

ASEAN CONFERENCE 2025

AND CO-LOCATED EVENTS

1 - 4 July 2025

ASEAN Integration in a Multipolar World

ORGANISED BY



FOUNDING PARTNERS



Rajah
&Tann
Asia

IN CELEBRATION OF



GOLD PARTNERS



SILVER PARTNERS



DAY 0

WELCOME DRINKS AND DINNER

Share laughter and meaningful conversations with great company!

1 JULY 2025 | 6.30 - 9.30PM
SINGAPORE FLYER LOUNGE
30 RAFFLES AVENUE, SINGAPORE 039803

Kick off ASEAN Conference with welcome dinner and drinks at the Singapore Flyer, where stunning skyline views set the stage for meaningful connections. Mingle with fellow guests including business leaders and entrepreneurs from across the region before enjoying a breathtaking ride aboard one of the world's largest observation wheels. An evening of great company and spectacular sights awaits!



DAY 1

2 July 2025

2:00 - 5:40 PM

Venue: Resorts World Sentosa
Convention Centre

ASEANEXT FORUM

ASEANext is a platform for networking, collaborative ideation, and partnerships, supporting the creation of a vibrant ecosystem of young business leaders who are poised to shape the future of ASEAN. Through the inaugural edition, ASEANext brings together visionary next-generation leaders from across the region to discuss the latest trends and challenges facing the ASEAN business community, opportunities within ASEAN and strategies for growth and resilience.

1:30 PM	Registration and Networking
2:00 PM	ASEANext Spotlight ASEANext Spotlight is a dynamic platform for innovators, entrepreneurs, and changemakers to share bold ideas and transformative projects through a concise 10-minute pitch, inspiring regional collaboration and driving ASEAN's journey toward growth, resilience and a sustainable future.
3:10 PM	Welcome Remarks
3:20 PM	Fireside Chat - Rise and Trade: Unlocking ASEAN Regional Trade Potential As global trade evolves amid economic uncertainty and digital transformation, ASEAN businesses must embrace agility and innovation to stay competitive. This panel brings together seasoned entrepreneurs and business leaders to explore key challenges and opportunities shaping ASEAN's trade future. Through real-world insights and proven strategies, they will uncover actionable ways for businesses to navigate change and thrive in the new era of trade.
4:10 PM	Founders Journey - Lessons in Leadership and Legacy Step into the world of entrepreneurship where bold ideas become thriving businesses, challenges fuel growth, and resilience defines leadership. Hear from visionary founders who have shaped industries, sparked innovation, and built lasting legacies. Whether you're launching your dream or leading change, this conversation offers fresh insights on purpose, perseverance, and the art of building a lasting legacy.
5:10 PM	Singapore Spotlight: Unveiling Opportunities; Partnering ASEAN
5:30 PM	Closing Remarks
5:40 PM	End of ASEANext Forum

CONFIRMED SPEAKERS



Andrew Lim

Group Executive Chairman
GCH Retail (Malaysia) Sdn Bhd



Anggawira

Secretary General
Indonesian Young Entrepreneurs
Association (HIPMI)



Anthony Utomo

Director
Utomodeck Group



Dione Song

CEO
Love, Bonito



Jeshor Loi

Director, Branding and Market
Development
Ya Kun International



Pech Bolene

Executive Vice Chairman, Young
Entrepreneurs Association of Cambodia
and CEO, Westline Education Group



Pham Thi Bich Hue

Vice President, Vietnam Young
Entrepreneurs Association and
Founder & Chairwoman of Western
Pacific Group



Ryan Yap

Head – C.M.L.V (Cambodia,
Malaysia, Laos and Vietnam)
YCH Group



Soukthavy Chowdhury

Board Member of Young
Entrepreneurs Association of Laos
and Chairman of
HSM group of companies



Suhaimi Zainul-Abidin

CEO
Quantedge Capital



Theodore Khng

Chairperson, ASEAN Young
Entrepreneurs Council (Singapore)
and Director, Theo10



Vishal Vijay

CEO
Agrocorp International

DAY 1

ASEAN NIGHT

2 JULY 2025 | 6.30 - 9.00PM

**RESORTS WORLD SENTOSA
CONVENTION CENTRE**

The ASEAN Night serves as pre-ASEAN Conference welcome and networking dinner. It is a prestigious platform that brings together high-level participants from diverse portfolios, including business leaders, senior government officials, and diplomats from across the ASEAN region. This exclusive, by-invite only dinner aims to foster meaningful connections and collaborations among attendees, providing a platform for networking and the exchange of ideas.

6:30 PM	Registration and Pre-Dinner Cocktail Reception
7:00 PM	Welcome Remarks By Mr S.S. Teo, Chairman of Singapore Business Federation; Chairman of ASEAN Business Advisory Council (Singapore); Executive Chairman of Pacific International Lines
7:05 PM	Dinner & Networking
7:45 PM	Fireside Chat with Tan Sri Nazir Razak, Chair of ASEAN Business Advisory Council 2025 Driving ASEAN's Economic Transformation

DAY 2



Launched in 2015, the ASEAN Conference is a premier annual event organised by the Singapore Business Federation, with founding partners UOB, Rajah & Tann LLP, and RSM, that brings together key decision makers from both the public and private sectors across ASEAN to discuss business and investment opportunities. Featuring high-level speakers and thought leaders from Singapore and the region, the conference aims to address challenges, explore opportunities, and drive growth in ASEAN and beyond. Since its inception, it has welcomed over 170 prominent speakers and more than 3,300 participants from 20+ countries across eight editions.

ASEAN CONFERENCE 2025



GUEST-OF-HONOUR



MR GAN KIM YONG

DEPUTY PRIME MINISTER AND
MINISTER FOR TRADE AND INDUSTRY SINGAPORE

3 July 2025



8.00 AM to 5.00 PM



**Resorts World Sentosa
Convention Centre,
West Ballroom**



**Key Highlights: Ministerial Dialogue, Plenary Discussion, Market Breakout Sessions,
Market Advisory Clinic, 1-to-1 Business Matching Sessions, Networking**

DAY 2

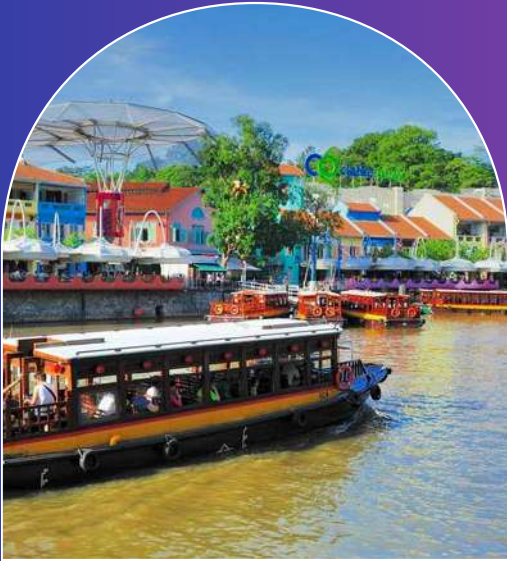
8:00 AM	Registration		
9:00 AM	Welcome Remarks By Mr S.S.Teo, Chairman, Singapore Business Federation		
9:05AM	Opening Address By Mr Wee Ee Cheong, Deputy Chairman & CEO, UOB		
9:20 AM	Ministerial Dialogue ASEAN Integration in a Multipolar World The landscape of international economic and non-economic forces has become increasingly complex with the rise of protectionist policies, new economic powers, and the humanitarian and climate crises impacting the way businesses operate in ASEAN and beyond. Now, more than ever, the ASEAN region needs to double down on opportunities to unite and capitalise on our diverse comparative advantages. By doing so, we can strengthen our resilience, grow our networks and emerge as a dominant player in global trade and investment. This dialogue between Ministers from ASEAN countries explores how each country interprets the mandate of an integrated ASEAN, and their plans to deliver on this going forward.		
10:30 AM	Business Networking and Tea Break		
11:00 AM	Panel Discussion on ASEAN's Challenges & Opportunities in a New World Order As global business grows more complex, companies must balance stability with adaptability. Strategic partnerships, emerging industries, and government policies will be key to navigating this evolving landscape. This session explores ASEAN's expanding role in global trade and how businesses can leverage regional alliances to strengthen integration and connect with other trade blocs. Panellists will share insights on overcoming trade challenges, driving innovation, and forging impactful partnerships, while also examining the role of Business Councils in fostering collaboration and economic growth.		
12:00 PM	Business Networking Lunch Fireside Chat on Shaping ASEAN's Economic Landscape		
2:00 PM	Concurrent Market Breakout Sessions		
	Breakout Track 1: Indonesia	Breakout Track 2: Malaysia	Breakout Track 3: Vietnam
3:30 PM	Market Advisory Clinic & 1-to-1 Business Matching Sessions		
5:00 PM	End of Conference		

DAY 3

4 July 2025

10:00 AM - 12:30 PM

City Tour



REGISTERING FOR ASEANEXT FORUM & ASEAN CONFERENCE

1

Event Sign-up

- Go to: <https://www.gevme.com/asean-conference-2025>
- Click on "Got a promotional code? Enter it here"
- Enter "AYEC100" and tickets are complimentary
- Insert quantity under category "ASEAN Conference 2025 & ASEANext Forum 2025_Bundle Rate"



2

Enter Delegates Information

- Up to 10 delegates can be registered at one go.
- Please go back to the main registration page and register the remaining delegates using the steps above.
- To ensure a seamless experience at the conference, it is crucial that all required information is accurately filled in.



3

Provide Flight and Accommodation Details

- Once you have completed registration for all delegates, please share the delegates' flights and accommodation details with xiaole.koh@sbf.org.sg and edward.tan@sbf.org.sg. Please also indicate the contact persons for your delegation and their mobile numbers.
- A WhatsApp group chat with the PICs will be set up for logistics and administrative discussions.



Note: No online registration is required for the "Welcome Dinner and Drinks" and "City Tour" on 1 and 4 July. The YBLN Secretariat will coordinate participation through the WhatsApp Group chat. "ASEAN Night" is an invite-only event for speakers and select delegates.

PREFERRED HOTELS



HOTEL ORA (SENTOSA)

- <https://www.rwsentosa.com/en/stay/hotel-ora>
- About 5-min walk to the conference venue
- Amenities include gym, co-working space, grab-and-go, pool bar.
- Deluxe Twin or King (Single / Double Occupancy) @ S\$380++ / S\$410++ per night.
- To book, contact Xiaole.koh@sbf.org.sg and Edward.tan@sbf.org.sg

HOLIDAY INN EXPRESS (ORCHARD)

- <https://www.ihg.com/holidayinnexpress/hotels/us/en/singapore/sinex/hoteldetail>
- About 15-min drive to the conference venue (Coordinated group transport will be arranged)
- Amenities include breakfast buffet, grab-and-go and gym.
- Standard Queen (Single / Double Occupancy) @ S\$230++ per night. Standard Twin (Single/Double Occupancy) @ S\$240++ per night.
- To book, contact Xiaole.koh@sbf.org.sg and Edward.tan@sbf.org.sg



LYF (FUNAN)

- <https://www.discoverasr.com/en/lyf/singapore/lyf-funan-singapore>
- About 10-min drive to the conference venue (Coordinated group transport will be arranged)
- Amenities include gym and co-working space
- Studio (Single / Double Occupancy) @ S\$170++ per night.
- Book directly online



FOR ENQUIRIES, PLEASE CONTACT:



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AYEC Subcommittee Chair



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