

"Beyond the Chair: Malaysia's ASEAN Impact and What Comes Next"



*Dr Rebecca Fatima Sta Maria,
Institute for Democracy and Economic Affairs, IDEAS, Malaysia*

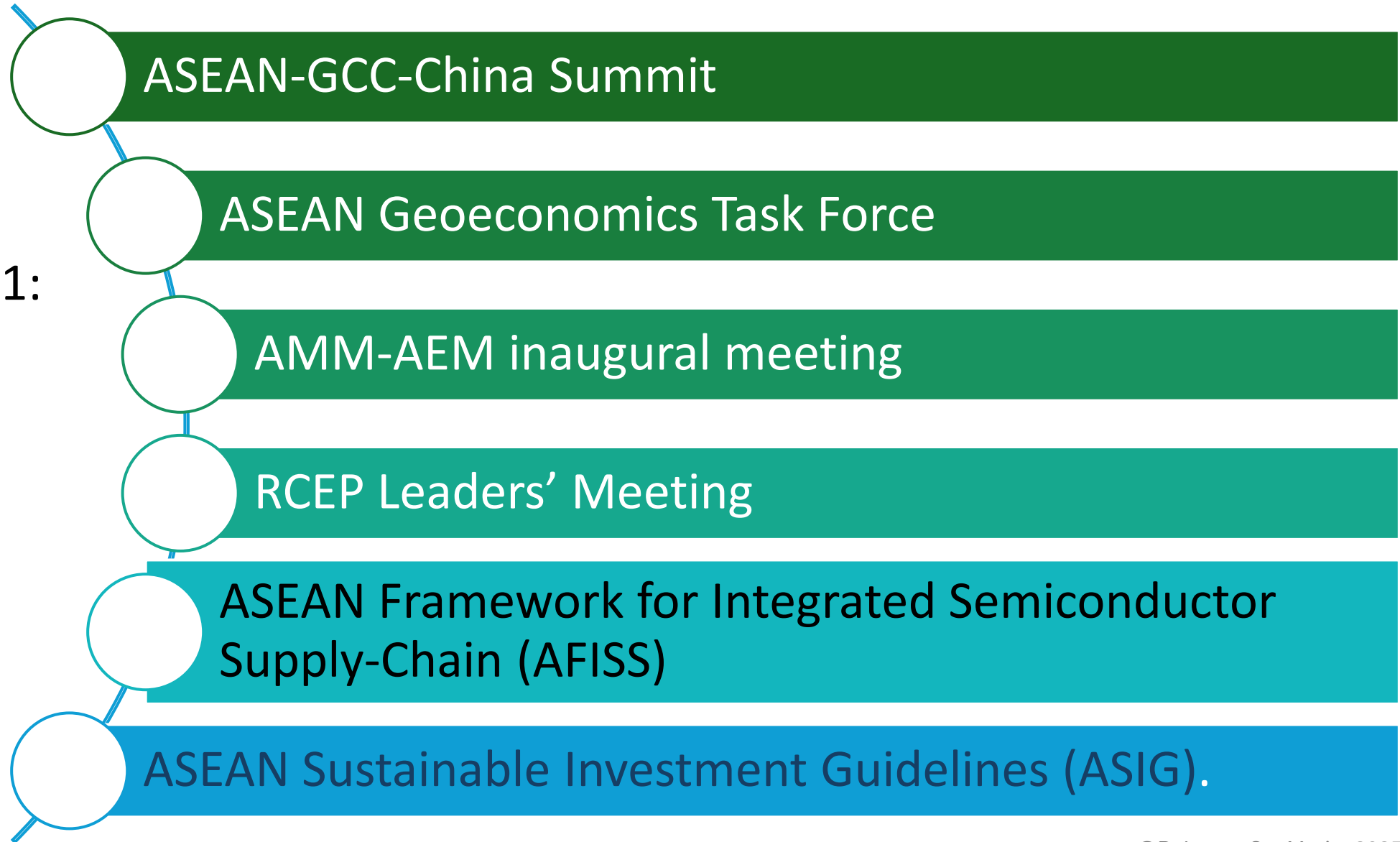
Recapping 18 Priority Economic Deliverables (PEDs)

Four Strategic pillars



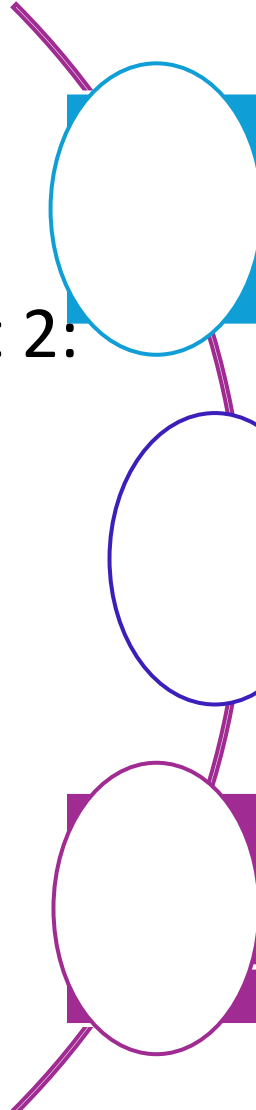
Assessing the deliverables: Strategic Successes

Strategic Thrust 1:
Enhancing trade
and investment



Assessing the deliverables: Strategic Successes

Strategic Thrust 2:
Creating an
inclusive and
sustainable
pathway



ASEAN Sustainable Investment Guidelines (ASIG)

Endorsement of the ASEAN Plan of Action for Energy Cooperation 2026-2030

Establishment of an ASEAN Centre of Excellence for Micro, Small, and Medium Enterprises (MSMEs) in Green Transition

Assessing the deliverables: Strategic Successes

Strategic Thrust 3:
Promoting
integration and
connectivity



Launching the ASEAN Framework for Integrated Semiconductor Supply-Chain (AFISS)

Developing the ASEAN Tourism Outlook

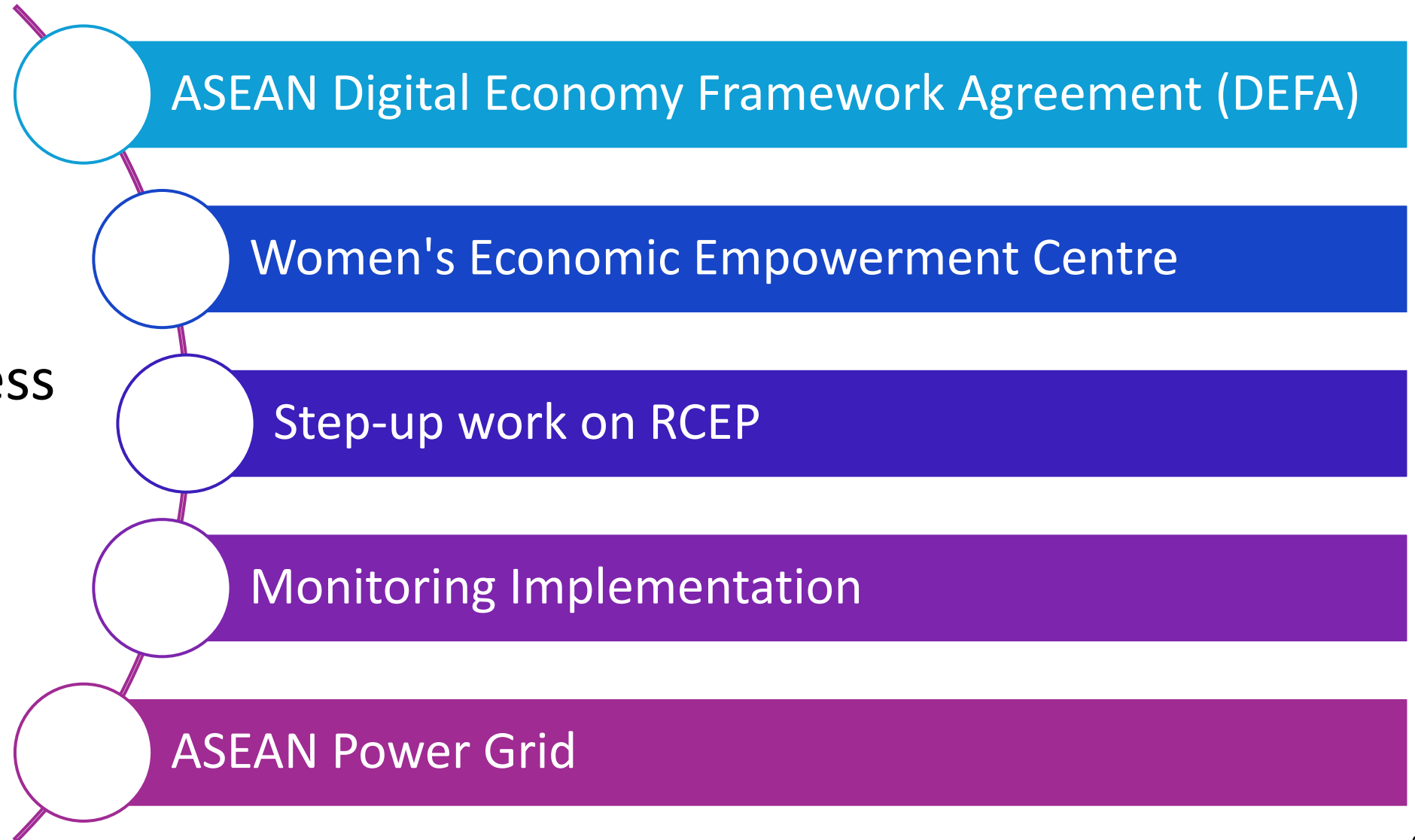
Assessing the deliverables: Strategic Successes

Strategic Thrust 4: Building a digitally resilient ASEAN



Unfinished Business

Work-in-Progress



What's next?

1. Support ABAC initiatives



ASEAN Supply Chain
Coordination Council (ASCCCC)

ASEAN Business Entity

ASEAN IPO Prospectus

Private Sector key asks



2. Build on the work of the ASEAN Geo-Economic Task Force, AGTF



AGTF: vital mechanism for fostering coordinated action and ensuring that ASEAN's responses are both strategic and grounded in collective regional interests

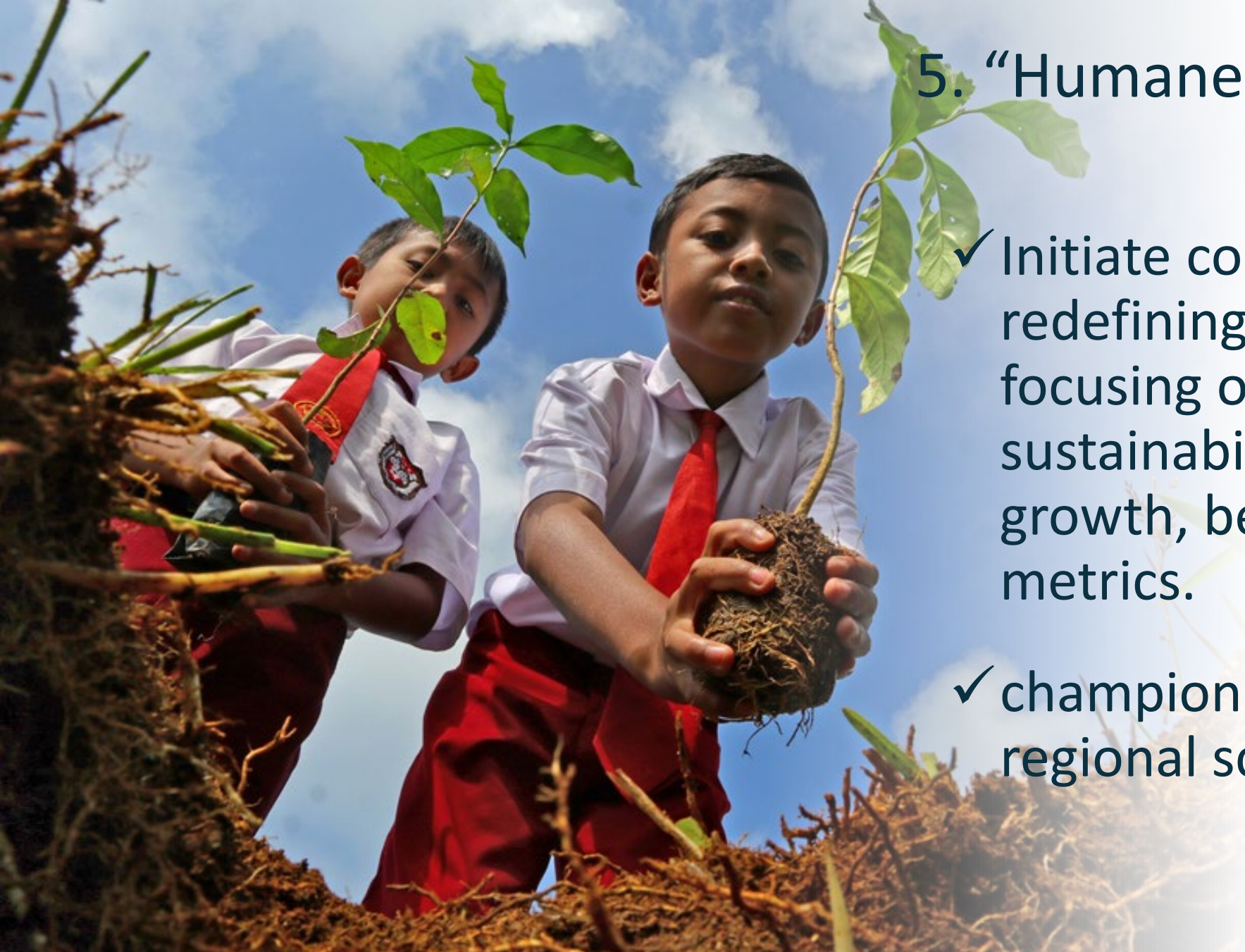
3. Focus on the ease of doing business



- ✓ Better scrutiny of NTMs
- ✓ Eliminate NTBs

4. Work on growing domestic capacity;
Stronger and more affluent middle class for sustainable economic growth...





5. “Humane economic” policies

- ✓ Initiate conversations on redefining economic success, focusing on well-being, sustainability and equitable growth, beyond traditional GDP metrics.
- ✓ champion this approach on a regional scale

6. Build capacity for a Knowledge ASEAN

- Fresh look at ASEAN Think Tank Network:
 - bridging and building ideas for regional transformation
 - a hub for think-tanks to provide policy recommendations, innovative solutions and collaborative strategies to manage the region's pressing challenges.





6. Continue work on institutional reform

- ✓ Strengthen policy messaging
- ✓ Administrative efficiency
- ✓ Follow-through to ensure tangible, long-term change

7. Rethink ASEAN Structure

From



To

