



MALAYSIA

LAUNCH
OF
LIFTING
THE
BARRIERS
REPORTS

25 AUGUST 2015 | 4:15PM - 6:00PM | GRAND HYATT KUALA LUMPUR

Lifting-The-Barriers (LTB) Reports 2015

The launch of the LTB reports marks phase III of the LTB Initiative for the year 2015. Themed "Road to ASEAN Integration", the reports gather the input from various regional corporate leaders in six business sectors crucial to the growth of ASEAN.

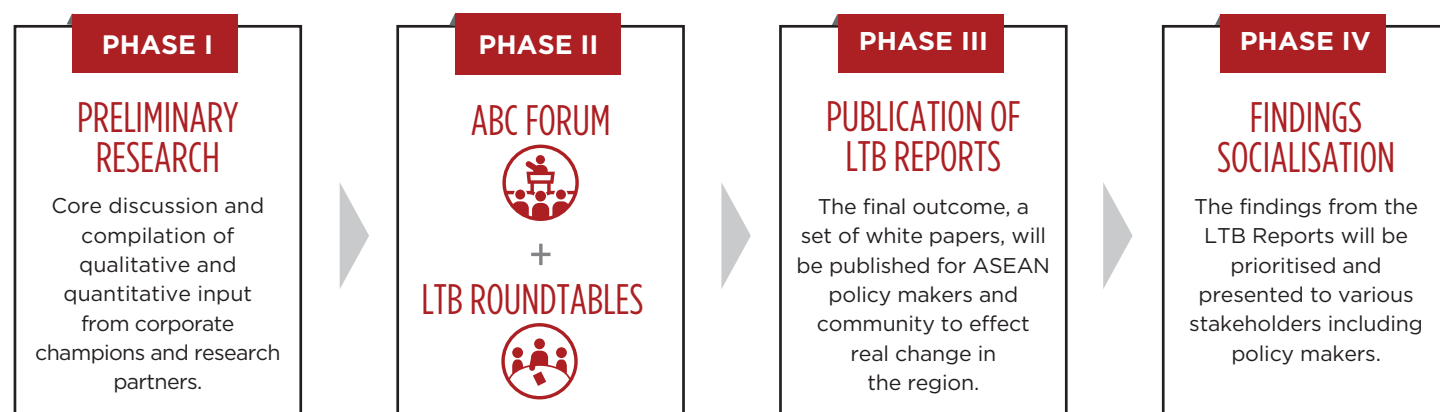
The LTB Initiative is a voluntary effort by concerned ASEAN businesses to proactively seek pragmatic solutions to freer trade in support of ASEAN's integration agenda by 2015.

Programme*

4:15pm		Arrival of guests and registration
4:45pm		Overview of Lifting-The-Barriers Reports 2015 and milestones of Lifting-The-Barriers Initiative Tan Sri Dr. Munir Majid, President of ASEAN Business Club
5:00pm		Keynote Speech by Guest-of-Honour Y.B. Dato' Sri Mustapa Mohammed, Minister of International Trade and Industry of Malaysia
5:10pm		Findings Summary by Research Partners Research Partners: Chin Wei Min, Managing Director for Capital Markets Industry APAC, Accenture Aileen Clemente, President of ASEAN Tourism Association (ASEANTA) Joon Ooi, Partner of A.T. Kearney Rhenu Bhuller, Senior Vice President for Healthcare of Frost & Sullivan Dr. Fauziah Zen, Economist of Economic Research Institute For ASEAN & East Asia (ERIA)
5:20pm		Presentation of Souvenirs
5:25pm		Launch of Lifting-The-Barriers Reports
5:30pm		Q&A with Media Tan Sri Dr. Munir Majid, President of ASEAN Business Club Research Partners
6:00pm		Refreshments & Ends

* Subject to change

Lifting-The-Barriers Initiative Structure



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About Lifting-The-Barriers Initiative (LTBI)

The LTBI has a special focus on identifying bottlenecks and barriers hindering free trade in prioritised sectors in the context of the ASEAN Economic Community (AEC).

Lifting-The-Barriers Initiative Roundtables 2015



FINANCIAL SERVICES & CAPITAL MARKETS

Chair:

Dato' Sri Nazir Razak
Chairman
CIMB Group

Research Partner:

 **accenture**



RETAIL

Chair:

Candice Ong
Managing Director
Zalora Southeast Asia

Research Partner:

ATKearney



TOURISM

Chair:

Aileen Clemente
President
ASEAN Tourism Association
(ASEANTA)

Research Partner:

 **ASEANTA**
ASEAN TOURISM ASSOCIATION



AIR TRANSPORTATION

Chair:

Aireen Omar
Chief Executive
AirAsia Berhad

Research Partner:

 **NUS | Law**
National University
of Singapore



INFRASTRUCTURE

Chair:

Billy Wong
Regional Executive
Southeast Asia
AECOM

Research Partner:

 **ERIA**



HEALTHCARE

Co-Chair:

Vaibhav Saran
Managing Director
Malaysia & Emerging Territories
Johnson & Johnson SEA

M. Shanti Shamdasani
Regional Director
Government & Policy Affairs
Johnson & Johnson SEA

Research Partner:

 **FROST & SULLIVAN**

ORGANISERS:



CONTACT US:

P +603 2261 8888 F +603 2276 3142 E enquiries@cariasean.org
www.cariasean.org/event-2/abc-forum-2015