

Outline of AJB Platform

1. Background・Objectives

- 2023 is the 50th year of ASEAN-Japan friendship and cooperation and the juncture for building up a new relationship toward the next 50 years.
- In such an atmosphere, there exist a lot of challenges we are facing; supply chain resilience, energy, environment and digitalization. To tackle such global social issues, ASEAN and Japan need to work together under the international uncertain situation.
- ASEAN-Japan reciprocal collaboration in the business field such as trade, investment and technical cooperation becomes necessary than ever before
- In line with this, we here establish the multilateral collaboration platform to further expand business and strengthen our economic relationships throughout various activities.

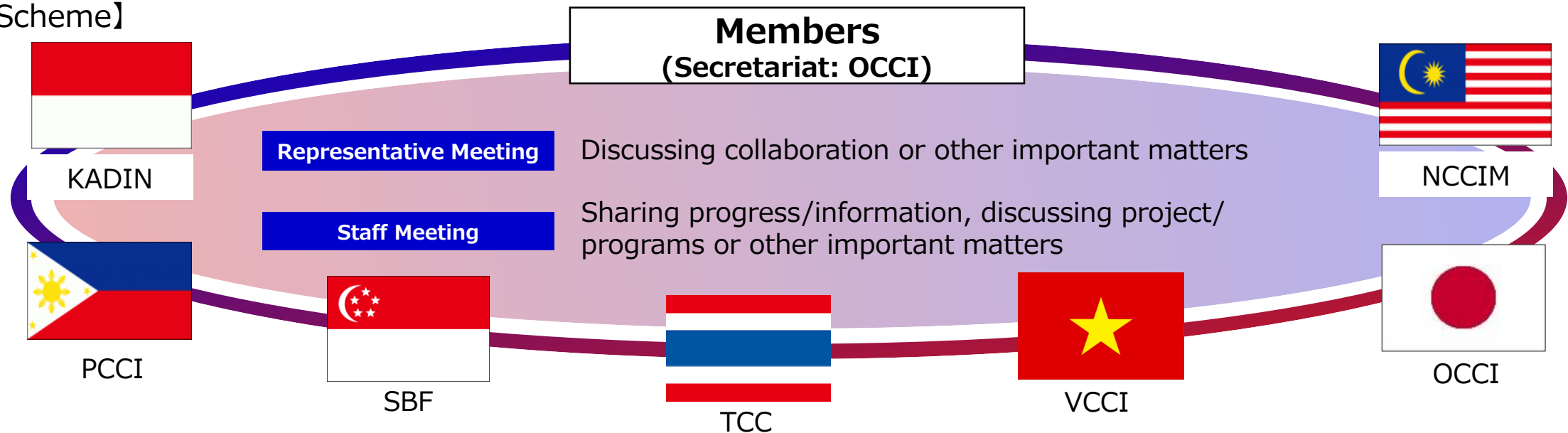
2. Member Organization / Cooperating Organization **New Member Organization /Cooperating Organization will be added in the future.*

- <Member Organization> Indonesian Chamber of Commerce and Industry (KADIN) / National Chamber of Commerce and Industry of Malaysia (NCCIM) / Philippine Chamber of Commerce and Industry(PCCI), Singapore Business Federation(SBF) / Thai Chamber of Commerce(TCC), Vietnam Chamber of Commerce and Industry(VCCI) / Osaka Chamber of Commerce and Industry(OCCI)
- <Cooperating Organization> Japanese Chamber of Commerce and Industry in ASEAN countries

3. Activities and Secretariat Meeting

- Various events and activities to promote business among ASEAN and Japan, joined by two or more Member organizations.
(e.g. Business webinar, B to B matching event, Meetup for start-ups, etc..)
- Secretariat Meeting to share, review and improve the activities / projects.

【The Scheme】



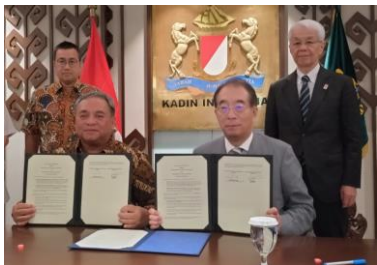
AJB Platform with CCIs in ASEAN countries

< Chairperson's Visit to AJB platform member >

Outline : From September 2023 to February 2024, strengthen ties with each member and pave the way for future business initiatives. Additionally, we called upon the chairperson of each Chamber to attend Expo 2025 Osaka, Kansai.

OCCI Visitor : Mr. Torii (Chairperson), Mr. Iuchi (President) etc.

Meeting with : Mr. Vega (KADIN Vice Chairman for International Relations)
Mr. Lai (NCCIM President)
Ms. Mangio (PCCI President)
Mr. Lim (SBF Chairman)
Mr. Sanan (TCC Chairman)
Mr. Công (VCCI Chairman-President)



KADIN



NCCIM



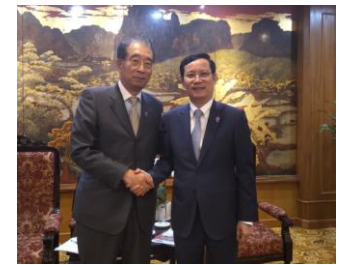
PCCI



SBF



TCC



VCCI

AJB Platform Activities

Attendees: 32 from Japan

<Vietnam Delegation by F-CCI & OCCI>

Outline : In collaboration with Fukuroi Chamber of Commerce and Industry(F-CCI, one of the “partners” of AJB Network), understand the local conditions such as human resource development and the economy after COVID-19 in Vietnam.

Host : F-CCI & Fukuroi Vietnam Friendship Association(FVFA)

Co-Host : OCCI

Program :

(1) Welcome party

Date : Nov. 1st, 2023 18 : 00 - 19 : 30(Local Time)

Place : Meeting room in VCCI

Meeting with : Mr. Hoang (VCCI Vice Chairman)

(2)Business matching

Date : Nov. 2nd, 2023 13 : 00 – 16 : 00(Local Time)

Place : National Innovation Center(NIC)

Meeting with : 44 business leaders nominated by VCCI



Welcome party at VCCI



Business matching at NIC

AJB Platform Activities

Attendees: 43 from Thailand and Japan

<Bangkok Delegation by OCCI Women's

Assembly>

Outline : Study the experiences and insights of female business leaders in Thailand where they actively contribute to various industries and explore the opportunity for mutual growth.

Host : OCCI Women's Assembly

Date : Feb. 23rd, 2024 13 : 45 - 15 : 30(Local Time)

Place : Patara Fine Thai Cuisine

OCCI Visitor : Ms. Hirose (OCCI Women's Assembly President and OCCI Vice Chairperson) and 25 business leaders

Meeting with : Ms. Jatuporn(Federation of Business and Professional Women's Associations of Thailand*, Vice President)

**TCC affiliated organization*



Speech by Ms. Hirose



Group photo by participants

AJB Platform with CCIs in ASEAN countries

Attendees: 8

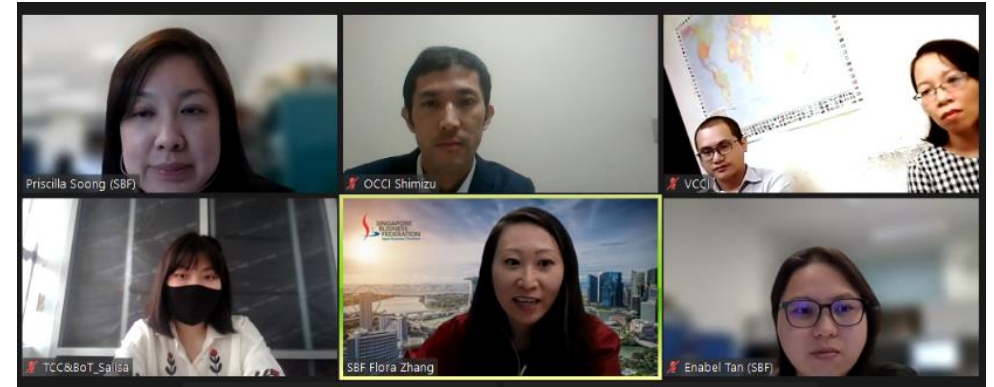
<#1 Staff Meeting>

Outline : Discussing on future plan, Sharing information

Date : May. 22nd, 2023 16 : 00 - 17 : 00(JST)

Format : Online(Zoom)

Participants : Secretariats from SBF, TCC, VCCI & OCCI



Screenshot of #1 Staff Meeting

Attendees: 5

<#2 Staff Meeting>

Outline : Presentation of collaboration activities,

Discussing on future plan, Sharing information

Date : Jan. 11th, 2024 14 : 00 - 15 : 30(JST)

Place : Meeting room in OCCI

Participants : Secretariats from SBF, TCC, VCCI & OCCI



Discussion of #2 Staff Meeting

AJB Network with Japanese Local CCIs

<ASEAN-Japan Business Promotion Network> (AJB Network)

Objective :

To support member companies' business in ASEAN countries with its inclusive support system "ASEAN-Japan Business Promotion Network (AJB Network)", connecting Japanese local chambers of commerce and establishing the nationwide community in Japan.

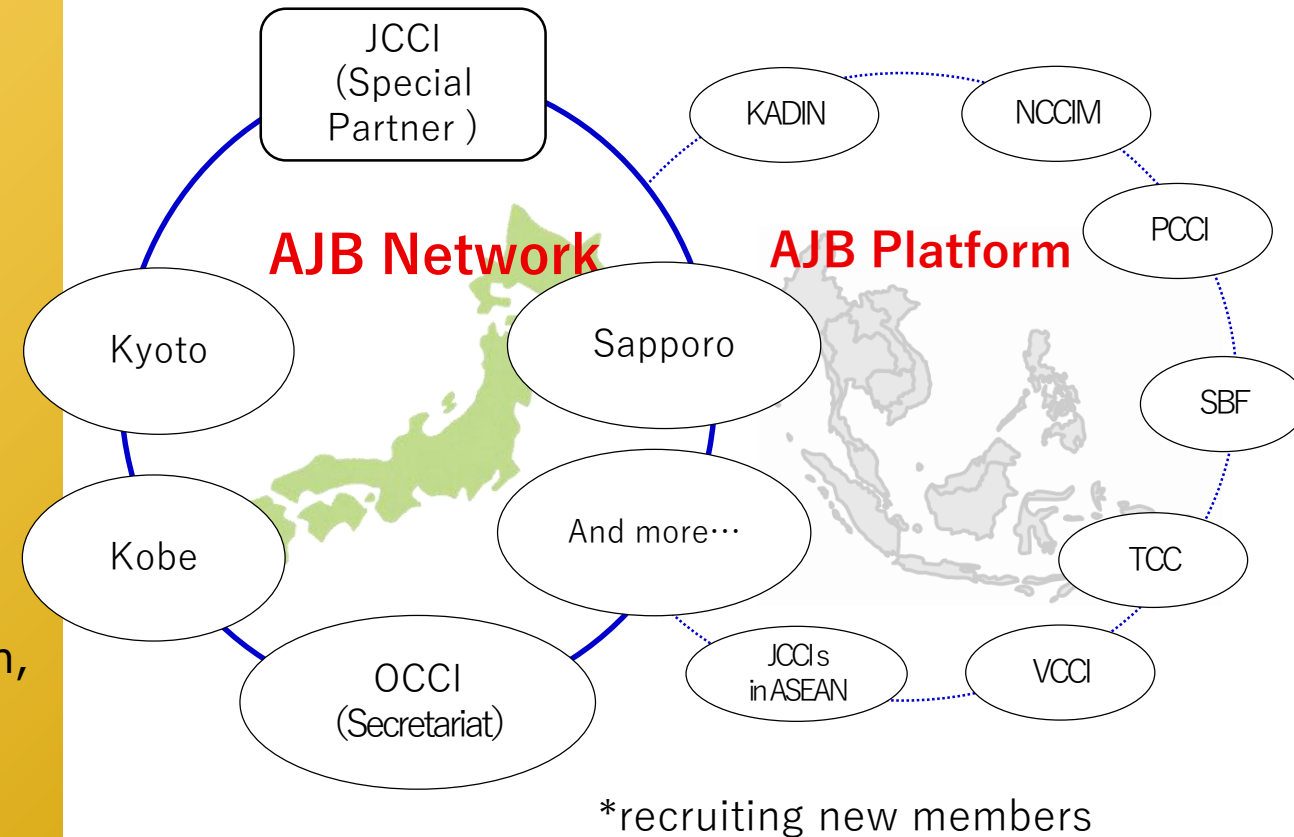
Collaboration :

1. Sharing info about their ASEAN programs/projects.
2. Supporting their business in ASEAN. (Seminar, Pitch, one-on-one business meetings, delegation, etc..)
3. Cooperation for promoting ASEAN related events, providing support services, etc..

To join AJB Network :

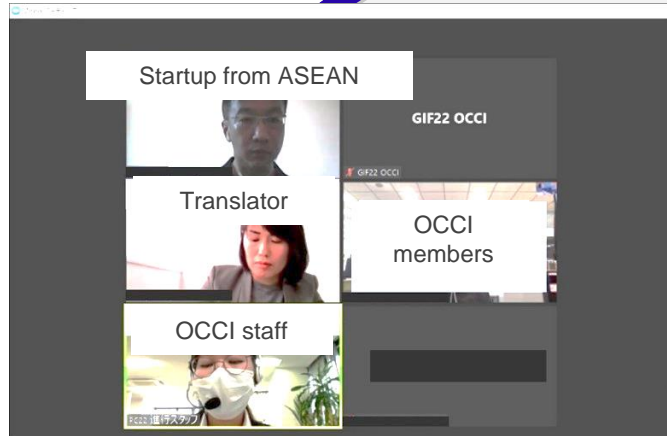
Sign up (for free) and become a "Partner".

Remarks : JCCI as a "Special Partner".



**ASEAN-Japan co-working system based
on the network among Japanese 14 CCIs.**

Focusing 3 Pillars



Find/Expand Sales channel



- (e.g.)
- ✓ Seminar
 - ✓ Business matching
 - ✓ Online business tour



Startup



- (e.g.)
- ✓ "Global Innovation Forum" for ASEAN
 - ✓ Supporting advanced tech/demo tests



Green Tech



- (e.g.)
- ✓ Introduction of energy efficient or zero carbon product/service
 - ✓ Business matching

Attendees: 550 from ASEAN countries

<SRBF : Singapore Regional Business Forum>

Outline : The forum organized by SBF for business leaders, government officials on regional policies and business opportunities. 2023 marked the 7th edition and the first event organized outside of Singapore.

Date : Jul. 7th, 2023 9 : 30 - 18 : 30(Local Time)

Place : Meliá Hanoi Hotel

Host : SBF

Co-Host : VCCI, Enterprise Singapore etc.

Support : OCCI, JCCI Singapore etc.

Program (Partial) :

- Welcome Address by Mr. Lim (SBF Chairman)
- Opening Keynote by Mr. Le (Deputy Prime Minister of Vietnam)
- Luncheon Keynote
- MOU signing
- Plenary



Welcome Address



Opening Keynote



MOU Signing



Plenary

Attendees: 160 from Vietnam and Japan

<Vietnam-Japan(Kansai) Investment & Trade

Promotion Forum 2023>

Outline : Promote investment and trade in the fields of infrastructure, hi-tech, agriculture and supporting industries between Vietnam-Japan(Kansai).

Date : Sep. 15th, 2023 9 : 00 - 12 : 00(JST)

Place : Meeting room in OCCI

Host : VCCI & OCCI

Program (Partial) :

- VIP Pre-Meeting
- Welcome remarks by Mr. Torii (OCCI Chairperson)
- Remarks by Mr. Hoang (VCCI Vice Chairman)
- Speech by VCCI secretariat
- Panel Discussion with 4 provinces leaders



VIP Pre-meeting



Opening Remarks



Panel Discussion

<Consultation service for TCC Members>

Outline : TCC is promoting with Thai business owners who are interested in investing and trading in Japan to receive the **free consultations** provided by the Osaka Business and Investment Center (O-BIC).

Topic(Example) : Registration, visa, personnel labor management or market expansion

Host : TCC

Co-Host : OCCI, O-BIC

Remark : This service desk will be extended to other AJB members

INQUIRY FORM: Consultations with the
Osaka Business and Investment Center
(O-BIC)

Part1: Company Information

Company Name *

回答を入力

Tax code/ID card No. *

回答を入力

Address *

回答を入力

Application form



Digital flyer

Attendees: 70 from ASEAN countries and Japan

<GIF ASEAN-Japan>

Outline : Startups from Singapore, Thailand, Viet Nam and Japan presents summaries of their business and specific thoughts on potential investors.

Date : Dec. 14th, 2023 15 : 30 - 17 : 00(JST)









Format : Online (Zoom)

Host : SBF, TCC, VCCI, and OCCI

Presenter (Country/Genre) :

- Ergofito(Singapore/Green Tech)
- Waterroam (Singapore/Green Tech)
- NS Energy (Thailand/Green Tech)
- PUUN Intelligent(Thailand/DX)
- BAO HIEM 365 INSURETECH(Vietnam/DX)
- TUBUDD(Vietnam/Travel Tech)
- Direct RF(Japan/Green Tech)
- Jikantekno(Japan/Green Tech)

Remark : GIF ASEAN-Japan in 2024 is planning to hold among ASEAN 6 countries and OCCI

 <p>▲Ergofito (Singapore)</p>	 <p>▲Waterroam (Singapore)</p>
 <p>▲NS Energy (Thailand)</p>	 <p>▲PUUN Intelligent (Thailand)</p>
 <p>▲BAO HIEM 365 INSURETECH (Vietnam)</p>	 <p>▲TUBUDD (Vietnam)</p>
 <p>▲Direct RF (Japan)</p>	 <p>▲Jikantekno (Japan)</p>

Attendees: 30 from ASEAN countries and Japan

<Thai-Japan Green B to B matching>

Outline : Thai and Japanese companies shared their knowledge and discussed the possibility of zero-carbon products or technologies in order to develop into the Thai market.

Date : Aug. 30th, 2023 14 : 00 - 17 : 30(Local Time)

Place : Holiday Inn Bangkok Silom

Host : OCCI & Nippon Koei

Co-Host : TCC & Thai Consulate-General, Osaka

Presenter :

*Thai side :

- Mitr Phol Group(Mr. Pravitt /TCC Vice Chairman)
- A.J. Plast
- SOMBOON ADVANCE TECHNOLOGY

*Japan side :

- Jikantechno
- MARINEX
- Si Sale International
- THAI C.A.P.



Presentation from Thai and Japanese companies



Networking reception (Free discussion)

Planned

<Philippine-Japan networking session>

Outline : Upcoming "Philippine Business Conference and Expo (PBC&E) ", which is hosted annually by PCCI, will celebrate 50th anniversary in 2024.

As its side event, in collaboration with OCCI, a joint session focused on green businesses is being planned to promote interaction between PCCI and OCCI member companies and support green investments in Philippines and cooperation between the two countries.

Date : In the afternoon on Oct. 23rd, 2024

Place : Manila Marriott Hotel

Host : PCCI & OCCI

Participants :

*Philippine side :

- PCCI members

*Japan side :

- Marubeni Corporation(Tentative)
- OCCI members



50th PBC&E event logo