



**A S E A N**  
BUSINESS ADVISORY COUNCIL  
BRUNEI 2021



**A S E A N**  
BUSINESS AWARDS  
ABA 2021

**RECOVER. STRONGER. TOGETHER. SAMA-SAMA**

Strategic Partners



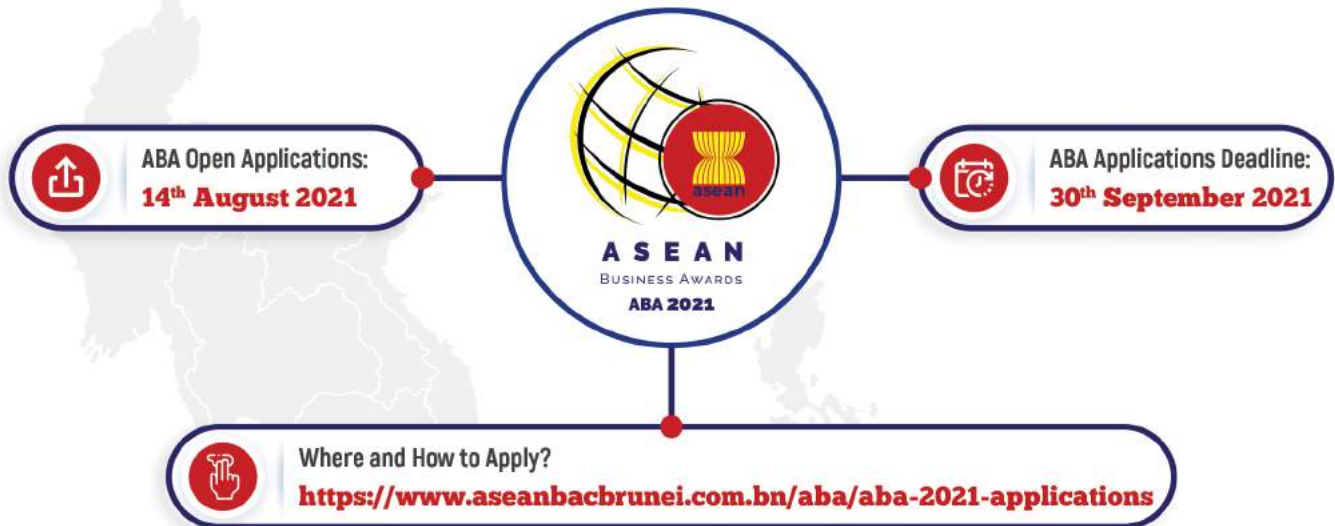
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## BACKGROUND

- The ASEAN Business Advisory Council ("ASEAN BAC") was formed following the decision of the ASEAN Leaders at the 7th ASEAN Summit and launched in April 2003, with the mandate to provide private sector feedback and guidance to boost ASEAN's efforts towards economic integration and to identify priority areas for consideration by the ASEAN Leaders.
- The ASEAN Business Advisory Council organises the annual ASEAN Business Awards (ABA) to recognise such outstanding and successful ASEAN companies contributing to ASEAN's economic growth and prosperity.
- "Brunei Darussalam's ASEAN Chairmanship year acknowledges the struggles of businesses amidst COVID-19 and translated this into the ASEAN Business Awards 2021 theme; "Recover, Stronger, Together, Sama-Sama". These awards provide a strategic approach for businesses to survive during a pandemic as it elevates their presence and provides increased credibility and respect within the regional and global business communities."

## ABA'S DUAL OBJECTIVES

- Showcase home-grown ASEAN globally competitive companies that will become role models for aspiring ASEAN companies
- Give spotlight to promising SMEs which have the potential of becoming global players.

### REASONS TO JOIN THE ASEAN BUSINESS AWARDS 2021



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## ABA 2021 8 AWARD CATEGORIES



### Priority Integration Sectors

- Agri-Based
- ICT
- Sustainability
- Infrastructure
- Logistics
- Energy
- Finance
- Tourism
- Food & Beverage
- Healthcare



### SME Excellence

- Growth
- Employment
- Innovation
- CSR



**Women  
Entrepreneur**



**Young  
Entrepreneur**



**Friends of  
ASEAN**



**Inclusive  
Business**



**Skills  
Development**



### Brunei Special Award: Emerging Social Enterprise

Please visit the ASEAN BAC Brunei website [www.aseanbacbrunei.com.bn](http://www.aseanbacbrunei.com.bn) for more information.

For any inquiries on ABA 2021, please fill out the inquiry form on the ABA 2021 page on the website.

Strategic Partners

**DARE**  
Darussalam Enterprise



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