

Empowering the Digital Economy in **ASEAN**



► Economic Integration

► Trade Facilitation

► Trade Finance

► Trade Transparency & Visibility





There must be a clear target that meets the ASEAN citizens' economic needs and aspirations thus ensuring optimal implementation.

Assisting AfT in the **ASEAN** region to achieve its objectives regionally and with its trade partners, by leveraging lessons learned from previous AfT programs and setting a new standard thus meeting the **ASEAN** citizens' urgent economic needs.

Trade Assessment

Assessment of trade efficiency examining critical information related to shipment participants when handling the shipment from shelf-to-shelf.

Education

Sharing the Assessment findings with the selected country's industry representatives, outlining areas of improvement, and presenting the 21st Century Digital Economy Platform (DEP) as the required tool to achieve business excellence.

Empowering the ASEAN Region Service Industry

Provide an exclusive opportunity to the ASEAN service industry to partner with renowned organizations from around the world as a prerequisite step to be part of the global network deploying the

Benchmark Trade Lane (BTL) Deployment

Implementation of the DEP on the preselected four global trade lanes, engaging all parties involved in the trade process from shelf-to-shelf.

BTL Showcase

Event wherein the selected global network with renowned global public and private organizations to showcase the benefits first-hand, triggering the DEP's Global Deployment.

Global Deployment

According to the studies by public and private organizations around the world, 60% of the world trade volume will be managed through the use of the DEP by 2025.

General consensus among public, NGOs, academic and private sector stakeholders is necessary to expedite deployment and offset geopolitical and monopolistic concerns.

Countries: 156

NGOs: 23

The private sector representing 2.7 Million workforce from technology, finance and insurance industries servicing 60% of the world's GDP.

Organizations representing the interests of 60% of the world's SMEs and 122 development banks in 43 countries.



GOALS



TOOLS



ROADMAP



CONSENSUS

Phase 1

Phase 2

Annual savings of trade cost by USD 44 Billion through the reduction of the landed import and export cost from avg. 10% to avg. 6%.

Creating market opportunity for the trade service industry by about USD 1,500 Billion by 2025.

Total job creation up to 5.6 Million for service industry

Increase trade volume by USD 288 Billion through leveraging the lost trade opportunities.

Generating 12.1 Million jobs.

Real Economy Integration

Providing an Ecosystem that permits regional integration of products and services offering with intelligence proficiency to match sellers with targeted buyers. Furthermore, providing the required tools at no cost enabling every participant to reach business excellence from shelf-to-shelf during the course of the trade.

Reduction of Trade Cost

Providing the tools to enhance efficiency of the 6 elements (Integration, Processes, e-Documentation, Tracking & Visibility Competence, Cargo Security) recognized by international organizations around the world as of central importance to logistics and trade performance.

Trade Finance Facilitation

Delivering a smart e-finance matrix that will provide dynamic scoring levels needed to minimize underwriter, transaction and asset recovery risk.

National & International Trade Visibility Dashboard

Providing a self-monitored dashboard ensuring transparency of trade information and volume to public and private stakeholders, thus promoting economic growth and attracting investments.



Phase I - Benefits

Annual Landed Import Export Cost Savings:
USD 44 Billion
Service Industry Market Opportunity:
USD1,500 Billion
Service Job Creation: 5.6 Million

Phase II - Benefits

Trade Volume increase: USD 288 Billion
Job Creation: 12.1 Million (Manufacturing jobs)



ASEAN MUST BE PART OF THE CHANGE THAT ASEAN WANTS TO SEE TOMORROW.

Benefits for ASEAN (sample)

- ⚙️ Reduce ASEAN's annual trade costs by USD 44 Billion.
- ⚙️ Create 17.7 Million new jobs in ASEAN.
- ⚙️ Increase ASEAN trade by USD 288 Billion.
- ⚙️ Create a new USD 1.5 Trillion service market opportunity.
- ⚙️ Provide an agricultural surveillance system to contain food disease outbreaks.
- ⚙️ Provide global real time information on availability of materials needed in emergency situations and mobilizing global logistics to expedite delivery of necessary relief supplies

Challenges for ASEAN (sample)

- ⚙️ SMEs lack real time information sharing with their trade partners resulting in operational inefficiencies and the inability to reach new markets.
- ⚙️ ASEAN has a high cost of trade that inhibits domestic and foreign direct investment and impedes its overall trade competitiveness, regionally and globally.
- ⚙️ ASEAN SMEs represent a high financial underwriting cost and high credit risk therefore they are not able to obtain the necessary financing to expand their business and trade.
- ⚙️ ASEAN needs physical infrastructure investment and lacks the necessary trade information and volume visibility in order to attract and prioritize such investment.

IT'S ABOUT ASEAN'S ECONOMY, JOBS, SAFETY & ENVIRONMENT

The Benefits of the Digital Economy:

The present economic unrest and the uncertainty of the future call on the world to look beyond conventional solutions, learning from history while leveraging 21st century tools. Through the advent of containerization, the resulting increase in trade efficiency was pivotal in reviving the global economy and contributing to global economic growth over the past 60 years. The cargo container secured goods against theft and damage, while also reducing loading costs from USD 5.86 to USD 0.16 per ton.

Today, with the Digital Economy, we can do it again. We can reduce the world's trade cost by USD 1300 Billion every year. This is only the first step in establishing a solid foundation to increase trade by USD 1.2 Trillion, providing a USD 6 Trillion market opportunity for the service industry, generating nearly one hundred million jobs around the world.

In pursuing a sustained economic growth plan; the custodians of the global economy have turned to the Digital Economy without identifying what it should do, where they should start and how much it would cost. We have launched the Digital Economy solution that world leaders demand towards achieving sustained economic growth. This is the New Millennium Standard for Growth (N-MSG) and ASEAN is Part Of It!

The New Message for the ASEAN Region:

Experts worldwide agree that trade is a key factor to sustain economic growth. Accordingly, the Aid for Trade (Aft) Program has been adopted by international organizations as one of the main strategies to grow trade.

Today we witness in the ASEAN region an urgent need to achieve sustained economic growth due to the on-going social and political unrest. In this respect, the margin of error must be at the barest minimal to nil level in order to meet the economic ambitions of the ASEAN region's citizens. Therefore, our actions must present a new message to the region and to the world learning from history while setting a New Millennium Standard for Growth.

Globally, the N-MSG Council is recognized as having the economic goals to meet the aspirations of most world citizens. It also has the roadmap and the required tools to reach the proposed economic goals, as well as the global consensus of its program. All of this represents the proven formula to ensure a successful and rapid delivery of the desperately needed Digital Economy, re-balancing the world economy and providing prosperity for generations to come.