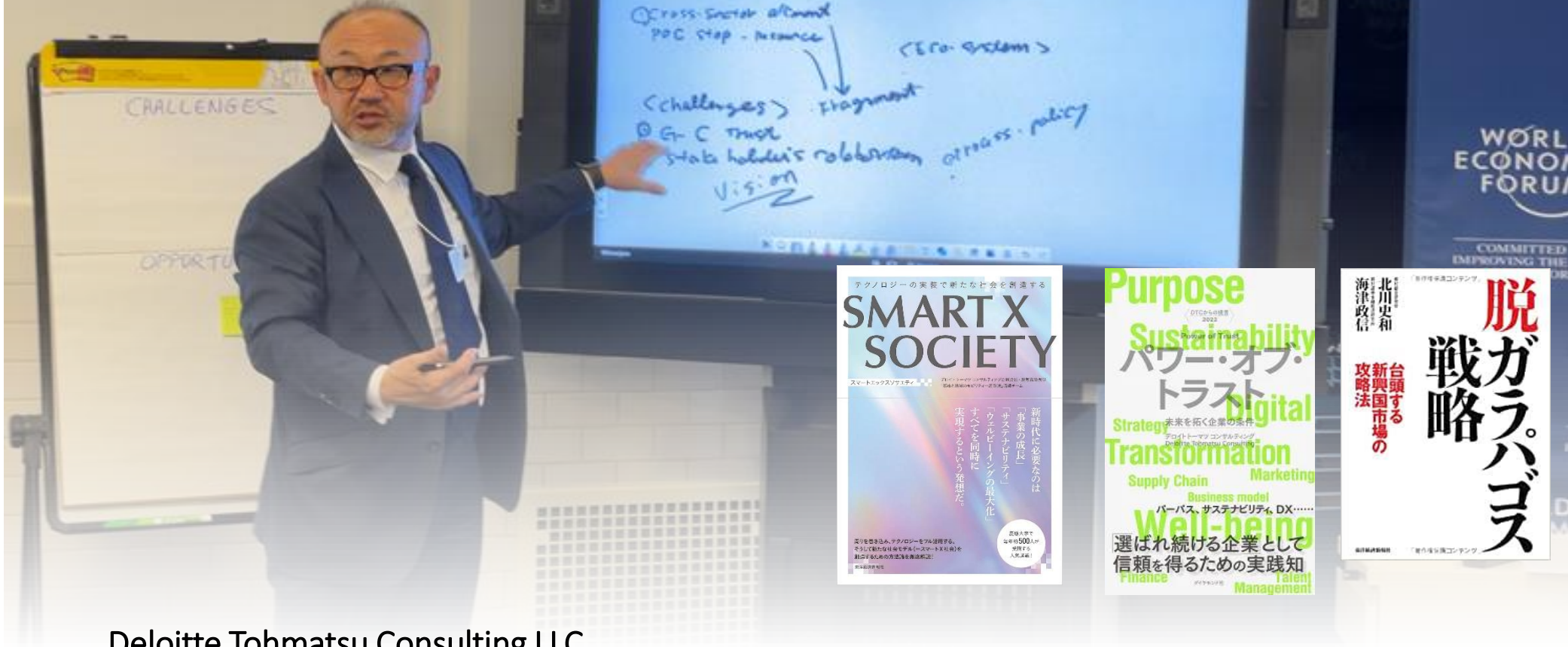
2010s

- Pursuing economic ties in new areas/sectors
- Partnership with public sector/startups

2020s

- Overcoming COVID & adapting to new normal
- **Updating AJBM toward 50th Jubilee (2024)**





Deloitte Tohmatsu Consulting LLC.

Partner

Fumikazu Kitagawa

Smart X Lab. Lead

WEF Smart City Regional Network Project Lead

Keio University Instructor



mailto: fukitagawa@tohmatu.co.jp

He dedicated career more than 30 years in strategic consulting field and professional work.

He has focused on Automotive sectors and build global teams, and he is well known in this sectors around Asia.

With using his knowledge and expertise, he Joined into investment banking business as a head of industrial investment banking division.

Now he is leading Smart City, Mobility and Finance offering team as Smart X lab. Dedicating to build Smart City among Japan and others. Also leading a collaboration with WEF as Deloitte Global partner.

What is Special About the 49th AJBM

- *Showcasing a new format of ASEAN-Japan business meeting where real voices and latest trends relevant to business in ASEAN/Japan will be shared, with pro bono expert support*




- ✓ Commitment to upgrade the nearly 50 y.o. conference to a new format.
- ✓ Identified the issue of “Human resource development and exchange in the region” as a central topic for the following AJBM meeting.

- ✓ **Showcasing the new AJBM format** with focused agendas & World Economic Forum methods.
- ✓ Presenting outcome of preparatory workshops on key business agendas for Japan and ASEAN as a pilot.
- ✓ Involving new members from ASEAN and Japan

- ✓ Start full-fledged AJBM in a new format
- ✓ Setting focus agendas expanding on the previous meeting.
- ✓ Involving new active members from ASEAN and Japan engaged in key agendas.

The 49th AJBM Focus Agenda

Theme	Led By	Outline of Theme	Detail
<p>Sustainable Mobility</p>	<p>Deloitte.</p>	<ul style="list-style-type: none"> ◆ The realities of industrial and social changes toward carbon neutrality, such as the shift to EVs for automobiles, including barriers and challenges specific to each country and sector. ◆ Necessity to share a vision, direction and key solutions for ASEAN + Japan to decarbonize together via multiple pathway. 	<p>Page 9-10</p>
<p>Digital Experience</p>	<p>Deloitte.</p>	<ul style="list-style-type: none"> ◆ Transforming the user experience and creating a sustainable economy using digital technology. <ul style="list-style-type: none"> ✓ Creating a tourism ecosystem ✓ Attracting investment and companies which leads to local community development 	<p>Page 11-12</p>
<p>Human Resource Value Chain</p>	<p>  公益社団法人 経済同友会 <small>KEIZAI DOYUKAI Japan Association of Corporate Executives</small> </p>	<ul style="list-style-type: none"> ◆ Human resource issues that ASEAN and Japan need to address in order to respond to economic and industrial changes in the region. ◆ Measures to expand and accelerate the flow of human resources between Japan and ASEAN. ◆ A blueprint of a platforms fostering and networking ASEAN/Japan youth through collaboration on solving social issues 	<p>Page 13-14</p>