

# THE LAUNCH OF LIFTING-THE-BARRIERS REPORTS

29 NOVEMBER 2013 • GRAND HYATT JAKARTA








## LIFTING-THE-BARRIERS (LTB) REPORTS

The launch of the LTB reports marks the completion of the LTB Initiative exercise for the year 2013.

Themed as “A strategy for ASEAN”, the reports gather the input from various regional corporate captains in six business sectors crucial to the growth of ASEAN.

The LTB Initiative is a voluntary effort by concerned ASEAN businesses to proactively seek pragmatic solutions to freer trade in support of ASEAN's integration agenda by 2015.

## PRELIMINARY PROGRAM

0900am - 0910am		<b>Welcome Speech by Co-Chair of ASEAN Business Club Malaysia</b> Nazir Razak, Group CEO, CIMB Group
0910am - 0930am		<b>Overview of Lifting-The-Barriers Reports</b> Munir Majid, Advisor to the LTB Initiative
0930am - 0945am		<b>Keynote Address by Guest of Honour</b> H.E. Le Luong Minh, Secretary General, ASEAN
0945am - 1000am		<b>Souvenir Presentation Ceremony</b>
1000am - 1010am		<b>Photo Opportunity</b>
1010am - 1045am		<b>Press Conference</b>
1045am		<b>Refreshments</b>

## ABOUT THE LIFTING-THE-BARRIERS (LTB) INITIATIVE

The LTB Initiative was designed, in conjunction with the Network ASEAN Forum (NAF) 2013 with the theme 'A Strategy for ASEAN'. The overall objective was to conduct sector based research with the purpose of identifying bottlenecks and barriers to trade in six targeted sectors within ASEAN member nations and to help realise the goal of the ASEAN Economic Community 2015.

### CONNECTIVITY



**Chair:**

Alexander Rusli  
CEO,  
Indosat

**Co-Chair:**

Ernest Cu  
CEO,  
Globe Telecom

**Research Partner:**

Bain & Company

### HEALTHCARE



**Chair:**

Lim Cheok Peng  
Managing Director,  
IHH Healthcare

**Co-Chair:**

Kenneth Mays  
Senior Director of Marketing,  
Bumrungrad International

**Research Partner:**

Accenture

### CAPITAL MARKETS



**Chair:**

Nazir Razak  
Group Chief Executive,  
CIMB Group

**Co-Chair:**

Cezar Peralta Consing  
President & CEO,  
Bank of Philippine Islands

**Research Partner:**

Oliver Wyman

### FINANCIAL SERVICES



**Chair:**

Chartsiri Sophonpanich  
President,  
Bangkok Bank PCL

**Co-Chair:**

Budi Sadikin  
CEO,  
Bank Mandiri Indonesia

**Research Partner:**

The Boston Consulting Group

### AVIATION



**Chair:**

Tony Fernandes  
Group CEO,  
AirAsia

**Co-Chair:**

Emirsyah Satar  
President Director,  
Garuda Indonesia

**Research Partner:**

The Centre for International Law (CIL),  
National University of Singapore

### INFRASTRUCTURE, POWER & UTILITIES



**Chair:**

Jaime Augusto Zobel De Ayala  
Chairman & CEO,  
Ayala Corporation

**Co-Chair:**

Francis Yeoh  
Managing Director,  
YTL Corp

**Research Partner:**

McKinsey & Company

## PHASE I

Phase I of LTB initiative 2013 involved core research and compilation of qualitative and quantitative input as surveyed from each business sectors. The output was presented in six Preliminary Papers identifying existing barriers and challenges in the region. The Pre-lim papers serve as guiding documents for discussion in phase II.

## PHASE II

The NAF 2013 was convened on 22-23 Aug around all six sector based LTB roundtables to discuss various bottlenecks and barriers hindering free trade. The roundtables serve as a platform for different stakeholders to deliberate on the future of their sector and the region as a whole.

## PHASE III

Phase III consists of the final outcome, the Lifting-The-Barriers (LTB) Report, as a white paper report for the ASEAN policy makers and community to effect real changes and accelerate ASEAN integration efforts.

#### ORGANISERS:



#### CONTACT US:

P +603 2087 3000 F +603 2087 3770 E naf2013@cariasean.org  
www.cariasean.org/network-asean-forum