



# *Growing, Co-creating, and Partnering with ASEAN*

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# Question

Given 50<sup>th</sup> year of ASEAN-Japan friendship and cooperation,

Q: What's next? What can Japan and ASEAN do more together?

A: Growing, Co-creating, and Partnering with ASEAN



# Backgrounds

- Japan's foreign policy toward ASEAN is the most successful one.<sup>3</sup>  
“from anti-Japanese sentiments to the most trusted major power”



Bangkok, 1972



Jakarta, 1974



Bangkok, 1985

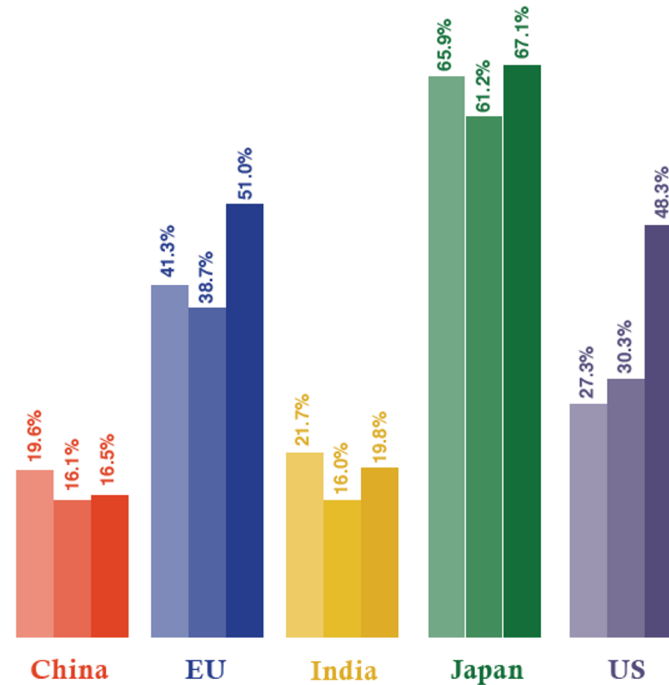
The Passion of  
the Thais  
supporting  
Japan over 3/11



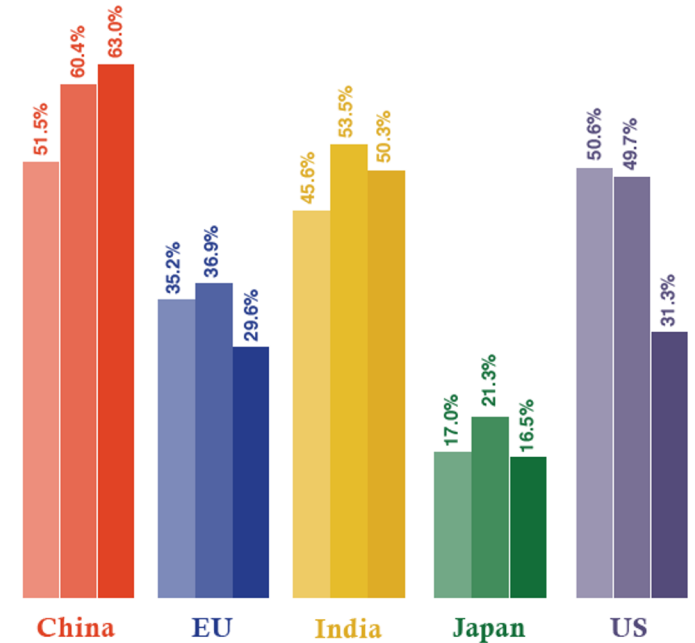


# ISEAS Attitude Survey of Southeast Asian Opinion Leaders

Perception of Trust in the Major Powers  
among Southeast Asians



Perception of Distrust in the Major Powers  
among Southeast Asians



2019-2021

# How did Japan win the hearts and minds of Southeast Asians?

Cultural exchange

ODA (Official Development Assistance)

FDI (Foreign Direct Investment)

PKO (Peace Keeping Operation)

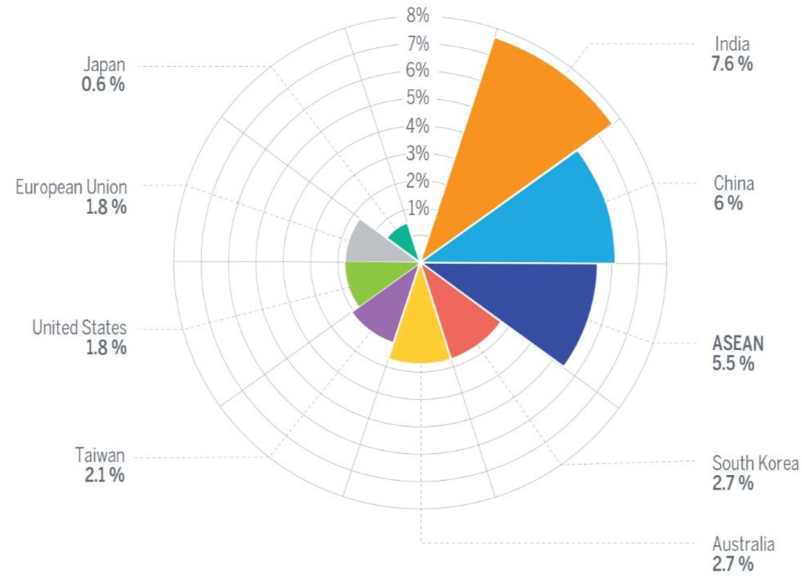
Soft power

etc.



## PROJECTED ANNUAL GDP GROWTH RATE

Average annual GDP growth (%)



Source: International Monetary Fund, 2017-2023

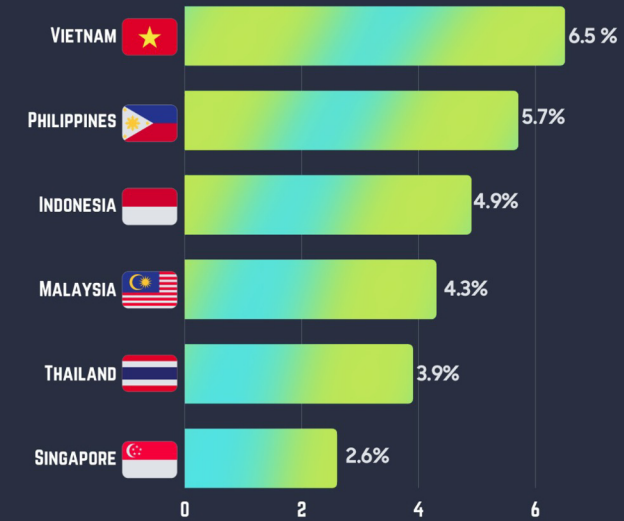
 EAST-WEST CENTER  
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 US-ASEAN  
BUSINESS COUNCIL, INC.

 ISEAS YUSOF ISHAK  
INSTITUTE

## ECONOMIC GROWTH 2023

ASEAN 6 (Estimates)

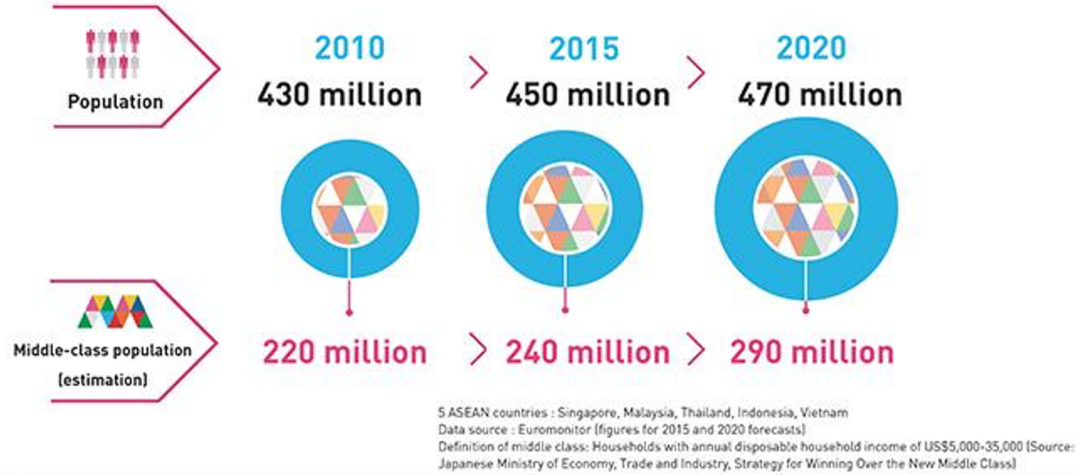


Consensus real GDP estimates (%), 2023  
ASEAN Briefing

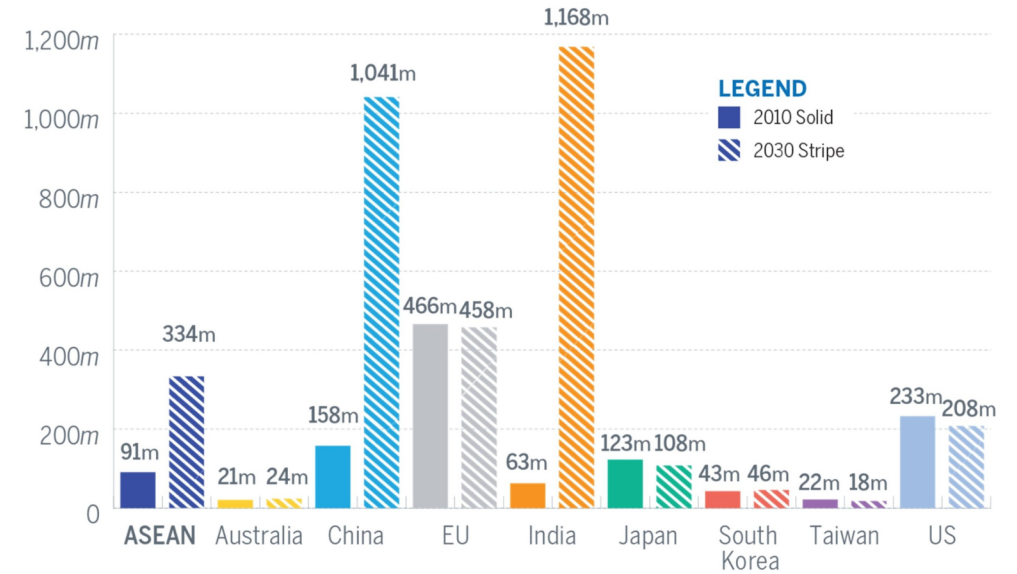
seasia x seastats

# Growing ASEAN: Average 5.5% in 2022

## Total population and middle-class population of 5 ASEAN countries



## GLOBAL MIDDLE CLASS\*



\*Middle class is defined as those households with daily expenditures between US\$10 and US\$100 per person in purchasing power parity terms.  
 Source Middle Class: Homi Kharas, "The Emerging Middle Class in Developing Countries," OECD Working Papers, No. 285

# Expanding Middle Class and Consumption



ข้าวหน้าหม่าล่า  
Mala Don  
マラー丼



ข้าวหน้าซอสจิ้มแจ่ว  
Jim Jaew Don  
ジム・ジャエウ丼



ข้าวหน้ารสเผ็ดสไตล์ญี่ปุ่น  
Red Hot Aka karami Don  
赤辛味噌

# ดังแซ่บ

เผ็ดจัดจ้าน ชัดเจนพ่นไฟ



ข้าวหน้าผัดกะเพรา  
Spicy Stir-fried with Holy Basil  
ガバオ丼

Co-Creating, esp. in services and soft power



# Fusion of culture and consumption in every-day life





## The Way Forward

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Further co-creation, esp. in cultural and content industries, e.g. joint movies/series production, joint boy bands/girl groups

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To bring diversity to Japan's pop culture, through including Southeast Asian elements.

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Not only the global economic gravity that is shifting from the West to the East, but also “soft power”.

## Partnering in (non- traditional) security



- Amid U.S.-China rivalry and tensions, ASEAN countries avoid choosing side.
- Japan can be a third pole for ASEAN countries.

### Why Japan?

- Japan's good record in PKO, disaster relief, and cooperation in non-traditional security (NTS)

e.g. PKO in Cambodia, ReCAAP: Regional Cooperation Agreement on Combating Piracy and Armed Robbery against Ships in Asia



Japan's Roles in  
ASEAN Cyber  
Security  
= trust



# Why?

- China is economically important for both Japan and ASEAN.
- China and Japan are neighbors and cannot move their countries away, but need to co-exist peacefully.
- Overall, Japan and ASEAN have converging interests in
  - co-existing and engaging with China, rather than confronting;
  - reducing the tensions between the U.S. and China
- Although ASEAN countries have some different security interests and perspectives, there have some common denominator.
- Japan can provide an alternative to Southeast Asia for its security needs in some areas.



# Potential Areas of Cooperation

1. Non-Traditional Security (NTS)
2. HADR (including climate change security)
3. Cyber security
4. Maritime security (esp. law enforcement)
5. PKO
6. AI-based security
7. Space operations (e.g. with Indonesia, Thailand)
8. Defense industry development
9. Health security



Global Health  
Security Agenda



道路測量教官教育修了式 Closing ceremony for road surveying instructor training

# The Bottom Line

- Japan can consider two approaches in security cooperation.
  - More traditional security in Northeast Asia
  - More non-traditional security in Southeast Asia

“decoupling security” (though not easy)

- Japan can be a different major power.
- Note: according to the ISEAS survey in 2022 and 2023, the trust perceptions toward Japan dropped from 60% up to around 54%.

- Socio-Economic: growing and co-creating with ASEAN
- Security: cooperating and partnering with ASEAN

That's how we can continue and add on our healthy relations in a changing world for prosperity and peace.

# Conclusion