



ASEAN - Japan
Business Meeting

The 50th ASEAN–Japan Business Meeting (AJBM)

Building **Resilient**
Partnership
for **Sustainable**
Future



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ASEAN - Japan Business Meeting

The background features a complex, abstract design. The top half is dominated by large, overlapping, curved shapes in various shades of light blue and white. One prominent shape has a fine, parallel-line texture. The bottom half transitions into a darker blue area with more intricate patterns, including a grid of small circles and a bright, glowing light source that creates a lens flare effect.

Chairman's Message

Chairman's Message



It is my great honor and privilege to welcome you to the 50th ASEAN-Japan Business Meeting (AJBM). This milestone marks half a century of collaboration and friendship between ASEAN and Japan, and as we celebrate this achievement, we also look ahead to a future where our partnership continues to foster mutual growth and prosperity.

Over the years, the AJBM has been a vital platform for business leaders and policymakers to exchange ideas, build relationships, and shape the economic landscape of our regions. This year's theme, "Building Resilient Partnership for Sustainable Future," reflects our shared commitment to facing future challenges together. In today's rapidly changing world, resilience and sustainability are key to ensuring that ASEAN and Japan remain competitive and prosperous in the decades to come.

At the 50th AJBM, stakeholders will engage in three-panel discussions on Food Security, Mobility, and Tourism. These vital areas, along with the critical topics of Human Resources, Digital Transformation, and Sustainability, will provide a comprehensive framework for addressing the pressing challenges we face. Each panel will explore the urgent question: "What will happen in the next 10 years if we do not act now?"—highlighting the need for immediate, decisive action to secure our shared future.

Looking forward, the next coming year will be even more transformative. By strengthening our partnerships, innovating, and adapting, we can address global challenges and continue to empower future generations.

I would like to extend my heartfelt gratitude to all participants, sponsors, and supporters for making this event possible. Let us continue to build on the strong foundation we have laid and work together to achieve even greater heights in the years ahead.

Thank you, and I wish everyone a productive and inspiring meeting.

Sincerely,

Kalin Sarasin, Chairman of the 50th AJBM and
Honorary Chairman of The Thai Chamber of Commerce and Board of Trade of Thailand

Chairman's Message



I am truly delighted that we can celebrate the 50th AJBM this year, marking a milestone since the first AJBM was held in Tokyo in 1974.

ASEAN has developed partnerships with countries and regions beyond Asia Pacific and has achieved remarkable economic growth on a global scale. Amid these changes, the ASEAN - Japan partnership has also evolved significantly.

At the 48th AJBM held in Tokyo, we discussed what we should focus on to ensure the sustainable development of both ASEAN and Japan in a new era. Among the most important issues identified was cooperation in the field of "human resources". Therefore, we have worked on the framework for human capital cooperation with the support of an international organization, the Economic Research Institute for ASEAN and East Asia (ERIA).

We are pleased to share our progress on this venture in today's session and discuss with you how we jointly will make the most of the plan for our common sustainable future.

Yuji Hirako
Co-Chairperson, Japan-Asia Relations Committee, Keizai Doyukai
Senior Advisor, ANA Holdings Inc.

Chairman's Message



It is with great honor that I participate in this esteemed meeting, which has evolved alongside ASEAN's development as a community for many years.

Last year marked the 50th anniversary of ASEAN-Japan friendship and cooperation, a significant milestone. I aspire to deepen and elevate the partnership established through AJBM as we embark on the next 50 years together. To achieve this, I aim to leverage my business experiences in the Asia-Oceania region, contributing to our collaborative efforts.

The three topics we will discuss, food security, tourism and mobility are not only viewed as growth drivers for ASEAN countries but are also vital for sustainable development. I sincerely hope that our deliberations will yield innovative solutions to the challenges faced by each nation.

I look forward to active and engaged discussions at the 50th AJBM, and any feedback or insights as we navigate this important dialogue together.

Seiji Imai

Co-Chairperson, Japan-Asia Relations Committee, Keizai Doyukai
Chairman, Member of the Board of Directors, Mizuho Financial Group

About the Board of Trade of Thailand



The Board of Trade of Thailand (BoT) stands as a premier business organization in Thailand, wielding significant influence in the nation's economic and social development landscape. Established in 1955 and later formally recognized by the Chamber of Commerce Act of 1966, the BoT operates in close partnership with the Thai Chamber of Commerce, established in 1932, serving as a core member of the BoT.

Vision

Our vision is to become the foremost business organization in Thailand, renowned for our extensive knowledge base, robust networking capabilities, and collaborative prowess. We are committed to harnessing Thailand's potential for international trade and investment, enabling Thai companies to compete effectively in global markets while upholding principles of sustainability.

Mission

1. Accumulating and disseminating knowledge across diverse business sectors in Thailand in a systematic manner.
2. Developing and enhancing skill sets and competencies across all segments of the country's business landscape, with a particular focus on supporting small and medium-sized enterprises.
3. Cultivating networks and fostering collaboration with both public and private sectors at national, regional, and global levels to strengthen Thailand's overall business sector.
4. Advocating for best practices in governance and corporate social responsibility to ensure the sustainability of businesses.
5. Enhancing the efficiency and public perception of our organization through ongoing development initiatives.

The establishment of the "Board of Trade of Thailand" on June 28, 1955, marked a pivotal moment in supporting both local and international businesses. The BoT serves as a vital resource, offering guidance on trade regulations, business consultancy services, and producing economic forecasts and reports to benefit both public and private stakeholders. Subsequently, in 1966, the importance of the Thai Chamber of Commerce and the Board of Trade of Thailand was officially recognized through the enactment of the Chamber of Commerce Act. This legislation delineated the roles of various organizations, including the Thai Chamber of Commerce, the Provincial Chambers of Commerce, and the Foreign Chambers of Commerce in Thailand. Notably, all Provincial and Foreign Chambers of Commerce are legally affiliated with the Board of Trade of Thailand. Additionally, the Chairman of the Thai Chamber of Commerce concurrently serves as the Chairman of the Board of Trade of Thailand, ensuring cohesive leadership and direction within the organization.

About Keizai Doyukai



Who we are

- KEIZAI DOYUKAI (Japan Association of Corporate Executives; hereafter DOYUKAI) is a private, nonprofit, nonpartisan business organization that was founded in 1946 by 83 prescient business leaders, to contribute to the reconstruction of the Japanese economy and society after the World War II.
- 78 years since then, DOYUKAI has solidified its leadership role in improving the Japanese economy and seeking solutions to numerous domestic and global issues related to well-being of societies.
- DOYUKAI members are over 1,600 top executives from about 1100 corporations, all sharing the belief that corporations and business leaders should be key players in addressing political, economic and social issues.
- At DOYUKAI, each member puts aside his/her corporate identity and expresses opinions and ideas unconstrained by the interest of any specific company or industry. The outcome of these activities influences not only government policy and industry, but also society a whole.
- DOYUKAI maintains an independent stance, supported by its own studies and research, as it pursues active and constructive dialogues with political parties, government officials, labor organizations, and social sectors.
- DOYUKAI is deeply concerned with the challenges the world confronts today and is committed to making Japan part of the solution. This commitment is embodied in a range of activities designed to engage Japan with the rest of the world.
- Through the active participation of business leaders who possess a clear vision of the future and wish to sincerely take on challenges to realize it, DOYUKAI strives tirelessly to achieve ever-greater national well-being in harmony with the world economy.

DOYUKAI in Action

- DOYUKAI consistently calls for making Japan a vibrant society by leveraging the potentials of the private sector and focusing on the key challenges as follows;
 - (1) Utilization of human resources and mobility of labor
 - (2) Sustainable and sound finances, social security.
 - (3) Promotion of DEI in society and organizations
 - (4) Political and administrative reform
 - (5) Energy policy as a basis for competitiveness
- DOYUKAI launches 30-40 committees dedicated to specific policy issues. All committees aim for tangible outcomes including policy recommendations and collective actions, and provide opportunities for business leaders to refine their knowledge and insights



About ASEAN-Japan Business Meeting (AJBM)

ASEAN-Japan Business Meeting (AJBM)



History:

The ASEAN-Japan Business Meeting (AJBM) is a multilateral, private-led forum established in 1974 in Tokyo, Japan, initiated by Keizai Doyukai, a prominent Japanese business organization. The AJBM was created with the belief that private-sector economic exchange should complement official development aid to enhance the stability and development of East-Asian countries. Unique among international conferences, the AJBM provides a platform for private sector dialogue between Japan and ASEAN as a region.

Role and Objectives:

AJBM serves as a principal mechanism for:

- Dialogue and Idea Exchange: Facilitating discussions on trade promotion, investment, regional cooperation, human resource development, and technology transfer.
- Enhanced Cooperation: Strengthening ties between ASEAN and Japanese business leaders.
- Strategic Partnerships: Promoting collaboration on pressing economic issues and sustainable development.

Annual Meetings:

Since 1974, the AJBM has been held annually, with the venue alternating between Japan and ASEAN countries. This rotation underscores the commitment to balanced and inclusive participation. As of now, there have been 49 AJBM meetings, with the previous meeting held in Singapore. The forthcoming 50th AJBM is set to be hosted in Bangkok, Thailand, marking a significant milestone in the forum's history.

The 50th AJBM marks a historic milestone, reflecting on past achievements and charting a course for future collaboration. It embodies the spirit of solidarity and cooperation, essential for addressing current challenges and building a resilient future for the ASEAN region and Japan.

The ASEAN-Japan Business Meeting remains a testament to the enduring power of private-sector collaboration in driving economic stability and growth. As the AJBM looks forward to its 50th meeting, it continues to uphold its foundational principles of free dialogue, actionable proposals, and the pursuit of mutually beneficial partnerships.

Fundamental Principles:

- Private-Led Forum: Primarily involving business people from Japan and ASEAN countries.
- Free Dialogue: Discussing business challenges in a spirit of reciprocity.
- Actionable Proposals: Implementing constructive proposals to the maximum extent possible.

Key Themes Over the Decades:

AJBM has addressed various issues, including Trade and investment promotion, Intra-regional cooperation, Technology transfer and human exchanges, Capital and financial market cooperation.

The 50th AJBM 2024, Bangkok, Thailand:

Theme: Building Resilient Partnership for Sustainable Future

Focus Issues: Food Security, Mobility, and Tourism



The 50th ASEAN-Japan Business Meeting

In 2024, the ASEAN-Japan Business Meeting marks a historic milestone as it celebrates its 50th anniversary. This significant event serves as a testament to the enduring partnership and collaboration between the Association of Southeast Asian Nations (ASEAN) and Japan.

Over the past five decades, this forum has played a pivotal role in fostering economic growth, promoting trade and investment, and strengthening ties between the ASEAN region and Japan. As the world continues to face evolving challenges and opportunities, the 50th ASEAN-Japan Business Meeting holds particular significance in charting the course for the future of this dynamic partnership.

The 50th ASEAN-Japan Business Meeting provides a unique platform for stakeholders from ASEAN member countries and Japan to come together, exchange ideas, and explore opportunities for cooperation across diverse sectors. Against the backdrop of a rapidly changing global landscape, characterized by technological advancements, geopolitical shifts, and environmental concerns, the conference serves as a timely opportunity to reaffirm commitment to shared values and aspirations.

At the heart of the conference lie three focus issues:

Food Security Mobility and Tourism

These issues reflect key priorities for sustainable development and economic resilience in the ASEAN region and Japan. Addressing challenges and opportunities within these areas requires collective action, innovative solutions, and strategic partnerships. Moreover, the conference will delve into three critical topics—*HR, Digital, and Sustainability*—providing a comprehensive framework for discussions and policy dialogues.

In light of the focus issues and topics,
the theme for the 50th ASEAN-Japan Business Meeting is envisioned as
"Building Resilient Partnership for Sustainable Future."

This theme encapsulates the spirit of collaboration and resilience that has characterized the ASEAN-Japan partnership over the past five decades. It underscores the importance of forging strong partnerships and leveraging collective.

The conference aims to:

- Explore innovative approaches and best practices in addressing food security, enhancing mobility, and promoting sustainable tourism.
- Foster dialogue and knowledge exchange on human resources development, digital innovation, and sustainability practices within the context of the focus issues.
- Highlight the role of public-private partnerships, research collaboration, and community engagement in driving inclusive and sustainable growth.
- Showcase success stories and initiatives that demonstrate the transformative potential of ASEAN-Japan cooperation in advancing economic prosperity and well-being.





**The 50th AJBM's
Platinum Sponsors**

KASIKORNBANK

The KASIKORNBANK Public Company Limited was founded by Mr.Choti Lamsam, with registered capital of Baht 5 million and 21 employees. KASIKORNBANK has long adopted the motto “Towards Service Excellence” signifying a unified spirit and mindset to serve customers at all levels. Ever since KASIKORNBANK has steadily grown with new branches established in Thailand and abroad, especially in the People’s Republic of China and member countries of the ASEAN Economic Community, while the bank has innovated multiple digital products to serve fast growing customer needs in the new era.

In addition, KASIKORNBANK operates business in line with the principles of a Bank of Sustainability, covering environmental, social and governance aspects. Our sustainable development structure serves as the key driver for all divisions to translate the Bank’s sustainable development goals into practical actions and integrate common directions into the work plans for the maximum benefit of all stakeholders.



OPENING UP AEC+3 BUSINESS

KASIKORNBANK (KBank) now offers services at seven external AEC+3 countries, providing direct financial services via KBank own overseas network in China, Lao PDR, Cambodia and Vietnam. Our services also extend through strategic partnership with local partner banks in Myanmar and Japan. In Indonesia, KBank is currently the majority shareholder of Bank Maspion, with a share ownership of 84.55%. Adhering to our “Regional bank for AEC+3” strategy, a list of our international AEC+3 facilities includes:

People's Republic of China 
(LII)

The locally incorporated institution offering full-scale financial services

Japan 
Tokyo Representative Office

Myanmar 
Yangon Representative Office

Vietnam 
Ho Chi Minh City Branch and Hanoi Representative Office

Majority Shareholder of  BANK MASPION
Increase equity participation to 84.55% (shares in Dec 23')

Representative Office
Jakarta
Representative Office

Lao PDR 
Vientiane (LII)

The first Thai locally incorporated institution offering full-scale financial services with 2 branches;

- Lane Xang Head Office
- Ban Ponesinuan Branch

Cambodia 
Phnom Penh Branch



Services offered by LII and Overseas Branches

- Credit facilities
- Deposit accounts in local currencies/THB/USD/RMB
- Foreign exchange and cross-border funds transfer

Services offered by Representative Offices

- Financial services through business networks linked with our local bank partners
- Advisory services for trade and investment in host countries
- Business matching services



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Approaching eight decades in Thailand, Krungsri is a strategic member of the Mitsubishi UFJ Financial Group (MUFG), Japan's largest financial group and one of the world's largest financial organizations.



Krungsri is the fifth largest financial group in Thailand in terms of assets, loans, and deposits, and one of Thailand's six Domestic Systemically Important Banks (D-SIBs) which play a key role in driving the country's economy and overall financial system.



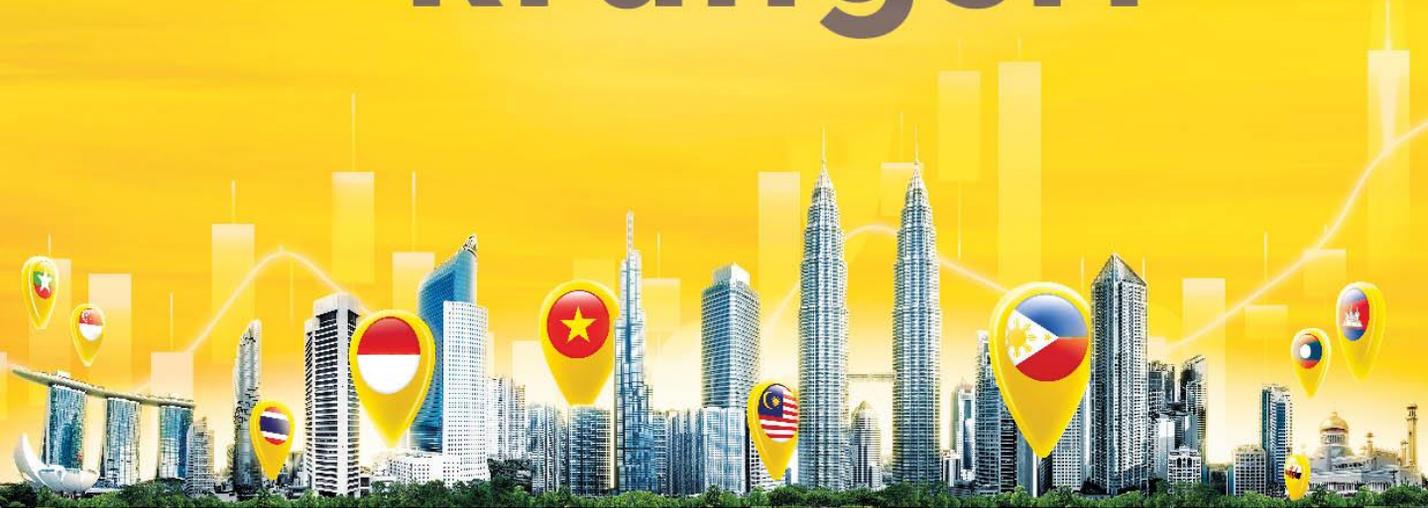


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Program

Program

| Time | Activities |
|---|---|
| Wednesday, 6 November 2024 (for AJBM Steering Committee) | |
| 14.30-15.00 | Registration |
| 15.00-17.00 | AJBM Steering Committee Meeting at Ballroom II, The Okura Prestige Bangkok |
| 18.00-21.00 | Welcome Reception (for AJBM Steering Committee and Guest Speakers) at Hard Rock Café Bangkok |
| 18.20-18.50 | Presentation on “Geopolitical Trends surrounding ASEAN and Japan’s Investment towards ASEAN” by Mr. Soichiro Shibata, Director of the Monitor Deloitte |



Program

| Time | Activities |
|--|--|
| Thursday, 7 November 2024 at Grand Ballroom, The Okura Prestige Bangkok | |
| 08.30-09.00 | Registration |
| 09.00-09.10 | Welcome remarks by Mr. Kalin Sarasin, Chairman of the 50 th AJBM and Honorary Chairman of The Thai Chamber of Commerce and Board of Trade of Thailand |
| 09.10-09.15 | Remarks by Mr. Yuji Hirako, Co-Chairperson, Japan-Asia Relations Committee, Keizai Doyukai and Senior Advisor, ANA Holdings Inc. |
| 09.15-09.20 | Remarks by Mr. Kanetsugu Mike, Vice Chairperson, Keizai Doyukai and Member of the Board of Directors, Chairman, MUFG |
| 09.20-09.30 | Remarks by H.E. Mr. Masato Otaka, Ambassador of Japan to Thailand |
| 09.30-10.00 | Keynote Speech by H.E. Mr. Akanat Promphan, the Minister of Industry of Thailand "Strengthening ASEAN-Japan Cooperation for Economic Stability and Sustainability in the Digital Age" |
| 10.00-10.10 | Photo session |
| 10.10-10.20 | Coffee Break |
| 10.20-10.40 | "Strategic Partnerships: Exploring ASEAN-Japan Relations in a Dynamic Global Context" by Dr. Somkiat Tangkitvanich, President, Thailand Development Research Institute |
| 10.40-11.40 | Panel Discussion 1: Food Security |
| | <p>The Food Security panel will confront the urgent need for action to prevent potential food shortages in ASEAN countries. Participants will analyze the consequences of inaction, including increased food insecurity and malnutrition. Against the backdrop of evolving climate patterns and global supply chain disruptions, stakeholders will explore innovative strategies to promote sustainable agriculture and resilient supply chains. By addressing food insecurity head-on, the panel aims to build resilience and ensure access to safe, nutritious food for all in the ASEAN region and Japan.</p> <p>Panelists:</p> <ul style="list-style-type: none"> • Dr. Poj Aramwattananont, President & CEO, SeaValue Public Company Limited • Mr. Ichiro Sakakura, President, Ajinomoto Thailand • Mr. Salman Ghazali, Group Chief Strategy Officer, FGV Holdings Berhad <p>Moderator: Mr. Muhaymin Khan (Manager, YCP)</p> |

Program

| Time | Activities |
|-------------|--|
| 11.40-12.40 | Lunch at Up & Above Restaurant, 24 th Floor, The Okura Prestige Bangkok |
| 12.50-14.10 | <p>Panel Discussion 2: Tourism</p> <p>The Tourism panel will focus on using Environmental, Social, and Governance (ESG) principles to preserve the tourism value chain and ensure equitable wealth distribution. Participants will explore how ESG integration can maintain sector integrity and sustainability through environmentally friendly practices, social responsibility, and ethical governance. Successful case studies and innovative ESG approaches will be highlighted. Additionally, the panel will discuss strategies for ensuring economic benefits reach a broader population, such as promoting community-based tourism, supporting local businesses, and implementing fair wage policies. Insights on leveraging tourism for social and economic development to reduce inequalities and foster social cohesion will be shared.</p> <p>Panelists:</p> <ul style="list-style-type: none"> • Mrs. Suphajee Suthumpun, Group CEO, Dusit International • Mr. Hiroyuki Kitagawa, President & CEO, JTB PTE Ltd. • Mr. Shinya Kanda, President, CEO of ANA X • Mr. Joydeep Chakraborty, Chief Strategy Officer, Traveloka <p>Moderator: Ms. Fei Yong (Manager, YCP)</p> |
| 14.10-14.30 | Coffee Break |
| 14.30-14.50 | <p>Food Culture in Tourism by</p> <ul style="list-style-type: none"> • Associate Professor Jutamas Wisansing, PhD, Managing Director & Consultant, Perfect Link Consulting Group • Mr. Matthew John Knights, Chief Hospitality Group Officer, Asset World Corporation |

Program

| Time | Activities |
|---------------------------------------|---|
| 14.50-15.50 | Panel Discussion 3: Mobility |
| | <p>In the Mobility panel, stakeholders will tackle the challenge of air pollution and its impact on quality of life. Participants will examine the potential consequences of inaction, including worsening respiratory illnesses and environmental degradation. Discussions will revolve around overcoming barriers to mobility, leveraging digital technologies, and advancing sustainable transportation solutions. By prioritizing clean and inclusive mobility options, the panel aims to improve the overall well-being and livability of cities across the ASEAN region and Japan.</p> <p>Panelists:</p> <ul style="list-style-type: none"> • Mr. Chadchart Sittipunt, Governor of Bangkok • Mr. Prasanna Kumar Ganesh, Executive Vice President, Toyota Motor Asia • Mr. Yew Heng Lim, Group Managing Director, Grab Holdings <p>Moderator: Mr. Nuttapan Meethong (Director, YCP)</p> |
| 15.50-16.20 | <p>Presentation: HR Platform by Keizai Doyukai & ERIA</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Mr. Yuji Hirako, Co-Chairperson, Japan-Asia Relations Committee, Keizai Doyukai and Senior Advisor, ANA Holdings Inc. • Mr. Nobuhiro Aizawa, Dean and Managing Director, ERIA's School of Government • Mr. Kazufumi Watanabe, Group CXO, Executive Vice President and Executive Officer, SOMPO Holdings, Inc. <p>Respondent:</p> <ul style="list-style-type: none"> • H.E. Mr. Masahiko Kiya, Ambassador of Japan to ASEAN |
| 16.20-16.25 | <p>Closing Remarks by Mr. Seiji Imai, Co-Chairperson, Japan-Asia Relations Committee, Keizai Doyukai and Chairman, Member of the Board of Directors, Mizuho Financial Group</p> |
| 16.45-17.15 | <p>Press Conference at Sora Room, 3rd Floor, The Okura Prestige Bangkok</p> |
| 17.30-21.00 | <p>Dinner at Grand Ballroom, The Okura Prestige Bangkok</p> |
| <p>Friday, 8 November 2024</p> | |
| All day | <p>Thai Tourism Showcase (Cultural Tour / Golf Course)</p> |

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Speakers

"Strategic Partnerships: Exploring ASEAN-Japan Relations in a Dynamic Global Context"



Somkiat Tangkitvanich, Ph.D.
President
Thailand Development Research
Institute (TDRI)

Dr. Somkiat Tangkitvanich is a leading Thai expert in trade and investment policies, innovation, education, and ICT policy. He earned his PhD in Computer Science from the Tokyo Institute of Technology and is known for his significant contributions to national policy development. A key architect of Thai PBS, Southeast Asia's first public television station, Dr. Somkiat also played a major role in shaping media laws in Thailand.

As President of the Thailand Development Research Institute (TDRI), he led the institute to be recognized as "Person of the Year" by the Bangkok Post in 2012. His research spans national development strategies, economic analysis of laws, and international trade and investment, reflecting a multidisciplinary approach to policy-making.

Dr. Somkiat's academic background includes a Bachelor's degree in Computer Engineering (First-Class Honors) from Chulalongkorn University, and both a Master's and PhD from the Tokyo Institute of Technology. His work continues to shape policies that drive Thailand's development and global competitiveness.

“Food Security”



Dr. Poj Aramwattananont
President & CEO
SeaValue Public Company Limited

Dr. Poj Aramwattananont is the Chairman and President of Wales & Co Universe Co., Ltd., overseeing a diverse business portfolio spanning frozen seafood, tuna, and cold storage industries. A leader in international trade, he plays an active role in various Thai Chamber of Commerce committees, including those focused on international trade, labor, and skill development. At present, Dr. Poj is the 1st Vice Chairman of The Thai Chamber of Commerce. Dr. Poj has also held prestigious advisory roles for industry associations and the Thai government.

Dr. Poj holds a Bachelor's in Political Science from Ramkhamhaeng University, a Master's in the same field, and a Ph.D. in Political and Administrative Science. He has completed several top executive programs in national defense, commerce, and Chinese business insights. He has been honored with numerous Thai royal decorations, including the Knight Grand Cross of the Order of the White Elephant.

With extensive experience in the seafood and agriculture industries, Dr. Poj's leadership has contributed significantly to Thailand's global trade relations. He is also a prominent figure in various international business councils, including APEC and the International Chamber of Commerce.

“Food Security”



Ichiro Sakakura

President

Ajinomoto Thailand

Ichiro Sakakura, born on August 31, 1963, in Kanagawa Prefecture, Japan, is a seasoned executive with over three decades of experience at Ajinomoto Co., Inc. After graduating with a Bachelor of Commerce from Waseda University in 1987, he began his career at Ajinomoto, taking on diverse roles in marketing, human resources, and international business.

Mr. Sakakura has held leadership positions across the globe, including Brazil, Mexico, the Philippines, and Indonesia. Notably, he served as President of Ajinomoto Philippines Corporation and PT Ajinomoto Indonesia. In 2021, he became President of Ajinomoto Co. (Thailand) Ltd. and Ajinomoto SEA Regional Headquarters, overseeing operations across 10 ASEAN countries.

He was promoted to Executive Officer and Vice President of Ajinomoto Co., Inc. in 2022.

“Food Security”



Salman Ghazali

***Group Chief Strategy Officer
FGV Holdings Berhad***

Salman Ghazali, 42, is the Group Chief Strategy Officer of FGV Holdings Berhad, appointed on 13 September 2019. With over 18 years of experience in strategy, investment management, private equity, business banking, and business development, he has held key roles in Sime Darby Plantation, PETRONAS, Khazanah Nasional, RM Capital Partners & Associates, and Bank Pembangunan Malaysia. He also served as the Officer-in-Charge of Chief Consumer Products Officer in 2022.

In his current role, Salman oversees mergers and acquisitions, equity partnerships, corporate finance, and strategic business development initiatives. He leads FGV’s strategic blueprint formulation, market research, and business expansion efforts.

He holds a Bachelor of Science in Accounting & Finance from the London School of Economics and Political Science, UK, and is a Member of the Science Council at the Malaysian Agricultural Research & Development Institute (MARDI).

Salman has no directorship in other public companies, no conflicts of interest, no family relationships with any Director or Major Shareholder, and no convictions or sanctions in the past five years.

“Tourism”



Suphaje Suthumpun

Group Chief Executive officer
Dusit International

Fully embracing Dusit International’s founding vision to promote Thai hospitality to the world, and passionate about having a positive impact on her native country as a whole, Ms Suphaje Suthumpun is focused on strengthening Dusit International’s foundations for sustainable and profitable growth while also developing hospitality leaders of the future.

A certified executive coach and distinguished professional with extensive experience in both domestic and international corporations, Ms Suthumpun joined Dusit after a successful tenure as Chief Executive Officer at Thaicom Plc., which she notably led into profit after many years of losses within her first quarter on board. Prior to joining Thaicom, she worked at multinational technology and consulting corporation IBM for over 20 years, with her last role being General Manager of IBM ASEAN’s Global Technology Services Division.

At Dusit International, Ms Suthumpun has married her passion for service, education, and tech to create a three-pronged strategy for sustainable and profitable growth based on balance, expansion, and diversification. She has successfully expanded the company’s operations in hotels and resorts (growing from 29 properties to more than 300 properties), further developed its hospitality education business, and also established three new lines of business – Food, Property Development, and Hospitality-Related Services – to fully leverage the company’s existing resources for maximum revenue generation.

In September 2019, her visionary approach was officially recognised at the prestigious World Knowledge Forum in Seoul, South Korea, where she was named Regional Champion of the ASEAN Entrepreneur Awards 2019.

In March 2021, she was named one of Bangkok Post’s ‘Women of the Year’ in its special round-up of female executives leading positive change in Thailand. In December 2021, the same publication named her ‘Best CEO in Strategic Agility’ in its CEO of the Year campaign.

In 2023, she was selected for Forbes Asia’s Power Businesswoman list, and in 2024, she was included in Forbes’ 50 Over 50 Asia list.

Most recently, she was honoured with the ‘Most Inspiring Woman in Travel (Asia)’ award in the Hotel and Hospitality Sector at the Inspiring Women in Travel (Asia) Awards, organised by Brand TD.

“Tourism”



Hiroyuki Kitagawa

President & CEO

JTB Asia Pacific Headquarters

Hiroyuki Kitagawa is the President & CEO of JTB Asia Pacific Headquarters, where he oversees operations across Singapore, Indonesia, Malaysia, India, the Philippines, Vietnam, Australia, New Zealand, Hong Kong, Taiwan, and Thailand. Since joining JTB in 2009 as General Manager of the Fukuoka Sales Office, Mr. Kitagawa has held several key leadership roles internationally.

From 2019 to 2021, he served as President & CEO of JTB Hawaii Inc., having previously been Vice President of JTB Hawaii Inc. and President & CEO of JTB Hawaii Travel LLC from 2016 to 2018. He also led JTB International Canada Ltd. as President & CEO between 2014 and 2015, following his tenure as Vice President and President of Tourland Travel.

Mr. Kitagawa holds a B.A. in Industrial Economics from Fukuoka University, graduating in 1986.

“Tourism”



Shinya Kanda

***Executive Vice President,
ANA Holdings Inc.
President & CEO, ANA X Inc.***

Born in Kyoto, Japan, on May 11, 1965, Shinya Kanda joined All Nippon Airways Co., Ltd. (ANA) in 1990 after graduating from Kwansai Gakuin University with a degree in French Literature. His early career included roles in Passenger Services and Sales & Marketing, where he contributed to the ANA Card promotion and the startup of the Frequent Flyers Program.

Mr. Kanda's leadership skills were further honed during his time as Manager at Narita Airport, where he led key initiatives, including ANA's terminal relocation project. He also served as Executive Secretariat to Mr. Shinichiro Ito, CEO and later Chairman of ANA, providing close support during pivotal years for the company.

In 2020, Mr. Kanda was appointed Senior Vice President, Asia & Oceania, and General Manager of ANA's Singapore office, before being promoted to Executive Vice President of ANA Holdings Inc. in 2024, concurrently serving as President & CEO of ANAX Inc.

With a career spanning over three decades, Mr. Kanda brings extensive expertise in aviation, human resources, and strategic leadership to his current roles.

“Tourism”



Joydeep Chakraborty

*Chief Strategy Officer,
Traveloka*

Joydeep joined Traveloka as the Chief Strategy Officer in 2019 after spending 12 years in Investment Banking, most recently as the Head of SE Asia TMT for UBS.

Throughout his career journey, Joydeep spent a significant part observing the evolution of the tech industry in Southeast Asia and also advising some of its key players including Traveloka.

“Food Culture in Tourism”



A/Prof Jutamas Wisansing (PhD)

- ***Managing Director & Consultant, Perfect Link Consulting Group***
- ***Founder & President, Thailand Gastronomy Network***
- ***Former Chairperson, PATA Thailand Chapter***
- ***Vice Chair, Judges Committee, Thailand Boutique Awards***
- ***Member, ASEAN Voice, IGCAT***

A/Prof Jutamas (Jan) Wisansing is a dynamic leader and innovative consultant with over 28 years of experience in the tourism and hospitality industry. As the Managing Director of Perfect Link Consulting Group, she leads a consortium of experts specializing in capacity building, destination branding, creative tourism, sustainable culinary supply chains, and greener business practices. Her visionary approach has made significant contributions to sustainable tourism development and community participation across ASEAN.

In 2019, Jan founded the Thailand Gastronomy Network to spearhead sustainability movements and practical impacts within the industry. Her research, focusing on sustainable tourism through food, value creation, and gastronomy tourism, has gained recognition as a pivotal initiative in ASEAN. Her contributions have also extended to shaping APEC policy recommendations, guiding 21 member economies towards a roadmap for regenerative tourism.

Jan's academic journey began with a bachelor's degree in television production from Thammasat University, followed by a Master's in Commerce and Management and a PhD in Tourism Planning Policy and Destination Marketing from Lincoln University, New Zealand. Her academic and professional paths converged when she began lecturing at Prince of Songkla University in 1996, eventually serving as Director of the Graduate School of Tourism Management at Assumption University. Here, she established Thailand's first PhD program in Hospitality and Tourism, showcasing her dedication to academic excellence.

Throughout her career, Jan has designed innovative learning tools like the 9+1 Building Blocks for Community-Based Tourism (CBT), training community leaders and impacting sustainable practices across Thailand. Her expertise is sought after across Asia, having led MICE planning and marketing programs in Taiwan, Greater Mekong Sub-Region countries, and tourism management programs in China, Vietnam, and Thailand. Jan continues to bridge the gap between public and private sectors, driving decentralization, destination branding, and tourism strategies that resonate both locally and regionally.

“Food Culture in Tourism”



Matthew John Knights

***Chief Hospitality Group Officer
Asset World Corporation***

Matthew John Knights holds a Bachelor of Science in Hospitality Administration and Management from Leeds Beckett University, Leeds, United Kingdom, and a Diploma in Pastry and Confectionary from Leicester College, United Kingdom.

Mr. Knights has deep expertise in the hospitality industry. He has nearly 20 years of experience in leadership positions with a number of leading hotel brands as well as Dual Property and Area General Manager roles under Marriott International in Canada, Aruba, and Dominican Republic. Through his strong leadership, Mr. Knights has demonstrated an excellent track record of business achievements and international awards for the properties under his management.

Mr. Knights also has extensive international experience in various countries and working with different cultures including North America, Aruba, Dominican Republic, Switzerland, United Kingdom, New Zealand, and Australia.

“Mobility”



Chadchart Sittipunt

Governor of Bangkok

Chadchart Sittipunt is the 17th Governor of Bangkok, elected in June 2022. He previously served as Thailand's Minister of Transport from 2012 to 2014 and was a candidate for Prime Minister in 2018. Before entering politics, Chadchart was a lecturer at the Faculty of Engineering, Chulalongkorn University.

He is committed to making Bangkok a "Liveable City for All," leading initiatives like the 'Traffy Fondue' crowdsourcing platform for urban issue resolution and the 'Open Bangkok' program, promoting transparency and innovation within the Bangkok Metropolitan Administration.

Chadchart holds a Ph.D. in Civil Engineering from the University of Illinois Urbana-Champaign and an MBA from Chulalongkorn University, among other academic achievements.

“Mobility”



Pras Ganesh

***Executive Vice President, CISO,
Toyota Motor Asia***

***Executive Program Director, Asia-
Pacific Region, Toyota Mobility
Foundation***

A lawyer by education from India, Pras pursued his Masters in International Relations in Japan and the United States. Thereafter he spent his initial career as an in-house legal advisor and a management consultant in Japan and Australia, prior to joining Toyota.

For the last two decades, he has been in Toyota Motor Corporation in Japan, Europe, and now Thailand and Singapore, with experience in Human Resources, Accounting & Finance, Global External Affairs, Corporate Planning, Production Control and Logistics.

Currently, as Executive Vice President of the People & Business Transformation Group in the Regional Headquarters, he has responsibility for the company's roadmap towards Carbon Neutrality, Digital and People Transformation across the Asia region. To fulfil this role, he leads the external and environmental affairs, human resources, information systems and new mobility business for Toyota's operations in Asia. He is also the Chief Information Security Officer for the region.

Additionally, Pras holds the responsibility of being Executive Program Director for the Toyota Mobility Foundation (TMF) across the Asia-Pacific Region. In a world with mounting mobility challenges, TMF was set up to use Toyota's know-how in partnership with like-minded innovative stakeholders to address the mobility issues of tomorrow today.

“Mobility”



Yew Heng Lim
*Group Managing Director,
Public Affairs
Grab Holdings*

Yew Heng heads up Grab’s public affairs function. He leads a team that supports Grab’s engagement with our public and people sector stakeholders. His team’s work includes:

- Building partnerships with governments to drive their national building agenda
- Advocacy work with governments on harnessing emerging tech business models that Grab champions
- Driving thought leadership to contribute to dialogues that shape Southeast Asia’s future.

Prior to Grab, Yew Heng was a Managing Director and Partner of the Boston Consulting Group where he led the topic of Industry 4.0 across Asia Pacific, and is an expert in organization transformation.

“HR Platform”



Yuji Hirako
Senior Advisor,
ANA HOLDINGS INC.

Yuji Hirako is a Senior Advisor of ANA HOLDINGS INC. Hirako was appointed to this role on April 1st, 2024.

Hirako graduated from Tokyo University with a degree in economics. Since joining ANA in 1981, he has held various positions in the Tokyo headquarters. Hirako spent much of his career in the network planning division, during which time ANA started international scheduled services and undertook a massive expansion effort across Asia, Europe, and North America.

From 1999 to 2001, Hirako was Executive Assistant to President and CEO Nomura during the period of ANA’s decision to join Star Alliance. From 2004 to 2006, he was Director of Passenger Services at ANA’s Tokyo Airport Office. He held the position of Director of Revenue Management from 2006 to 2008, followed by Director of Finance & Accounting from 2008 to 2010. Between 2010 and 2011, he served as Vice President of Corporate Planning, followed by Senior Vice President of Marketing & Sales from 2011 to 2012. He then spent time in New York as Senior Vice President for the Americas as well as General Manager of New York from 2012 to 2015. In 2015, he returned to Japan where he served as CFO, Executive Vice President, and a Member of the Board of both ANA and ANA HOLDINGS INC. until 2017. From April 2017 to March 2022, he served as President and CEO of ANA and a Member of the Board of ANA and ANA HOLDINGS INC., and as a Member of the Board and Vice Chairman of ANA HOLDINGS INC from April 2022 to March 2024.

“HR Platform”



Nobuhiro Aizawa

*Dean and Managing Director,
ERIA's School of Government*

Professor Nobuhiro Aizawa is the Dean and Managing Director of the ERIA School of Government and serves as a Professor at the Graduate School of Social and Cultural Studies, Kyushu University. He brings significant academic experience and thought leadership in Southeast Asian politics and East Asian international relations, areas in which he has published extensively. Holding a PhD in Southeast Asia Area Studies from Kyoto University, Professor Aizawa's research includes an in-depth exploration of digital infrastructure, elite networks, and the geopolitical landscape of Southeast Asia, with a recent focus on Indonesia's democratization.

His influential works include *Japan and Southeast Asia in the Indo-Pacific Era* and the co-edited *Standing Firm for Indonesia's Democracy: An Oral History of President Susilo Bambang Yudhoyono*, highlighting President Yudhoyono's impact on democratization and statecraft. Professor Aizawa's scholarly journey has included roles as a visiting scholar at institutions like the Wilson Center, Thammasat University, and Cornell University, where he has contributed to discourse on public policy, comparative politics, and migration studies. His academic contributions and thought leadership continue to shape the understanding of Southeast Asian political and economic dynamics in an evolving global context.

“HR Platform”



Kazufumi Watanabe

***Group CXO, Executive Vice President
and Executive Officer
SOMPO Holdings, Inc.***

Kaz Watanabe is a distinguished leader with a profound background in both academia and industry, holding degrees from prestigious institutions worldwide. He earned a Bachelor’s degree in Chemistry and a Master’s in Molecular Engineering from Kyoto University, where he was also part of the varsity rugby team. Furthering his expertise in business, he acquired an MBA from UCLA Anderson School and completed the Advanced Management Program at Wharton. These academic foundations laid the groundwork for his versatile career in fields ranging from research and development to corporate leadership across multiple industries.

Beginning his career at Sumitomo Electric Industries in 1987, Mr. Watanabe later joined Bain & Company, working across Tokyo, Munich, and Seoul. He then transitioned to General Electric, where he served in various leadership roles, including Business Development Director and Executive Vice President for GE Healthcare Bio-Sciences in Japan. His strategic acumen was further displayed during his tenure as Vice President at Amazon Japan, where he launched successful initiatives like Kindle, Prime Music, and Prime Video. Currently, he holds esteemed positions as Specially Appointed Professor at Kyoto University, Group CXO and Executive Vice President at SOMPO Holdings, and Executive Director at Lotte Holdings. His extensive experience exemplifies his commitment to driving innovation and transformation across diverse business landscapes

“HR Platform”



Kiya Masahiko

Mission of Japan to ASEAN

Ambassador Masahiko Kiya, a seasoned diplomat with over 30 years in Japan’s Ministry of Foreign Affairs, now serves as Ambassador to ASEAN, focusing on Japan-ASEAN relations. His career spans defense policy, economic diplomacy, and peacebuilding, with postings in Nigeria, the U.S., Europe, and Bangladesh.

These roles laid the groundwork for high-level assignments, including Ambassador to South Sudan, where he led Japan’s peace cooperation efforts and later documented these experiences in *Making Peace in South Sudan*.

In 2019, Kiya became Consul-General in Sydney, strengthening Japan-Australia ties before assuming his current role with ASEAN in 2022. His educational background—a Bachelor of Laws from the University of Tokyo and graduate degrees from the University of Cambridge—complements his publications on Japan’s global diplomacy. Ambassador Kiya’s work exemplifies dedication to Japan’s foreign relations, advancing partnerships, and addressing regional challenges across Southeast Asia.

The background features a large white circle in the center, surrounded by various blue geometric patterns. These include curved lines, a grid of small circles, and abstract shapes with a glowing effect. The overall aesthetic is modern and tech-oriented.

Content Partner

Knowledge Partner

UTCC

The University of the Thai Chamber of Commerce (UTCC) is a leading private university in Thailand, renowned for its deep-rooted connections with the business community and its commitment to developing future leaders. Founded by the Thai Chamber of Commerce, UTCC has built a reputation for its strong emphasis on practical, industry-driven education, offering programs that are closely aligned with the needs of the modern economy.

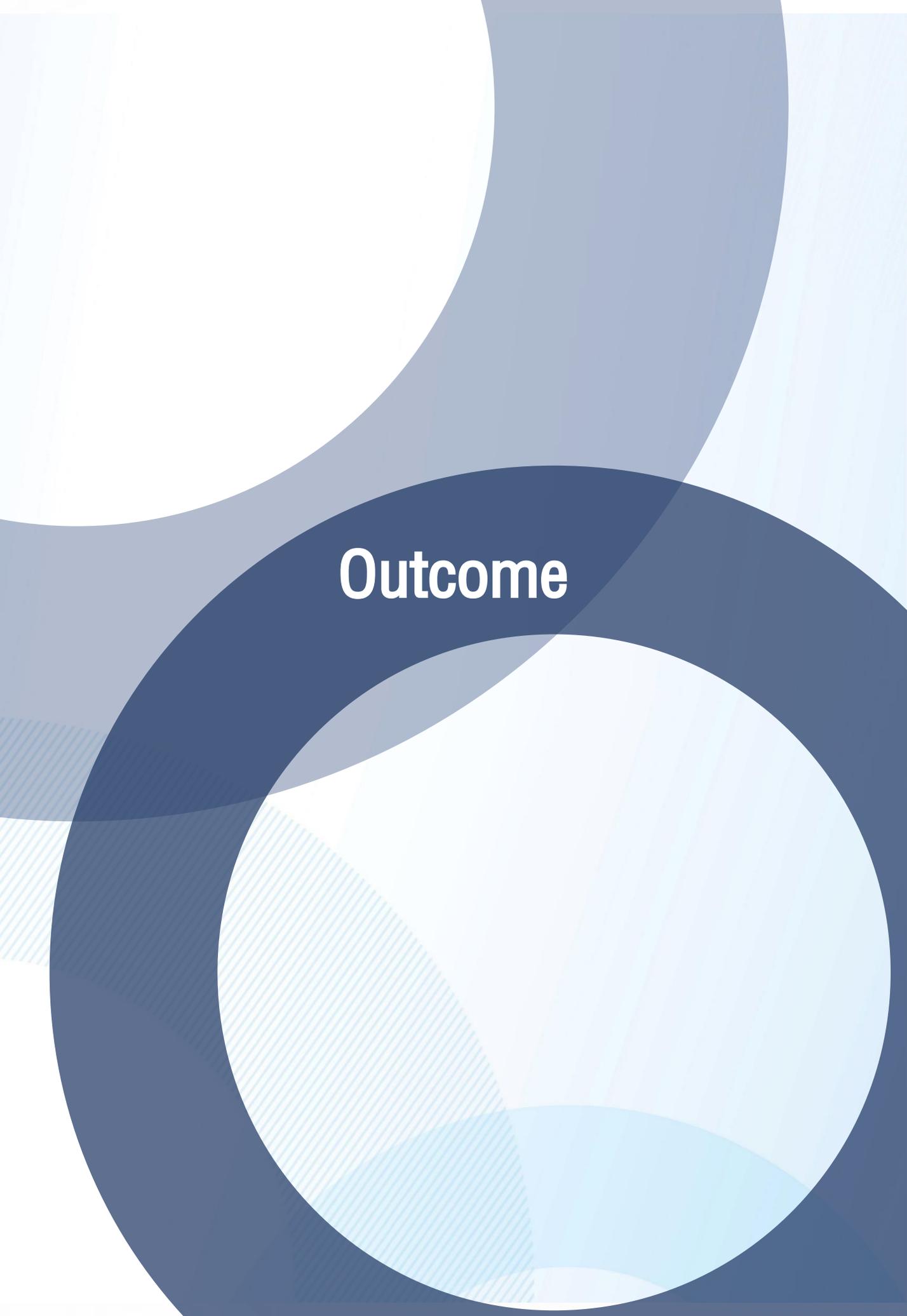
At UTCC, we cultivate an entrepreneurial mindset, innovative thinking, and leadership skills through a blend of academic rigor and real-world experience. Our curriculum is designed to equip students with the knowledge and skills necessary to excel in today's fast-changing global business environment, with a particular focus on digital transformation, sustainability, and ethical business practices.

With a diverse community of students and faculty, state-of-the-art facilities, and strategic partnerships with businesses, both locally and internationally, UTCC is dedicated to fostering a dynamic learning environment. We empower our students to become agile, socially responsible business leaders who can drive positive change in the world.



Founded in Japan in 2011, YCP is an Asia-focused professional consulting firm specializing in company business growth. YCP offers diverse consulting services across key business areas such as Advisory (strategy), Project Management (PMO), and Mergers & Acquisitions (M&A), as well as specialized solutions in digital transformation, interactive solutions, supply chain and procurement, and sustainability consulting.

With expertise across diverse industries including mobility, food, agriculture, manufacturing, tourism, hospitality, and healthcare, YCP is present in 22 global locations, blending local expertise with global know-how. Tailored solutions are delivered across clients' entire business life cycle, from crafting strategic visions to executing key initiatives. YCP's commitment is to deliver transformative results to clients and the society. To learn more about YCP, visit <http://ycp.com>.



Outcome

Outcome

By confronting these critical issues and envisioning potential future scenarios, the panel discussions at the 50th ASEAN-Japan Business Meeting will catalyze collective action and collaboration towards building resilient partnerships for sustainable futures. The inclusion of HR, Digital, and Sustainability topics will further enrich discussions, providing a holistic approach to addressing the complex challenges facing the ASEAN region and Japan.

The outcome of the 50th ASEAN-Japan Business Meeting:

Participants of the 50th ASEAN-Japan Business Meeting will gain invaluable insights, actionable strategies, and strengthened partnerships to address pressing challenges and chart a course for sustainable futures. Here's an overview of what participants will gain:

Enhanced Understanding: Through in-depth discussions and knowledge exchange, participants will gain a deeper understanding of the critical issues facing the ASEAN region and Japan, including food security, mobility, and tourism. They will also develop insights into the role of HR, digital innovation, and sustainability practices in addressing these challenges.

Innovative Solutions: The conference will showcase innovative approaches and best practices in addressing food security, enhancing mobility, and promoting sustainable tourism. Participants will learn about successful initiatives and strategies that can be adapted and implemented in their respective contexts to drive positive change.

Strengthened Partnerships: By engaging in dialogue and collaboration, stakeholders from ASEAN member countries and Japan will strengthen partnerships and forge new connections. The conference provides a unique platform for networking and fostering relationships between business communities, government officials, academia, and civil society organizations.

Formulation of a White Paper: Based on the outcomes and recommendations of the conference, stakeholders will work together to formulate a comprehensive white paper. This white paper will encapsulate the key findings, proposed strategies, and actionable recommendations arising from the discussions at the AJBM. It will serve as a roadmap for future initiatives and guide policymakers, businesses, and civil society organizations. The white paper will be formally proposed to Economic Ministers and related government agencies in both Japan and ASEAN countries. This proposal will highlight the importance of addressing the identified challenges and implementing the recommended strategies to foster sustainable development and economic resilience.

Conclusion:

Ultimately, the 50th ASEAN-Japan Business Meeting serves as a platform for reflection, celebration, and forward-looking action. It is an opportunity to reaffirm the commitment to partnership, innovation, and sustainability that will pave the way for a brighter and more resilient future for the ASEAN region and Japan. As delegates gather to discuss, collaborate, and chart the course for the next 50 years, the conference embodies the spirit of solidarity and cooperation that defines the ASEAN-Japan relationship.



ASEAN - Japan Business Meeting

6-8 November 2024
Bangkok, Thailand

Building **Resilient**
Partnership
for **Sustainable** Future