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2022





# **AEM-METI**

**Economic and Industrial Cooperation  
Committee (AMEICC)**

**-Annual Report 2022-**



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# **Executives' Messages**



**MATSUO Takehiko**

Director General, Trade Policy Bureau  
Ministry of Economy, Trade and Industry (METI), Japan

The ASEAN region has undergone significant transformations in recent years, with the rise of digitalization and technological advancements resulting in new economic and environmental challenges. Consequently, a collaborative approach is required to achieve sustainable resolutions. ASEAN-Japan collaboration has played a pivotal role in driving economic growth, stability, and sustainability in the region. As the Ministry of Economy, Trade and Industry (METI), we duly recognize the importance of continuing to strengthen the relationships and cooperation mechanisms.

In this context, the AEM-METI Economic and Industrial Cooperation Committee (AMEICC) has been playing a major role in contributing to enhance industrial cooperation, improve ASEAN's competitiveness, and provide development assistance to new ASEAN Member States.

As we celebrate the 50th Year of ASEAN-Japan Friendship and Cooperation in 2023, the importance of our strong cooperation has never been higher.

Notably, the 50 years of ASEAN-Japan Friendship and Cooperation has established a solid foundation for peace, stability, and prosperity in the region. People-to-people exchanges have been the cornerstone of this partnership, fostering mutual understanding and collaboration, reinforcing the robust relationship of trust and respect between ASEAN and Japan.

As the Ministry of Economy, Trade and Industry (METI), our vision is to promote greater collaboration and co-creation among ASEAN and Japan to surmount challenges in the region. To this end, we firmly believe that people-to-people exchanges, business partnerships, and capacity-building initiatives are crucial to the success of the ASEAN-Japan partnership. Thus, we highly encourage the continuation of joint projects, initiatives, and research that bring together the best minds from ASEAN and Japan to collaborate and co-create sustainable solutions.

Finally, it is noteworthy that the AMEICC has served as a catalyst for enhancing economic cooperation between ASEAN and Japan. It is our firm conviction that this annual report of AMEICC will be instrumental in increasing awareness of its work and achievements, as well as showcasing the success stories of collaborative initiatives between ASEAN and Japan.

# Ministry of Commerce, Cambodia



**H.E. Rath Saravuth**

Secretary of State, Ministry of Commerce, Cambodia  
(Cambodia as the ASEAN Chairmanship for 2022)

In my capacity as the Secretary of State of the Ministry of Commerce of the Kingdom of Cambodia and as the ASEAN SEOM Chair in 2022, I would like to applaud and commend the achievements resulted from the fruitful relationship and cooperation between Japan and Cambodia bilaterally as well as regionally between ASEAN and Japan. My sincere appreciation also goes to Japan for her unwavering support, commitment and contributions through technical and financial assistance via various organizations, including the AMEICC Secretariat.

Amidst the formidable challenges faced in the region, a collaborative approach is undeniably essential to attain sustainable solutions.

In view of this, I personally believe and recommend that we embrace Japan's proposed vision of "ASEAN-Japan Economic Co-Creation Vision and Future Design & Action Plan," which seeks to deepen and co-create a comprehensive strategy for the growth of ASEAN-Japan economic integration in the years ahead. By fostering greater collaboration and co-creation among the member states of ASEAN and Japan, we will be better equipped to surmount the challenges that lie before us.

Moreover, I would like to underscore the significant role of the AMEICC in enhancing economic cooperation between ASEAN and Japan, acting as a catalyst for our joint endeavours. It has played an instrumental role in advancing our collaborative efforts. I hold a firm belief that the annual report of the AMEICC will serve as an invaluable tool, raising awareness of the commendable work and achievements of ASEAN-Japan cooperation. Additionally, it will serve as a platform to showcase success stories of collaborative initiatives between ASEAN and Japan, thereby inspiring further cooperation and strengthening the bonds that unite us.

Lastly, as we commemorate the 50<sup>th</sup> Anniversary of ASEAN-Japan Friendship and Cooperation as well as the 70<sup>th</sup> Anniversary of the establishment of diplomatic relations between Cambodia and Japan, let us seize this opportunity to renew our unwavering commitment to a prosperous and sustainable future. On this noteworthy occasion, I would like to extend my heartfelt appreciation for the assistance and contributions provided by the AMEICC, and also thanks the government and people of Japan for their cooperation and support for Cambodia's socio-economic development. I hope that we will continue to collaborate successfully and fruitfully through our collective endeavours in the future.



**H.E Satvinder Singh**  
Deputy Secretary General for AEC  
ASEAN Secretariat

Since its establishment in 1998, the AEM-METI Economic and Industrial Cooperation Committee (AMEICC) has served as a body for policy consultations so as to discuss enhanced industrial cooperation, significant improvement of ASEAN's competitiveness, and development of cooperation projects between ASEAN and Japan. For more than 20 years, AMEICC has actively contributed to building capacities and strengthening the industrial foundation of ASEAN by implementing new industry development programs to foster innovation as well as Human Resource Development programs.

I truly appreciate AMEICC's inclusive approach, especially in supporting ASEAN's work in enhancing MSME competitiveness in the region, including through the engagement with the ASEAN Coordinating Committee on Micro, Small, and Medium Enterprises (ACCMSME). Furthermore, the support from AMEICC under the ASEAN-Japan Cooperative framework in 2020, such as the Asia Digital Transformation (ADX) program, and the program for Strengthening Overseas Supply Chains, has served as catalyst in fostering digital innovation to solve various socio-economic challenges, and enhancing supply chain resilience

of strategic industries in the region. AMEICC's role became even more critical after the COVID-19 pandemic, as evident when AMEICC led the launching of the Dialogue for Innovative and Sustainable Growth (DISG). The Dialogue has successfully become a platform for ASEAN and Japan businesses to exchange best practices in ensuring business resiliency due to the shock brought by the pandemic.

As we celebrate the auspicious 50th Anniversary of ASEAN-Japan Friendship and Cooperation in 2023, the role of AMEICC is even more instrumental to support and advance our shared goals in our journey towards achieving a more integrated economic relations between ASEAN and Japan, particularly on new emerging priorities such as digitalisation, sustainability, and supply chain resiliency. The publication of AMEICC's 2022 Annual Report highlights the accomplishment that the organisation has made throughout 2022 which include implementing initiatives under the sectorial working groups under AMEICC Secretariat, promoting concrete ASEAN-Japan collaboration, and supporting ASEAN-Japan-related events to discuss cooperation between both sides. I also acknowledge the contribution of AMEICC in organising a number of events such as the ASEAN-Japan Business Week (AJBW), Public-Private Forum on the 1st Asia Green Growth Partnership Ministerial Meeting (AGGPM), and Open Webinar on the Concrete Actions based on Asia-Japan Investing for the Future Initiative. Those activities have been proven noteworthy for collecting substantial inputs from the private sector to develop the "ASEAN-Japan Economic Co-Creation Vision", a new initiative that aims to promote economic co-creation partnership and inclusive growth for both sides.

I hope this report will inspire others to emulate AMEICC's efforts in harnessing the collective strengths, resources, and boundless innovation of ASEAN and Japan to address emerging challenges and seize unprecedented opportunities that lie ahead. I am confident that with the support of AMEICC, ASEAN-Japan economic partnership will continue to thrive, and together, we will create even greater positive change. In closing, allow me to take this opportunity to congratulate AMEICC for launching its Annual Report for 2022.

With deepest appreciation,



**Mr. Ryosuke Fujioka**  
Chief Representative  
AMEICC Secretariat

It is acknowledged that the Asia-Pacific region has been undergoing seismic transformations in recent years, fueled by the worldwide pandemic, environmental declines, international disputes, war, ageing society, digitalization and technological advancements. These disruptive changes have brought forth new socio-economic, multilateral-affair-minded, and environmental challenges, which necessitates a stronger collaboration for sustainable resolutions.

In this dynamic landscape, ASEAN-Japan collaboration has played a pivotal role in driving economic growth, stability, and sustainability in the region. The year 2023 marks the occasion of the 50th Year of ASEAN-Japan Friendship and Cooperation, where people-to-people exchanges have been at the heart of this partnership,

fostering mutual understanding, collaboration, and reinforcing the trust and respect between ASEAN member states and Japan.

In this light, AMEICC's mission is to promote greater collaboration and co-creation among ASEAN and Japan to overcome the challenges faced by our region. This mission has not been changed since our establishment in 1998 despite the change in ASEAN-Japan relationship. We firmly believe that people-to-people exchanges, business partnerships, and capacity-building initiatives are the keys to the success of the ASEAN-Japan partnership. We encourage the continuation of joint projects, initiatives, and research that bring together the best minds from ASEAN and Japan to collaborate and co-create sustainable solutions.

Additionally, special thanks are extended to the former Chief Representative Yuhei Wada for his exceptional stewardship and dedication that has enabled the organization's missions to be continuously and successfully delivered.

This year, the AMEICC has undertaken another important task of issuing its first annual report, highlighting our progress over the past fiscal year. We intended to make this report available to stakeholders and the public. With the AMEICC serving as a catalyst for enhancing economic cooperation between ASEAN and Japan, we firmly believe that this annual report will serve as a comprehensive overview of our collaborative achievements, initiatives and future directions, and increase awareness of our work and endeavours, further solidifying the commitment of both ASEAN and Japan to our shared goals.

Lastly, I extend my gratitude to all stakeholders and partners for their unwavering support and contribution to the ASEAN-Japan partnership. Together, we will continue to forge ahead, and our collaborative spirit will serve as a beacon, guiding us towards sustainable resolutions in the face of unprecedented challenges.



# Executive Summary

## 1. Executive Summary

The annual report of the ASEAN-Japan Economic Cooperation Committee (AMEICC) holds a position as one of the deliverables of the ASEAN Economic Ministers and the Minister of Economy, Trade, and Industry of Japan Consultations (AEM-METI Consultations) in 2023. As the inaugural publication of AMEICC, this report serves to introduce AMEICC's objectives and underscore our accomplishments during the fiscal year 2022 (April 2022-March 2023) under the stewardship of both former Chief Representative Yuhei Wada and current Chief Representative Ryosuke Fujioka.

As a paramount platform for policy consultations between ASEAN and Japan, AMEICC strives to advance industrial cooperation, enhance competitiveness, and provide valuable developmental assistance to ASEAN member countries and Japan. Our operations encompass Ministerial Level Consultations, Sectorial Working Groups, and ASEAN-Japan Cooperative Projects, all of which contribute substantively to the AEM-METI Consultations. Additionally, we extend comprehensive support to various sectorial working groups and provide financial aid to cooperative projects. Our role is adaptive, constantly attuned to the prevailing circumstances, and closely aligned with METI's policy, including the formulation of the ASEAN-Japan Economic Co-Creation Vision, the three 100s scheme, and the Future Design & Action Plan.

As of the fiscal year 2022, the core tenets of AMEICC's responsibilities can be distilled into 3 fundamental pillars as follows:

### **Pillar 1: Sectorial Working Groups**

AMEICC formulated and continued our contribution in the progressive activities under the sectorial working groups as a secretariat in various fields including Automotive Industry, Chemical Industry, MSME, West-East Corridor Development or Mekong-Japan Cooperation, for the implementation of economic and industrial policy cooperation with ASEAN region which was proposed in the AEM-METI Consultations. In addition to arranging the meetings, AMEICC played a leading role in implementing numerous research projects related to certain working groups. The following are the working groups which have been co-chaired by METI and another counterpart on a yearly basis, and were conducted within this fiscal year.

1. The 22nd Meeting of the AMEICC Working Group on Automobile Industry was held on December 6th, 2022. (co-chaired by Cambodia)
2. The 27th Meeting of the AMEICC Working Group on Chemical Industry was held on August 25th, 2022. (co-chaired by Cambodia)
3. The 29th Joint Consultation between the ASEAN Coordinating Committee on MSME and SME Agency of Japan was held on June 16th, 2022. (co-chaired by ACCMSME)
4. The 27th Meeting on Mekong-Japan Economic and Industrial Cooperation under the West East Corridor Working Group was held on November 1st, 2022. (co-chaired by Cambodia)

## **Pillar 2: Collaborative Projects between ASEAN and Japan**

AMEICC together with various organizations and companies in ASEAN member countries engaged in strategic collaborations that aimed at promoting collaborative projects across various fields, including the digital development and transition, supply chain resilience, start-up promotion and among others. The following 2 key projects are currently underway.

- Asia Digital Transformation (ADX) Program : The third call was opened from May 9th to June 30th and 28 projects from ASEAN countries were adopted and thus far there have been 68 projects cumulatively. In 2023, the 4th call has been announced and support for the scaling up and scaling out of businesses through collaboration with venture capitals is also anticipated.
- Projects Strengthening of Overseas Supply Chains : Cumulatively 109 projects have thus far been implemented in ASEAN, encompassing a broad spectrum of sectors such as semiconductor-related products, automobile-related parts, aircraft-related parts, and healthcare.

## **Pillar 3: Occasions for Discussing Cooperation toward the 50th Anniversary**

AMEICC, along with METI, JCCI, others in the business community and JETRO, has been working toward deepening discussions with each ASEAN country's business community and other stakeholders, incorporating their opinions and ideas, and striving toward finalising ASEAN-Japan Economic Co-creation Vision. As a result, a series of events and research initiatives are underway to explore the future direction of ASEAN-Japan economic cooperation and generate momentum in the public and private sectors.

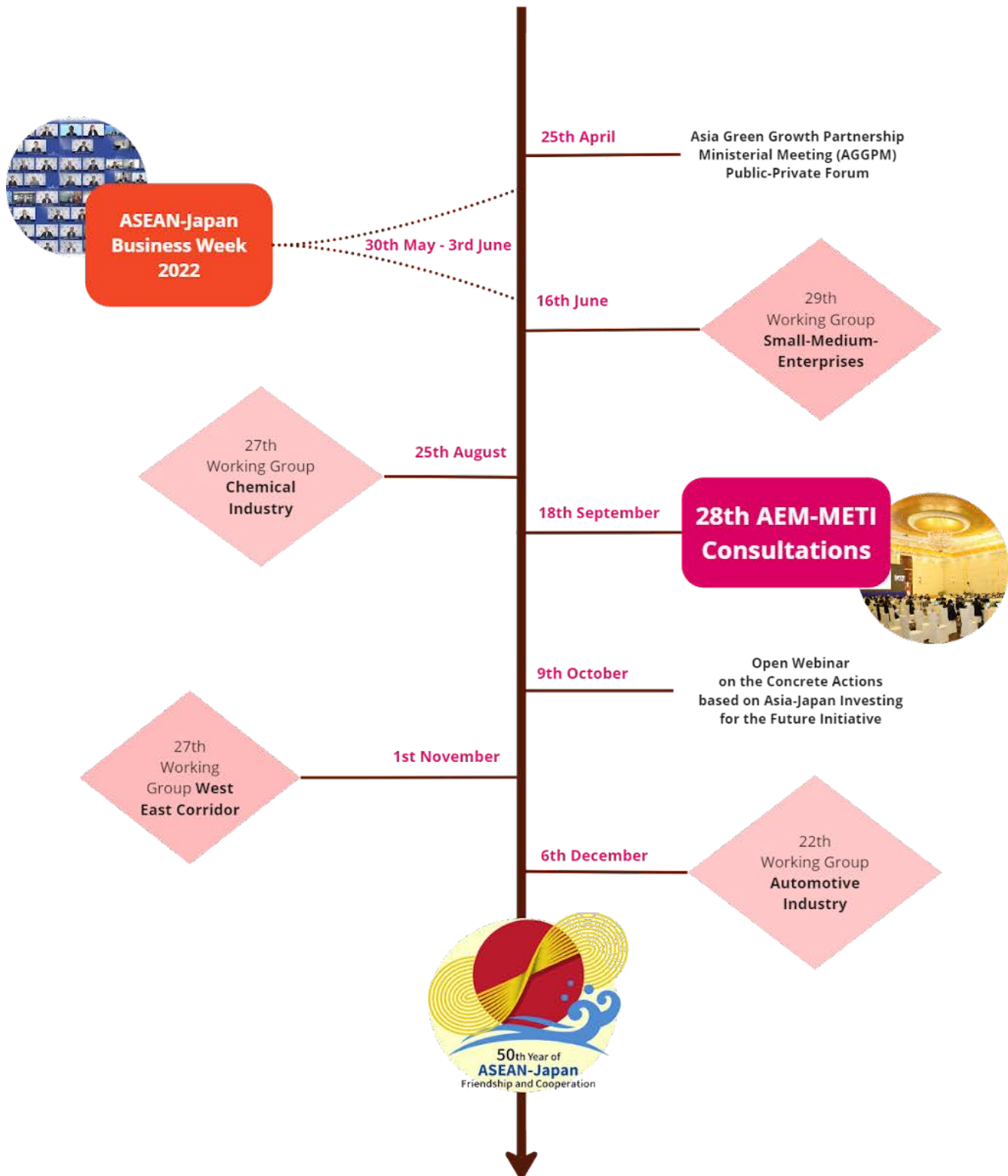
- Dialogue for Initiative and Sustainable Growth (DISG) : There were series of seminars designed to showcase cooperative projects, facilitate discussions among experts, and provide continuous opportunities for cooperation namely "Asia Green Growth Partnership Ministerial Meeting Public-Private Forum", "ASEAN-JAPAN Business Week 2022" and "Concrete Actions based on Asia-Japan Investing for the Future Initiative". Furthermore, AMEICC also has served as a secretariat to DISG Task Force who functions as the central body to discuss and build consensus on DISG activities.
- Support Developing The Co-Creation Vision through events and surveys : From the open call from ASEAN member countries, there were projects from 14 organizations adopted, 4 projects of which were successfully implemented while another 11 projects of which are currently under the implementing process. These projects encompass surveys and events focusing on a wide range of bilateral & multilateral interests such as Circular Economy, ASEAN Youth Engagement, Energy Transition, the awareness promotion of ASEAN-Japan cooperation and other related initiatives.



## **Event Highlights in the Fiscal Year 2022**

## 2. Event Highlights

### Fiscal Year 2022



# **AMEICC's Achievements in the Fiscal Year 2022**

### 3. AMEICC's Achievements in the Fiscal Year 2022

#### **3.1 AMEICC's Missions as of 2022 & its Acknowledgement at AEM-METI Consultations**

**A**MEICC has been serving as a platform for policy consultations between ASEAN and Japan to enhance industrial cooperation, improve the competitiveness, and provide development assistance to member countries since its establishment in 1998. We operate through several components namely the Ministerial Level Consultations, Sectorial Working Groups, and ASEAN-Japan Cooperative Projects.

At the Ministerial Level, the AMEICC Secretariat contributes informative and analytics inputs to ASEAN Economic Ministers and the Minister of Economy, Trade, and Industry of Japan (AEM-METI) Consultation and the Mekong-Japan Economic Ministers Meeting (MJEMM), which promotes their cooperation and updates the progress and future direction of both ASEAN regional and Mekong sub-regional development to the Ministers.

Our Sectorial Working Groups cover several areas, including the Automotive Industry (AI), Chemical Industry (CI), Small & Medium Enterprises (SMEs), and West-East Corridor Development (WEC). In addition, AMEICC provides financial support to the ASEAN-Japan Cooperative projects, especially those of the Asia

Digital Transformation (ADX) program and the program for Strengthening Overseas Supply Chains.

At the Joint Media Statement of the 28th AEM-METI Consultations, the activities through AMEICC's support and facilitation have garnered acknowledgement and appreciation. However, our role requires adjustment so as to align with the current circumstances. As of present, there are 2 documents, namely the ASEAN-Japan Economic Co-Creation Vision and the Future Design and Action Plan (Annex 4.5), in the developmental phase as the deliverables of the 50th year celebration of Friendship and Cooperation of ASEAN and Japan in 2023.

In the fiscal year 2022, Minister Nishimura at the 28th AEM-METI Consultations proposed utilizing three "100s" scheme for the future Economic Cooperation between ASEAN and Japan. Therefore, AMEICC is anticipated to play a more significant function in facilitating the establishment of collaborative initiatives relevant to supply chains, emerging business leaders, and businesses dedicated to tackling social challenges.

## Acknowledgement of AMEICC at AEM-METI Consultations

“The Meeting welcomed the activities supported by the AMEICC across various sectors such as industrial development, micro-small-and-medium enterprises (MSMEs) cooperation, chemical and automobile industries, supply chain investment, and ASEAN-Japan Joint Pilot Projects using digital solutions. The Meeting looked forward to future projects supported by AMEICC that would enhance cooperation between ASEAN and Japanese companies that support post-pandemic recovery.”



Adopted Joint Media Statement  
of the 28th AEM-METI Consultations,  
dated 18 September 2022

## Visions of Minister of Economy, Trade and Industry, Japan

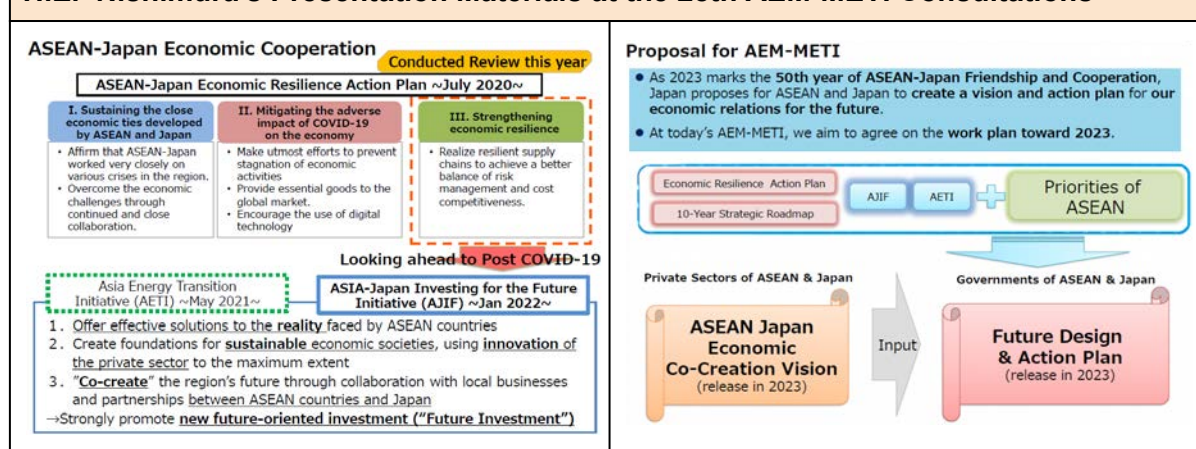


H.E.  
Yasutoshi  
Nishimura

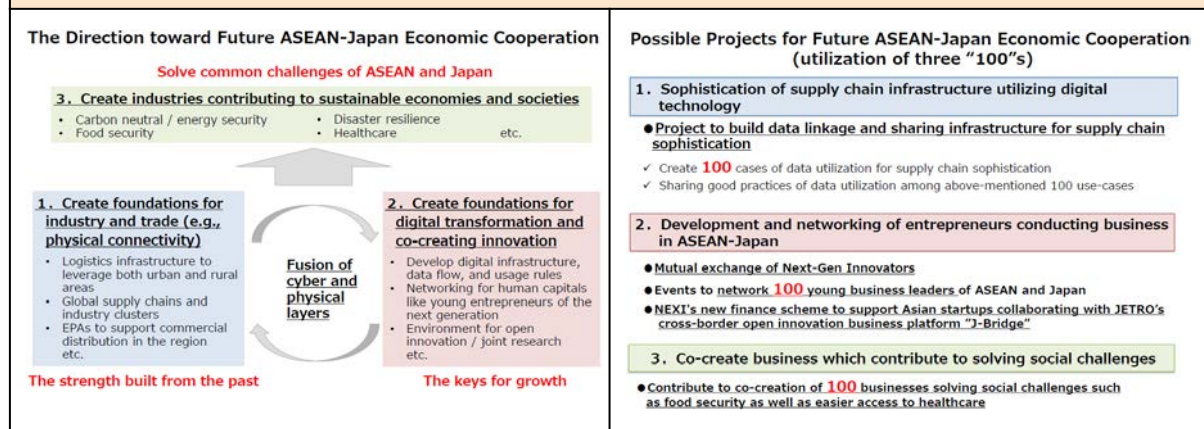
“METI launched a project to formulate the ‘ASEAN-Japan Economic Co-Creation Vision’ in cooperation with the business communities of ASEAN and Japan. This project will formulate a direction for building a new era of ASEAN-Japan economic relations with a vision toward the future, with the ASEAN and Japanese business communities playing a central role.”

“First, we will create 100 use cases of data utilization for supply chain sophistication over the 5 years; second, we will establish a network of a total of 100 entrepreneurs in ASEAN and Japan; and third, create 100 businesses every year that solve social challenges through co-creation, by providing support for pilot projects as well as others.”

## H.E. Nishimura’s Presentation Materials at the 28th AEM-METI Consultations



## H.E. Nishimura's Presentation Materials at the 28th AEM-METI Consultations



### 3.2 Sectorial Working Groups

On a yearly basis, the AMEICC Secretariat supports the dialogue meetings between ASEAN and Japan. These meetings are well-received by the participation of government, industry representatives from ASEAN Member States (AMS) and Japan and other related organizations. The working groups, in collaboration with the chair countries, are usually conducted vis-a-vis. However, due to the pandemic situation, online and hybrid forms of meetings are being considered as alternatives.

1. The Automotive Industry Working Group aims to enhance industrial cooperation in the automotive sector and improve competitiveness for ASEAN, especially CLM countries (Cambodia, Lao PDR, and Myanmar), and Japan. This Working Group is also joined by ASEAN Automotive Federation (AAF), and ASEAN Secretariat (ASEC). Its main agenda include policy dialogue and knowledge sharing on automotive industry update, as well as thematic issues such as Vehicle Electrification, Charging Infrastructure, Carbon Neutrality (CN), and Carbon-Neutral Fuels (CNF) including Biofuels & Synthetic Fuels.

In 2022, its 22nd meeting was held on the 6th of December. (See 3.2.1)

2. The Chemical Industry Working Group aims to promote the development of the chemical industry and update related regulations and policies among ASEAN and Japan. This Working Group incites policy dialogue and knowledge sharing on ASEAN-Japan Chemical Safety Database (AJCSD), ASEAN-Japan update of current status on chemical industry, as well as policies on circular economy and carbon neutrality.

In 2022, its 27th meeting was held on the 25th of August. (See 3.2.2)

3. The Small-Medium-Enterprises Working Group aims to increase SMEs cooperation and improve the competitive capacity of SMEs in ASEAN. It is organized under the ASEAN framework or the so-called “Joint Consultation” between the ASEAN Coordinating Committee on MSME (ACCMSME) and SME Agency of Japan. The current agenda that this Working Group underlines includes ASEAN MSMEs development initiatives in close cooperation and support from Japan.

**In 2022, its 29th meeting was held on the 16th of June. (See 3.2.3)**

4. The West East Corridor Working Group aims to narrow the development gap between the six older member states of ASEAN and CLMV countries, namely Cambodia, Lao PDR, Myanmar and Vietnam. Additionally, this working group also promotes Mekong's development through initiatives, action plans, and several work programs including the current one under MIDV2.0 or the Mekong Industrial Development Vision 2.0 (2019-2023) which was adopted at the Mekong-Japan Economic Ministers' Meeting in 2019. The vision is composed of three main pillars, toward economic development of the Mekong region while responding to the changes of the external environment, in addition to resolving conventional regional issues.

**In 2022, its 27th meeting was held on the 1st of November. (See 3.2.4)**

Substantially, AMEICC plays a crucial role in the coordination and facilitation of meetings within The Automotive Industry, The Chemical Industry, and The West East Corridor Working Groups. We assume a leading position in organizing and moderating these gatherings. Additionally, AMEICC actively engages in The Small-Medium-Enterprises Working Group, contributing valuable information to further objectives of the group and sharing updates of our supported projects under this working group's initiatives.

### 3.2.1 The 22nd Meeting of the AMEICC Working Group on Automobile Industry



**A**s a co-chair country, Cambodia emphasized the importance of the signed “ASEAN Mutual Recognition on Type Approval for Automotive Products”, also known as APMRA, by aligning national standards/ technical requirements with the United Nations Economic Commission for Europe (UNECE) Regulations on the Vehicle Type Approval as an effective mechanism, in transforming ASEAN as a single automotive market and production base.

At the meeting, each ASEAN Member State shared substantial data from their Automotive Industry Annual Report, which included domestic sales and production performances, and each country also updated their national automotive-related policies, programs, directions, plans, and actions concerning electrified vehicles (EV) toward the achievement of carbon neutrality.

Japan (METI) highlighted importance to assess technologies in the automobile sector using the Life Cycle Assessment also known as LCA method and explained a number of decarbonization options such as Battery-Electric Vehicles with CO<sub>2</sub>-free electricity (BEVs), Fuel Cell Vehicles with CO<sub>2</sub>-free hydrogen (FCVs) and Internal

Combustion Engine Vehicles (ICEVs) with carbon-neutral fuel. The importance of EV's diffusion, charging infrastructure expansion, domestic production capacity through supporting battery industries as well as smooth business model transition was stressed.

The ASEAN Automotive Federation (AAF) also gave a brief on the ASEAN Market Overview both on motor vehicles and motorcycles.

To illustrate possible opportunities, Japan Automobile Manufacturers Association or JAMA also presented a scenario-based analysis about global transitioning to carbon neutrality by 2050. The concluded findings showed that worldwide CO<sub>2</sub> emissions were expected to decrease 42-68% by then from that of 2020, along with the growing demand for new vehicles and new energy sources (e.g., nuclear, hydrogen fuel and biomass). JAMA also reiterated the need for a variety of electrified vehicles and the use of Carbon Neutral Fuels (CNF) as well as underlined the importance of developing technologies and providing consumers worldwide with optimal choices toward carbon neutrality by 2050.

Additionally, JAMA's aspiration to support Carbon-Neutral Fuels' researches and studies in ASEAN was stressed by taking into consideration well-rounded views - its advantages on energy security, impact, convenience and compatibility with the existing supply infrastructure against challenges over cost, supply volumes of new green fuels and stable securing of raw materials.

### 3.2.2 The 27th Meeting of the AMEICC Working Group on Chemical Industry

At the meeting, Cambodia as a chair country introduced their Long-Term Strategy for Carbon Neutrality toward 2050. Japan (METI) presented the current situation of the global chemical market and their green growth strategy through achieving carbon neutrality in 2050 in collaboration with related ministries and agencies. The ASEAN Member States also shared their current status of the chemical industry as well as the measures

and initiatives they have taken related to carbon neutrality.

The meeting discussed some innovative approaches to achieve carbon neutrality in the chemical industry and the circular economy. The Japan Chemical Industry Association (JCIA) further highlighted their supportive stance on carbon neutrality, which suggested an endorsement for (i) securing stable and inexpensive clean energy, (ii) Research & Development and social implementation under private-public engagement, (iii) fuel change, and (iv) establishment of recycling base in order to promote a sustainable society.

The meeting also highlighted labor and operational safety with Japan's sharing experience in measures to decrease accident-induced casualties at work and implement the data entry standard based on the International Council of Chemical Associations (ICCA).



### 3.2.3 The 29th Joint Consultation between the ASEAN Coordinating Committee on MSME (ACCMSME) and SME Agency of Japan



At the meeting, Japan reiterated the commitment to continue supporting the efficient implementation of the initiative called the ASEAN Strategic Action Plan for SME Development 2016-2025 or SAP

SMED 2025, and kindly introduced the "ASIA-Japan Investing for the Future Initiative" to strengthen its support to ASEAN in the areas of supply chain resilience and digital technology.

The ASEAN-Japan Economic Resilience Action Plan was also reviewed at the meeting, which aimed at strengthening ASEAN-Japan economic relationship, and developing the ASEAN-Japan Economic Co-Creation Vision in the occasion of 50th Year of ASEAN-Japan Friendship and Cooperation in 2023, and the Asia Digital Transformation Promotion program was well-received.

The AMEICC Secretariat reaffirmed its support for ASEAN MSMEs development through the "ADX Promotion Program" and the "Development of a Diagnostic Tool to Assess Micro, Small and Medium Enterprises' Digital Readiness."

The meeting noted the current status of respective project proposals which are in alignment with the SAP SMED 2025. On

this occasion, in commemoration of the upcoming 50th Year of the ASEAN-Japan Friendship and Cooperation Friendship and Cooperation, the Mission of Japan to ASEAN encouraged the participants to consider utilising financial support from Japan-ASEAN Integration Fund (JAIF) by submitting the new project proposals to Japan.

There are two major JAIF projects to be highlighted under the implementation of AMEICC Secretariat as follows.

#### **(i) Development of a Diagnostic Tool to Assess Micro, Small and Medium Enterprises (MSMEs) Digital Readiness**

**A**s the importance of enhancing MSMEs' adoption of digital skills and technology and the realization of SMEs participation in the digital economy was noted, the Government of Japan through the JAIF is supporting the implementation of a project called "Development of a Diagnostic Tool to Assess MSMEs' Digital Readiness", with the AMEICC Secretariat as the implementing agency.

The aim of this ongoing project, expected to be completed by October 2024, is to enhance MSMEs' ability to develop digital skills and to improve the understanding of the digital economy landscape of MSMEs, governments and also MSME enablers, to formulate targeted and evidence-based policies and involvements.

The project also includes the development of a self-diagnostic tool available for MSMEs in AMS and the establishment of a user-driven data collection mechanism. Additionally, it also aligns with SAP SMED 2025, Strategic Goal A: Promotion of Productivity, Technology, and Innovation, the economic cooperation areas outlined in the ASEAN Outlook on the Indo-Pacific (AOIP), and the implementation of the Master Plan on ASEAN Connectivity (MPAC) 2025, Initiative 4: Enhance the MSME Technology Platform.

## **(ii) KPI Monitoring Support of the ASEAN Strategic Action Plan for SME Development 2016-2025 (SAP SMED 2025): Phase 2 toward 2020**

Highlighting the extensive support of Japan for SAP SMED 2025, the "KPI Monitoring Support of the SAP SMED 2025: Phase 2 toward 2020" project has been implemented by the AMEICC Secretariat with the support of JAIF since 2018. This two-year project consists of a series of knowledge transfer sessions for sustainable KPI monitoring, and it is a continuation of a baseline survey (Phase 1) conducted in 2017 which provided data for the 10 KPIs of SAP SMED 2025 and an assessment of the current policy environment of SME statistics in all 10 AMS, along with existing challenges faced by MSMEs.

The project's activities were conducted through (i) a business survey on SMEs' internationalisation; (ii) a dialogue and finance roundtable; (iii) a KPI data update; (iv) drafting of the final report Achievement at 2020 KPI Monitoring Report of the SAP SMED 2025; (v) SMEs' contribution to GDP survey; and (vi) knowledge transfer sessions to provide recommendations for overcoming the remaining challenges faced by the MSMEs and for policymakers to enhance MSME-related data collection mechanism and analysis in AMS. This project aims to help shape regional MSME policies over the next five years and create competitive MSMEs by 2025 through consolidated and collective efforts from various stakeholders.

### **3.2.4 The 27th Meeting on Mekong-Japan Economic and Industrial Cooperation under WEC-WG**



Dated on 13th September 2021, the outcomes of collaboration from the 13th Mekong-Japan Economic Ministers Meeting were highlighted, with over 80% of related projects' progress on schedule. At the meeting, Japan reported the major achievements and current progress of the Work program (WP) under the MIDV2.0 as the second year of follow-up, with over 70% of projects on schedule.

The projects proposed and registered in the 2021 Work program have been progressing according to their designated timelines. This includes the successful advancement of initiatives such as One Village One Product (OVOP) Promotion, E-Commerce Training for Government Officials, Human Resource Development for Realizing Carbon Neutrality, Promoting Discussion toward Sustainable Growth and Supporting Roadmaps for Energy Transitions.

In accordance with the interests of Mekong countries, the meeting proposed to adopt 4 new projects into the 2022 Work program under MIDV2.0, including Human Resources Development (HRD) for Developing Industries, Supporting the Coordinator Group in Vietnam, Promoting Digital Innovation by Using Digital Trade Platforms, Trainings on Environmental

Technology Transfer and HRD which aim at fostering connectivity, promoting digital innovation and advancing the Sustainable Development Goals (SDG) in the Mekong sub-region.

Looking ahead, the progress of existing and aforementioned new projects would be reported at the 14th Mekong-Japan Economic Ministers Meeting. Furthermore, Japan highlighted the announcement of the ASEAN-Japan Economic Co-Creation Vision initiative in cooperation with the business community of ASEAN countries

and Japan, in order to contribute to a more resilient and stronger ASEAN-Japan economic relationship.

The Work program for Realization of MIDV2.0 (2020-2023) which consists of the collaborative projects among Mekong countries, Japan as well as the projects of the development partners can be explored in the following link: [https://www.meti.go.jp/english/policy/external\\_economy/regional\\_affairs/southeast\\_asia\\_pacific/pdf/mj\\_003.pdf](https://www.meti.go.jp/english/policy/external_economy/regional_affairs/southeast_asia_pacific/pdf/mj_003.pdf).

Under the MIDV2.0 Work Program, there are 2 major projects under the implementation of AMEICC, which have been completed as follows.

#### **(i) The Study on Implementation of National Single Window and ASEAN Single Window in the Mekong Countries**



The “Study on Implementation of National Single Window and ASEAN Single Window in the Mekong countries” was the project included in the MIDV2.0 WP under the Mekong-Japan Cooperation Framework (WEC-WG), with a focus on the key pillar of Connectivity and sub-pillar of Optimising Trade Procedure and / or Infrastructure.

In collaboration with the Mekong Institute, AMEICC led the project upon the request from Vietnam and set the period of implementation between September 2021

and January 2022. Its objectives were to conduct survey-based research in proper methodological steps to (i) assess the current state of Mekong countries for comprehensive and full implementation of their National Single Windows (NSWs) and interoperability with the ASEAN Single Window (ASW); (ii) to identify bottlenecks and challenges related to human resource and system capacity needs of government agencies and other stakeholders; and (iii) to determine the appropriate course of action and provide immediate, medium-term, and long-term recommendations for increasing ASEAN

connectivity, digitalization and trade driven by the full operation of their NSWs in Mekong countries as well as establishing smooth linkage and interoperability with ASW in the Mekong sub-region.

The study's key findings, conclusions, and recommendations were presented at the online Validation Workshop dated 21 January 2022. Relevant stakeholders from the respective Mekong countries and agencies participated in some fruitful discussions on the pertinent issues related

to the NSWs of the Mekong region and their interoperability with the ASW. These discussions were based on the analysis of the study's key findings to finalize the report.

The study's outputs, based on the analysis of the key findings, will provide a roadmap for the Mekong countries to implement NSWs effectively and establish smooth linkage and interoperability with ASW in the Mekong sub-region.

## **(ii) The Technical Assistance for Community Development in Mekong Subregion (One Village One Product (OVOP) Promotion)**



One Village One Product Inception Workshop held on 14 December 2021

The implementation of the project, "Technical Assistance for Community Development in Mekong Subregion" is scheduled from November 2021 to June 2022. It was included in the MIDV2.0 WP, serving the key pillar of Connectivity and the sub-pillar of Fostering Competitive MSMEs. The implementation was led by the AMEICC Secretariat in collaboration with the Mekong Institute upon the request from Thailand.

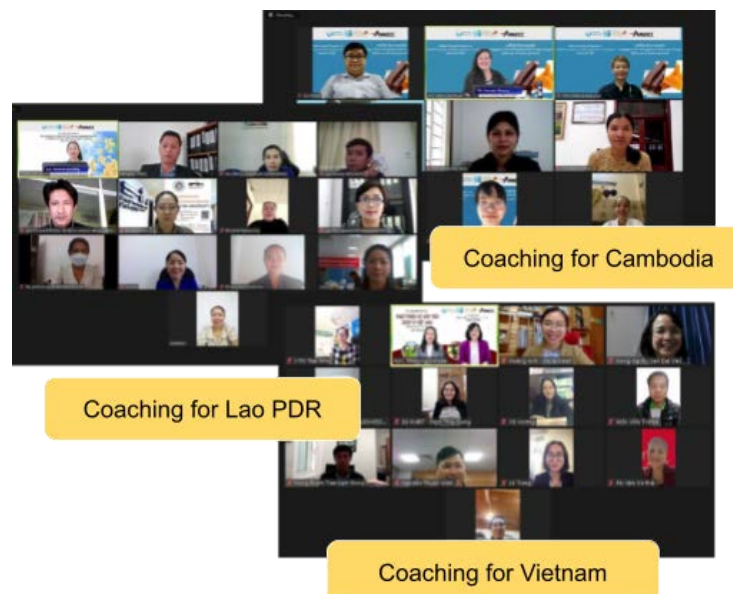
The project aimed to transfer knowledge and provide technical assistance from Thailand on One Village One Product (OVOP) promotion and development to the Mekong neighbouring countries – Cambodia, Lao PDR, and Vietnam. The support was expected to enhance the

capability of MSMEs, including community enterprises, and impart related know-hows to the counterparts' government officials through training workshops and technical coaching programs. In line with the OVOP objectives, the purpose of this endeavor was to promote greater additional values of agricultural products, contributing to the economic growth and development in the Mekong-sub-region.

Prior to conducting the training workshops and technical coaching programs, an inception workshop was held on 14th December 2021, as a networking platform among professionals and experts from the governments, SMEs including community enterprises, and academia. The goals of this workshop were to realize the most current progress and outcomes of OVOP promotion and development in Mekong countries, and to initiate a preliminary discussion pertaining to identification of challenges and appropriate training needs of both public and private sectors, which will contribute to the future scheme of OVOP promotion and application.

The outputs of the inception workshop were utilized as a guidance to implement the subsequent project activities such as the five-day online training workshops and three-day online technical coaching programs, which were conducted for respective Mekong countries, based on their training needs analysis and follow-up consultations with the stakeholders to improve OVOP's quality, packaging, and branding, and to ameliorate participants' knowledge and skills by learning from Thai experts, with tangible action plans.

In brief, this knowledge transfer and technical assistance from Thailand to the Mekong neighbouring countries helps elevate common agricultural produces to viable OVOP products with value-adding innovation. Axiomatically, the success of OVOP development can be anticipated to contribute to the regional economy of these countries



### 3.3 Collaborative Projects between ASEAN and Japan

Under the ASEAN-Japan Cooperation Framework, the AMEICC Secretariat has engaged in strategic collaborations with various organizations and companies. These collaborations are aimed at promoting collaborative projects across various fields in ASEAN member countries, including the digital development and transition, supply chain resilience, start-up promotion and among others. The following two key projects are currently underway.

#### 3.3.1 Asia Digital Transformation (ADX) Program in the Fiscal Year 2022

To facilitate the digital development and transition of ASEAN member countries, the ADX Projects were launched to support Japanese companies with conducting demonstration projects to solve local social challenges through collaboration with ASEAN countries' companies by utilising Japanese companies' technologies, expertise, and other advantages. These projects have been under METI support since 2020, and implemented in collaboration with The Japan External Trade Organization (JETRO).

JETRO and the AMEICC Secretariat therefore constitute a panel for discussion, review and approval of proposals under ADX projects submitted from ASEAN countries. In 2022, the third call was opened from the 9th of May to the 30th of June and after heedful consideration, 28 projects from ASEAN countries (i.e. 12 large companies and 16 SMEs / Startups) were adopted as shown in the following table.

Field List	Cambodia	Indonesia	Malaysia	Philippines	Singapore	Thailand	Vietnam	Malaysia / Singapore	Indonesia / ASEAN	Total By Field
Medical / Nursing			2			4		1		7
Environment / Energy			1			3				4
Tourism						1			1	2
Education / Human Resources			1			1	1			3
Construction	1				1					2
Mobility							2			2

Field List	Cambodia	Indonesia	Malaysia	Philippines	Singapore	Thailand	Vietnam	Malaysia / Singapore	Indonesia / ASEAN	Total By Field
Logistics	1	1					2			4
Other		2		1		1				4
<b>Total By Country</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>1</b>	<b>1</b>	<b>10</b>	<b>5</b>	<b>1</b>	<b>1</b>	<b>28</b>





**(i) Large and Medium & Small Enterprises Participating in ADX Projects 2022**



Large Enterprises	Small and Medium Enterprises
1. FUJIFILM Corporation	1. gsport, inc.
1. Kao Corporation	2. Melody International Ltd.
2. Nomura Research Institute, Ltd.	3. Suncreer Co., Ltd
3. Gakken Holdings Co., Ltd.	4. TXP Medical Co.Ltd
4. Kobelco Ecosolutions Co., Ltd.	5. Well Consul. Co., Ltd
5. Obayashi Corporation	6. Energy Solutions Inc.
6. Murata Manufacturing Co., Ltd.	7. Harada Vehicle Design Co., Ltd.
7. AEON Mall Co., Ltd.	8. Naturanix Co., Ltd.
8. NAGASE Co., Ltd.	9. Kotozna, Inc.
9. Nippon Koei Co., Ltd.	10. NITA Consultant Co.Ltd
10. AI inside Inc.	11. GLODAL, Inc.
11. Scala, Inc.	12. TOY EIGHT Holdings Inc.
	13. WILLER Inc.
	14. SENRI Ltd.
	15. Long Term Industrial Development Co., Ltd.
	16. Regional Fish Institute, Ltd.

## (ii) List of Asia Digital Transformation (ADX) Program in the Fiscal Year 2022



### (1) Medical / Nursing


No.	Project Title	Expected Outcomes
1	<p>Demonstration Project Related to the Construction of a Gastrointestinal Cancer Diagnostic Platform in Thailand</p> <div> <div>By</div> <div>FUJIFILM Corporation Thailand</div> <div></div> </div> <div> <div>Local Partner</div> <div>Thai Association for Gastrointestinal Endoscopy (TAGE), J.F. Advance Med, Science Engineer International, K Performance</div> </div> <div> <div>Detail</div> <div>Pilot study and roadmap development for building a diagnostic platform</div> </div>	<p>I. Attain more effective healthcare and aid in the prompt identification and gastrointestinal cancer medication, while decreasing the number of fatalities</p> <p>II. Suggest policies and offer training to endoscopists for the enhancement of cancer therapy</p>
2	<p>Project for the Online Multilingual Platform of Physical Functions Assessment for Care Prevention DX</p> <div> <div>By</div> <div>GSPORT, INC. Thailand</div> <div></div> </div> <div> <div>Local Partner</div> <div>Hitachi High-Tech (Thailand) Ltd. Healthcare Workshop Co., Ltd.</div> </div> <div> <div>Detail</div> <div>Market research and technology &amp; know-how transfer of the proposed platform through trials</div> </div>	<p>I. Promote awareness and importance of preventive long-term care for the elderly in Thailand, in order to aid in the creation of mid-term to long-term policies</p> <p>II. Verify regulations pertaining to the promotion of this initiative</p> <p>III. Identify potential obstacles, and apply insights to other related areas including product development</p> <p>IV. Extend the outcomes of this initiative from Thailand to other nations in ASEAN with comparable ageing populations</p>

No.	Project Title	Expected Outcomes
3	<p>The Project to Build the Prediction Model of Mosquito-born Virus Spread by Using AI Technology and Improve the Forecast System as UX for Preventing Dengue Fever Cases in Thailand</p> <div> <div>By</div> <div>           KAO Corporation Thailand            </div> </div> <div> <div>Local Partner</div> <div>           Department of disease control under Ministry of Public Health, National Electronics and Computer Technology Center         </div> </div> <div> <div>Detail</div> <div>           Construction of a prediction system for dengue fever sources and provision of informing to consumers         </div> </div>	<ul style="list-style-type: none"> <li>I. Enhance awareness of challenges and preventive behavior to minimize the occurrence of dengue fever,</li> <li>II. Decrease the costs relating to Thai government's measures against the disease, and raise awareness in other ASEAN countries</li> <li>III. Generate or expand the market for repellents by promoting preventive behavior and increasing the usage and frequency of repellents (as a secondary effect)</li> </ul>
4	<p>Development of a Platform for Improving the Prenatal Checkup Rate in Rural Thailand Using Mobile Foetal Monitors</p> <div> <div>By</div> <div>           Melody International Ltd. Thailand            </div> </div> <div> <div>Local Partner</div> <div>           Chiang Rai Provincial public Health Office         </div> </div> <div> <div>Detail</div> <div>           Platform development for enhancing prenatal checkups with fetal monitoring to advance perinatal care DX, including on-site support and validation.         </div> </div>	<ul style="list-style-type: none"> <li>I. In the coming years, by advocating for the use of low-cost iCTG, it is possible to introduce this device to medical facilities that are presently unable to afford it due to its high cost. This could broaden the market and improve the quality of medical care</li> </ul>
5	<p>Development and Implementation of Privacy Conscious High-Precision Watchdog Using AI and Non-Contact Sensing</p> <div> <div>By</div> <div>           SUNCAREER, Malaysia &amp; Singapore             </div> </div> <div> <div>Local Partner</div> <div>           Glueck Technologies         </div> </div> <div> <div>Detail</div> <div>           Development of a platform and smartphone apps for notification reference, introduction of local care facilities         </div> </div>	<ul style="list-style-type: none"> <li>I. Utilize privacy-focused and precise 24-hour monitoring</li> <li>II. Send instant social network service notifications to medical institutions</li> <li>III. Extend the project's scope to private homes for home care purposes</li> <li>IV. Anticipate expansion to ASEAN countries</li> <li>V. Address home care challenges to help resolve healthcare issues in Japan</li> </ul>


No.	Project Title	Expected Outcomes
6	DX Demonstration Project in Emergency Medicine at Tertiary Care Hospitals in Malaysia	<div>I. Enhance the overall standard of emergency medical care by gaining more chances to treat challenging cases</div> <div>II. analyze the impact of implementing a suitable emergency medical care system on the development of medical staff</div> <div>III. Boost the potential for creating other medical-related services (with the Japan model of establishing certain acute phase clinical trial services for pharmaceutical companies and oncology services)</div>
	<div>By</div> <div>TXP Medical Co., Ltd. </div>	
	<div>Local Partner</div> <div>Universiti Sains Malaysia Hospital, Malayan National University Hospital and University Malaya Medical Center</div>	
	<div>Detail</div> <div>Verification of on-site operations to enhance emergency care in Malaysia.</div>	
7	Demonstration Project of Home Care Support Utilising IoT / AI in Malaysia	<div>I. Offer personalized medical care and long-term care aimed at catering to individual patients, and accomplish home monitoring and improved care quality</div> <div>II. Promote the market growth and the emergence of new IT services by functioning as digital transformation platforms for healthcare</div>
	<div>By</div> <div>Well Consul Co., Ltd. </div>	
	<div>Local Partner</div> <div>KI Wellness City Sdn. Bhd</div>	
	<div>Detail</div> <div>Health management system adapted locally and demonstrate to local medical institutions and home patients</div>	


## (2) Environment / Energy

No.	Project Title	Expected Outcomes
1	<p>Demonstration of Smart Security (Drones &amp; AI) to Achieve Carbon Neutrality</p> <p><b>By</b> Energy Solutions Inc, Malaysia </p> <p><b>Local Partner</b> Selangor Human Resource Development Centre, The Malaysian Photovoltaic Industry Association, TK International Sdn. Bhd.</p> <p><b>Detail</b> 1. Solar module infrared inspection demotrated by drone 2. On-site training program launched 3. Drone eye partner system established</p>	<p>I. Conduct an infrared inspection of a 2-megawatt solar farm in about 10 minutes, which significantly reduces inspection time in comparison with ground-based inspection which could take up to 2 days. The time for inspection can be reduced by about 1/100 by using this system</p> <p>II. Ensure the targeted electricity output by long-term generation of electricity from solar power generation facilities and the integration of smart security measures</p>
2	<p>Project of Marine Debris Tracking System in Thailand</p> <p><b>By</b> Harada Vehicle Design Co., Ltd. Thailand </p> <p><b>Local Partner</b> Asia Technology Industry Co., Ltd.</p> <p><b>Detail</b> Establishment of demonstration system and carrying out the experiment. Building a cooperative relationship with the local government and Chulalongkorn University</p>	<p>I. Investigate the efficiency of gathering plastic waste in the ocean from Thailand and other ASEAN nations, which could potentially create a fresh business opportunity in the area</p> <p>II. Deliver economical services to its clients, rendering alternatives for a broader range of customers</p>
3	<p>Development &amp; Demonstration of a Data Platform for Next-Generation Rapid Charging System that Enables Electric Motorcycles to Be Charged within a Few Minutes in Bangkok, Thailand</p> <p><b>By</b> Naturanix Co., Ltd. Thailand </p> <p><b>Local Partner</b> Jowit Global Co., Ltd.</p> <p><b>Detail</b> Local support, development partner</p>	<p>I. Enable the assessing process of CO<sub>2</sub> reduction resulting from the adoption of electric motorcycles in ASEAN nations.</p> <p>II. Balance the power load on the grid arising from the energy consumption of rapid-charging stations.</p> <p>III. Encourage the adoption of electric motorcycles, even in regions lacking a reliable power distribution network</p>


No.	Project Title	Expected Outcomes
4	<p>Introduction Demonstration of SCOPE3 Data Sharing Solution (NRI-CTS) in the ASEAN Region</p> <div> <div>By</div> <div>Nomura Research Institute, Ltd., Thailand</div> <div></div> </div> <div> <div>Local Partner</div> <div>Scg Logistics Management Co., Ltd.</div> </div> <div> <div>Detail</div> <div>Visualization of CO2 emissions (Scope 3) from trucks using data from SCG Logistics Management's Connected Service on NRI's carbon tracking system.</div> </div>	<p>I. Decrease the effort needed for the visualization of CO<sub>2</sub> emissions in the ASEAN manufacturing supply chain through a combined solution.</p> <p>II. Make NRI-CTS of Japan able to contribute to carbon neutrality in the ASEAN manufacturing industry</p>



### (3) Tourism

No.	Project Title	Expected Outcomes
1	<p>PoC for Middleware between Hotel Business Applications and Property Management Systems (PMS) for the Travel Industry in Indonesia.</p> <div> <div>By</div> <div>Kotozna, Inc., Indonesia, ASEAN</div> <div></div> </div> <div> <div>Local Partner</div> <div>Artotel Group (Hospitality Business), JTB Asia Pacific Headquarters</div> </div> <div> <div>Detail</div> <div>Provision of a venue for data linkage PoC and introduction of potential hotels in ASEAN region as PoC</div> </div>	<p>I. Encourage the use of middleware to enhance the productivity in hotel operations</p> <p>II. Encourage the use of middleware to enhance productivity in developing PMS and hotel business apps</p> <p>III. Encourage the use of middleware to enhance the quality of customer service provided to hotel guests</p> <p>IV. Assess the possibility of horizontal development and expansion of sales to hotel and tourism operators in ASEAN after using the middleware</p>



No.	Project Title	Expected Outcomes
2	<p>Development and Implementation of DX Promotion Tools for Tourism SC (Supply Chain) Resilience Considering the Risk of Natural Disasters</p> <div> <div>By</div> <div>NITA Consultant Co.Ltd, Thailand </div> </div> <div> <div>Local Partner</div> <div>TK9 Engineering Co., Ltd</div> </div> <div> <div>Detail</div> <div>A local agent working for information gathering, translation, interviews, business development, etc.</div> </div>	<p>I. Enhance the resilience of Tourism SC</p> <p>II. Offer optional services upon request and maintenance services to keep information up-to-date</p> <p>III. Develop an online platform, able to be utilized for both everyday use and disaster response</p> <p>IV. Improve the hotel's brand recognition for the enhanced safety measures against natural disasters</p>

#### (4) Education / Human Resources



No.	Project Title	Expected Outcomes
1	<p>Individualized Childcare Service and C2C Matching Platform (PF) Business In Vietnam</p> <div> <div>By</div> <div>GAKKEN Holdings Co., Ltd., Vietnam </div> </div> <div> <div>Local Partner</div> <div>KIDDIHUB, HBLAB Group</div> </div> <div> <div>Detail</div> <div>Platform development</div> </div>	<p>I. Decrease education services fees to increase availability to a wider range of people</p> <p>II. Reduce intermediate fees to improve the income of teachers</p> <p>III. Communicate the matching results and provide high-quality services for a sound business environment</p> <p>IV. Leverage the finding of this project to improve the business environment in the Vietnamese education industry</p>

No.	Project Title	Expected Outcomes
2	<p>Services on HRD of AI for Space Utilization to Accelerate Digital Industries in Thailand</p> <div> <div>By</div> <div>           GLODAL, Inc., Thailand            </div> </div> <div> <div>Local Partner</div> <div>PASCO (Thailand) Co., Ltd</div> </div> <div> <div>Detail</div> <div>Provision of HRD programs for AI to local government agencies and private companies</div> </div>	<ol style="list-style-type: none"> <li>I. Enhance AI human resources in Thai industries to promote DX and improve productivity through human resource development demonstration programs</li> <li>II. Integrate space industries from satellite manufacturing to data utilization, in collaboration with Japan</li> <li>III. Promote the capacity development to achieve economic growth in the region and ensure that no AMS is left behind in DX</li> </ol>
3	<p>Early Childhood Education Digital Transformation Data System Enhancement for Post Covid-19 Learning Project</p> <div> <div>By</div> <div>           Toy Eight Holdings Inc., Malaysia            </div> </div> <div> <div>Local Partner</div> <div>National Child Research Development Centre</div> </div> <div> <div>Detail</div> <div>Linkage between NCDC database and the TOY8 system</div> </div>	<ol style="list-style-type: none"> <li>I. Implement screening method of TOY8 to substantially minimize the learning losses in Malaysia by identifying the current level of growth</li> <li>II. Promote the reduction of the screening cost to a quarter of the current expense or less.</li> </ol>




## (5) Construction


No.	Project Title	Expected Outcomes
1	<p>Demonstration for Optimising Water Supply Business through DX Promotion Using Digitalization System in Cambodia</p> <div> <div>By</div> <div>Kobelco Ecosolutions Co., Ltd, Cambodia </div> </div> <div> <div>Local Partner</div> <div>Kampong Thom Water Supply</div> </div> <div> <div>Detail</div> <div>Demonstration of digitalization system to be carried out in the local partner's water treatment facility.</div> </div>	<ol style="list-style-type: none"> <li>I. Reduce the non-revenue water ratio, electricity consumption, and overhead costs, while improving human resource capacity</li> <li>II. Utilize data for water supply operation</li> <li>III. Improve water tariff collection</li> </ol>
2	<p>Demonstration Project of Drone Electromagnetic Survey (Geophysical Survey) in Singapore</p> <div> <div>By</div> <div>Obayashi Corporation, Singapore </div> </div> <div> <div>Local Partner</div> <div>EASEPECT</div> </div> <div> <div>Detail</div> <div>Certified drone operation approved by local authority in Singapore. Includes equipment, certified operators, project management, and data processing for 3D plotting</div> </div>	<ol style="list-style-type: none"> <li>I. Enhance the amount and caliber of geophysical explorations through the use of drone-based electromagnetic surveys</li> <li>II. Mitigate the hazards associated with inadequate geophysical investigations during construction endeavours</li> <li>III. Decrease the environmental impacts on conventional geophysical surveys</li> </ol>

## (6) Mobility


No.	Project Title	Expected Outcomes
1	<p>PoC Project on IoT Platform Implementation for Real-time Traffic Monitoring</p> <div> <div>By</div> <div>Murata Manufacturing Co., Ltd, Vietnam </div> </div> <div> <div>Local Partner</div> <div>NIINUMA Vietnam Co., Ltd.</div> </div> <div> <div>Detail</div> <div>Installation work and co-evaluation of system</div> </div>	<ol style="list-style-type: none"> <li>Promote advanced applications in various industries, which include road and transport administration, logistics, and mobility by utilising high-resolution field data</li> <li>Prove the hypothesis about the market growth by establishing a global supply chain that would allow the sale of data internationally</li> <li>Validify the advantages of installing digital infrastructure to promote O&amp;M business, leading to the growth of local enterprises and industries</li> </ol>
	<p>Digital Transformation of the Platform for Passenger and Cargo Transportation (Mixed Freight/Passenger) at the Southern Intercity Bus Terminal in Hanoi, Vietnam</p> <div> <div>By</div> <div>WILLER Inc Vietnam </div> </div> <div> <div>Local Partner</div> <div>Hanoi Southern Intercity Bus Terminal Operator</div> </div> <div> <div>Detail</div> <div>Business cooperation and promotion for DX of passenger and cargo transportation platforms, etc.</div> </div>	<ol style="list-style-type: none"> <li>Encourage the development of a scalable DX business platform that can be extended to other enterprises</li> <li>Promote the transportation of both passengers and goods by leveraging data analytics</li> <li>Optimize the vehicle usage, routes, the implementation of traceability measures to ensure food safety, and demand forecast</li> <li>Optimize the benefits of supply and demand dynamics</li> </ol>




## (7) Logistics

No.	Project Title	Expected Outcomes
1	<p>Promotion of Economic Revitalization by Creating an EC Platform Scheme in the Kingdom of Cambodia</p> <div> <div>By</div> <div>AEON MALL Co.,Ltd. Cambodia</div> <div></div> </div> <div> <div>Local Partner</div> <div>Coolbeans Digital Co., Ltd.</div> </div> <div> <div>Detail</div> <div>Cooperation in the development of EC application system</div> </div>	<ol style="list-style-type: none"> <li>Minimize hurdles for initiating new businesses in Cambodia</li> <li>Expand business opportunities for companies through the expansion of sales channels</li> <li>Establish CBW scheme to extend the EC market in the ASEAN region, centred on Cambodia</li> <li>Expand the EC market in Laos where it has not been developed</li> <li>Attract companies from neighbouring countries to join the expanded EC market</li> </ol>
2	<p>Project for the Reduction of Greenhouse Gas Emissions by Improving Distribution Efficiency Using DX in Vietnam</p> <div> <div>By</div> <div>NAGASE &amp; CO., LTD. Vietnam</div> <div></div> </div> <div> <div>Local Partner</div> <div>Logivan Vietnam Technology Company, Ltd.</div> </div> <div> <div>Detail</div> <div>Visualisation and reduction of CO<sub>2</sub> emissions by adding functions to OGIVAN's DX logistics service and linking it with Zeroboard.</div> </div>	<ol style="list-style-type: none"> <li>Connect with the Zeroboard system (zeroboard.jp/)</li> <li>Establish a collaborative business relationship with Nagase &amp; Co., Ltd.</li> <li>Quantify greenhouse gas emissions</li> <li>Visualize greenhouse gas emissions and corresponding mitigations</li> <li>Promote carbon neutrality across the industry</li> </ol>
3	<p>Project for Establishment of a Distribution System for Safe Vegetables in Vietnam</p> <div> <div>By</div> <div>Nippon Koei Co.,Ltd. Vietnam</div> <div></div> </div> <div> <div>Local Partner</div> <div>Phenikaa X, Nagase Vietnam</div> </div> <div> <div>Detail</div> <div>Traceability system and application development</div> </div>	<ol style="list-style-type: none"> <li>Develop a standardized platform for the distribution system of Vietnam's agricultural products</li> <li>Create shared coding standards for agricultural products</li> <li>Standardize traceability systems for agricultural products</li> <li>Enhance distribution efficiency for safe agricultural products</li> <li>Diversify business-to-business deals for secure agricultural products in Vietnam</li> </ol>

No.	Project Title	Expected Outcomes
4	<p>Project of AI Order Management for Distribution Optimization of FMCG Industry in Indonesia</p> <div> <div>By</div> <div>SENRI Ltd, Indonesia</div> <div></div> </div> <div> <div>Local Partner</div> <div>Pt. Mustika Ratu</div> </div> <div> <div>Detail</div> <div>Provision of feedback of product usage and collection of data for monitoring and evaluation</div> </div>	<p>I. Improve the productivity of local manufacturers in the FMCG industry</p> <p>II. Enhance growth opportunities for domestic producers through better predictability of business operations</p> <p>III. Visualize transaction information of small and medium-sized retailers and warungs (kiosks)</p> <p>IV. Stimulate traditional retail sales by presenting transaction data</p>

## (8) Others

No.	Project Title	Expected Outcomes
1	<p>Development and Introduction of AI-OCR Contributing to Business Automation in Thailand</p> <div> <div>By</div> <div>AI inside Inc., Thailand</div> <div></div> </div> <div> <div>Local Partner</div> <div>C.S.I. (Thailand) Co., Ltd.</div> </div> <div> <div>Detail</div> <div>Verification of the introduction of AI-OCR to end-users in Thailand</div> </div>	<p>I. Get labor-intensive tasks automated, particularly data entry, for developing insight-based products and services</p> <p>II. Promote digital transformation (DX) through task automation</p> <p>III. Enable the scalability of business by linking with various software, such as PRA, ERP, accounting software, and electronic medical records</p> <p>IV. Expand into other ASEAN countries to facilitate further business growth</p>

No.	Project Title	Expected Outcomes
2	<p>New AI Driven Agriculture Machine Finance</p> <div> <div>By</div> <div>LONG TERM INDUSTRIAL DEVELOPMENT CO., LTD., Philippines</div> <div></div> </div> <div> <div>Local Partner</div> <div>KUBOTA Philippines, CROPITAL</div> </div> <div> <div>Detail</div> <div>Pilot implementation in the Philippines, introduction of rice farmers participating in the project/provision of farm equipment</div> </div>	<ol style="list-style-type: none"> <li>Introduce innovative farm equipment to farmers of medium-sized rice field, comprising approximately 40% of all farmers in the country and cultivating an area of 3-5 hectares</li> <li>Enhance productivity and increase farm net income by 2-3 times through the use of agricultural machinery</li> <li>Encourage widespread adoption of the machinery among approximately 60% of the country's rice farmers</li> <li>Improve the harvest by 2-3% by increasing the use of farm machinery</li> <li>Increase the self-sufficiency rate by promoting the adoption of farm equipment</li> </ol>
3	<p>Project of Introducing Genome Editing Breed Improvement on Aquaculture Scene in Indonesia</p> <div> <div>By</div> <div>Regional Fish Institute, Ltd., Indonesia</div> <div></div> </div> <div> <div>Local Partner</div> <div>Pt. Aruna Jaya Nuswantara</div> </div> <div> <div>Detail</div> <div>1. Farming and hatchery activities 2. Test sales/marketing to consumers 3. Communication with governmental regulatory bodies</div> </div>	<ol style="list-style-type: none"> <li>Apply both "fast growth" and "large fillet" traits to reduce the cost of aquaculture by one-thirds of current amounts</li> <li>Extend the improvement of breeding to other traits and species to generate employment opportunities, enhance exports and address protein shortages</li> <li>Establish a "breed improvement platform" to facilitate breeding based on the needs of both consumers and producers</li> </ol>
4	<p>Digital Agricultural Cooperative Platform Centred on Credit Scoring for Farmers</p> <div> <div>By</div> <div>Scala, Inc., Indonesia</div> <div></div> </div> <div> <div>Local Partner</div> <div>Duithape, MASTANI</div> </div> <div> <div>Detail</div> <div>Joint product development and provision of pilot sites</div> </div>	<ol style="list-style-type: none"> <li>Establish a financial market for the unbanked through the use of a credit scoring system</li> <li>Promote inclusive financial support and access to credit for those who are currently excluded from traditional banking systems</li> <li>Create a new economic sphere within the ecosystem by expanding services beyond farming support, BNPL, and credit scoring to include financing and sales support businesses</li> </ol>

### **(iii) Asia Digital Transformation (ADX) Program's Subsequent Phases**

The 4th call for ADX project submissions was initiated, and scheduled to run from April 10th until October 6th, 2023, and thus far approximately 25 demonstration projects from ASEAN countries are expected to be selected. Currently, a total of 68 projects have been adopted from the first 3 calls to support joint demonstrations as part of this initiative.

Alongside these demonstration projects, support for the scaling up and scaling out of businesses through collaboration with venture capitals is also anticipated in 2023. The first call for projects is expected to open from May to June 2023, with the aim of providing innovative technological

solutions to handle the socio-economic challenges faced within ASEAN.

In order to facilitate collaboration between large companies and startups in ASEAN and Japan, a new initiative known as the “ASEAN-Japan Economic Co-Creation Fast Track Initiative” has been undertaken by JETRO in commemoration of the 50th anniversary of ASEAN-Japan Friendship and Cooperation between within 2023. This initiative has been implemented majorly in partnership with JETRO's J-Bridge; a business platform; designed to foster open innovation through activities such as business matching, networking and organising pitch events in various ASEAN countries.

### **3.3.2 Strengthening of Overseas Supply Chains**

Nowadays, the global supply chains experience various disruptions as a result of factors such as the COVID-19 pandemic, natural calamities, and several geopolitical tensions. Given this context, the ongoing subsidy program since 2020, supported by the Ministry of Economy, Trade and Industry (METI), has been allocated to AMEICC, and implemented in collaboration with JETRO or The Japan External Trade Organization.

The objective of this initiative is to promote stronger and more resilient supply chain development in ASEAN by providing financial support to Japanese companies, strengthening the regional supply chain resilience through introducing equipment, demonstrations, and conducting feasibility studies for the diversification of production bases.

Thus far, a total of 109 projects have been implemented in ASEAN, encompassing a broad spectrum of sectors such as semiconductor-related products, with an extensive usage in diverse industries, including medical devices, manufacturing devices, smartphones, and others. In addition, the program also covers other sectors such as automobile-related parts, aircraft-related parts, and healthcare.

Starting from 2023, Japan is planning to emphasize the importance of supply chain resilience enhancement by the adoption of digitalization and related technologies in two major directions - firstly, by promoting the diversification of supply chains, and secondly, by upgrading existing supply chains entirely through the optimization of digital technologies

### 3.4 Occasions for Discussing Cooperation toward the 50th Anniversary

**A**s the year 2023 marks the 50th anniversary of ASEAN-Japan Friendship and Cooperation, it is crucial for both ASEAN and Japan to collaborate and co-create innovations for addressing social challenges and driving sustainable economic growth in the post-pandemic era.

In pursuit of this objective, the AMEICC Secretariat, in collaboration with Japan's Ministry of Economy, Trade and Industry (METI) and other stakeholders have conducted various discussion dialogues with ASEAN nations including events such as the Dialogue for Innovative and events relating to Sustainable Growth (DISG), including the ASEAN-Japan Business Week (AJBW) 2022.

The AJBW 2022 witnessed the plan to develop the "ASEAN-Japan Economic Co-Creation Vision" by former METI

Minister H.E. Hagiuda Koichi and former Chairman of the Japan Chamber of Commerce and Industry (JCCI) Mimura Akio. This vision outlines the direction of economic cooperation that Japan and ASEAN should aspire to as co-creation partners to shape a better future.

To promote this vision, the AMEICC Secretariat, along with METI, JCCI, others in the business community and JETRO, is working toward deepening discussions with each ASEAN country's business community and other stakeholders, incorporating their opinions and ideas, and striving toward finalising this vision. Therefore, a series of events and research initiatives are underway to explore the future direction of economic cooperation between ASEAN and Japan, and generate the momentum in the public and private sectors toward ASEAN-Japan Economic Co-Creation.

#### 3.4.1 Dialogue for Innovative and Sustainable Growth (DISG)

**T**he Dialogue for Innovative and Sustainable Growth (also known as DISG) was established in 2020 under the endorsement of the 26th AEM-METI Consultations, with the aim at enhancing the implementation of the ASEAN-Japan Economic Resilience Action Plan and achieving the industrial competitiveness of

ASEAN and Japan, as well as addressing some socio-economic challenges through continuous discussions on ASEAN-Japan cooperation. Through these discussions, the AMEICC Secretariat aims to further deepen the cooperation between ASEAN and Japan by identifying key areas of Japan's contribution to ASEAN.



DISG includes a series of webinars with objectives to showcase some cooperative projects, facilitate discussions among experts, and provide continuous events for ASEAN-Japan cooperation. To keep up with the latest demands, interests and concerns from relevant sectors involved, DISG Task Force, chaired by Mr. Hiroshi

Ishikawa, was set up as the central body to discuss and build consensus on DISG activities as well as cooperation between ASEAN and Japan, especially toward the 50th Year of ASEAN-Japan Friendship and Cooperation in 2023 (The current members of DISG TF are shown in the Annex 4.2).



#### Events and Seminars Conducted or Supported by DISG in 2022

No.	Date	Events and Seminars
1	25 Apr 22	Asia Green Growth Partnership Ministerial Meeting (AGGPM) Public-Private Forum
2	30 May 22	ASEAN-JAPAN Business Week 2022
3	9 Aug 22	Concrete Actions based on Asia-Japan Investing for the Future Initiative

Following are the details of subsequent DISG's related activities which took place in 2022.

## (i) ASEAN-Japan Business Week (AJBW) 2022



**Date and Time:**

30 May to 3 June 2022

**Venue:**

Online

**Language:**

Japanese  
(Simultaneous Interpretation  
in English)

The ASEAN region holds great significance for Japanese companies; however, recent years have witnessed significant changes in the business environment on the ground of increasing competition, economic development, and digitalization. In light of the growing importance of sustainability and the accelerating decarbonization movement, new business opportunities such as Green Growth are expected to emerge. To keep track of these transformations, the ASEAN-Japan Business Week (AJBW) 2022 toward Innovative and Sustainable Growth was held from 30 May to 3 June 2022 as a follow-up to the first online seminar series in 2021 from May 24 to 28.

Co-organized by the AMEICC Secretariat in collaboration with relevant organizations from ASEAN and Japan countries, including the Ministry of Economy, Trade and Industry (METI), Japan Chamber of Commerce and Industry, Japan Business Federation, Japan External Trade Organization (JETRO), Research Institute of Economy, Trade and Industry (RIETI), Japan International Cooperation Agency (JICA), ASEAN Promotion Centre on

Trade, Investment and Tourism (ASEAN - Japan Centre), ASEAN Secretariat, ASEAN Business Advisory Council (ASEAN-BAC), ASEAN-Japan Business Council (AJBC), and Economic Research Institute for ASEAN and East Asia. (ERIA), the event presented a series of related webinars on the themes of innovation and sustainability.

In conclusion, the AJBW 2022 provided a platform for experts and industry members from a wide range of fields to discuss the current state of ASEAN businesses and sustainability as well as to monitor and analyze the shifting business landscape in the ASEAN region and facilitate the identification of potential opportunities for Japanese businesses. Participants were able to examine the latest developments and future possibilities for ASEAN business. The seminar series also showcased concrete examples of initiatives from companies that are leading the way and featured expert discussions from various fields on issues and measures to accelerate and expand these initiatives.

## (ii) Public-Private Forum on the 1st Asia Green Growth Partnership Ministerial Meeting (AGGPM)



### Date and Time:

25 April 2022

15:00-18:30 (JST, GMT+9)

### Venue:

Online

### Language:

Japanese

(Simultaneous Interpretation in English)

To expedite the energy transitions in Asia, DISG has emphasized the importance of fostering dialogues to raise awareness and promote cooperation toward achieving green growth in Asia, in addition to the ongoing Asia Green Growth Promotion project to ASEAN countries under the AMEICC support. As part of these efforts, the inaugural event of the “Asia Green Growth Partnership Ministerial Meeting Public-Private Forum” was held under the auspices of the Asia Energy Transition Initiative (AETI).

This initiative was also introduced during the 6th DISG webinar held in August 2021 and the 9th DISG webinar held on March 4th, 2022. The primary objective of the forum was to raise awareness about the importance of industry - government - academia efforts, innovation promotion, and international cooperation for the acceleration of various and pragmatic energy transitions in Asia. The focus of the event was on “innovation” and “finance” to support energy transitions and aimed to feature a broad range of sessions that presented concrete projects and efforts by industry, government, and academia in Asia and Japan.

The AGGPM Public-Private Forum aims to bring together representatives from the government and private sectors to discuss and promote sustainable development and green growth in Asia. The increasing attention and efforts being directed toward promoting sustainable development in the region are commendable, and it will be interesting to observe how these initiatives develop over time.

The forum also witnessed the delivery of keynote speeches by ministers from Asian countries including Indonesia, Thailand, and Vietnam, followed by a special ceremony session that featured (i) an MOU signing ceremony among private companies on projects and initiatives contributing to energy transitions in Asia, (ii) the presentation of the interim report on the discussion of promoting Transition Finance in Asia by the Asia Transition Finance (ATF) Study Group led by private financial institutions, and (iii) the presentation of the final report on a roadmap analysis for the realisation of carbon neutrality in ASEAN by the Economic Research Institute for ASEAN and East Asia (ERIA) and the Institute of Energy Economics, Japan (IEEJ).

Furthermore, panel discussion sessions were organized under the thematic topics of the mobilisation of finance and the promotion of innovation which are essential for promoting energy transitions in Asia. The sessions were attended by more than 2,100 distinguished participants and prominent figures from international organizations and private companies participated in the sessions who engaged in lively and fruitful discussions on the future pathways of energy transitions in line with actual situations in Asia.

Overall, the AGGPM Public Private Forum provided a valuable platform for raising awareness and discussing practical solutions for promoting energy transitions in Asia, highlighting the critical role to cooperate between government, industry, and academia for the acceleration of these transitions and emphasising the significance of innovation and finance in driving progress toward a sustainable and low-carbon future.

Further information about the forum can be found here: <https://www.aggpm2022.org/2022ppf/english/>

### (iii) Open Webinar on the Concrete Actions based on Asia-Japan Investing for the Future Initiative

Time	Contents
10:00-10:05	Opening Remarks Speaker: Mr. Hidetoshi Nishimura
10:05-10:25	Keynote Speech Speaker: Mr. Tetsuya Watanabe One of the ASEAN economic ministers(TBC)
10:25-11:10	Presentation from Japanese Private Companies (DMG MORI (THAILAND), DENSO CAMBODIA, and FUJIFILM)
11:10-11:25	Expectation to Japanese investment from ASEAN side(Mr. Eko S. A. Chahyanto)
11:25-11:30	Closing Remark Speaker: Mr. Koji Hachiyama (ERIA)

**Opening Remarks**  
Mr. Hidetoshi Nishimura  
President, Economic Research Institute for ASEAN and East Asia (ERIA)

**Speakers**  
Mr. Tetsuya Watanabe  
Special Advisor to the Minister, METI / Vice President, RETI / Visiting Professor, Graduate School of Public Policy, The University of Tokyo

Mr. Eko S. A. Chahyanto  
Co-chair of G20 Trade, Investment & Industry WG, Director General of Ministry of Industry of Indonesia

**Date and Time:**  
9 August 2022

**Venue:**  
Online

**Language:**  
English

The Open Webinar on the Concrete Actions based on Asia-Japan Investing for the Future Initiative co-hosted by ERIA and METI, with the support of the AMEICC Secretariat, to highlight the successful models and best practices in key industrial sectors and explore opportunities to deepen and expand cooperation among stakeholders including representatives from industry, academia, and government officials. The event was held following the launch of the Asia Japan Investing for Future Initiative (AJIF) by the former Japanese METI Minister Hagiuda, seeking to enhance the region's attractiveness as a hub of global

supply chains and promote innovation to address sustainability and solve social challenges through collaboration between private and public sectors of both ASEAN and Japan countries.

This Webinar featured presentations and discussions by a range of key speakers and presenters including the institutions such as ERIA and the University of Tokyo, industry representatives from DMG MORI Thailand & Mekong Sub Region, Denso Cambodia, Fujifilm Corporation Japan, and a senior government official from the Ministry of Industry, Indonesia. The insights and outcomes of the Webinar were reported to the 28<sup>th</sup> AEM-METI

Consultations held in September 2022, where further actions were discussed among the Ministers.

In summary, the Open Webinar on Concrete Actions which was based on the “Asia-Japan Investing for the Future Initiative” provided a platform for further collaboration between ASEAN and Japan. Taking this opportunity, stakeholders could

exchange knowledge, ideas, and best practices, in promoting cooperation and innovation in key industrial sectors in the region as well as paving the way for future opportunities and investment in the region. The event’s outcomes were shared with the appropriate authorities to guide future actions and initiatives aimed at realising the AJIF’s objectives.




### **3.4.2 ASEAN-Japan Economic Co-Creation Vision in the Fiscal Year 2022**




In the fiscal year 2022, the AMEICC Secretariat opened calls from reputable ASEAN economic organizations for conducting events or surveys to reflect their views on the vision and provide assistance for their implementation. There were projects from 14 organizations which were adopted. As of the end of the fiscal year, 4 projects have been successfully implemented and 11 projects of them are currently under the implementing process. These projects encompass surveys and




events that put an emphasis on a wide range of bilateral & multilateral interests including ASEAN Youth Engagement, Energy Transition, Circular Economy, the awareness promotion of ASEAN-Japan cooperation and other related initiatives.




In the following pages are the summary tables of completed and ongoing projects which have been subsidized under the framework of the ASEAN-Japan Economic Co-Creation Vision.

## (i) Completed ASEAN-Japan Economic Co-Creation Vision Projects




No.	Project Title	Result												
1	<div>ASEAN Business and Investment Summit 2022</div> <table><tr><td>By</td><td>Cambodia Chamber of Commerce, Cambodia</td><td></td></tr><tr><td>Type</td><td colspan="2">Event</td></tr><tr><td>Period</td><td colspan="2">25 Oct - 31 Dec 2022</td></tr><tr><td>Event date</td><td colspan="2">9 - 10 Nov 2022</td></tr></table>	By	Cambodia Chamber of Commerce, Cambodia		Type	Event		Period	25 Oct - 31 Dec 2022		Event date	9 - 10 Nov 2022		<div>I. The Summit was organized by the Cambodia Chamber of Commerce in collaboration with the ASEAN Business Advisory Council in Phnom Penh. The event drew participation from over 1,000 attendees, both physically and virtually.</div> <div>II. The summit encompassed 2 main segments: the ASEAN Business Awards (ABS) held on November 9, 2022, and the conference held on November 10, 2022.</div> <div>III. During the award event, 19 companies were recognized for their exceptional performance in Priority Sectors, SMEs Excellence, and Skill Development. Furthermore, special awards were presented to 10 individuals and institutions that made significant contributions to the prosperity and aspirations of the ASEAN region.</div> <div>IV. The ABS conference, presided over by Samdech Akka Mocha Sena Padei Techo Hun Sen, featured distinguished leaders from ASEAN countries and the United Kingdom delivering opening remarks under the theme "Addressing the Challenges Together".</div> <div>V. The conference facilitated panel discussions on four topics: (1) an introductory panel discussion on ASEAN, (2) a panel discussion on the Regional Comprehensive Economic Partnership, (3) a panel discussion on a digitally-ready ASEAN, and (4) a panel discussion on creating a greener and more sustainable ASEAN.</div>
By	Cambodia Chamber of Commerce, Cambodia													
Type	Event													
Period	25 Oct - 31 Dec 2022													
Event date	9 - 10 Nov 2022													

No.	Project Title	Result												
2	<p>Analysis of Dimensions of Circular Economy: Young Consumers and E-waste in ASEAN and Japan &amp; ASEAN Youth Economic Forum 2023</p> <table> <tr> <td><b>By</b></td><td>AYO Kreashi Internasional, Indonesia</td><td></td></tr> <tr> <td><b>Type</b></td><td>Survey, Event</td><td></td></tr> <tr> <td><b>Period</b></td><td>14 Dec 2022 - 30 Apr 2023</td><td></td></tr> <tr> <td><b>Event date</b></td><td>17 - 21 Mar 2023</td><td></td></tr> </table>	<b>By</b>	AYO Kreashi Internasional, Indonesia		<b>Type</b>	Survey, Event		<b>Period</b>	14 Dec 2022 - 30 Apr 2023		<b>Event date</b>	17 - 21 Mar 2023		<ol style="list-style-type: none"> <li>I. The forum (AYEF) 2023 took place in Jakarta, Indonesia, from March 16th to 21st, 2023. The forum hosted 20 primary delegates, including young professionals, policymakers, researchers, economists, and also university students from 10 ASEAN Member States, Timor-Leste, and Japan.</li> <li>II. The forum encompassed key elements, including a public forum, site visits, a series of policy discussions, policy recommendation presentations, and a session for delivering the forum's outcomes to high-level stakeholders.</li> <li>III. The central theme of the forum revolved around the concept of Circular Economy and its promotion through the active involvement of the younger generation. The outcomes of the forum included a Policy Memo on Youth and Circular Economy, as well as the creation of The Circular Economy Course by the AYO Academy.</li> <li>IV. AYEF 2023 also undertook a research project "Understanding E-waste Management and the Young Consumers in ASEAN: An Opportunity for Circular Economy." The results of this research have been completed and made publicly available on the AYO website.</li> </ol>
<b>By</b>	AYO Kreashi Internasional, Indonesia													
<b>Type</b>	Survey, Event													
<b>Period</b>	14 Dec 2022 - 30 Apr 2023													
<b>Event date</b>	17 - 21 Mar 2023													







No.	Project Title	Result												
3	<p>Vietnam- Japan Economic Forum 2023</p> <table> <tr> <td>By</td><td>Vietnam Chamber of Commerce and Industry, Vietnam</td><td></td></tr> <tr> <td>Type</td><td>Event</td><td></td></tr> <tr> <td>Period</td><td>20 Jan - 31 Mar 2023</td><td></td></tr> <tr> <td>Event date</td><td>15 Feb 2023</td><td></td></tr> </table>	By	Vietnam Chamber of Commerce and Industry, Vietnam		Type	Event		Period	20 Jan - 31 Mar 2023		Event date	15 Feb 2023		<p>I. The Vietnam-Japan Business Forum 2023 took place on February 15th, 2023, and invited about 250 individual delegates which comprised government leaders, economists, and business representatives.</p> <p>II. With the overarching theme of "Exploring the future direction of collaboration between Japan and Vietnam for the co-creation of innovative solutions that foster a sustainable economy," the forum served as a platform for the exchange of business information, which emphasized opportunities for partnerships, resources and capital access, and direct engagement with ministerial officials and local authorities.</p> <p>III. The forum encompassed three main sessions focusing on key areas of cooperation between Vietnam and Japan. These sessions delved into the following topics: (1) Collaboration between the two countries in the field of high-tech agriculture, (2) Cooperation in renewable energy, green growth, and carbon waste reduction, and (3) Joint efforts in the development of startups.</p>
By	Vietnam Chamber of Commerce and Industry, Vietnam													
Type	Event													
Period	20 Jan - 31 Mar 2023													
Event date	15 Feb 2023													







No.	Project Title	Result												
4	<p>Seminar for ASEAN Japan 50th Year Commemoration</p> <table> <tr> <td>By</td><td>PT Mitra Mahayana Asia Group, Indonesia</td><td></td></tr> <tr> <td>Type</td><td>Event</td><td></td></tr> <tr> <td>Period</td><td>27 Jan - 31 Mar 2023</td><td></td></tr> <tr> <td>Event date</td><td>22 Feb 2023</td><td></td></tr> </table>	By	PT Mitra Mahayana Asia Group, Indonesia		Type	Event		Period	27 Jan - 31 Mar 2023		Event date	22 Feb 2023		<ol style="list-style-type: none"> <li>I. The Commemorative Event of ASEAN-Japan Friendship and Cooperation , which marks its 50th anniversary, took place in Jakarta on February 22nd, 2023, under the theme "ASEAN Co-creation &amp; Co-innovation 2023." The event witnessed the participation of more than 85 attendees on-site, alongside an online audience of over 300 individuals.</li> <li>II. The seminar comprised 2 main sessions: the Business Leaders Roundtable and the Young Leaders Roundtable. The first roundtable covered 2 important topics, namely Digital Transformation &amp; Supply Chain and Green Transformation while the second focused on 2 subjects which include Entrepreneur &amp; Entrepreneurship and Z Generation &amp; What Matters, Why Matter.</li> <li>III. Several noteworthy insights emerged from the event: <ol style="list-style-type: none"> <li>(1) Digital transformation to enhance efficiency, transparency, and collaboration within the supply chain industry.</li> <li>(2) Key digital technologies include the Internet of Things (IoT), blockchain, artificial intelligence (AI), and machine learning (ML).</li> <li>(3) Strategies for the digital transformation journey encompass some prudent technology investments, a strong team, collaboration, and a culture of experimentation.</li> <li>(4) Green transformation offers cost reduction, improved efficiency, enhanced customer loyalty, and a positive brand reputation.</li> <li>(5) A value system, adaptability, innovation, and growth mindset are considered critical factors for success.</li> <li>(6) Focus on the needs and aspirations of the Z Generation and preserve cultural heritage while seeking global acceptance at the same time.</li> <li>(7) Generation Z to draw insights from the earlier generations for certain positive contributions and innovative solutions.</li> </ol> </li> </ol>
By	PT Mitra Mahayana Asia Group, Indonesia													
Type	Event													
Period	27 Jan - 31 Mar 2023													
Event date	22 Feb 2023													







## (ii) Ongoing ASEAN-Japan Economic Co-Creation Vision Projects







No.	Project Title	Expected Outcomes												
1	<p>Building on the ASEAN-Japan Golden Jubilee for a Shared Economic Future</p> <table> <tr> <td><b>By</b></td><td>Center for Strategic &amp; International Studies, Indonesia</td><td></td></tr> <tr> <td><b>Type</b></td><td>Event</td><td></td></tr> <tr> <td><b>Period</b></td><td>13 Dec 2022 - 30 Jun 2023</td><td></td></tr> <tr> <td><b>Event date</b></td><td>15 May 2023</td><td></td></tr> </table>	<b>By</b>	Center for Strategic & International Studies, Indonesia		<b>Type</b>	Event		<b>Period</b>	13 Dec 2022 - 30 Jun 2023		<b>Event date</b>	15 May 2023		<ol style="list-style-type: none"> <li>I. To increase international cooperation in the Asia Pacific region by bringing together ASEAN and Japan to synergize toward post-pandemic recovery and sustainable future</li> <li>II. To bridge diverse interests for stability and prosperity by promoting greater cooperation between ASEAN and Japan, leveraging their regional and global leadership roles to create innovations that lead to solutions to social issues and sustainable economic growth</li> <li>III. To celebrate the 50th anniversary of ASEAN and Japan under the theme of “Golden Friendship, Golden Opportunities” to strengthen the relationship between ASEAN and Japan, foster mutual understanding, and promote collaboration and innovation in addressing the post-pandemic challenges</li> <li>IV. To continue Indonesia’s global leadership in economic integration and cooperation as G20 President and ASEAN Chairmanship to deliver continuous international economic reform agenda through these two vital forums, shaping the regional economic and social agenda</li> <li>V. To encourage the collaboration for innovations that will lead to solutions to social issues and sustainable economic growth post-pandemic by working together toward a common goal of stability and prosperity in the region. This can be done by co-creating initiatives with Japan as President of the G7 in 2023, leveraging their respective strengths and expertise to address the challenges posed by the pandemic</li> </ol>
<b>By</b>	Center for Strategic & International Studies, Indonesia													
<b>Type</b>	Event													
<b>Period</b>	13 Dec 2022 - 30 Jun 2023													
<b>Event date</b>	15 May 2023													

No.	Project Title	Expected Outcomes												
2	<div>Survey of the Mekong Regional Cooperation Frameworks and their Strategies and Responses to the Emerging Regional and Global Issues</div> <div><table><tr><td>By</td><td>Mekong Institute</td><td></td></tr><tr><td>Type</td><td colspan="2">Survey</td></tr><tr><td>Period</td><td colspan="2">1 January - 30 June 2023</td></tr></table></div>	By	Mekong Institute		Type	Survey		Period	1 January - 30 June 2023		<div>I. To review and update the existing survey report on the Mekong regional cooperation frameworks, focusing on (1) Strategic and programmatic priorities for addressing global issues in the region and (2) Coordination mechanisms with relevant agencies in the Mekong countries</div> <div>II. To identify and assess the variables which influence collaboration momentum</div> <div>III. To map new and emerging areas, such as regional health security, technology-enabled services, trade and investment, information and communication and financial safety nets, among others</div> <div>IV. To conduct analysis of selected regional projects to showcase their success. This analysis covered project conceptualization, design, intervention strategies, coordination mechanisms, success factors, stakeholder engagement, and utilization of results</div> <div>V. To identify opportunities to guide Mekong countries in initiating innovative ideas and approaches intended to foster an inclusive, sustainable and resilient recovery strategy for ASEAN-Japan Economic relationship where Mekong cooperation can supplement or complement national efforts</div>			
By	Mekong Institute													
Type	Survey													
Period	1 January - 30 June 2023													
3	<div>Seminar On Malaysia &amp; Japan: Moving Ahead with Trade &amp; Sustainability</div> <div><table><tr><td>By</td><td>Federation of Malaysian Manufacturers, Malaysia</td><td></td></tr><tr><td>Type</td><td colspan="2">Event</td></tr><tr><td>Period</td><td colspan="2">24 Feb - 17 Jul 2023</td></tr><tr><td>Event date</td><td colspan="2">20 Jun 2023</td></tr></table></div>	By	Federation of Malaysian Manufacturers, Malaysia		Type	Event		Period	24 Feb - 17 Jul 2023		Event date	20 Jun 2023		<div>I. To foster friendly relations between Malaysia and Japan and encourage further economic cooperation and partnerships, with a focus on supply chain resilience, digitalization, trade, and smart manufacturing</div> <div>II. To strengthen Malaysia-Japan relationship in the post-pandemic era through collaboration on public health and identify new opportunities for trade by inputs from existing industry players</div> <div>III. To open the dialogue on the future of ASEAN Economic Community and opportunities for Japan cooperation</div> <div>IV. To review the relations under the Regional Comprehensive Economic Partnership between Malaysia and Japan, and identify opportunities for further cooperation</div> <div>V. To promote and support environmental, social, and governance (ESG) practices to enhance competitiveness and sustainability</div>
By	Federation of Malaysian Manufacturers, Malaysia													
Type	Event													
Period	24 Feb - 17 Jul 2023													
Event date	20 Jun 2023													

No.	Project Title	Expected Outcomes									
4	<p>Business Sentiment of Japanese Firms: a Case Study Survey in Laos</p> <table> <tr> <td>By</td><td>Institute for Industry and Commerce, Lao PDR</td><td></td></tr> <tr> <td>Type</td><td>Survey</td><td></td></tr> <tr> <td>Period</td><td>8 Mar - 17 Aug 2023</td><td></td></tr> </table>	By	Institute for Industry and Commerce, Lao PDR		Type	Survey		Period	8 Mar - 17 Aug 2023		<ol style="list-style-type: none"> <li>I. To develop policy recommendations for the government sector to enhance ease of doing business, trade facilitation, and other matters related to policies.</li> <li>II. To initiate a dialogue for multifarious topics regarding Lao PDR and Japan economy, which include business sentiment, exports, capital investment, potential export markets, exchange rates, challenges for corporate management, and the current economic situation</li> <li>III. To collect inputs to serve as a reliable reference for both local and foreign investors interested in doing business in Laos</li> </ol>
By	Institute for Industry and Commerce, Lao PDR										
Type	Survey										
Period	8 Mar - 17 Aug 2023										
5	<p>Best Practices and Opportunities for Enhancing Innovation and Entrepreneurship in Cambodia</p> <table> <tr> <td>By</td><td>Cambodia Development Resource Institute, Cambodia</td><td></td></tr> <tr> <td>Type</td><td>Survey</td><td></td></tr> <tr> <td>Period</td><td>5 Apr - 30 Jun 2023</td><td></td></tr> </table>	By	Cambodia Development Resource Institute, Cambodia		Type	Survey		Period	5 Apr - 30 Jun 2023		<ol style="list-style-type: none"> <li>I. To acquire some insights and feedback on the ASEAN-Japan Economic Co-Creation Vision working draft from stakeholders to enhance collaboration opportunities between Japan and Cambodia</li> <li>II. To identify and prioritize sectors or industries that would benefit from collaboration with Japan to promote innovation and start-up growth in Cambodia</li> <li>III. To develop strategies for co-creating business opportunities and growing together between Cambodian and Japanese companies, in the areas of innovation and entrepreneurship</li> <li>IV. To determine critical success factors for innovation and start-up growth in Cambodia, which include identifying policymakers and development partners who can support the start-up ecosystem</li> <li>V. To identify effective policies and programs that can be implemented to support the growth of innovation and entrepreneurship in Cambodia.</li> <li>VI. To foster understanding and collaboration between the 2 countries, commemorating their 70 years of friendship through this survey project</li> </ol>
By	Cambodia Development Resource Institute, Cambodia										
Type	Survey										
Period	5 Apr - 30 Jun 2023										

No.	Project Title	Expected Outcomes												
6	<p>Green Industry and SME Development in Cambodia</p> <table> <tr> <td><b>By</b></td><td>Cambodia Development Resource Institute, Cambodia</td><td></td></tr> <tr> <td><b>Type</b></td><td>Survey</td><td></td></tr> <tr> <td><b>Period</b></td><td>5 Apr - 30 Jun 2023</td><td></td></tr> </table>	<b>By</b>	Cambodia Development Resource Institute, Cambodia		<b>Type</b>	Survey		<b>Period</b>	5 Apr - 30 Jun 2023		<ol style="list-style-type: none"> <li>I. To collect comments, feedback and insights from participants on the working draft of the ASEAN-Japan Economic Co-Creation Vision to enhance collaboration opportunities between Japan and Cambodia</li> <li>II. To identify specific areas of the green industry where Cambodia can benefit from collaboration with Japan through joint initiatives</li> <li>III. To develop strategies for co-creating business opportunities for Cambodian and Japanese companies in green industries to grow together and facilitate the growth of green SMEs in Cambodia</li> <li>IV. To determine the most significant challenges for green SMEs facing in Cambodia to identify specific areas where support is needed and how SMEs can overcome these challenges</li> <li>V. To identify opportunities for green industry and SMEs in Cambodia, considering areas of potential growth</li> <li>VI. To evaluate the most significant impacts of green SMEs on the Cambodian economy to assess the overall economic impact of green SMEs and to identify areas where further growth and development can be fostered</li> </ol>			
<b>By</b>	Cambodia Development Resource Institute, Cambodia													
<b>Type</b>	Survey													
<b>Period</b>	5 Apr - 30 Jun 2023													
7	<p>Japan-ASEAN Start-up Business Matching Fair 2023</p> <table> <tr> <td><b>By</b></td><td>Bank of Ayudhya, Thailand</td><td></td></tr> <tr> <td><b>Type</b></td><td>Event</td><td></td></tr> <tr> <td><b>Period</b></td><td>21 Apr - 30 Jun 2023</td><td></td></tr> <tr> <td><b>Event date</b></td><td>9 Jun 2023</td><td></td></tr> </table>	<b>By</b>	Bank of Ayudhya, Thailand		<b>Type</b>	Event		<b>Period</b>	21 Apr - 30 Jun 2023		<b>Event date</b>	9 Jun 2023		<ol style="list-style-type: none"> <li>I. To foster enhanced business collaboration and promote economic co-creation between ASEAN and Japan countries through strategic partnerships and initiatives</li> <li>II. To facilitate opportunities for ASEAN start-ups to connect with potential investors and establish valuable relationships, to ensure rapid post-pandemic growth</li> <li>III. To promote and drive digital transformation within the business sector through innovative solutions, tools, and technologies</li> <li>IV. To encourage the adoption of sustainable business practices and carbon-neutral (CN) technologies in alignment with the promotion policy on Environment Society Governance</li> <li>V. To commemorate the 50th Anniversary of ASEAN countries and Japan to strengthen the longstanding friendship and cooperation</li> </ol>
<b>By</b>	Bank of Ayudhya, Thailand													
<b>Type</b>	Event													
<b>Period</b>	21 Apr - 30 Jun 2023													
<b>Event date</b>	9 Jun 2023													

No.	Project Title	Expected Outcomes												
8	<div>Seminar on the Trade Facilitation between Japan and Cambodia and Digitization of Trade</div> <div><table><tr><td>By</td><td>Cambodia-Japan Association for Business and Investment, Cambodia</td><td></td></tr><tr><td>Type</td><td colspan="2">Event</td></tr><tr><td>Period</td><td colspan="2">23 Apr - 30 Jun 2023</td></tr><tr><td>Event date</td><td colspan="2">9 Jun 2023</td></tr></table></div>	By	Cambodia-Japan Association for Business and Investment, Cambodia		Type	Event		Period	23 Apr - 30 Jun 2023		Event date	9 Jun 2023		<div>I. To discuss the future relationship building between ASEAN and Japan, with a focus on strengthening the supply chain and trade digitalization, using "trust" as the keyword</div> <div>II. To promote mutual understanding on the necessity of facilitating trade between Japan and Cambodia, including the digitization and unification of the process and facilitation of border logistics of Thailand / Cambodia and Vietnam / Cambodia among the government and business persons of Cambodia and Japan</div> <div>III. To commemorate the 70th anniversary of the diplomatic relationship between Cambodia and Japan</div> <div>IV. To facilitate discussion on the digitization and unification of the process at the upcoming Public-Private Sector Meetings of Cambodia and Japan</div> <div>V. To promote business networking and business matching between Cambodian and Japanese businesspersons, utilising tools and services such as JETRO's "Japan Street," business matching, and the promotion service for Cambodian export items at the Cambodian Private Commercial Center in Japan</div>
By	Cambodia-Japan Association for Business and Investment, Cambodia													
Type	Event													
Period	23 Apr - 30 Jun 2023													
Event date	9 Jun 2023													
9	<div>The Human Resource Value Chain Harnessing Filipino Workers for the Global Market</div> <div><table><tr><td>By</td><td>The Philippines Japan Economic Cooperation Committee, Inc., Philippines</td><td></td></tr><tr><td>Type</td><td colspan="2">Event</td></tr><tr><td>Period</td><td colspan="2">5 May - 11 Aug 2023</td></tr><tr><td>Event date</td><td colspan="2">27 Jul 2023</td></tr></table></div>	By	The Philippines Japan Economic Cooperation Committee, Inc., Philippines		Type	Event		Period	5 May - 11 Aug 2023		Event date	27 Jul 2023		<div>I. To address the pertinent issues and challenges facing the business industry and education sectors, with a particular focus on the opportunities and challenges surrounding human resource development, deployment of Filipinos as globally competitive workers within the value chain, and training of Filipino workers to contribute to the development of Japan and other ASEAN nations</div> <div>II. To facilitate the advancement and expansion of highly skilled human resources movement between the Philippines and Japan, as well as between other nations worldwide, with the aim of augmenting the human resource value chain</div>
By	The Philippines Japan Economic Cooperation Committee, Inc., Philippines													
Type	Event													
Period	5 May - 11 Aug 2023													
Event date	27 Jul 2023													

No.	Project Title	Expected Outcomes												
10	<p>Thailand-Japan Economic Forum 2023</p> <table border="1"> <tr> <td><b>By</b></td><td>Board of Trade of Thailand, Thailand</td><td></td></tr> <tr> <td><b>Type</b></td><td>Event</td><td></td></tr> <tr> <td><b>Period</b></td><td>22 May - 30 Jun 2023</td><td></td></tr> <tr> <td><b>Event date</b></td><td>21 Jun 2023</td><td></td></tr> </table>	<b>By</b>	Board of Trade of Thailand, Thailand		<b>Type</b>	Event		<b>Period</b>	22 May - 30 Jun 2023		<b>Event date</b>	21 Jun 2023		<ol style="list-style-type: none"> <li>I. To strengthen economic ties between Thailand and Japan by exploring possibilities for sustainable development and economic growth through synergizing Japan's green growth strategy and Thailand's bio, circular, green (BCG) economic model</li> <li>II. To promote the development of cooperation between Thailand and Japan, benefitting both businesses and people-to-people relations by presenting the advantages of doing business in Thailand</li> <li>III. To facilitate discussions on Thailand-Japan Young Entrepreneurs, generating innovative ideas initiated by young entrepreneurs and suggesting the proper ecosystem /economic environment to support and motivate them in Thailand and Japan</li> <li>IV. To expand and strengthen business networks in Thailand and Japan by providing a platform for Japanese companies in Thailand to share their experiences on investing in Thailand and their vision for the future</li> </ol>
<b>By</b>	Board of Trade of Thailand, Thailand													
<b>Type</b>	Event													
<b>Period</b>	22 May - 30 Jun 2023													
<b>Event date</b>	21 Jun 2023													
11	<p>Pathways Toward Economic Empowerment with Decent Work for ASEAN Migrant Workers</p> <table border="1"> <tr> <td><b>By</b></td><td>ASEAN Business Advisory Council, Indonesia</td><td></td></tr> <tr> <td><b>Type</b></td><td>Survey</td><td></td></tr> <tr> <td><b>Period</b></td><td>1 - 30 Jun 2023</td><td></td></tr> </table>	<b>By</b>	ASEAN Business Advisory Council, Indonesia		<b>Type</b>	Survey		<b>Period</b>	1 - 30 Jun 2023		<ol style="list-style-type: none"> <li>I. To realize economic benefits provided by ASEAN migrant workers in comparison with the economic benefits in global standards</li> <li>II. To assess the implementation status of key policy declarations and programs, especially ASEAN's response to the agreements and consensus on migrant workers and the evaluation of their response in addressing concerns such as lack of rights, recruitment processes, decent work and contracts; violence and discrimination; human trafficking; health and safety, deportation; and forced labor</li> <li>III. To create awareness for public and private sectors in terms of the level of support required, and suggest best practices to support migrant workers</li> <li>IV. To recommend a sustainable approach to addressing the problems and concerns of migrant workers through a public-private platform</li> <li>V. To suggest capacity building programs to improve skills of migrant workers</li> </ol>			
<b>By</b>	ASEAN Business Advisory Council, Indonesia													
<b>Type</b>	Survey													
<b>Period</b>	1 - 30 Jun 2023													

### 3.5 Main Collaborative Projects between AMEICC and Other Institutions

The AMEICC has also established enduring collaborative partnerships with multifarious institutions to conduct the ASEAN-Japan joint projects in diverse fields. These partnerships enable the sharing of expertise and resources, promoting cross-cultural understanding, and achieving common goals.

In the current global context and growing concerns around climate change, "Green Growth" as well as "Sustainability" have emerged as significant keywords that require a concerted effort between nations

to achieve. AMEICC, in partnership with its collaborating institutions, has further supported and pursued Japan's proposed "Asia Energy Transition Initiative (AETI)"; a comprehensive support measure for energy transitions in the ASEAN region through numerous collaborative projects. Through these partnerships, AMEICC and its collaborating institutions are playing an important role in propelling the economic and social development in the ASEAN region, while also contributing to global efforts toward achieving a sustainable future.

#### (i) Study on AETI Promotion to Key ASEAN Countries



Implementation Period:

1 July 2022- 31 December 2023

Implementing Agency:

PT Aarunya Mitra Optima,  
Indonesia

From the ASEAN-Japan Business Week Toward Innovative and Sustainable Growth, held in May 2021, one of the Government of Japan's highlighted issues is the Asia Energy Transition Initiative (AETI). As the AETI has aimed to achieve both sustainable economic growth and carbon neutrality in Asia, it is a crucial measure to support various and pragmatic energy transitions in the region. In this light, the study supported by AMEICC's funding program is required for collecting data on each country's current status, i.e., Indonesia, Vietnam, and Thailand and determining how to push forward AETI's agenda.

In Indonesia, the Consultant Team has conducted a number of courtesy meetings with stakeholders from the Government of Indonesia (GoI) to introduce the AETI program and discussed the support required by each related department under the ministries. They also conducted analysis on the current Indonesia policy on carbon neutrality and the potential role of the clean thermal power plants for Indonesia to achieve Net Zero Emission (NZE).

In Thailand, the Government of Thailand has laid the long-term strategy in the Updated Thailand's Nationally Determined Contribution (NDC) 2022 for reducing Greenhouse Gas (GHG) emissions. A business forum event was held in October 2022, where the result of carbon-neutral policy was presented, and several key project collaborations between Japanese and Thai companies were introduced to the public. Furthermore, the government of Thailand has reached a cooperation agreement with the Government of Japan for the development of a carbon-neutral policy for Thailand.

In Vietnam, the Vietnamese government has pledged a commitment to achieve the Net Zero Emission (NZE) target by 2050, to reduce methane emissions by 30% by 2030 (compared to 2010), and to join the international community in tackling climate change. A preliminary information has been conducted by the Consultant Team, gathering of their carbon-neutral policy, including related institutional framework, policy and regulation, energy mix, and sectorial emissions.

The team has also identified the potential projects that can be promoted in Vietnam, including the development of renewable energy, the utilization of CCUS and the improvement of energy efficiency.

The team has suggested several actions to promote AETI in these three countries. They recommended building networks with related ministries and agencies, facilitating private sector investment in energy transition, establishing a carbon pricing system, and strengthening the framework for energy transition promotion. In addition, they suggested promoting technology transfer and international collaboration relating to the energy sector, particularly in clean thermal power plants, hydrogen production, and CCUS/CCS technology.

After conducting this study, METI and its supporting agencies including AMEICC will utilize the findings and insights to determine strategic measures for Asia's energy transitioning and make progress toward achieving that goal

## (ii) Asia Zero Emission Community (AZEC) Related Activities



The Asia Zero Emissions Community (AZEC) Ministerial Meeting was held in Tokyo and chaired by METI Minister Nishimura, who emphasized the importance of decarbonization in Asia and presented Japan's endeavors toward achieving it. Prime Minister Kishida gave a video message, and participants from many countries and organizations shared their perspectives on decarbonization and expectations for AZEC. The participants agreed to launch AZEC as a platform and issued a joint statement, including views on advancing cooperation toward carbon neutrality & net-zero emissions, promoting energy transition with achievement in economic growth, and recognizing various pathways toward carbon neutrality.

Utilizing these opportunities presented by multilateral talks, Minister Nishimura engaged in bilateral dialogues with ministers representing Vietnam, Malaysia, the Philippines, Thailand, Indonesia, and Singapore. These discussions primarily focused on fostering collaboration within the framework of the Asia-ZEV (AZEC) initiative, specifically in the realm of decarbonization efforts. Various measures were explored, and valuable insights were shared.

### **Ministerial Meeting and Public-Private Investment Forum**

Implementation Period: 3-4 March 2023

Hosted by: Ministry of Economy, Trade and Industry of Japan

### **International Energy AZEC Workshop**

Implementation Period: 20 March 2023

Hosted by: JETRO

During the meeting with Thailand's Deputy Prime Minister and Minister of Energy, Supattanapong, the two ministers signed a memorandum of cooperation (MOC) on technical collaboration relating to carbon capture, utilization, and storage (CCUS).

In another meeting, Minister Nishimura and Indonesian Minister of Energy and Mineral Resources, Tasrif, expressed their satisfaction with the establishment of numerous bilateral projects in renewable energy, fuel ammonia, natural gas, and other related fields.

During the meeting with Singapore's Minister of Trade and Industry, Kim, both ministers expressed their appreciation for ongoing cooperation in the areas of hydrogen and ammonia technology. They underscored the importance of liquefied natural gas (LNG) as a transitional fuel and agreed to enhance collaboration in developing comprehensive supply chains across diverse energy sectors.

Furthermore, during the fiscal year 2022, the Asia-Middle East Energy Cooperation (AMEEC) provided financial support and facilitated collaboration for organizing the AZEC Public-Private Investment Forum, which were held back-to-back with the ministerial meetings. This forum served as a platform for extensive discussions and

deliberations to advance collaboration within this initiative.

After the AZEC ministerial meeting in Tokyo, Japanese institutions organized workshops to disseminate the principles and objectives of the community. Notably, the Japan External Trade Organization (JETRO) hosted the inaugural overseas

AZEC workshop in Bangkok on March 20th, 2023. The event was partaken in by Chief Representative Ryosuke Fujioka from AMEICC Secretariat, who delivered a presentation emphasizing on the great significance of decarbonizing the demand side and outlining potential policy measures to achieve this objective.

### **(iii) Decarbonization of Supply Chain by Spurring Energy Consumer-Driven Investment in Green Assets**

Implementation Period: October 2022 - April 2023

Implementing Agency: Deloitte Touche Tohmatsu Limited

The study aims to analyze the potential opportunities and challenges for facilitating green investment in the energy efficiency (EE) and renewable energy (RE) sector at the initiative of Japanese energy consumers in ASEAN.

Considering the carbon-neutral or net-zero emission targets set by almost all ASEAN member states, investment in clean assets and technologies becomes necessary to actualize the reduction of CO<sub>2</sub> emissions. Studies, including the Southeast Asia Energy Outlook 2022 from the International Energy Agency (IEA), suggest that EE and RE should be the two main pillars to efficiently cut emissions in ASEAN, at least in the short term. In order to facilitate green investments, these countries need to be more attractive to foreign investors as only domestic finance cannot satisfy the huge demand.

Japanese firms, with a long history of doing business in ASEAN and one of the biggest investors in the region, are also very aggressive in getting decarbonized. Many Japanese firms emphasize on increasing EE and introducing RE, recognizing those two options as a low-hanging fruit. Some firms have started

proactively using their in-house assets, such as rooftop solar, efficient machinery, and energy management systems, and seeking additional opportunities outside of their sites, such as off-site cooperative renewable power purchase agreements (PPAs) and transferring energy-saving know-how to their business partners.

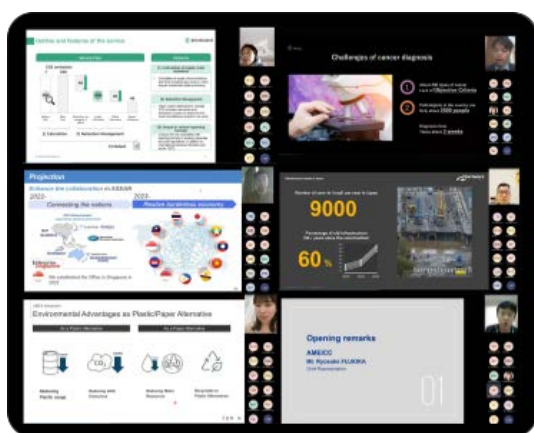
This project mainly focused on 5 countries namely Indonesia, Malaysia, Singapore, Thailand, and Vietnam. Firstly it conducted a questionnaire and in-depth interviews with Japanese firms doing business in ASEAN to estimate the potential amount of green investment from the private sector of Japan and identify challenges to tap into this potential.

The study also conducted some interviews with policymakers and others in ASEAN countries to learn the current situation of energy market rules and their future prospects. The survey results are going to be utilized to consider policies necessary for improving the investment conditions, such as human resource development for better market rules and providing public financial support.

The survey reveals notable disparities in the challenges encountered by energy efficiency (EE) and renewable energy (RE) sectors. Japanese firms encounter obstacles in effectively assessing their current circumstances and also acquiring competent human resources to enhance energy efficiencies. On the contrary, some technical institutional barriers and financial limitations pose as the primary challenges impeding investment in renewable energy.

Furthermore, the survey highlights that several ASEAN countries are currently in the process of amending regulations to enhance the investment climate for EE and RE. In light of this, it is imperative for the Japanese government to extend support toward these endeavors, thereby expediting the advancement of such institutions.

#### **(iv) The Startup-ASEAN Cooperation Promotion Program Related to Sustainability Issues**



Implementation Period:  
10 May 2022 - 31 March 2023

Implementing Agency:  
KPMG AZSA LLC

The ASEAN region has been experiencing economic growth; however, there is a pressing need to address environmental and human rights issues. In this light and to promote cooperation between Japanese start-up companies and ASEAN companies in addressing sustainability-related social issues. This program received support from Japan's Ministry of Economy, Trade and Industry (METI).

The acceleration program was designed in consultation with METI, by KPMG AZSA LLC, which functioned as the program secretariat. Selected startups received training, individual consultations, and business matching interviews with ASEAN companies. The program was conducted in six target countries in the ASEAN region, namely Indonesia, Singapore, Thailand, Philippines, Vietnam, and Malaysia.

The program had 2 main components: an acceleration program for Japanese startups and a pitch event for these startups. A website was created to provide information about the program, the acceleration program, support systems, and studies of social issues and needs in ASEAN countries.

In a document screening stage, 10 startup companies were initially selected and through an interview screening with external examiners, 5 startups were finally chosen as program participants, including TBM Co., Ltd., Milk. Inc., Zeroboard Inc., Liberaware Co., LTD., and TradeWaltz Inc.

These startups presented their products, technologies, and business development plans for ASEAN at an online pitch event

organized by the AMEICC Secretariat with co-organization by METI and supported by JETRO and MUFG Bank, Ltd.

### List of Startups Selected to Participate in the Program

No.	organization	Business Details
1.	<b>TBM Co., Ltd.,</b>	developed an environmentally friendly new material called LIMEX, which could replace plastic and paper and promote resource circulation.
2.	<b>Liberaware Co., LTD.,</b>	engaged in DX business for infrastructure inspection and maintenance management, would like to visualize the invisible risks of public infrastructure and realize a safe society for everyone.
3.	<b>Zeroboard Inc.</b>	provided cloud services that enable companies to calculate and visualize their GHG emissions, and offered consulting expertise regarding decarbonization and branding/marketing strategies.
4.	<b>TradeWaltz Inc.</b>	offered a trade platform to optimize business by managing transaction data across industries and businesses, utilising blockchain technology.
5.	<b>Milk. Inc.</b>	aimed to solve the shortage of pathologists with a pathology diagnosis support system that combined a hyperspectral camera with AI.

The program achieved its initial purpose by providing Japanese startups with basic knowledge, initial opportunities, and also networks for developing business in ASEAN. Some startups have already commenced specific consultations with the ASEAN companies interviewed in this program, and ongoing activities by these startups will come to fruition in the future, leading to the formation of stronger Japan-ASEAN economic ties through Japanese startups.

Moving forward, the participating startups must utilize and expand the networks constructed in this program and continue to carry out initiatives to materialize business development in ASEAN.

The program functioned as a business matching medium for ASEAN companies, and interviews were held with a large number of ASEAN companies/relevant organizations as a result of coordination with different agencies. The startups can use this network to explore business opportunities and contribute to resolving social issues in ASEAN.



# Annex

## 4. Annex

### 4.1 Background Information about the AMEICC Secretariat

The ASEAN-Japan Economic and Industrial Cooperation Committee (AMEICC) was established in 1998 subsequent to the endorsement of the ASEAN-Japan Summit Meeting in Kuala Lumpur, Malaysia in December 1997. AMEICC serves as a consultative body for policy discussions under the AEM-METI framework. AMEICC is supported by the Association for Overseas Technical Cooperation and Sustainable Partnerships (AOTS) and the Ministry of Economy, Trade and Industry (METI), Japan, with the full cooperation of the ASEAN Secretariat. AMEICC as a platform for policy consultations between ASEAN and Japan, endeavours to achieve multiple objectives such as enhancing industrial cooperation, bolstering ASEAN's competitiveness, and providing development cooperation assistance to the new member countries. These objectives are pursued through ministerial level dialogues, sectorial working groups and joint ASEAN-Japan collaborative projects.

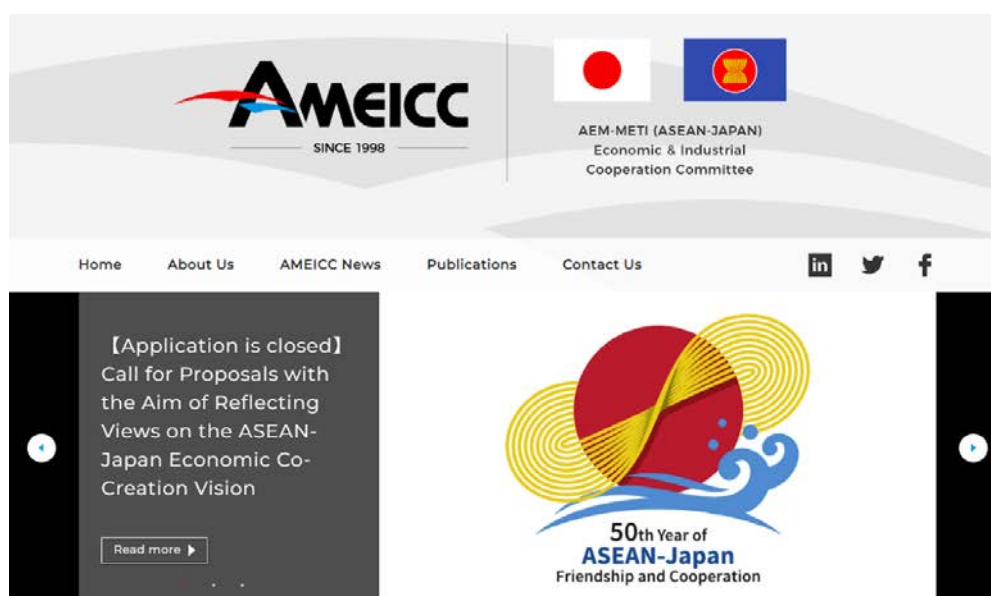
Sectorial Working Groups cover several areas, including the Automobile Industry (AI), Chemical Industry (CI), Small & Medium Enterprises (SMEs), and West-East Corridor Development (WEC).

- I. The AI Working Group has existed since the establishment of AMEICC and aims to enhance industrial cooperation in the automotive sector, improve competitiveness of automotive industry in ASEAN, and provide development cooperation to CLM (Cambodia, Lao PDR, Myanmar) countries.
- II. The CI Working Group, established since 1999, aims to promote the development of the chemical industry and update related regulations and policies among ASEAN Member Countries and Japan.
- III. The SME Working Group aims to enhance SMEs cooperation and improve competitiveness of ASEAN SMEs. Since 2007, AMEICC has joined the Joint Consultations between the ASEAN Coordinating Committee on Micro, Small and Medium Enterprises (ACCMSME) and the SME Agency of Japan.
- IV. The WEC Working Group aims to narrow the development gap between the six older member states of ASEAN and CLMV (Cambodia, Lao PDR, Myanmar and Vietnam) and promote Mekong's development through initiatives, action plans and work programs.

In addition, AMEICC also provides financial support to ASEAN-Japan Cooperative projects such as the Asia Digital Transformation (ADX) program and the program for Strengthening Overseas Supply Chains.

- I. The ADX program, funded by METI Japan, is a flagship project among the ASEAN-Japan Economic Resilience Action Plan and aims to promote digital innovation to solve various socio-economic challenges in ASEAN, including those brought by COVID-19.
- II. The program for Strengthening Overseas Supply Chains, also funded by METI, aims to enhance the viability of industries by strengthening supply chain resilience between ASEAN and Japan.

To discover more about AMEICC, our team and contributions, please visit our website (<https://ameicc.org/>) at your convenience. We share valuable information about our missions, history, and achievements on a regular basis.



**AMEICC Secretariat (AOTS Bangkok)**

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## 4.2 Background Information about the Dialogue for Innovative and Sustainable Growth (DISG) and its Task Force Members

ASEAN and Japan Economic Ministers (AEM-METI) established the "ASEAN-Japan Economic Ministers' Joint Statement on Initiatives on Economic Resilience in Response to the Corona Virus Disease (COVID-19) Outbreak" in April 2020 to sustain close economic ties, mitigate the impact of COVID-19, and strengthen economic resilience. The "ASEAN-Japan Economic Resilience Action Plan" was issued with over 50 specific projects to support the Joint Statement's objectives. To enhance the steady implementation of the Action Plan and to accelerate innovative and sustainable growth across the region, the DISG was launched in the same year, having the AMEICC Secretariat as an organizer of the dialogue.

In line with this, the DISG Task Force (TF) was also formed, consisting of Japan External Trade Promotion organization (JETRO), ASEAN-Japan Business Council (AJBC), Economic Research Institute for ASEAN and East Asia (ERIA), ASEAN Business Advisory Council (ASEAN BAC), Chambers of Commerce from some ASEAN member states and the AMEICC Secretariat. The TF served as a forum for discussing, sharing inputs and building consensus among the TF members from both ASEAN and Japan, aiming at accelerating DISG activities, discussions and cooperations between ASEAN and Japan.

### Current Task Force Members (as of March 2023)

Organization	Name
Japan External Trade Promotion organization (JETRO)	Mr. Hiroshi Ishikawa
	Chair, AMEICC Task Force of DISG, Executive Director, JETRO Singapore Special Advisor to METI Minister
	Mr. Yuichi Yokoi
	Senior Director for Regional Strategy, JETRO Singapore
	Mr. Keisuke Asakura
	Deputy Managing Director, JETRO Singapore
	Mr. Ko Ozaki
	Senior Director, JETRO Jakarta

Organization	Name
ASEAN-Japan Business Council (AJBC)	Mr. Masahiko Oshima
	Manager in Chief, International Div. JCCI
	Mr. Kenji Horie
	Senior Project Manager, International Div. JCCI
	Mr. Masayoshi Okamoto
Economic Research Institute for ASEAN and East Asia (ERIA)	Assistant Manager, International Div. JCCI
	Mr. Koji Hachiyama
	Chief Operating Officer
	Mr. Keita Oikawa
	Economist
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### 4.3 Background Information about ASEAN-Japan Business Week

The Southeast Asia region has always been at the heart of the international business for many Japanese companies in both pre and post-pandemic recovery periods, and it becomes even more important for them to increase the market value of their businesses in responding flexibly and rapidly to the massive transformation such as “digitalization” and “green growth” in the region.



The “ASEAN-Japan Business Week (AJBW)- toward Innovative and Sustainable Growth”, an online seminar series, therefore, has been co-organized by the AMEICC, METI and ASEAN-Japan relevant organizations, since 2021 as an opportunity to examine the current situation/latest trends and potential of Southeast Asia business from the perspective of Japanese companies, with the keywords of “innovation” and “sustainability” which are also in alignment with the “Dialogue for Innovative and Sustainable Growth (DISG)”. During the seminar, concrete examples of initiatives/visions were introduced by the leading companies along with discussion sessions with a wide range of experts from various fields on challenges and measures to accelerate and expand their initiatives.

#### ASEAN-Japan Business Week Chronology

No.	Date	AJBW's Events in Chronological Order
1.	24-28 May 2021	ASEAN-Japan Business Week 2021
2.	30 May-3 June 2022	ASEAN-Japan Business Week 2022
3.	5-9 June 2023	ASEAN-Japan Business Week 2023

For more information about the AJBW 2022, please visit [https://ameicc.org/aseanjapan\\_businessweek/2021/en/](https://ameicc.org/aseanjapan_businessweek/2021/en/) or [https://ameicc.org/aseanjapan\\_businessweek/2022/en/](https://ameicc.org/aseanjapan_businessweek/2022/en/)

### 4.4 Background Information about the Asia Digital Transformation (ADX) Program

ASEAN countries have been encountering economic and social challenges and are turning to digital technologies for solutions, which has been accelerated by the COVID-19 pandemic. To promote this transformation, the Asia Digital Transformation (ADX) Promotion Project has been implemented, which is based on contributions allocated by METI to the AEM-METI Economic and Industrial Cooperation Committee (AMEICC). JETRO, to which AMEICC has commissioned the project as a secretariat for organising the project, has been opening calls, adopting applicants and supporting successful applicants in conducting their projects.

The program aims to support demonstration projects by companies from ASEAN and Japan, working together to address the socio-economic issues in the ASEAN region by utilising innovative technologies, particularly digital technologies. By carrying out these projects,

Japanese companies will take an active role in promoting the spread of innovations and enhancing the business environment through partnerships with governments and the private sector in the region.

A call for ADX project applications has been made on a yearly basis since 2020, with a wide variety of projects being adopted in fields such as medical care, transportation/mobility, agriculture/fisheries, and education.

#### **4.5 Background Information about the Future Design & Action Plan**

The Future Design and Action Plan of an Innovative Sustainable ASEAN-Japan Economic Partnership, also known as the Future Design & Action Plan, is a collaborative initiative that has received contributions from both the governmental and private sectors of ASEAN Member States (AMS) and Japan. This effort is being undertaken in 2023 to commemorate the 50th Year of ASEAN-Japan Friendship and Cooperation.

The plan focuses on 4 specific pillars: (1) Strengthening Cyber-Physical Connectivity, (2) Co-Creation of Dynamic Human Capital, (3) Promoting Open Innovation Beyond Borders, and (4) Realizing Sustainability. Its objective is to pave the way toward a prosperous, inclusive, and sustainable future of ASEAN and Japan.

The Future Design & Action Plan draws upon established frameworks of ASEAN-Japan economic cooperation, including the "Renewed ASEAN-Japan 10-year Strategic Economic Cooperation Roadmap (2016 – 2025)" and the "ASEAN-Japan Economic Resilience Action Plan." Additionally, it takes into account the interests of ASEAN, Japan, ASIA-Japan Investing for the Future Initiative (AJIF), and other relevant factors.

To ensure the involvement of the private sector, the plan of developing the ASEAN Japan Co-creation Vision was announced in 2022. This vision supports studies, surveys, research, and related events that assist ASEAN Member States in collecting data on each country's interests for collaborative development and raising awareness of the ongoing cooperation between ASEAN and Japan.

## 4.6 Background Information about the ASEAN-Japan Economic Co-Creation Vision

Approaching the 50th anniversary of their friendship and cooperation, ASEAN and Japan are planning to co-create innovations that will lead to solutions for social issues and create a sustainable economic society together.

The ASEAN-Japan Economic and Industrial Cooperation Committee (AMEICC) Secretariat, along with the Ministry of Economy, Trade and Industry (METI) and business of ASEAN and Japan, launched a project to formulate the "ASEAN-Japan Economic Co-Creation Vision", which aims to outline the direction of economic cooperation that ASEAN and Japan should aim for as co-creation partners to open the future.




ASEAN-Japan Economic Co-Creation Vision emphasizes the importance on 4 pillars of action for economic co-creation as follows;

1. Balancing diversity and inclusiveness in sustainable development
2. Strengthening cyber-physical connectivity
3. Promoting open innovation beyond borders
4. Building an ecosystem in co-creating dynamic human capital

## 4.7 The Presence of Chief Representatives of AMEICC at Bilateral and Multilateral Levels

With a strong commitment to deepening inclusive and sustainable partnerships between the ASEAN and Japan, the AMEICC Secretariat led by Chief Representatives has been continuously heightening its role and contribution through discussions, dialogues, and visits. Such active efforts have resulted in several notable achievements, including the following highlights of its recent presence at both bilateral and multilateral level.

No.	Event	Photo
1	<p>ASEAN-Japan Business Week 2022</p> <p><u>Venue</u>: Online <u>Date</u>: 30 May to 3 June 2022</p>	
2	<p>Courtesy Visit on H.E. Sok Sopheak at Cambodia's Ministry of Commerce</p> <p><u>Venue</u>: Cambodia <u>Date</u>: 6 July 2022</p>	

No.	Event	Photo
3	<p>Courtesy Visit on H.E. Malaithong Kommasith at Lao PDR's Minister of Industry and Commerce</p> <p><u>Venue:</u> Vientiane, Lao PDR <u>Date:</u> 5 January 2023</p>	
4	<p>The 4th Government-Private Forum on the Cleaner Energy Future Initiative for ASEAN (CEFIA)</p> <p><u>Venue:</u> Cebu, Philippines &amp; Online <u>Date:</u> 16 February 2023</p>	
5	<p>The International Energy Asia Zero Emission Community (AZEC) Workshop</p> <p><u>Venue:</u> Bangkok, Thailand &amp; Online <u>Date:</u> 20 March 2023</p>	

#### 4.8 Partners of AEM-METI and Collaborative Counterparts

Partners of the ASEAN Economic Ministers and the Ministry of Economy, Trade and Industry of Japan (AEM-METI) are listed below.



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# Abbreviations

## 5. Abbreviations

No	Abbreviation / Acronym	Full Title
1.	AAF	The ASEAN Automotive Federation
2.	ACCMSMEs	ASEAN Coordinating Committee on Micro, Small and Medium Enterprises
3.	ADX	ASEAN Digital Transformation
4.	AEM	ASEAN Economic Ministers
5.	AETI	Asia Energy Transition Initiative
6.	AGGPM	Asia Green Growth Partnership Ministerial Meeting
7.	AJBC	ASEAN-Japan Business Council
8.	AJBW	ASEAN-Japan Business Week
9.	AJCSD	ASEAN-Japan Chemical Safety Database
10.	AJIF	Asia Japan Investing for Future Initiative
11.	AMEICC	AEM-METI Economic and Industrial Cooperation Committee
12.	AMS	ASEAN Member States
13.	AOIP	ASEAN Outlook on the Indo-Pacific
14.	AOTS	The Association for Overseas Technical Cooperation and Sustainable Partnerships
15.	APMRA	ASEAN Mutual Recognition Arrangement on Type Approval for Automotive Products
16.	ASEAN BAC	ASEAN Business Advisory Council
17.	ASEC	ASEAN Secretariat
18.	ASW	ASEAN Single Window
19.	BEV	Battery-Electric Vehicles
20.	CLM	Cambodia, Lao PDR and Myanmar
21.	CLMV	Cambodia, Lao PDR, Myanmar and Vietnam
22.	CN	Carbon Neutrality
23.	DISG	The Dialogue for Innovative and Sustainable Growth
24.	ERIA	Economic Research Institute for ASEAN and East Asia

No	Abbreviation / Acronym	Full Title
25.	ESG	Environmental, Social, and Governance
26.	FCV	Fuel Cell Vehicles with CO <sub>2</sub> -free hydrogen
27.	ICCA	The International Council of Chemical Associations
28.	ICEV	Internal Combustion Engine Vehicles
29.	JAIF	The Japan-ASEAN Integration Fund
30.	JAMA	Japan Automobile Manufacturers Association
31.	JCCI	Japan Chamber of Commerce and Industry
32.	JCIA	Japan Chemical Industry Association
33.	JETRO	Japan External Trade Organization
34.	JICA	Japan International Cooperation Agency
35.	KPI	Key Performance Indicator
36.	LCA	Life Cycle Assessment
37.	METI	(Japan's) Ministry of Economy, Trade and Industry
38.	MIDV2.0	Mekong Industrial Development Vision 2.0
39.	MJEMM	Mekong-Japan Economic Ministers Meeting
40.	MPAC	Master Plan on ASEAN Connectivity
41.	MSME	Micro, Small and Medium Enterprise
42.	NDC	Nationally Determined Contribution
43.	NSW	National Single Window
44.	NZE	Net Zero Emission
45.	OVOP	One Village One Product
46.	RCEP	The Regional Comprehensive Economic Partnership
47.	RIETI	Research Institute of Economy, Trade and Industry
48.	SAP SMED	ASEAN Strategic Action Plan for SME Development
49.	SDG	Sustainable Development Goals
50.	TF	Task Force
51.	UNECE	The United Nations Economic Commission for Europe



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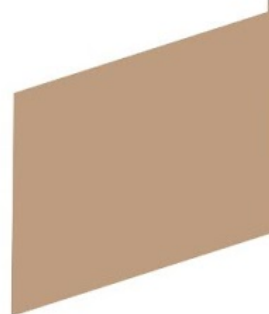
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