



**Australia-ASEAN**  
Business Council

Advancing Australia-ASEAN Business

## CONTACT

FOR ENQUIRIES, MEMBERSHIP AND SPONSORSHIP

[welcome@australia-aseanbc.org](mailto:welcome@australia-aseanbc.org)

Eleanor Mak +61 423 492 330; [president@australia-aseanbc.org](mailto:president@australia-aseanbc.org)

Peter McKenna +61 487 395 510; [vicepresident@australia-aseanbc.org](mailto:vicepresident@australia-aseanbc.org)

### Australia-ASEAN Ties

The increasing economic cooperation and integration between Australia and ASEAN is driving an increasing regional approach by Australian and ASEAN businesses to trade, investment and 'doing business'.

This regional approach creates opportunities and challenges for Australian and ASEAN businesses, and demands a strong, coordinated 'business' voice at the regional level for:

- Australian businesses doing or looking to do business in and across ASEAN
- ASEAN businesses doing or looking to do business in and across Australia.

This voice must be 2-way at the regional level, and support business voices at the country level both in Australia and ASEAN.

### Revitalised AABC

The Australia-ASEAN Business Council (AABC) is now revitalising to be the premier regional VOICE representing the interests of Australian businesses in ASEAN and ASEAN businesses in Australia, through regional advocacy, networks, intelligence and promotion activities.

Our purpose is 'Advancing Australia-ASEAN Business' – trade, investment and 'doing business' – working closely with Australian and ASEAN businesses, industry bodies, governments, research institutions and community at both regional and country levels.

We will draw on our key relationships with Australian and ASEAN governments, ASEAN Secretariat and ASEAN Business Advisory Council to develop exciting, ambitious programs of activity that engage, support and connect across the region, and deliver value to our members.

Our members and executive will be both Australian and ASEAN, with a focus on present and next generation businesses and leaders.

### Background

The AABC was established in 1980 and incorporated in the Australian Capital Territory in 2007. The Australian Chamber of Commerce and Industry (ACCI – Canberra Office) provides the Secretariat, with AABC remaining separate and independent as a non-profit organisation.

Originally, the AABC undertook activities to increase Australia's competitive edge and profile in the ASEAN countries so as to tap the full potential afforded by regional cooperation and integration and similar developments.

Today, the AABC recognises that the regional economic architecture involving Australia and ASEAN is changing significantly. In addition to ASEAN-Australia-New Zealand Free Trade Agreement and other bilateral agreements between Australia and ASEAN countries, the ASEAN Economic Community was launched in 2015 and other regional agreements are likely to be finalised soon, including the Regional Comprehensive Economic Partnership and the Trans-Pacific Partnership.

**WE INVITE YOU TO JOIN THE AABC**

**SEE OUR WEBSITE FOR UPCOMING 2016 ACTIVITIES AND EVENTS**

### Executive Committee

Our new executive team driving this revitalisation are:

President	Eleanor Mak (Venturenauts)
Vice President	Bryan Clark (Australian Chamber of Commerce and Industry)
Vice President	Peter McKenna (Venturenauts)
Immediate Past President	John Connor