



ASEAN Business Advisory Council



Press Release

ASEAN BAC 2021 Chairmanship Brunei Launches its theme *Recover. Stronger. Together.* *Sama-Sama*

ASEAN BAC Formal Turnover Ceremony
20 January 2021, 11.00 – 12.00 (GMT+8)

(Media Release)

The ASEAN Business Advisory Council (ASEAN BAC) formally handed over its chairmanship to Yang Berhormat FDr. Ar. Siti Rozaimeryanty DSLJ Haji Abd Rahman of Brunei in a formal ceremony this morning using a hybrid platform of virtual and in-person attendees.

The event was attended in-person by representatives from the Government of Brunei Darussalam, representatives from various Embassies, Brunei members of ASEAN BAC, Haslina Taib and Musa Adinin, representatives from Chambers of Commerce, Business Councils and Associations. Attending virtually were ASEAN-BAC Council members from the 9 other ASEAN economies and Joint Business Councils.

As the ASEAN BAC follows the ASEAN Leaders' order of succession, YB Yanty Rahman of Brunei assumed the chairmanship role this year from 2020 Chair Vietnam's Dr. Doan Duy Khuong. Representing Dr. Khuong, who was unable to physically join was Vietnam Ambassador to Brunei, His Excellency Tran Van Khoa.

We care, We prepare, We prosper – Aligned and Reinforced by ASEAN BAC

The ceremony was keynoted by Yang Berhormat Dato Seri Setia Dr Awang Haji Mohd Amin Liew bin Abdullah, Minister of Finance and Economy II as Guest of Honor. He noted the strong alignment between ASEAN BAC's theme and the Brunei government's theme of 'We care, We prepare, We prosper'. He gave due stress to the importance given by Brunei to ASEAN solidarity at this time of the pandemic as it prepares for strong, inclusive and sustainable recovery but without losing ASEAN centrality amidst the geopolitical forces that impact ASEAN. He further elaborated on the program of Brunei to drive the theme forward under three strategic thrusts of Recovery, Digitalization and Sustainability to be achieved through a 10-Points Priority Economic Deliverables (PEDs).

Translating Goals to Action that Impact Lives and Livelihoods in ASEAN

Following the keynote speech was H.E. Dato Paduka Lim Jock Hoi, Secretary General of the ASEAN Secretariat who shared his valuable insights on ASEAN 2021 and on the ASEAN Comprehensive Recovery Framework (ACRF) which was launched by the ASEAN Leaders last November. He stressed the importance



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of deepening the public-private-partnership between ASEAN and ASEAN BAC to translate the ACRF into concrete results that will impact the lives and livelihoods of the ASEAN people.

Recover. Stronger. Together. SAMA-SAMA: Transcending Beyond Mere Survival only if ASEAN Sticks Together

After the ceremonial hand over of the ASEAN BAC flag to YB Yanty Rahman, she said “The gracious presence of YB Dato Dr Amin Liew, H.E. Dato Lim Jock Hoi and the Ambassador from Vietnam and Brunei’s Ambassador to Vietnam highlights the strong and enduring public-private-partnership cooperation which has served as the main anchor of ASEAN BAC.” She added that at this time of disruption and challenges caused by the pandemic, the call to unity and togetherness among ASEAN member states, both public and private sectors, has never been so compelling.

She proceeded to present and launch the ASEAN BAC’s Chairmanship theme of Recover. Stronger. Together. Sama-Sama which is fully aligned with the Brunei government’s theme and fully supports the ACRF. She further said that “While ASEAN must recover sooner rather than later, it cannot simply aim for survival, but must take advantage of the opportunity to come out even stronger but only if it does things together – Sama-Sama.”

Pursuing the theme of Recover. Stronger. Together. SAMA SAMA, together with its partner champions, the newly installed ASEAN BAC chair presented the plans for ASEAN-BAC under Brunei’s chairmanship in 2021 and expressed her willingness for the public and private sectors to work together to realise shared goals for the future of ASEAN.

About the ASEAN Business Advisory Council

The ASEAN Business Advisory Council (ASEAN-BAC) was established by the ASEAN Heads of State and Government (HOSGs) at the 7th ASEAN Summit in November 2001 in Bandar Seri Begawan, Brunei Darussalam. Launched in April 2003, ASEAN-BAC was set up with the mandate to provide private sector feedback and guidance to boost ASEAN’s efforts towards economic integration.

Aside from providing private sector feedback on the implementation of ASEAN economic cooperation, the Council also identifies priority areas for consideration of the ASEAN Leaders. Accordingly, ASEAN-BAC’s activities are primarily focused on reviewing and identifying issues to facilitate and promote economic cooperation and integration and undertaking programs and projects in support of the AEC Strategic Blueprint 2025.

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Contact

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