















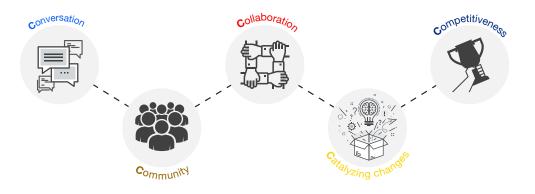
A Year for ASEAN's Golden Celebration

ASEAN @ 50 and beyond

Established on August 8, 1967, the Association of Southeast Asian Nations, or ASEAN, will celebrate its 50th anniversary this year. The region has evolved significantly over these past five decades and has continuously offered high competitiveness and attractiveness in investment for firms within and outside the region. Its diverse culture and population, yet ingrained with a "sharing and caring" philosophy, makes ASEAN like no other place on earth. For these reasons, C asean believes that ASEAN is too important to ignore.

Passionate about connecting communities and enhancing collaboration within ASEAN countries, it is our pleasure to assist in the advancement of ASEAN integration, fostering of business growth and the competitiveness of individuals and the region. **Therefore, we would like to invite you to become a part of this great cause and collaborate with us on helping the ASEAN region rise to the global platform.**

During 2015 – 2016, C asean has had a prolific two years. We have connected with communities and established partnerships with government agencies, organizations and influencers across the region and across continents. We are proud to say that we have accomplished our early goals in establishing local and regional networks and we are excited for what lies ahead. Going forward into 2017 and beyond, C asean has set its sights on global contribution.



Our Reach



Representatives from ALL 10 ASEAN countries have visited



1535 events

supported

140 C asean events

C asean has established a presence in

23 countries across 4 continents ASEAN+6 | US | UK | Germany | Netherlands | Israel | Austria | Portugal

Our Focus



Policies makers



Startup & SMEs



ASEAN Future Generations

Our Circle of Friends





Agenda Passionate about ASEAN, we aim to drive the following agenda in 2017 and hereafter 2. Strengthening **ASEAN Competitiveness** 4. Nurturing ASEAN Arts and Culture



AGENDA 1

Promoting ASEAN Connectivity

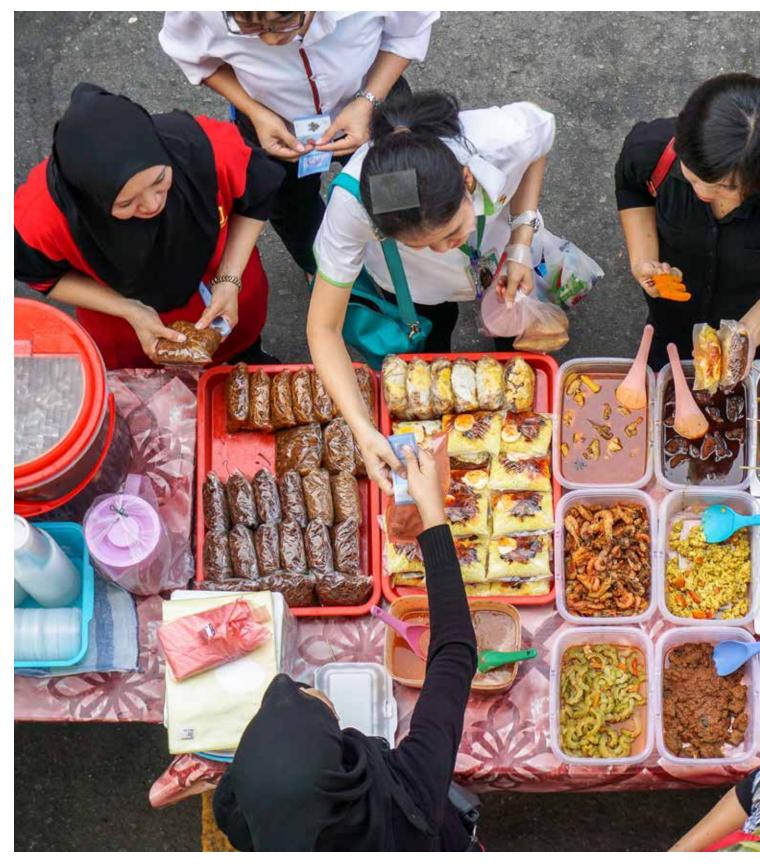


"Coming together is a beginning. Keeping together is progress. Working together is success."

Through integrated efforts, C asean strives to develop closer collaboration to achieve better regional connectivity in ASEAN. At C asean, young entrepreneurs, future generations, and members of the ASEAN community can come together to share experiences, discuss new ideas, and collaborate to create a better future for ASEAN.

C asean aims to be a networking platform in which constructive discussions and regional collaboration can be achieved - a platform that brings together business leaders from across the region to support the development of the ASEAN community, particularly among the new generations of ASEAN through various connectivity initiatives.

C asean has taken the lead in running projects and activities in which local and regional partners are brought together to develop, share knowledge and offer professional guidance.



AEC Club aims to enhance SMEs & entrepreneurs for the ASEAN market. Our plan in 2017 – 2018 is help them identify ASEAN market potentials.

2017

Strategies for the Halal market in ASEAN 2018

Deeper dive into ASEAN food market & segments



ASEAN Entrepreneur Club

Knowledge | Network | Opportunities

In collaboration with ASEAN and Asian Studies Center of the National Institute of Development Administration (NIDA), the ASEAN Entrepreneur Club (AEC Club) serves as a platform for entrepreneurs wishing to obtain more knowledge, more networks and expand their potential business in Southeast Asia.

Catered especially for SMEs, as well as young entrepreneurs who want to pursue their business in the ASEAN region, the AEC Club offers step-by-step approaches for launching business overseas, insightful business information, law and regulations and market penetration tips by means of trainings and workshop sessions. As part of the program, participants are taken on exploration trips conducted in other ASEAN member countries. There, they can gain firsthand experience in real market setting, exploring local consumer behavior and obtaining cultural understanding. By joining this club, the entrepreneurs may gain an opportunity to launch their business in ASEAN.

With over 100 participants across 7 sectors and 3 markets covered, the AEC Club have efficaciously cultivated entrepreneurs that have successfully launched business ventures between Thailand and other member states.



Going forward, the ASEAN Entrepreneur Club looks to expand its scope of focus from identifying opportunities within a single country to identifying market potentials. We believe that by understanding these market potentials, ASEAN region will be able to leverage and align its competitiveness with global growth.

In 2017, ASEAN Entrepreneur Club will focus on the ASEAN Halal market, which as of 2015, was worth 93 Billion US dollars. Unlike before, participating business owners and entrepreneurs will be offered the chance to visit the two largest Muslim countries in the region: Indonesia and Malaysia. There, they will be provided with insights that will help them understand ASEAN's Halal industry that would lead to successful market penetration.





"AEC Club has allowed me to take my business into ASEAN market. It also helped me find the business partners that I was looking for."

Mr. Chanapon Unyot International Business Development Manager, Inter Rungrueng Plus Co., Ltd.





Track record of & praise for the AEC Club



"By being part of the AEC Club, I understood more about each market, its local consumer and economic development. The program has provided me with the right tools and legitimate knowledge for developing marketing strategies, as well as helped us connect with local partners to ensure successful market penetration."

Miss Paraya Kunatien

Managing Director,
Thai Fishsauce Factory (Squid Brand) Co., Ltd.







"The content is packed with knowledge that could actually be used in real life. The lecturers were knowledgeable and sincere, giving us confidence that the information provided were the real market insights."

Dr. Tananut JaengsamseeLawyer/ Lecturer,
Sermsanguan Construction Co., Ltd.





UALP strives to activate regional strategic initiatives and directions from top-notch leaders who are the driving force of ASEAN

2017

ASEAN Management Development: CLMV 2018

Next move on emerging industries



Ultimate ASEAN Leaders Program (UALP)

ASEAN Leaders | Strategic Networking | Partnership

Ultimate ASEAN Leaders Program (UALP) is a high performing leadership program especially crafted for ASEAN Leaders to reach their ultimate goals in cultivating ASEAN directions towards individual, community and regional sustainable growth and success. Throughout the program, ASEAN leaders both from public and private sectors will learn and share together the ultimate issues, the ultimate analysis, the ultimate actions, the ultimate knowledge and skills development to nurture self-improvement, individual and organization capability, organization and regional competitiveness among this new disruptive world context.

In 2017, the Ultimate ASEAN Leaders Program aims to inaugurate its first batch, "ASEAN Management Development" or AMD, focusing on CLMV countries. The program will be an exclusive learning and strategic networking platform for a selected group of top managements. With skyrocketing performances, CLMV countries have been recognized as the rising stars of the ASEAN region and is considered as key sources of raw materials and natural resources, as well as Thailand's crucial trading partners with high potentials for business expansion. By building a strategic networking and establishing partnership among top leaders in these countries, AMD will be a major platform that could sustainably enlighten ASEAN's connectivity and trade.









AGENDA 2

Strengthening ASEA Competitiveness



"Collective competitiveness on the basis of regional collaboration."

N

One of C asean's founding pillars is to promote regional collaboration to catalyze positive change and boost regional competitiveness. As a networking platform where a community of thought leaders and game changers across ASEAN are established, C asean continuously creates various opportunities where knowledge sharing conversations are generated to discuss upcoming trends and strategic way forwards.

As a result, members in our community ranging from young generations to entrepreneurs can greatly benefit from combined expertise and economic integration from a series of interrelated activities in order to collectively boost their competitiveness both internally and regionally.







A game changing platform for ASEAN's futurists towards greater IMPACT on the region's competitiveness and sustainable growth

2017 ASEAN Rise & Risks **2018** ASEAN's Greater Move, Greater Impact





C asean Forum

ASEAN Futurists | Game Changers | ASEAN Impact

C asean Forum is a game changing platform for the futurist citizens from various sectors, coming together to make positive impacts and smart moves in the society. Our prospective participants consist of young generation who believe in change, private sectors who are concerned about economic well-being and policymakers who want to shape a better future and keep adept at moving with the times in this changing world. As ASEAN members need to be able to compete on the global scale, C asean has therefore created the C asean Forum or CaF to be a network that will help foster business growth and competitiveness of individuals and the region. At CaF, we aim to provide forward looking insights and start thought leading discussion on current trends and hot issues concerning our three distinct groups of thought leaders, which include:

- **CaF I (Influencers)** a platform for top ranking within each countries, such as Prime ministers, deputy prime ministers, ministers, ambassadors, policymakers and regulators. This forum is truly exclusive and confidential, there will be no media coverage, research and data will be prepared in depth. This is to prepare ASEAN for the upcoming trends.
- CaF E (Executives) is a platform for the executives from both, the private sectors and government entities. During the forum, hot issues will be raise for in-depth discussions among expertise to prepare or to create awareness to the high level regulators. CaF Executives Forum will cover the high intellectual topics with the high depth research from our knowledge center team. We aim to make sure that our executive members are on top of the game and have the most up-to-date research for their businesses.
- CaF YES (Young Entrepreneurs) is a platform that allows futurist citizen to voice out their ideas. We believe that the young generation are the leaders they belong to the future and the future belong to them. At the C asean Forum, their thoughts and voices will be heard by the policymakers in the CaF Influencers forum









Our Plans in 2017

- "ASEAN: Risks and Rise". ASEAN is a region of opportunities. With its dynamic development, potential for high competitiveness, increasing investment attractiveness, abundance of young and tech savvy population that exceeds for half of its total population and decreasing dependency ratio, ASEAN seems to outpace other regions. However, opportunities always comes with risks and pitfalls. To maximize the rising ASEAN, C asean Forum will deepen ASEAN into their opportunities and at the same time will hike up ASEAN from their risks and pitfalls. This is a game changing platform for ASEAN.
- "ASEAN Youth Cabinet". As the number of youth in ASEAN region exceeds half of its total population and this demographic transformation will significantly reshape the future of the region. It is very important to let our youth play their important role in realizing, shaping, debating issues that affect citizens of the region and proposing possible legislation to make the countries and region more competitive. ASEAN Youth Cabinet will support ASEAN youth to reach their potentials and to cultivate them to be the greater citizens by being both knowledgeable and active in determining the future of their countries and their ASEAN region.
- "SEAGULL: The Southeast Asian Global Undergraduate Leaders' Program". C asean Forum in partnership with Institute for Societal Leadership (ISL) of the Singapore Management University to launch a Bangkok-based leadership development program for undergraduate leaders in Asia. C asean Forum will co-organize a Fireside Chat for SEAGULL participants to develop our next generation of young emerging societal leaders.
- "Societal Leadership Summit Celebrating ASEAN 50: Towards Greater Social Impact as Region". C asean in partnership with Institute for Societal Leadership (ISL), Singapore Management University will join force to develop a platform for societal leaders and change makers and to promote the fruitful conversations on pressing issues faced by change makers of the ASEAN region. C asean Forum will co-organize the Closing Plenary: ASEAN Connectedness; the way forward in Singapore, at the Singapore Management University.

Our Plans in 2018

ASEAN's Greater Move, Greater IMPACT. C asean Forum will unleash ASEAN's potential and catalyze our game changers to develop greater ASEAN societal movement and progress.









C asean Business Groove aims to provide practical coaching and mentoring opportunities for helping entrepreneurs to find solution for their business challenges and also enhance their competency

2017
Inspiration and guidance
for new entrepreneurs

2018

Intra-ASEAN business sharing to enhance collaboration & competency





C asean Business Groove

Connecting | Sharing | Guidance

C asean Business Groove is a business mentoring session aiming to provide practical guidance, share experience and provide entrepreneurs with an inspiration for productivity enhancement. Our mentors are professionals who will help coach, groom and pass on their expertise for interested entrepreneur.

C asean Business Groove offers two types of sessions: a one-to-many session and a one-to-one session, both of which is designed to suit each entrepreneur's liking.

Our one-to-many session are run in the form of a content driven discussion in a casual atmosphere. Each round of discussion emphasize on the key issues commonly raised by entrepreneurs, where individual consulting is also available with pre-booking requirement. Delegates are encourage to submit business questions reflecting their own situation beforehand. The questions will be handed to mentors for their preparation to customize the contents serving their situation.

The one-to-one session is pre-appointment coaching session with our mentors, who have been selected based on their area of expertise. As part session, a follow-up is given afterwards to evaluate the business coaching result

C asean Business Groove aimed to help entrepreneurs to increase competitiveness in their relevant industry, as well as uplifting knowledge in doing business

During its first year, C asean Business Groove had cultivated and inculcated more than 200 interests after its initial launch, proving the significant movement and interests among entrepreneurs wanting to strengthen and sharpen their competitiveness. In the many years to come, C asean Business Groove plans to continue providing practical coaching and mentoring opportunities for helping entrepreneurs to find solution for their business challenges and also enhance their competency.





AGENDA 3

Fostering the Rise of ASEAN Startups





"The growth of ASEAN startups from regional to global scale."

C asean is driven to groom innovative ideas from all around ASEAN into a Startup reality. As the ASEAN startup ecosystem grows, C asean aims to constitute a gateway for the ASEAN startup community to be able to shine in the international stage.

By strengthening ties with startup organizations worldwide, we aim to boost up the capabilities and competitiveness of the startups in our region by linking up resources, sharing experiences, and establishing networking opportunities to form strategic partnerships with like-minded entrepreneurs from across the world.



Casual learning platform for startups and entrepreneurs

2017 - 2018

Gearing up startups for the digital era & Industry 4.0





Hump Day

Startups | Learning | Build Communities | Create Opportunities

Hump Day is an event where the new generation of professionals gathered to share ideas and develop skills to become the future leaders of the ASEAN. At Hump Day, a wide array of professional mentors is brought on site to connect with a fired-up audience of young generations seeking answers and inspirations to various fields of topics and interests. Networking sessions, snacks and beverages are available at every event to offer a relaxing, yet thought provoking atmosphere.

Since its launch in July 2015, C asean and Dream Office have connected with over 20 speakers across 20 different topics ranging from digital marketing to photography, UX/UI design, digital transformation and more. Hence, it is not a surprise that Hump Day has become the ideal place for young entrepreneurs, who are looking for business ideas, inspirations and seeking the opportunities to build on their skill sets come to gather on every third Wednesday of the month. In the past 2 years, our number of audience and network have grown tremendously, from 10 members to 6,000 members.

For 2017 and beyond, our team aims to launch International Hump Day targeting startup ecosystems and entrepreneur societies in Laos, Malaysia and Vietnam. We are expecting to reach over 50,000 young entrepreneurs.



Join Startup GO to Grow

2017Regional opportunities

2018Cross continental opportunities



Startup GO

Create Opportunities | Enhance Capabilities | Support Global Growth

Startup GO (Global Opportunity) aims to help startups across the region and beyond expand to Thailand. C asean and Dream Office provide the facilities and supports for international startups to better understand Thailand's market and ecosystem with a series of activities, networking opportunities and site visits. Likewise, for Thai startups seeking international expansion, the same service can be achieved by collaborative efforts with our international partners.

As of August 2016, Dream Office, while partnering with the Malaysian Global Innovation & Creativity Centre (MaGIC), led 2 Malaysian startups on a 2 weeks' immersion trip around Bangkok to develop partnerships and networks with local topnotch startups, mentors, key players in Thailand's startup ecosystem, key government agencies and startup policy makers. As a result, StoreHub, a Malaysian startup, had succeeded in expanding their business in Thailand within 2 months after the program has completed.

As the next step for Startup GO, our team is looking to send Thai startups over to the USA and Israel for the exchange of knowledge and building on their strength and competitiveness.



Over 2400

startups, governments, private sectors, community partners & universities connected from

> more than 10 countries

> > around the world



Explore opportunity in market

2017 - 2018

Tindering for startup ecosystem in Thailand 4.0





Dream Pitch

Build Communities | Create Opportunities | Enhance Capabilities

Dream Pitch is an inaugural event in which social development initiators, social startups, social entrepreneurs, professionals, investors, government, non-profit organizations and private sectors are invited to share their perspectives in creating good social impact together. It aims to assemble social impactors together to discuss, brainstorm and discover creativity collaboration in seeking better solutions for the community in Thailand. It is a substantial step for inducing social impact in the ASEAN community.



AGENDA 4

Nurturing ASEAN Arts and Culture



"Understanding of ASEAN arts & culture leads to greater understanding of ASEAN."

ASEAN is full of countless opportunities. Bounded by a common goal of unity, ASEAN is a region of immerse and vibrant cultural diversity. C asean believes that art and culture project more than the national heritage and style, it is as a rite of passage. Today, art and culture has become crucial in attracting and retaining creative talents and creating an environment conducive to innovation. Moreover, the rich dynamic of ASEAN is in its people. Understanding each country's culture would pave the way for empowering the ASEAN member states for better regional integration and competitiveness in the global stage.



Using harmonic sound of ASEAN to create Friendship Beyond Frontier



C asean Consonant

ASEAN Music | Uniqueness | Global Friendship

C asean Consonant is a cultural platform to connect ASEAN countries in aspects of arts and culture and to groom the new generations to be the better ASEAN citizens. C asean recognizes that art and culture are key elements for building the social economy of ASEAN, thus, C asean Consonant is formed by bringing together music advisers and new generations of musician across ASEAN. Even though they do not speak the same language, but they may find the way to communicate through the language of music.

From its debut concert in December 2015 to its roadshow concerts in Malaysia and Singapore in March and April 2016, we have strong proven track records in promoting songs and sounds of ASEAN. Moreover, C asean has collaborate with government agencies and organizations across the region, like Ministry of Tourism and Culture of Malaysia and the Office of Alumni Relations of National University of Singapore.

Previously, C asean Consonant was received great compliments from government sectors, various media channels and press across ASEAN such as CNN Indonesia, Channel 3 (Thailand), Channel 7 (Malaysia), Bernama (Malaysia), Thai PBS and many more. We have also been invited to perform in many stages in Thailand and overseas.

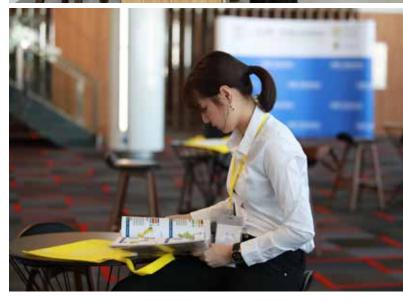
In 2017, C asean Consonant will be exposed to international media and worldwide channels. We also expect to have 5,000 audiences to come and enjoy C asean performances in 2017. We also wish to have more music lovers to learn, share and preserve traditional music of ASEAN as our mutual language & heritage, not only for Southeast Asian Nations but also for all races worldwide.

C asean Consonant Performances in 2017

- Friendship Beyond Frontier Concert, Bangkok, Thailand The beginning of a journey of C asean Consonant 2017 performances as a part of ASEAN 50th anniversary celebration.
- Shanghai Spring International Music Festival 2017 (SSIMF), Shanghai, China One of the world's finest international music festival; the 2nd biggest music festival in China since 1959
- ASEAN China Music Week 2017, Nanning, Guangxi, China China's 3rd most important
 music festival, organized by Guangxi Arts University, one of the six provincial Institutions of
 higher learning for arts study and China-ASEAN arts talents training center
- 50th Anniversary Celebration of ASEAN, Jakarta, Indonesia and Manila, the Philippines In celebration of this remarkable milestone, Celebration of ASEAN@50 with the objectives of commemorating the 50th anniversary of ASEAN and embracing ASEAN as a single and united destination









AGENDA 5

Building ASEAN Knowledge Platform



"What we learn becomes a part of who we are."

As the world enters the fourth industrial revolution, innovations accelerate at an unparalleled pace. Jobs become obsolete. Technologies get discarded. And lifestyles evolve in real-time.

In this new world, knowledge is more vital than ever. But it also endlessly available. What then is essential? What then is critical? And most importantly, what then do we do with information?

We believe the following: that there are no boundaries to building learning capabilities; that that learning should be a lifelong journey; and that learning in a collaborative context allows for sharing of ideas, inspirations, insights, and innovations. Our mission is to build a platform for intellectual conversations, to create a collaborative community, and catalyze ASEAN competitiveness.





Publications & Knowledge Sharing

ASEAN | Future | New Gen

- C asean Quarterly: A thought-leading publication providing insights and recommendations on imperative issues relevant to ASEAN integration. Essential reading for thought leaders, public and private sector, change makers, business executives, and decision-makers.
- ASEAN Mixer: A looking glass into ASEAN's rising business opportunities and cultural
 diversities. Designed to inform readers of what's in, what's out around ASEAN, the objective is
 to trigger interests and showcase stories around ASEAN across five headlines: ASEAN Wave,
 Megatrends, Life Essentials, ASEAN Taboo, and Hidden Heroes.
- ASEAN Monitor: A monthly report providing analysis of the top stories from and around ASEAN that impacts the region the most. For busy CEOs, executives, directors, and leaders who need to keep updated on ASEAN.
- ASEAN Headlines: A weekly e-Newsletter compiling the latest news on business, startups, and lifestyle around ASEAN. Also included is our Book of the Week, our recommended brain food for the next seven days.
- Mind Space: A learning space for futurists of ASEAN. Our members are given the
 opportunity to discover a wide selection of books, magazines, and e-resources on business,
 arts, culture and all things ASEAN. Our Meet & Read and Reader2Leader serves as a
 platform for our community to connect with thought leaders and create inspirations together.

Our Achievements in 2016

5000 Total reach 2000+
people received our
e-Newsletter.
Our engagement has
increased

40% in less than a year

1000+
pies printed per eac

Reprinted in 4 months 1500+

people received
SEAN Monitor digitally

200+
rinted copies distributed within 3 days of release

Our Plan in 2017 and Beyond

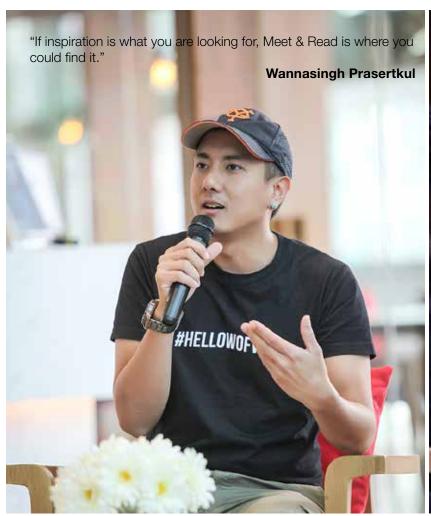
10,000 expected total reach

5000+
people received
our e-Newsletter.

10,000+
copies of
ASEAN Mixer &
C asean Quarterly read
online and in print format

10,000+ people received ASEAN Monitor digitally.

1,000+
printed copies for distribution







2017 - 2018

Driving passion for individual and business growth



Meet & Read

Inspiration | Knowledge Exchange | Experience Sharing

Meet & Read's goal is a knowledge sharing platform for readers and writers. By bringing together book lovers from different backgrounds and areas of expertise, we hope to inspire a new generation of lifelong learners.

In 2016, five Meet & Read events were well received, welcoming over 300 readers. For 2017, we aim to expand the format by collaborating with other organizations and institutes, such as universities, libraries and learning spaces to broaden the type of contents and reader engagement.





2017

Pick a read by local leaders

2018

Pick a read by regional leaders



Reader2Leader

Leadership | Knowledge Exchange | Experience Sharing

"Today a Reader, Tomorrow a Leader" – this philosophy serves as the inspiration for building a platform for the exchange of ideas and experiences. Set in the form of small discussion groups, our leaders will "pick a read" or select a book of their choice and invite fellow readers into a mind stimulating and thought provoking, informal discussion.

Launched in 2017, our first Reader2Leader focused on "Thai Brands – AEC: What's Ahead?", a book aimed at providing a strategic game plan and a way forward for doing business in ASEAN. Founders of two of Thailand's notable startups profiled in the book were invited to share their experience of penetrating various ASEAN markets to aspiring startups and entrepreneurs.

Because ASEAN is too we are inviting you to c

Key Projects Overview

PROMOTING
ASEAN CONNECTIVITY

Business	AEC Club	•
	UALP	•
	C asean Forum	•
	Business Groove	•
Startups	Hump Day	•
	Startup GO	•
	Dream Pitch	•
Arts & Culture	C asean Consonant	•
Publications & Knowledge Sharing	C asean Quarterly	•
	ASEAN Mixer	•
	ASEAN Monitor	•
	ASEAN Headlines	•
	Meet & Read	•
	Reader2Leader	•

important to ignore... ome collaborate with us STRENGTHENING FOSTERING THE RISE OF **NURTURING ASEAN BUILDING ASEAN KNOWLEDGE PLATFORM** ASEAN COMPETITIVENESS **ASEAN STARTUPS** ARTS AND CULTURE





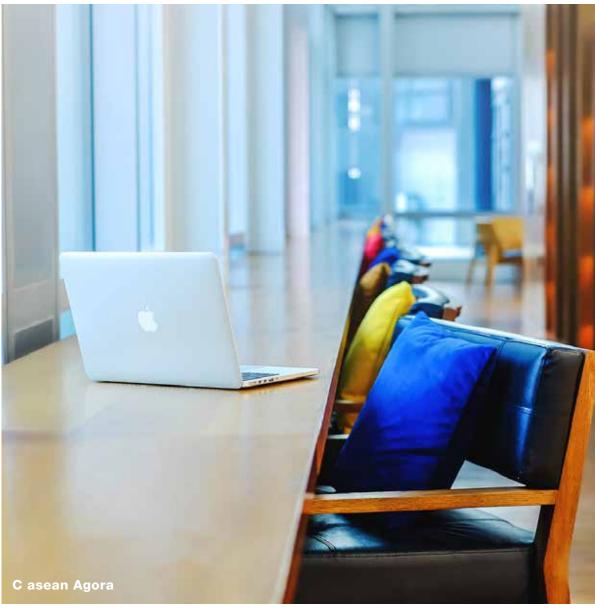












Facilities

Dream Office: A community platform and co-working space where members can work in a peaceful and homey environment with top-notched facilities unlike anywhere else readily accessible on-site to members at their disposal.

Mind Space: A learning place for futurists of ASEAN. We offer a wide selections of books, magazines and e-resources on business, startups and all things ASEAN.

Media Hub: A pronto full service broadcasting and photo solution that offerrs first-class facility to fit any broadcasting, design, editing and production needs.

Venue Services: A one-stop, venue rental service suitable for any meeting, conference, seminar and exhibition. Our facilities are customizable and can accommodate up to 400 people.









CACCo., Ltd.

10th Floor, CW Tower, 90 Ratchadapisek Road, Huai Khwang, Bangkok 10310 Thailand



+66 (0) 2785 9999



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