



ASEAN at 50: A practical guide to doing business in ASEAN

An event hosted by the Southeast Asia Centre of Asia-Pacific Excellence (SEA CAPE) and organised by the ASEAN New Zealand Business Council and Export New Zealand Wellington.

Speakers include:

- **H.E Ambassador Maris Sangiampongsa, Chair, ASEAN Heads of Mission**
- **Phil O'Reilly, NZ Pacific Economic Cooperation Council**
- **Catherine Beard, Executive Director, Export New Zealand**
- **Professor Siah Hwee Ang, Chair in Business in Asia, Victoria University**
- **... and Exporters doing good business in ASEAN**

Date: Tuesday 28 November 2017
Venue: GBLT1 in the lecture building annex, Old Government Buildings, Pipitea Campus, Victoria University of Wellington.
Time: Registration commences at 2.30 p.m. for 3.00 to 6.00 p.m. followed by a networking event generously hosted by SEACAPE.
Price: \$30 plus gst members of ENZ/WECC, ANZBC and students \$40 plus gst non members
RSVP: Register your attendance by clicking here

This year marks the 50th Anniversary of the formation of the [ASEAN organisation](#), now comprising 10 Southeast Asian member states.

Formal engagement between the ASEAN organisation and New Zealand commenced over forty years ago in 1975. And on 31 December 2015, [the ASEAN Economic Community](#) was launched.

With the signing of the high quality ASEAN Australia New Zealand Free Trade Agreement ([AANZFTA](#)) in 2009, the opportunity arose for New Zealand exporters and importers significantly to benefit from a greater trading relationship with the ten ASEAN nations.

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| <ul style="list-style-type: none">• ASEAN accounted for 12 per cent of our total trade in 2016• Two-way trade totalled NZ\$14.5 billion, exports of services \$1.4 billion• NZ has air service agreements with 9/10 ASEANS – Myanmar in progress• Over 6000 students from ASEAN study in NZ |
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Now our ASEAN trade is rapidly catching up the EU and will soon be our largest trading region.

There is huge opportunity in most sectors as ASEAN markets are open and keen to engage. But some of the markets are easier to do business in than others and a professional and committed approach is necessary at all times.

Learn about the opportunities and challenges at this highly practical seminar and network with other businesses interested in the 10 ASEAN markets.

Phil O'Reilly partakes by kind arrangement of NZ Pacific Economic Cooperation Council