

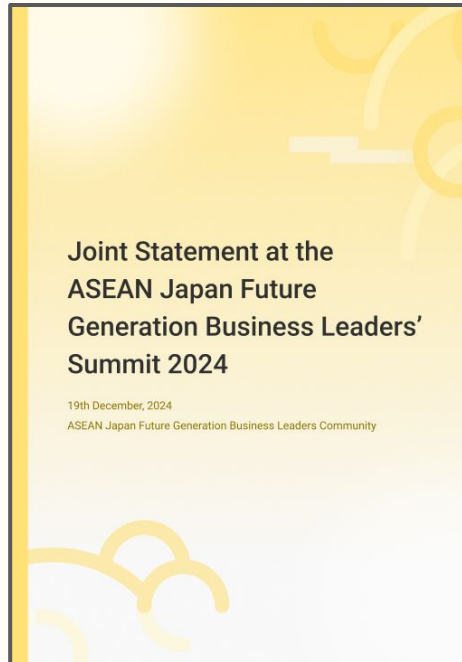


ASEAN Japan
Future Generation
Business Leaders' Summit

Future Generation Policy Proposal

Policy Proposal Joint Statement

Continuous Promotion of “ASEAN-Japan Future Gen Business Leaders Community”



- **Comprehensive Policy Proposals from Six Working Groups:** The ASEAN-Japan Future Gen Leaders Summit brought together six working groups—(1) Business Ecosystem, (2) Human Resources Mobility, (3) Circular Economy, (4) AI & Web, (5) Impact Investment, and (6) Consumer Technology. These groups developed actionable policy proposals addressing pressing social challenges and fostering innovation, sustainable development, and regional prosperity.
- **Reaffirmation of the ASEAN-Japan Leaders Summit:** The Summit reaffirmed the significance of the "ASEAN-Japan Future Gen Business Leaders Community" as a vital platform for strengthening relationships and driving collaboration. Leaders emphasized the importance of shared value creation and enhanced public-private partnerships to position ASEAN and Japan as hubs of innovation and economic growth.
- **Formation of the committee for the ASEAN Japan Future Gen Leaders Community:** To ensure the consistent implementation of policy resolutions and foster ongoing collaboration, the leaders agreed to establish a Steering Committee to accelerate the formation of a community of future generation business leaders from ASEAN and Japan. This body will oversee progress, engage with relevant organizations, and prepare for the third ASEAN-Japan meeting in 2025, ensuring sustained momentum and impactful outcomes.

Make Asia Great Again!

Business Ecosystem

Building a new ASEAN-Japan Relationship

Presented by Kimihiro Katsumi

2024/12/18-20



Issues

Fragmented Regional Networks

- **Inefficient Information Sharing:** The absence of a centralized hub for sharing critical market data, investment opportunities, and regulatory updates hinders collaboration across ASEAN and Japan. Without streamlined access to real-time information, businesses and investors struggle to align strategies and seize cross-border opportunities. Independent local initiatives further fragment the flow of information, slowing regional integration and innovation.
- **Lack of Coordinated Resources:** Without a unified platform for sharing technological developments and research, stakeholders are unable to efficiently pool resources or co-develop solutions. Fragmented support systems and country-specific initiatives prevent collaboration in areas like AI and renewable energy, limiting the region's ability to leverage collective strengths and address shared challenges.
- **Barriers to Effective Talent Mobility and Development:** The lack of coordinated programs for talent exchange and skill development creates significant barriers to workforce integration and regional cooperation. Limited talent exchange programs and fragmented support for cross-border mobility make it difficult for businesses to bridge cultural and technical gaps, stifling the development of a unified regional talent pipeline.

Lack of Trade Facilitation & Market Access

- **Lack of Trade Facilitation and Market Access:** Despite the potential for strong trade relationships between ASEAN and Japan, significant barriers hinder trade facilitation. Complex customs processes, inconsistent regulations, and logistical challenges create delays and increase costs, undermining trade efficiency. While many products benefit from reduced tariffs under JACEP, high tariffs and non-tariff barriers persist, restricting market entry. Transport bottlenecks in key areas further impact the movement of goods to Japan, limiting the region's ability to capitalize on trade opportunities.

Issues

Lack of Trade Facilitation & Market Access (continued)

- **Limited Market Access for ASEAN Exports to Japan:** ASEAN exporters face considerable challenges in accessing the Japanese market due to high tariffs, stringent regulatory requirements, and limited knowledge of market entry strategies. While JACEP has reduced tariffs on some products, many still encounter barriers that restrict trade. These obstacles, combined with inefficiencies in transport networks, prevent ASEAN exporters from fully leveraging their potential in the Japanese market.

Infrastructure Development

- **Regional Disparities in Infrastructure Development:** Uneven infrastructure development across ASEAN countries hampers regional connectivity and efficiency. While some nations have advanced logistics networks and modern facilities, others face significant gaps, creating bottlenecks that disrupt trade and economic integration. These disparities limit the overall potential for ASEAN-wide growth and collaboration.
- **Resource Shortages in Infrastructure Projects:** Insufficient funding, outdated technology, and a lack of skilled labor slow the progress of infrastructure projects across ASEAN. These resource shortages make it difficult to address critical gaps in connectivity, logistics, and sustainability, leaving many regions underdeveloped and uncompetitive.
- **Delays in Smart Infrastructure Adoption:** The slow adoption of IoT, AI, and other smart technologies hinders ASEAN's modernization efforts. Delays in implementing these advanced systems prevent the region from optimizing its infrastructure for efficiency, scalability, and future growth.
- **Gaps in Sustainability Efforts:** While some ASEAN countries have made significant strides in renewable energy and sustainable infrastructure, others lag behind. Uneven progress in sustainability efforts creates a fragmented approach to addressing climate change and reduces the region's ability to transition toward greener economies.

Proposed Solutions

Collaboration Hub across Japan and ASEAN countries



- **Collaboration Hubs with Centralized Coordination:** Establish a network of collaboration hubs across ASEAN and Japan to leverage localized strengths and regional expertise. These hubs will integrate market research, technology development, and training programs under a unified ASEAN-Japan framework, enabling efficient resource pooling, data sharing, and co-development of innovative solutions. Country-specific centers will connect to a centralized platform, focusing on pilot projects such as AI-powered analytics and renewable energy, serving as scalable testbeds for broader implementation.
- **Public-Private Partnerships for Development:** Accelerate the establishment of collaboration hubs through public-private partnerships. Governments should provide seed funding and infrastructure support, while private stakeholders contribute expertise and drive innovation, ensuring the hubs' long-term success.
- **Talent Exchange and Development Programs:** Introduce talent exchange programs to address human resource needs, combining technical education with cultural training. These initiatives will include cross-border internships, joint research efforts, and immersive experiences to foster mutual understanding and enhance collaboration between ASEAN and Japan.

Proposed Solutions

Trade Facilitation and Market Access



- **Japan-ASEAN Free Trade Zone and Harmonized Standards:** Create a free trade zone with harmonized customs procedures, digitized trade documentation, and uniform standards to lower barriers for SMEs and enhance trade flows.
- **Integrated Logistics Hubs and Digital Platforms:** Develop logistics hubs supported by digital platforms to connect smaller suppliers to larger markets, improving efficiency and trade connectivity across the region.
- **Incentives for Sustainable Trade Practices:** Introduce tax breaks and other incentives for businesses adopting sustainable trade practices, and support regional e-commerce platforms to boost cross-border trade.

Sustainable Infrastructure and Development



- **Sustainable Infrastructure Investment:** Build sustainable infrastructure focusing on green buildings and smart cities with energy efficiency, water management, and renewable energy integration to enhance resilience.
- **Smart Transportation Systems:** Leverage AI & IoT to create smart transportation systems, optimizing urban mobility and reducing logistical bottlenecks.
- **Eco-Industrial Parks for Sustainable Growth:** Collaborate on eco-industrial parks that combine economic growth with environmental conservation, serving as hubs for green industries.
- **Financial Models for Resource Mobilization:** Mobilize resources for sustainable projects through mechanisms like green bonds and public-private co-investment models to ensure successful implementation and scalability.

Expected Outcomes

Widening Up Networks and Access to Information



- The collaboration hub will allow ASEAN nations and Japan to work more efficiently together in areas like business growth, market expansion, technological advancement, and workforce planning, ultimately boosting the economies of both parties.

Seamless Cross-border Trading



- **Seamless Cross-Border Trading:** The establishment of uniform standards and streamlined customs procedures across ASEAN and Japan will enable seamless cross-border trading. This will reduce delays, lower costs, and improve efficiency, fostering stronger economic ties and boosting trade volumes.
- **Centralized Information for Regulation and Taxation:** A centralized database of regulatory and taxation information for foreign businesses will enhance transparency and accessibility. This resource will simplify compliance for businesses, especially SMEs, facilitating smoother market entry and operations.
- **Simplified Trade Documentation and Procedures:** Simplifying trade documentation and procedures will enable SMEs to access regional and global markets with greater ease. These measures will lower barriers for small businesses, fostering inclusivity and increasing their participation in international trade.

Expected Outcomes

Support for Development of Sustainable Infrastructure



- **Enhanced Logistics and Smart City Development:** Investing in sustainable infrastructure, such as solar-powered warehouses and smart transportation systems, will improve logistics efficiency and accelerate smart city development across ASEAN.
- **Public-Private Partnerships for Innovation:** The creation of public-private partnerships will foster private investment and drive innovation in sustainable infrastructure projects, ensuring shared responsibility and long-term impact.
- **Energy-Efficient Building Designs:** Efficient building designs integrated with renewable energy systems will reduce energy consumption, supporting regional efforts to lower carbon footprints and promote sustainability.
- **Access to Sustainable Materials:** The distribution of sustainable materials across countries will enable eco-friendly development and contribute to environmental improvements, fostering a greener future for ASEAN.

Members

Japan



Kimihiro Katsumi

Founder / allesgood

Forbes 30-under-30 Asia 2024 -Consumer Technology-Born in Tokyo, Japan. Founded allesgood, a Tokyo-based company, while still in university. Currently operates "BaseMe," a next-generation career support platform leveraging AI and LLMs. BaseMe has been adopted by over 150 companies, including Toyota, JT, Accenture, and Nestlé. Selected for the Consumer Technology category in "Forbes 30 Under 30 Asia 2024," which recognizes 30 Asians under 30 who are changing the world that has raised a total of \$5M in Series Pre-A funding, lead by WiL and Cyber Agent Capital.

Japan



Rika Nishizawa

CEO / Chai

Forbes Japan 30 Under 30 2023 -Business & Finance & impact-.Chai is a Japanese startup on a mission to revolutionize customer engagement and e-commerce for small and medium-sized businesses. Through its platform, "BuyChat," Chai enables businesses to seamlessly integrate product recommendations, sales, payments, and follow-ups—all within the familiar environment of LINE chat. By harnessing personalized, conversational experiences, BuyChat empowers businesses to deliver exceptional customer service and build stronger connections with their customers. The company has raised a total of 280 million yen.

Japan



Yutaro Nakanishi

Co-founder & CEO / TENTIAL Inc.

Forbes 30-under-30 Asia 2023 -Retail & E-commerce- & Forbes 30 Under 30 Asia 2024. Born in Saitama, Japan. His dream was to become a professional soccer player, but this dream was cut short during my high school years due to illness. This experience sparked his interest in entrepreneurship field. After working in business development at Infratop (now DMM Group) and Recruit Career (now Recruit), He founded TENTIAL Inc. in February 2018. The following year, we launched the wellness brand TENTIAL. TENTIAL create impact on society by establishing a system that can give back to society through sports conditioning business.

Members

Indonesia



Andre Septiano

Co-founder & CFO / Fresh Factory

Forbes 30-under-30 Asia 2023 -Logistics & Transportation-Andre is cofounder and CFO of Fresh Factory, Fresh Factory is an integrated cold chain fulfillment company specializing in storing and delivering chilled, frozen, and dry goods. In between 4 years of establishment, the company use own WMS and IoT in over 40 warehouses to monitor, track, and trace the product location and temperature, among other function. With this widest network of fulfillment center and heavy technology, Fresh Factory help more than 300 enterprises to distribute their product to their outlet or customers. Backed by reputable investor such as East Venture, Saratoga, SBI Ven Cap, and others, Fresh Factory aim to have more than 100 network of fulfillment center to brings more cost efficiency for enterprises in Indonesia and region of SEA.

Indonesia



Graceila Putri

Co-Founder / Juragan Material

Forbes 30-under-30 Asia 2024 -Industry, Manufacturing & Energy-Graceila Putri co-founded Juragan Material in 2021. This startup operates as a B2B platform that allows contractors and property developers to buy structural, electrical, and MEP materials directly from verified vendors, including brand owners and primary distributors. By offering a more contemporary procurement method than traditional methods like phone calls and texts, the company caught the attention of investors. In 2022, Juragan Material raised \$4 million in seed funding from investors such as Argor VC and SIG.

Thailand



Khanisorn Meepong

Co-Founder & CEO / 24 Solution Group

Forbes 30-under-30 Asia 2024 - Consumer Technology -24X, a dynamic Thai startup Series B Stage, is on a mission to deliver STOPLESS INNOVATION for a blissful living. We've raised a remarkable \$12 million, achieving a \$30 million valuation. With over 100,000 jobs completed and 2,000+ business clients served in maintenance, installation, and construction, our impact is undeniable. Since our inception, our revenue has soared by 459% from 2018 to 2023. This exponential growth has created better living and countless career opportunities for technicians and handymen across Thailand, empowering them to develop new skills, earn sustainable incomes, and secure stable jobs. We are committed to supporting our community by sourcing materials from local vendors, boosting their businesses alongside ours. We ensure satisfaction for all our stakeholders—happy customers, skilled technicians, and thriving material vendors.

A Comprehensive Framework Empowering Inclusive Growth between ASEAN and Japan

Human Resources Mobility

Building a new ASEAN-Japan Relationship

Presented by Patrick Aritonang

2024/12/18-20



Issues

Barriers to Skilled Worker Mobility



- **Lengthy Visa Processes:** Lengthy and inconsistent visa procedures restrict the movement of skilled professionals across borders.
- **Qualification Recognition Issues:** Inconsistent standards for professional qualifications hinder workforce mobility.
- **Information Gaps:** A lack of accessible information on job opportunities, legal rights, and regulations creates uncertainty for skilled workers.
- **Financial Constraints:** Even with the necessary skills, many workers cannot afford to pursue opportunities abroad.

Mismatch Between Skills and Industry Needs



- **Training Misalignment:** Educational and vocational training programs often fail to align with current industry demands.
- **Limited Retraining Opportunities:** Insufficient retraining and upskilling programs leave workers unprepared for changing market needs.
- **Unequal Access to Education:** Disparities in access to quality education and training persist, exacerbating skill gaps.

Issues

Social Exclusion of At-Risk Groups



- **Stigma and Discrimination:** Societal biases against at-risk groups, such as ex-offenders, create barriers to employment and reintegration.
- **Limited Reintegration Programs:** Access to effective support services for reintegration varies across countries.
- **Lack of Inclusive Hiring Practices:** Businesses often lack policies to support hiring individuals from marginalized groups.

Fragmented Regional Cooperation



- **Cohesion Challenges:** A lack of cohesive regional strategies limits the effectiveness of initiatives to improve workforce mobility and inclusion
- **Insufficient Data Sharing:** Limited exchange of information on labor markets and best practices hinder collaboration
- **Weak Coordination:** Stakeholders, including governments, businesses, and NGOs, struggle to align efforts, delaying progress on shared challenges

Proposed Solutions

Establish a comprehensive framework that streamlines skilled worker mobility while simultaneously promoting social inclusion through targeted reintegration and employment programs, supported by enhanced information accessibility and robust support systems.

Unified Digital Platform for Enhanced Mobility and Inclusion (ASEAN-JPass)



- **Streamlined Visa Process:** Consolidate visa applications, document submission, and status tracking for all categories of workers, including skilled professionals and at-risk group, e.g. ex-offenders participating in reintegration programs.
- **Mutual Recognition of Qualifications (MRQ) Integration:** Integrate the MRQ framework into the platform to facilitate seamless recognition of skills and qualifications.
- **Ex-Offender Reintegration Module:** Include a dedicated module for ex-offenders participating in approved reintegration programs, facilitating access to job opportunities and support services.
- **Centralized Information Hub:** Provide comprehensive information on visa requirements, labor regulations, job opportunities, cultural resources, and reintegration programs in multiple languages.

Targeted Training and Skills Development Programs



- **Industry-Specific Skills Training:** Offer training programs aligned with industry needs in both ASEAN and Japan, addressing skills gaps and improving employability for all workers.
- **Cultural immersion and integration:** Provide young talent immersion programs not unlike university exchanges for potential students starting from High School.
- **Vocational Training for At-risk groups:** Provide vocational training within correctional facilities and upon release, focusing on marketable skills and connecting participants with potential employers.

Proposed Solutions

Incentives and Support for Inclusive Employment:



- **Incentives for Hiring at risk groups:** Offer tax incentives, subsidies, or other forms of support to businesses promoting their reintegration into the workforce
- **Support Services for All Workers:** Provide access to counseling, mentorship, and other support services for both skilled workers and ex-offenders, facilitating their successful integration into the workforce and society

Strengthened Regional Collaboration and Information Sharing:



- **Establish a Regional Task Force:** Create a task force comprising government agencies, NGOs, businesses, and relevant stakeholders to oversee the implementation of the framework, ensure effective coordination, with consistent drumbeat and accountable KPIs
- **Promote Data Sharing and Best Practices:** Facilitate the exchange of data, research, and best practices related to human resource mobility and ex-offender reintegration among ASEAN countries and Japan.

Expected Outcomes



- **Increased Workforce Mobility:** A unified digital platform and streamlined visa processes will enable a more efficient flow of skilled professionals between ASEAN and Japan, reducing bureaucratic delays and enhancing cross-border collaboration.
- **Improved Integration for At-Risk Groups:** Dedicated modules for ex-offender reintegration, coupled with vocational training and incentives for inclusive hiring, will reduce recidivism rates and foster successful reintegration into the workforce and society.
- **Reduced Skills Mismatches:** Targeted industry-specific training programs and cultural immersion initiatives will address skills gaps, aligning worker competencies with market demands and driving economic growth.
- **Greater Social Inclusion:** Comprehensive support services and tailored vocational pathways will promote social inclusion, reducing inequalities and enabling marginalized groups to contribute meaningfully to regional economies.
- **Strengthened Regional Cooperation:** A regional task force and enhanced data sharing will ensure effective collaboration among stakeholders, driving innovation, accountability, and best practices in human resource mobility and social inclusion across ASEAN and Japan.

Members

Indonesia



Patrick Aritonang

COO / Panbil Group

With over nine years of experience in high-stakes operations and development, my journey has been anchored in driving growth for Panbil Group, a leader in real estate, industrial zones, and utilities. My mission aligns with creating sustainable and profitable environments, underscored by a keen focus on real estate development and urban infrastructure. This aligns seamlessly with Panbil's vision, and together, we strive to foster communities through innovative living solutions and essential services. At the helm of Panbil Group, my role has been pivotal in shaping premium housing, hospitality, retail, and utility sectors. Leveraging skills in business development and statistical data analysis, I've successfully steered Panbil Industrial Estate and Panbil Properties towards new horizons. My strategic approach has empowered the organization to excel in delivering real estate & power solutions, underlining our commitment to sustainable development and operational excellence.

Cambodia



Chea Chetra

General Manager /
PPF Yummy Manufacturing Co., Ltd.

Chetra CHEA is the general manager of PPF Yummy Manufacturing Co., Ltd., bringing over a decade of experience to his role. He has led commercial departments in prominent beverage manufacturing companies in Cambodia and has recently transitioned to the PPF Yummy Manufacturing Food Industry since PPF was established. His extensive expertise encompasses various aspects of sales, marketing, and trade marketing. Chetra is particularly skilled in developing channel strategies, segmenting channels effectively, executing activations, and designing promotional campaigns. His leadership and strategic insight have consistently driven growth and innovation, making him a key figure in the Cambodian manufacturing sector of authentic Khmer ready-to-eat food. Chetra has achieved many key milestones including HACCP & GMP certificate, product shelf-life extension, exported to Korea & New Zealand, etc. PPF Yummy Manufacturing Co., Ltd. was established in 2021.

Japan



Akihiko Shimoyama

CEO / Senjin Holdings.

Role: Art Program Director in the Summit(tentative) Born in Hiroshima. Enrolled in University of Tokyo. He participated in various competitions. He won the Career College 2016, a business competition hosted by Mynavi, and achieved first place in investment returns in an investment contest hosted by Bloomberg, making him the national champion in three different fields. In October 2017, he founded CoinOtaku Inc., aiming to "advance the cryptocurrency market with reliable information." Within six months, CoinOtaku grew to become a leading media outlet in the industry, consistently achieving over 1 million monthly page views and more than 10 million yen in monthly profits. In July 2020, he sold CoinOtaku to a listed company for approximately 600 million yen. In March 2021, he graduated from the University of Tokyo and pursued a master's degree in design at Tokyo University of the Arts, aiming to become a social sculptor creating across both business and art.

Members

Singapore



Guang Jin Yeo

Founder / 1 Up Media

Forbes 30-under-30 Asia 2024 - Media, Marketing & Advertising-Yeo Guang Jin is the founder of Singapore-based 1UpMedia, a podcast production house that hopes to change the way the world engages with Asia. 1UpMedia is the first Asian podcast production house that made it into the prestigious Ambies 2024, competing against heavy weights like Sony Music, and Warner Bros Entertainment. The company's series Heinous (Asian crime stories), Empires (business and corporate conflict in Asia), and Post Love (narratives of Love) won top spots on Spotify charts. In 2023, 1UpMedia was named as Best Asian Podcast Publisher of the Year by RadiInfo.

Viet Nam



Tien Mai

Founder / SheCodes Vietnam

Tien is the founder of SheCodes Vietnam, a non-profit organization that aims to inspire and support Vietnamese female professionals to learn more about technology. In 2020, SheCodes was awarded as the Ambassador of Gender Equality by UN Women and Irish Embassy in Vietnam. It also organizes the first all-female hackathon in Southeast Asia, attracting thousands of applicants across the country.

ASEAN-Japan EcoLink (AJEL)

Decarbonization & Circular Economy

Building a new ASEAN-Japan Relationship

Presented by Lydet Pidor

2024/12/18-20



Issues

Over-Reliance on Fossil Fuels



ASEAN countries and Japan continue to depend heavily on fossil fuels, creating significant barriers to achieving decarbonization goals. This dependency hampers the adoption of cleaner energy sources and perpetuates environmental degradation:

- **Cambodia:** Predominantly reliant on coal and hydropower, with solar energy accounting for only 6.67% of its energy mix, limiting progress toward a diversified and sustainable energy portfolio.
- **Brunei:** Faces challenges with minimal adoption of solar energy and overdependence on landfill systems, impeding its transition to renewable solutions.
- **Malaysia:** Industrial activities contribute significantly to greenhouse gas emissions, while circular economy practices remain underdeveloped.
- **Japan:** Relies on imports for 77% of its energy needs, primarily fossil fuels, underscoring vulnerabilities in its energy security and sustainability.

Limited Renewable Energy Infrastructure



The development and integration of renewable energy infrastructure across ASEAN remain insufficient, restricting diversification and innovation in energy systems. Collaborative efforts between ASEAN and Japan are underutilized, missing opportunities for technology transfer and joint advancements:

- **Infrastructure Gaps:** Many countries lack the foundational infrastructure needed to support large-scale renewable energy deployment, such as wind farms, solar grids, and waste-to-energy systems.
- **Collaborative Potential:** Current levels of collaboration between ASEAN and Japan in energy infrastructure development remain limited, leaving significant opportunities for joint initiatives unexplored.
- **Innovation Deficit:** A slow pace of technological innovation in renewable energy solutions hinders the region's ability to scale up efficient, cost-effective alternatives to fossil fuels.

Issues

Inefficient Resource Management



Waste management in ASEAN faces critical challenges, resulting in significant environmental impacts, including unmanaged waste, pollution, and resource inefficiency. These issues are compounded by limited circular economy adoption and inadequate supply chain accountability:

- **Cambodia:** Phnom Penh produces 3,000 tons of waste daily, with minimal recycling infrastructure, leading to increasing environmental degradation.
- **Brunei:** Each person generates 1.72 kg of waste daily, with a growing reliance on landfills exacerbating long-term waste management issues.
- **Systemic Challenges:** A lack of holistic approaches to production and waste management across supply chains limits the adoption of circular economy principles, preventing resource optimization and sustainability.

Lack of Public Awareness about Sustainability



Low levels of public awareness and engagement in sustainability practices hinder efforts to promote a circular economy and reduce environmental harm in ASEAN. Key gaps include:

- **Underdeveloped Grassroots Initiatives:** Community-driven programs, such as recycling campaigns and waste reduction initiatives, are limited in scope and impact across ASEAN.
- **Consumer Behavior:** There is insufficient emphasis on reducing waste generation and conserving energy, which undermines broader sustainability efforts.
- **Knowledge Sharing Gaps:** While Japan has successfully implemented advanced public education campaigns on sustainability, these initiatives are not widely shared or adapted across ASEAN, leaving significant gaps in public understanding and participation.

Proposed Solutions

Green Innovation and Technology Transfer



- **Deployment of Clean Energy Technologies and Expansion of Green Energy Solutions:** ASEAN nations can adopt solar, biomass, hydrogen, and offshore wind technologies with Japan's expertise. Within two years, pilot projects in solar, offshore wind, biomass, and geothermal energy can be initiated to showcase scalability. Over the next four years, these initiatives can expand into large-scale renewable energy infrastructure, including solar farms, hydrogen plants, and smart grids. Green hydrogen, battery storage, and advanced energy systems will further enhance sustainability and energy resilience across the region.
- **Promotion of Electric Mobility:** Encouraging the adoption of electric vehicles and electricity-based public transportation systems can address transportation emissions. Tailored solutions for each ASEAN country will ensure effective integration and contribute to decarbonization efforts.
- **Establishment of Centralized Recycling Systems:** Joint ASEAN-Japan investments will support the development of centralized recycling and waste-to-energy facilities. Pilot programs focusing on recycling plastics and electronic waste will utilize Japan's advanced technologies, setting benchmarks for broader adoption.
- **Facilitation of Technology Transfer and Funding:** Japan's initiatives, including the Asia Energy Transition Initiative (AETI) by METI and the Science and Technology Research Partnership for Sustainable Development (SATREPS) by JICA, will enable technology transfer and funding. These programs will drive advancements in waste management and energy innovation, fostering circular economy practices.
- **Promotion of Advanced Decarbonization Technologies:** Financial and technical assistance from Japan will incentivize ASEAN industries to adopt cutting-edge decarbonization technologies. Programs such as NEDO's clean energy innovation initiatives and Japan's Official Development Assistance (ODA) will provide the resources needed to implement these solutions effectively.
- **Mutual Benefits from ASEAN-Japan Green Investments:** ASEAN and Japan can achieve significant environmental and economic gains through joint investments in green projects. These investments can focus on renewable energy development, efficient waste management systems, and sustainable infrastructure, fostering a collaborative approach to regional sustainability.

Proposed Solutions

Capacity building and policy alignment



- **Training Programs for Policymakers and Industry Leaders:** Tailored initiatives for policymakers and industry leaders will focus on implementing circular economy practices and advanced decarbonization strategies. These programs will build the knowledge and capacity needed to adopt sustainable practices across ASEAN countries.
- **Development and Integration of Regional Policy Frameworks:** A unified regional framework incentivizing decarbonization and waste reduction can align ASEAN-Japan policies. This includes introducing standardized energy-efficient practices in key industries, such as oil and gas in Brunei and agriculture in Malaysia. Aligned energy policies and standards between ASEAN and Japan will scale up circular economy practices, harmonize regulatory frameworks, and ensure consistent implementation across the region.
- **Public-Private Sector Collaboration:** Collaboration between policymakers, entrepreneurs, and engineers from both ASEAN and Japan will drive the development and execution of these aligned strategies. Public-private partnerships will ensure that policy objectives are translated into actionable solutions, fostering widespread industry adoption and sustainability impact.

Regional Circular Economy Platform



- **Collaboration Platform for Governments, Businesses, and Academia:** Establish a dedicated platform to encourage collaboration among stakeholders, promoting the utilization of the AZEC initiative (Asia Zero Emission Community) to drive regional decarbonization and circular economy efforts.
- **Integration of Circular Economy in Industrial Parks:** Develop eco-industrial parks that integrate circular economy principles, leveraging Japanese expertise to create sustainable hubs for industry and innovation.
- **Development of Nature-Based Carbon Credit Markets:** Create a nature-based carbon credit market in ASEAN-Japan, supporting decarbonization initiatives. For example, "Green Carbon," headquartered in Tokyo, is developing decarbonization projects across Southeast Asia, which can serve as a model for similar initiatives.

Proposed Solutions

Community awareness and engagement



- **Educational Campaigns for Sustainability:** Launch targeted educational campaigns to promote waste segregation, recycling, and sustainable consumer behavior, raising public awareness and fostering a culture of environmental responsibility while ensuring these technologies are accessible and beneficial to the public.
- **Support for Grassroots Initiatives:** Encourage grassroots programs, such as community recycling drives, to engage local communities and create bottom-up momentum for recycling and sustainable practices.
- **Co-Research and Innovation Programs:** Establish co-research initiatives between ASEAN and Japanese institutions focusing on clean energy innovations, circular product design, and sustainable manufacturing to advance shared goals in decarbonization and the circular economy.
- **Skill Development and Exchange Programs:** Facilitate upskilling, knowledge exchange, and support for focused groups and companies in ASEAN and Japan. Promote initiatives that create value-added products from waste, such as upcycling plastics and clothing, producing fertilizers from manure or leftover fish catches, and generating fish feed using food waste and black soldier flies.
- **Pilot Recycling Programs:** Establish pilot programs for recycling plastics and electronic waste in ASEAN nations, utilizing advanced Japanese recycling technologies to set scalable benchmarks for circular economy practices.
- **Raising Awareness and Educating Stakeholders:** Promote ASEAN-Japan collaborations to engage and educate various stakeholders, including policymakers, businesses, and the general public, on circular product design, sustainable manufacturing, and the benefits of a decarbonized economy.

Expected Outcomes

Clean energy adoption across ASEAN



- Widespread adoption of clean energy across ASEAN, reducing reliance on fossil fuels and lowering greenhouse gas emissions while improving energy security.
- Accelerated deployment of renewable energy infrastructure, fostering economic growth, creating green jobs, and advancing regional sustainability goals.

Improved recycling rates and waste management systems



- Improved recycling rates and waste management systems across ASEAN, leading to more efficient resource use, reduced landfill waste, and enhanced environmental sustainability.
- Strengthened infrastructure for waste-to-energy systems, creating economic opportunities, reducing carbon emissions, and supporting the transition to a circular economy.

Stronger ASEAN-Japan partnerships driving sustainability



- Stronger ASEAN-Japan partnerships driving collaborative sustainability initiatives, including the adoption of renewable energy, circular economy practices, and environmental technologies across the region.
- Enhanced knowledge exchange and technology transfer between ASEAN and Japan, fostering innovation, accelerating green projects, and positioning both regions as leaders in global sustainability efforts.

Expected Outcomes

Significant reductions in carbon emissions



- Significant reductions in carbon emissions across ASEAN, driven by the widespread adoption of renewable energy, energy-efficient technologies, and circular economy practices.
- Enhanced regional climate resilience, with ASEAN nations transitioning towards low-carbon economies, contributing to global efforts to meet climate goals and reduce environmental impact.

ASEAN economies transitioning to circular models, creating green jobs



- A shift toward circular economic models will support resource efficiency, reduce waste, and create green jobs, ensuring sustainable economic growth.

ASEAN-Japan emerged as a global leader in sustainability practices



- Joint initiatives will establish ASEAN-Japan as a global benchmark for innovative sustainability practices, demonstrating the potential of regional collaboration in addressing environmental challenges.

Members

Cambodia



Pidor Lydet

Founder & CEO / Tech for Kids Academy

Lydet PIDOR is an innovative serial entrepreneur and visionary, committed to shaping the future through technology education and innovation. As the Founding CEO of Tech for Kids Academy, Lydet has focused on equipping the future generation with necessary digital literacy and social entrepreneurship mindset to thrive in the ever-evolving digital landscape. His academy has empowered thousands of students across Cambodia, fostering creativity, problem-solving, and critical thinking from an early age. Through hands-on learning and cutting-edge educational tools, Lydet has made a lasting impact on the next generation, preparing them to excel in a digital-first world. His work embodies the belief that education and technology are the keys to unlocking future opportunities and driving societal progress in the new economy.

Cambodia



Sochenda Aok

Founder / ZEROW

Forbes 30-under-30 Asia 2024 - Media, Marketing & Advertising-Sochenda Aok, known as Cambodia's "Zero Waste Girl", is working on raising awareness on sustainable consumption and climate change. She introduced the concept of zero waste in Cambodia in the late 2018. Now working on building a conscious community through digital platforms, by launching ZEROW, a zero waste education platform. She started creating content to inspire people to take action by showing simple ways that we all can do. With around 87,000 followers on Facebook, around 56,000 on Tiktok, and a growing audience on YouTube and Instagram, Sochenda has been a role model for the Cambodian youth to be mindful of their consumptions and to take climate actions.

Brunei Darussalam



Ahmad Fathi

Founder / Fatih Aquaculture

Fatih Aquaculture Since its inception in July 2020, Fatih Aquaculture has been at the forefront of revolutionizing the seafood industry in Brunei. Started from a backyard farm utilizing RAS technology. In 2022, Fatih Aquaculture ventured into seacage farming, exponentially expanded into two farm sites with 350 cages focusing on the culture of Marine Red Tilapia, Asian Seabass and Mangrove Red Snapper. Sister company established recently for the RnD of end products. Fatih Aquaculture vision is to adapt the vertical integrated system into the supply chain of the company. Alya PlayhouseA Childcare Centre established in 2020, with 3 school branches and run by fully local team members. To integrate the early child education system with Islamic essence of life into the daily lives of the children and eventually visions to venture further into the education system such as private nursery, primary schools and etc.

Members

Japan



Naho Yashiro

Founder & CEO / MizLinx

Forbes 30 Under 30 2023 -Technology & Science & Local-MizLinx is developing an observation system to achieve sustainable ocean utilization. In recent years, the fishing industry has faced challenging conditions due to environmental changes and economic fluctuations, and ecosystems are also undergoing changes. Additionally, in the context of decarbonization, offshore wind power is gaining attention, but there is currently a lack of expertise in environmental assessment and maintenance.

Through our business, we aim to address these challenges and unlock the potential of ocean utilization.

Timor Leste



Regino Serrano

General Manager /
Novo Turismo Resort and Spa

A 27-year-old entrepreneur, owner and General Manager of Novo Turismo Resort and Spa, Timor Leste. With a strong background in hospitality, he graduated with a Bachelor's degree in Hospitality Management. Eager to expand his expertise, he pursued a Master's in Marketing Communications at Melbourne University. His mission extends beyond the successful management of his resort; he is deeply committed to promoting the beauty and culture of his beloved country on the global stage. One of his goal is to promote and introduce the vibrant tourism scene to the world, the rich culture, natural wonders, and warm hospitality that define their destination. As he lead Novo Turismo, his focus is on delivering exceptional guest experiences while implementing innovative marketing strategies to elevate the destination. He believe that through hospitality, they can foster connections and showcase the charm of their country to the world.

ASEAN-Japan AI Partnership: Building a Secure, Inclusive, and Competitive AI Future

AI & Web

Building a new ASEAN-Japan Relationship

Presented by Yassine Belmamoun

2024/12/18-20



Issues

Background Context

- Global AI market shows explosive growth driving innovation and competitive advantage across industries.
- Global competition for AI leadership centers on human capital and knowledge resources, extending beyond technological superiority to secure economic growth and innovation capabilities.
- Japan and ASEAN face key barriers despite strong foundations: AI talent shortage, complex regulations, limited investment opportunities, and slow AI adoption by traditional businesses.
- Opportunity exists for strategic Japan-ASEAN collaboration, combining Japan's technological expertise with ASEAN's dynamic workforce and digital economy to build a competitive regional AI ecosystem.

Current Problem 1: Shortage in AI Talent and Companies in Japan and ASEAN Countries



- **Visa & Regulatory Complexity:** Complex visa processes deter talent. The process of obtaining work visas for foreign AI engineers in Japan and some ASEAN countries can be complex and time-consuming.
- **Brain drain due to Competitive Salaries/Benefits:** Attractive compensation draws engineers away to the EU/US.
- **Limited Investment Opportunities from Investors:** Insufficient funding opportunities for AI startups. For example, the budget for AI projects in ASEAN countries is expected to increase by 67% for the year 2024-2025, but this is still relatively low compared to other regions. (Source)
- **Limited Support for Founders:** Founders struggle with lack of resources and mentorship. This can include lack of funding, mentorship, and resources.

Current Problem 2: Limited Literacy on Showing the Value of AI to Traditional Businesses

- **AI Literacy:** Many traditional businesses struggle to understand and adopt AI.
- **Reluctance to change:** Many traditional businesses have a mindset of unwillingness to embrace change

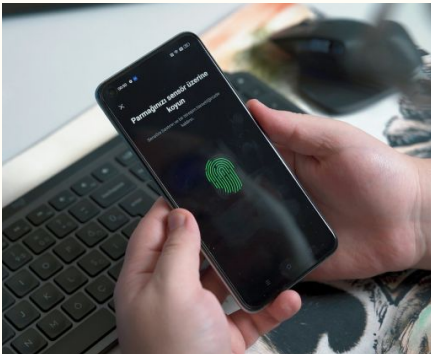
Issues

Current Problem 3: Preserving human's basic rights in the AI era which may replace humanity



- **Displacement of Human Jobs by AI:** AI has the potential to replace human jobs, including creative roles like video production (e.g., Sora).
- **Content Creation Human-made Authenticity Tracing:** Identifying and recording AI-generated vs. human-created content will become increasingly important.
- **Regulatory Challenge and Undesired AI impact Prevention:** As AI evolves, agents may autonomously instruct other AIs, bypassing human direction. AI could conduct cross-border monetary exchanges without human intervention. This shift may lead to AI generating more revenue than individuals or companies, highlighting the need for legal and tax systems. Such a scenario could become a reality within the next 5 to 10 years, impacting the younger generation.

Current Problem 4: AI Security and Safety Policy and guidelines in ASEAN & Japan on AI



- **Challenges include:**
 - **Policy Alignment:** Lack of unified AI safety policies hampers multinational adoption and global collaboration.
 - **Technical Capability Gaps:** Some nations lack the expertise and resources to develop comprehensive AI safety policies.
 - **Lack of Influence:** Dominant regions in AI development overshadow other nations, limiting their influence in shaping global policies.

Proposed Solutions

Solution 1: Promote Academic Exchange Between Japan/ASEAN Countries in the AI Field



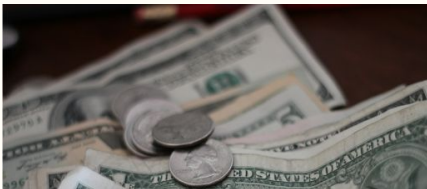
- Scholarships and fellowships for ASEAN and Japanese students in AI fields, joint university programs, co-funded AI research labs, faculty/student exchanges, and annual AI forums can foster collaboration, drive innovation, and strengthen academic ties between the regions.

Solution 2: Facilitate the Visa Process for AI Talent Within ASEAN/Japan



- Introducing "AI Talent Visas" with simplified processes and a regional mobility framework can streamline cross-border movement for AI professionals. Centralized multilingual visa portals and relocation support services, including housing and cultural orientation, can further ease transitions.

Solution 3: Establish Special Funding Mechanisms for AI Companies in ASEAN



- A Japan-ASEAN AI Venture Fund can fuel innovation with seed funding, matched investments, and low-interest loans. Targeted R&D grants and business incubation programs offering mentorship, networking, and infrastructure access will nurture a thriving AI startup ecosystem.

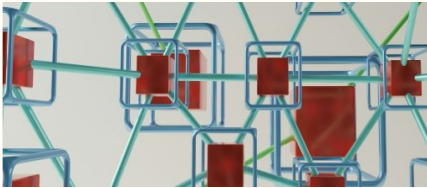
Solution 4: Enhance AI Literacy for Traditional Businesses



- Awareness campaigns, workshops, and case studies can promote AI adoption among traditional businesses. Sector-specific training, adoption subsidies, and consulting services, along with AI literacy hubs across ASEAN and Japan, will provide the skills and support needed for successful AI transformation.

Proposed Solutions

Solution 5: Blockchain-based decentralized ID



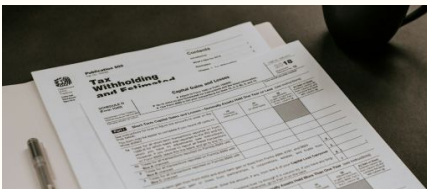
- As digital activities driven by AI grow, distinguishing AI-generated and human activities is vital to prevent wealth accumulation by AI and safeguard human contributions. A blockchain-based DID (Decentralized Identifier), linked to national IDs like Japan's My Number system, offers an immutable, tamper-resistant solution. Managed on a public blockchain, this system ensures transparency and global utility. It supports humanity verification, prevents scams, and enables smart contract-based revenue distribution from AI-generated value, potentially creating a new basic income system through stablecoins.

Solution 6: Global legal and tax framework in the AI era



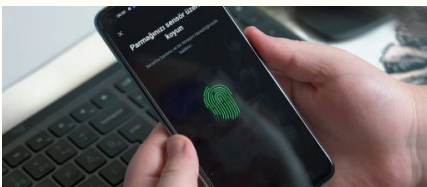
- Integrating AI with smart contracts will automate economic activities beyond transactions, enabling AI-to-AI interactions without human input. To manage this shift, a clear legal and tax framework is essential, along with robust KYC protocols for entities and individuals, ensuring accountability and governance over AI-driven activities.

Solution 7: Simplify Incorporation Procedures for AI Companies



- Streamlining business registration and reducing administrative hurdles can make incorporation easier for startups. Early tax relief and reduced corporate taxes for AI-focused R&D companies will incentivize innovation. Government-private sector collaborations can further support startups through co-working spaces, innovation hubs, and simplified regulations.

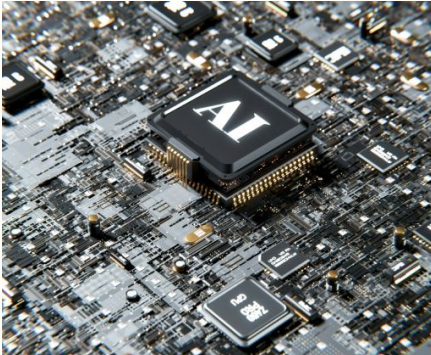
Solution 8: Setting up an aligned regional AI policy committee



- A Japan-ASEAN joint consortium on AI security and safety can create a unified framework for member nations, with established institutions leading and others adopting best practices. It would address regional security concerns, protect data from foreign AI systems, and ensure foundational AI models reflect regional cultures and values. Aligning policies, enhancing AI literacy, and fostering a cohesive regional stance will enable stronger advocacy with global AI powers, amplifying the region's influence in shaping AI governance and development.

Expected Outcomes

Outcome 1: Increase in AI-Focused Startups with High ASEAN Contributions



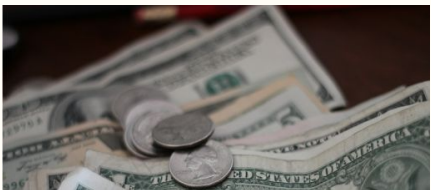
- **Support for AI-Focused Startups:** Academic exchange programs and the Japan-ASEAN AI Venture Fund will drive the creation of AI-focused startups in both Japan and ASEAN. Scholarships, mentorship programs, and streamlined incorporation procedures will empower ASEAN founders to establish innovative startups in Japan while leveraging Japanese infrastructure and expertise.
- **Application of AI:** These initiatives will foster a vibrant AI ecosystem where Japanese technical knowledge is applied to address ASEAN-specific problems, case studies, and pain points. By focusing on the challenges faced by emerging markets, such as inefficiencies in agriculture, healthcare, and logistics, AI technology can provide transformative solutions, creating a globally competitive AI landscape that delivers real-world impact.

Outcome 2: Reduction in AI Engineer Shortage in Japan



- **Attracting AI Talent through Streamlined Visa Processes:** Streamlined visa processes, such as the "AI Talent Visa," and regional mobility frameworks will attract skilled AI engineers from ASEAN to Japan, addressing Japan's critical talent gaps.
- **Fostering Cross-Border Collaboration:** This talent influx will foster cross-border collaboration, enabling faster research and development, enhancing Japan's AI industry, and building long-term professional connections between the two regions.

Outcome 3: Boost in Japanese Investments in ASEAN AI Companies



- **Unlocking Funding Opportunities for ASEAN Startups:** Establishing the Japan-ASEAN AI Venture Fund will unlock funding opportunities for ASEAN startups, driving innovation and growth.
- **Fostering a Mutually Beneficial Ecosystem:** Japanese investors will gain access to a pipeline of innovative startups, fostering deeper economic ties and creating a mutually beneficial ecosystem where ASEAN startups grow with Japanese funding, mentorship, and market access.

Expected Outcomes

Outcome 4: Enhanced Knowledge Transfer & Collaboration for promoting and securing AI

- **Development of Region-Specific AI Technologies:** Joint academic programs, research initiatives, and co-funded AI research labs will lead to the development of region-specific AI technologies, such as solutions for local languages, agriculture, and logistics, as well as promoting safe and secure adoption of AI
- **Strengthening AI Capabilities through Knowledge Exchange:** Platforms such as annual forums and exchange programs will ensure the continuous transfer of expertise, strengthening AI capabilities and fostering a shared foundation for secure AI adoption in both ASEAN and Japan.

Outcome 5: Mutual Benefits for ASEAN and Japan

- **Stronger Economic Integration:** The initiatives will strengthen economic ties, creating a shared AI ecosystem that fosters innovation, job creation, and economic stability in both regions.
- **Global Competitiveness:** By leveraging ASEAN's diverse talent and Japan's technological expertise, the collaboration will position both regions as global AI leaders, effectively competing with the US, EU, and China.
- **Reduced Brain Drain:** Improved career opportunities, streamlined mobility, and strong regional collaboration will ensure that top talent from ASEAN and Japan remains within the region, contributing to its growth.
- **Leading the AI safety discussions:** The AI safety policy landscape is notably diverse, with the US adopting a more liberal approach and the EU favoring a more conservative stance. Japan and ASEAN countries can occupy a middle ground, positioning themselves as potential leaders in driving the global agenda for AI security and safety.
- **Shared Knowledge and Innovation:** Academic and industrial collaboration will enable the co-creation of AI technologies that address shared challenges, enhancing both regions' technological capacities.

Outcome 6: Blockchain-Based Decentralized ID

- **Basic Income and Tax Transparency:** Blockchain-based DIDs can enable equitable distribution of AI-generated revenue through smart contracts, while integration with national tax systems, like Japan's My Number, ensures transparent tracking, fair taxation, and funding for public welfare programs such as basic income
- **Proof of Content Authenticity:** DIDs can distinguish AI-generated from human-created content, ensuring recognition of human contributions, preserving authenticity, and preventing AI monopolization of value creation

Members

Thailand



Yassine Belmamoun

Co-Founder / Manatal

Yassine Bel Mamoun, co-founder and CTO of Manatal, launched the AI-powered recruitment platform in 2019. Under his leadership, the company has grown rapidly, serving clients in over 135 countries and helping facilitate the hiring of over 500,000 employees. In 2022, Manatal raised \$5.1 million in seed funding led by Sequoia's Surge accelerator, solidifying its status as a leader in HR technology.

Japan



Sota Watanabe

Founder & CEO / Startale Group

Forbes 30-under-30 Asia 2022 -Enterprise Technology-Role: Technology Adviser(tentative)
Watanabe is the founder of Astar Network, previously Plasm, a multichain smart contract hub on the Polkadot blockchain network. It received six grants from the Web3 Foundation founded by Gavin Wood, the creator of Ethereum and Polkadot, and claims to have raised over \$30 million in the past two years, including \$22 million in a funding round in January. Previously, Watanabe worked at Chronicled, a blockchain startup in San Francisco, and was a blockchain researcher at the University of Tokyo. He is also a task force member on the Japanese government's Trusted Web Promotion Council.

Japan



Kojin Oshiba

Co-Founder / Robust Intelligence

Forbes 30-under-30 North America 2024 -Enterprise Technology-Kojin moved to the US to attend Harvard University after graduating from Kaisei High School in Tokyo. After earning a Computer Science and Statistics degree from Harvard in 2019, he co-founded Robust Intelligence, an AI Security startup based in San Francisco. The company raised \$60M, led by Sequoia Capital and Tiger Global, and was trusted by leading companies, including JPMorgan Chase, Apple, the US Department of Defense, Rakuten, and NEC. In September 2024, Kojin sold Robust Intelligence to Cisco and now leads the AI engineering team there. Kojin is recognized as Forbes 30 Under 30 in North America and Japan.

Members

Lao PDR



Sunepha Detvongsa

Founder & CEO / iQURI Tech

Sunepha Detvongsa (Nungning) serves as the Co-founder and CEO of iQURI Tech, a software development company dedicated to providing innovative advisory services and solutions that drive sustainable growth and success for its partners. iQURI Tech supports startups, SMEs, corporations, and government entities on their digital transformation journeys, with a strong focus on the financial and fintech sectors. She is also managing GUBI Co., LTD, a digital media and food tech startup. With a strong background in business development, marketing, and data analysis, combined with her role as Deputy Secretary General of the Lao ICT Association, she is passionate about leveraging technology and innovation for sustainable economic growth in Laos.

Lao PDR



Sengxay Xayachack

Founder & CEO / Cyberus

Sengxay Xayachack (Frank) is a passionate and highly skilled cybersecurity professional with over a decade of experience in the industry. He is the founder of Cyberus, recognized as one of the top cybersecurity companies in Laos, protecting over 30 organizations and safeguarding more than 1 million users and countless amounts of money circulating within their systems.

Frank is also actively leading a community dedicated to cultivating the next generation of white-hat hackers through hands-on mentorship and the organization of CTF (Capture The Flag) competitions. His efforts aim to showcase the untapped potential of Lao cybersecurity on a global scale, positioning the country as a rising force in the digital security world.

Members

Malaysia



Ong Yong Xun
Founder / JomStudy

Forbes 30-under-30 Asia 2021 -Consumer Technology-Meet Yong Xun, a driven entrepreneur also known as Zero Ong. He is the mind behind JomStudy, a groundbreaking educational mobile application that has transformed the way over 450,000 Malaysian high school students approach revision. At the start of 2020, Ong, then 19, was teaching himself to code from YouTube videos while working part-time at a delivery company. That June, he released JomStudy, a free study app for students in Malaysia, and his innovative contributions to the education industry have been recognised by multiple local media outlets, as well as Forbes, where he was named one of the youngest Malaysians to be honoured in the Forbes 30 under 30 2021 list.

Singapore



Theodoric Chew
CEO / Intellect

Forbes 30-under-30 Asia 2022 - Healthcare & Science -Theodoric Chew is the Co-founder and CEO of Intellect, Asia-Pacific's leading integrated mental healthcare company offering a range of end-to-end mental healthcare and wellbeing services globally. Stemming from his personal mission of making mental healthcare accessible to all, Intellect has grown to become a global leading provider of hyperlocal mental healthcare services, serving over 3.5 million members with 7 offices globally. The company is backed by world leading investors including Tiger Global, Y Combinator, Insignia Ventures, HOF Capital, IHH Healthcare Group, and an extensive list of notable funds, family offices, and founders. Theodoric was also named on the Forbes 30 under 30 list in 2022.

Building a bridge between ASEAN-Japan through the impact investment ecosystem

Impact Investment

Building a new ASEAN-Japan Relationship

Presented by Taka Nakamura

2024/12/18-20



ASEAN Japan
Future Generation
Business Leaders' Summit



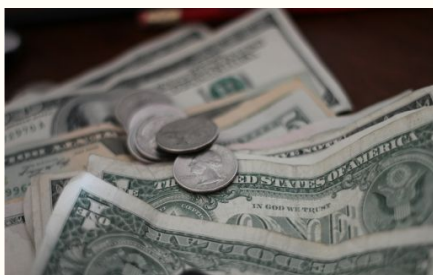
Issues

Underdeveloped Impact Investing Ecosystem in Southeast Asia



- Impact investing remains underdeveloped in Southeast Asia due to the early-stage nature of startup ecosystems and a focus on solving fundamental infrastructure challenges. Many startups already address social issues as part of their business models, reducing the perceived need for adopting specific impact-oriented frameworks. This limits the growth of a dedicated impact investing ecosystem in the region.

Lack of Prominent Regional and Japanese Investors



- The absence of prominent impact investors in Southeast Asia and limited understanding of country-specific risks among Japanese investors hinder the availability of funding. Despite growing interest in impact investing in Japan, these barriers prevent active investments in the region, restricting startups' access to capital that prioritizes social and environmental impact alongside financial returns.

Absence of Impact Measurement Practices

- The lack of widespread adoption of Impact Measurement & Management (IMM) practices among Southeast Asian startups limits their ability to attract international impact investors. Without effective tools to measure and showcase their impact, startups struggle to gain visibility and support from global investors.

Issues

Decarbonization



Dependence on Fossil Fuels While rising Energy Demand

- ASEAN's energy mix is heavily reliant on coal, oil, and natural gas, which account for a significant portion of power generation. Transitioning to renewables requires significant investments and structural changes. Countries like Indonesia and Vietnam still rely on coal for over 40% of their energy production.
- Rapid economic growth and urbanization in ASEAN are driving up energy demand, making it harder to balance economic development with decarbonization goal. ASEAN's energy demand is projected to grow by **60% by 2040**, outpacing global averages.

Funding and Investment Gaps

- Achieving net-zero requires trillions in investment, but ASEAN faces barriers in attracting private and foreign capital, especially for high-risk or emerging technologies. ASEAN requires an estimated **\$29.4 trillion** in energy transition investments by 2050 to achieve net zero.

Issues

Financial Inclusion for Agriculture



- **Impact of Digital Gaps:** Limited internet penetration, particularly in rural areas (as low as 40% in Cambodia and Myanmar), restricts access to digital financial services, leaving large segments of the population underserved. Literacy and language barriers further exacerbate the issue, preventing widespread adoption of fintech platforms and limiting financial inclusion for rural communities.
- **Gender-Specific Financial Disparities:** Women, who make up 43% of the agricultural workforce in developing countries, account for only 10% of global agricultural credit usage (IFAD). This stark gender gap highlights systemic inequities in access to financial resources, disproportionately impacting women farmers and hindering agricultural productivity and economic growth.
- **Policy and Regulatory Barriers:** The slow implementation of rural banking initiatives and inconsistent financial regulations across ASEAN create significant hurdles for private sector investment in agricultural finance. These policy gaps discourage innovation and limit the availability of tailored financial products for rural populations.
- **Current Challenges in Tailored Financial Products:** While seasonal loans, weather-indexed insurance, and group lending models are crucial for addressing farmers' unique needs, their adoption remains limited. National Financial Inclusion Standards are being implemented in some Southeast Asian countries, but progress across ASEAN is uneven, leaving many farmers without adequate financial support.

Issues

Healthcare

- **Access Inequities:**
 - Rural and underserved communities have limited access to basic and specialized healthcare.
 - Medical tourism highlights disparities as urban and affluent areas receive a disproportionate share of investment.
- **Fragmented Ecosystem:**
 - Lack of standardization across ASEAN countries in healthcare policies, data sharing, and cross-border telemedicine.
 - Difficulties for startups and health-tech companies to scale due to regulatory barriers.
- **Funding Gap:**
 - Private equity and venture capital investments lag compared to other regions. - healthcare expenditure is \$147bn and growing
- **Long Clinical Trials and approval process of available medicine**
 - Misaligned incentive for development of new medicine for pharma companies
 - Long approval process of available medicine
- **Human Resource Challenges:**
 - Physician availability is low in many countries: Indonesia, Philippines, Thailand, and Vietnam have **0.7–0.9 physicians per 1,000 people**, below the global average of 1.7. (*World Bank Data*)
 - Need for workforce development to meet future demands.
- **Chronic Disease Burden:**
 - Poor lifestyle choices and lack of preventative healthcare increase the prevalence of NCDs.
 - Limited focus on early diagnostics and personalized treatments for chronic conditions.
- **Missing Infrastructure for efficient capital allocation**
 - Philhealth (PH Health Insurance) alone has \$12bn to spend
 - Policy, startups & facilitators missing

Proposed Solutions

Promoting Impact-Oriented Initiatives at the Future & Young Generation Summit to Attract Overseas Investors



1. Encourage leaders from ASEAN countries to make a "commitment declaration" regarding social issues, and broadcast this commitment to the world through the official summit platform and media channels.
2. As part of the initiative, create storytelling and visual reports to measure the achievements of young leaders, making the significance of investor support clearer.

Collaborating with ERIA to Research and Establish Appropriate Impact Metrics for Each Domain



1. Host workshops with local entrepreneurs to evaluate the challenges and measurability of ASEAN-specific impact indicators (e.g., improved access to education, promoting sustainable agriculture).
2. Develop user-friendly metric guidelines for impact startups and social enterprises and provide them as free online resources.
3. Regularly monitor the effects of implementing specific domain-based indicators and publish reports as case studies based on the data collected.

Proposed Solutions

Building a Community of Impact Startups Led by Future Gen Summit Participants + Organizing a Simulated Roadshow for Overseas Investors in Collaboration with JETRO and JICA



1. Provide networking opportunities between summit participants and impact startups.
2. With the cooperation of JETRO and JICA, conduct a training program for selected startups on how to pitch effectively to overseas impact investors.
3. Organize a simulated roadshow, hosting an event mainly for Japanese institutional investors, with sessions highlighting the market's appeal and growth potential.
4. Japan's ODA support for ASEAN countries will be used to fund impact investments
 - a. Funds from JICA's ODA support can basically only be used for LP investments at present, but we will make it possible to invest more in individual companies.
 - b. Japan could introduce a 1:1 Fund of Funds model, matching private investments with government funds, to reduce investment risks and attract capital into key sectors in developing countries, similar to models used by Temasek and Khazanah.

Expected Outcomes

Decarbonization



Expected Impact:

- Investing in ASEAN startups focused on decarbonization has the potential to significantly reduce emissions while generating **13.7 million new jobs** across the region by 2050.
- Moreover, for investors, supporting startups developing scalable and sustainable solutions presents a compelling opportunity for **high ROI**, particularly as the emerging carbon market continues to grow and mature.

Investment Themes:

- **Sustainable Mobility:** Investments in electric vehicles (EVs), e-motorbikes, and clean public transport solutions can transform urban transportation, reducing emissions and air pollution while creating jobs in manufacturing and maintenance
- **Circular Economy Innovations:** Startups developing biodegradable plastics, waste-to-energy technologies, or materials recycling solutions can reduce landfill waste, improve resource efficiency, and create opportunities in green manufacturing.
- **Carbon Management and Climate Tech:** Companies offering carbon capture, reforestation, or carbon credit verification platforms can tap into the growing carbon market, while enabling ASEAN to monetize its natural resources and attract global investment.

Expected Outcomes

Financial Inclusion for Agriculture



Expected Impact:

- National Financial Inclusion Standard being implemented in certain Southeast Asian countries. However, most of the ASEAN countries are still in progress.

Investment Themes:

- **Inclusive Finance and Agricultural Development:** Financial tools and technologies empowering underserved communities, particularly in rural and agricultural sectors.
 - **Credit Building for Farmers:** Financial services to enhance creditworthiness and access to capital for farmers.
 - **Microfinance:** Small-scale financial services to support low-income communities and entrepreneurs.
 - **Technology Advancing Agricultural Efficiency:** Innovations to improve productivity, reduce waste, and ensure food security.

Expected Outcomes

Healthcare



Expected Impact:

- **Improved Access to Healthcare:** Investments in telemedicine, rural clinics, and digital health insurance will enhance healthcare access and efficiency, reducing chronic disease prevalence and out-of-pocket expenses.
- **Financial Returns Aligned with Social Impact:** Aligned incentives and pooled investments in innovative healthcare solutions will generate sustainable financial returns while addressing systemic healthcare challenges.
- **Enhanced Cross-Border Collaboration and Policy Harmonization:** Harmonized regulations and a unified digital healthcare ecosystem will streamline telehealth, insurance claims, and regional healthcare collaboration.
- **Accelerated Innovation in Healthcare:** Focused investments in AI-driven diagnostics, chronic care prevention, and scalable digital solutions will establish ASEAN as a leader in impactful healthcare advancements.

Investment Themes:

- Healthcare and Well-being: Efforts to enhance healthcare accessibility, efficiency, and preventative care, particularly in underserved areas.
 - **Telehealth:** Platforms for online doctors and pharmacies improving remote healthcare access
 - **At-Home Diagnostics & Vaccines:** Solutions targeting the prevention and early detection of chronic diseases.
 - **Clinics and Hospitals in Rural Areas:** Expanding healthcare infrastructure in underserved regions
 - **Digital Health Insurance:** Technology-enabled systems for efficient healthcare spending allocation and management

Members

Japan



Taka Nakamura

CEO / taliki

Forbes Japan 30 under 30 2023 -Business & Finance & Impact-. Born in 1995, graduated from Kyoto University. She built two schools in Cambodia as a representative of an international cooperation organization while she was at the university. Later, she studied at a business school in New York. At a TV company in NY, she was involved in coverage of the 2016 presidential election and the UN General Assembly as an assistant producer. Through various experiences, she felt the need to "support players in solving social issues" and founded taliki Inc.. While incubating more than 250 social entrepreneurs and promoting business development and open innovation at listed companies, she also established a VC for solving social issues as the youngest female representative in Japan in 2020 and is engaged in investment activities.

Japan



Kazuma Ito

CEO / PoliPoli Inc.

Forbes Japan 30 Under 30 2023 -Business & Finance & Impact-. Born in 1998. Graduated from the Faculty of Business and Commerce at Keio University in 2022. While in college, he had developed a haiku (a kind of Japanese poem) app "Haiku Tefu Tefu" and sold the application business to The Mainichi Shimbun. At the 2017 House of Representatives election when he was 18 years old driven him to update politics and government through technology, and he founded PoliPoli Inc. with his fellow undergraduates. Became the first student to become a part-time lecturer at Kyushu University, giving lectures on entrepreneurship. Also, he was the youngest person ever appointed as an expert in the Ministry of Economy, Trade and Industry's council. In 2021 he was selected as one of the "Global Shapers," a community of young leaders chosen by the World Economic Forum.

Japan



Rei Murakami

President / Kadan Capital

Born in 1994. Graduated from the Faculty of Law, Department of Political Science at Keio University. Employed at the Petroleum Headquarters of Mitsubishi Corporation Energy Group. Obtained a Master's in Business Administration from INSEAD (European Institute of Business Administration). Currently enrolled in the Executive Training Program at Harvard University's School of Public Policy. In January 2022, following the wishes of his elder sister, Aya Murakami, he assumed the position of Chief Executive Officer of the Murakami Foundation.

Members

Malaysia



Angel Low

General Manager / Advanced Semiconductor Academy of Malaysia (ASEM)

Forbes 30 Under 30 Asia 2024 – Finance & Venture Capital

Angel Low is the General Manager of the Advanced Semiconductor Academy of Malaysia (ASEM), a premier initiative backed by Malaysia's Ministry of Economy and a cornerstone of the Malaysia IC Design Park. Established in 2023, ASEM supports Malaysia's semiconductor industry by providing an integrated ecosystem for IC design, prototyping, tape-out, fabrication, testing, and advanced packaging. With cutting-edge facilities and a RM100 million pledge from GEM Education, ASEM is driving talent development and innovation in Southeast Asia.

Angel is also a Principal at The Hive Southeast Asia, a USD 80 million early-stage venture fund specializing in deep-tech startups. The Hive has built and scaled 22 companies, achieving 6 acquisitions and 1 IPO, with IRRs of 47.6% and 31.8%. Angel's expertise includes co-creating startups with global corporations like GE, EMC, and eBay, fostering innovation across the semiconductor and technology industries.

Myanmar



Myat Min Htin Kyaw

CEO / AYA Pay

Myat Min Htin Kyaw currently leads AYA Pay which is the first in-house built digital wallet in Myanmar. The app aims for financial inclusion with more than 80,000 merchants and 50,000 agents, AYA Pay has coverage across the country.

It has expanded beyond just a wallet in its newest version with unique features such as loyalty programs, games, BNPL, Group Deals and international remittances. AYA Pay is the fastest growing digital wallet in the country with a total customer base exceeding three million users. Prior to AYA Pay, he worked at a Big Four advisory firm in Singapore.

The Philippines



Kiyanusch Braun

Co-founder & CEO / GoRocky

Tatler GenT 2024

After graduating from international business school in 2022, Kiyanusch moved to the Philippines to intern at healthcare venture builder Pulse 63. During that time, GoRocky has been built as men's platform encompassing end-end treatments for stigmatized conditions.

GoRocky provides a service that is convenient, discreet and invaluable to men. Offering health solutions for everything from erectile dysfunction to hair loss and skincare, weight management. Kiyanusch Braun's company has empowered its clientele to take action on even the most taboo of health problems. The startup became profitable after only one year of operation and has served over 25,000 patients through telehealth & medicine delivery/

Workforce Upskilling and Technological Advancement in the AI and Automation Era

Consumer Technology

Building a new ASEAN-Japan Relationship

Presented by Phillip An

2024/12/18-20



ASEAN Japan
Future Generation
Business Leaders' Summit



Issues

ASEAN faces three key challenges: workforce displacement due to automation, with 56% of jobs at risk; unequal access to consumer technology, particularly in rural areas; and an underperforming startup ecosystem hindered by funding constraints, regulatory barriers, and talent shortages, limiting regional innovation potential.

1. Workforce Displacement and Skill Gaps



Issue: ASEAN economies, heavily reliant on labor-intensive industries, are at significant risk of workforce displacement due to automation with 56% of jobs at high risk of being replaced by machines within two decades. Marginalized groups, including rural populations, women, and underserved communities, face unequal access to education and digital tools, widening the digital divide and leaving them unprepared for emerging roles.

Key Data Points:

- **56% of jobs** in ASEAN are at high risk of automation within two decades (ILO, 2016).
- **70% of workers** lack digital skills needed for AI-driven industries (World Economic Forum, 2021).
- Only **30% of workers** in high-risk sectors have access to digital upskilling programs (Asian Development Bank, 2023).

Examples by Country:

- **Vietnam:** Electronics and textile industries in Bac Giang and Binh Duong face automation threats (World Economic Forum, 2020).
- **Indonesia:** Nearly **40% of the workforce** in agriculture is vulnerable due to AI-driven logistics and automated farming equipment (McKinsey Global Institute, 2019).
- **Thailand:** STEM talent is limited, with only **8% of the population** holding higher education degrees in these fields (Asian Development Bank, 2019).

Issues

2. Unequal Access to Consumer Technology



Issue: The benefits of consumer technology remain concentrated in urban areas, excluding rural communities from access to devices, internet connectivity, and digital platforms. This digital divide restricts opportunities for education, economic advancement, and participation in the growing digital economy, leaving rural communities further behind.

Key Data Points:

- **Thailand:** Over **60% of rural households** earn below the national average, making technology expenditures a luxury.
- **Philippines:** **30% of the population** lacks internet access; rural connectivity is only **22%**.
- **Indonesia:** Approximately **90 million people** remain offline, limiting education and digital skills development.

3. Underperforming Startup Ecosystem



Issue: ASEAN's startup ecosystem is constrained by limited funding, regulatory barriers, and talent shortages, preventing the region from fully leveraging its entrepreneurial potential. Limited access to international funding, and dominance by conglomerates stifle innovation and scalability, hindering ASEAN's ability to compete in the global consumer technology market.

Key Challenges:

- **Venture Capital Focus:** Corporate venture capitalists prioritize incremental over disruptive innovation (ASEAN Secretariat, 2020).
- **Regulatory Barriers:** Companies like Vietnam's VNG face challenges going public due to opaque regulatory processes (Reuters, 2022).
- **Global Disconnect:** Startups struggle to scale and attract international funding due to weak cross-border support structures (Tech in Asia, 2021).

Proposed Solutions

To address these issues holistically, we propose a three-pronged approach targeting workforce development, technological accessibility, and startup ecosystem growth.

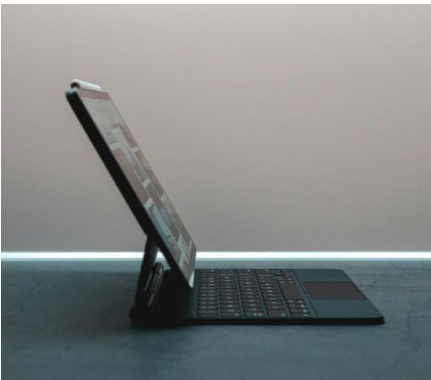
1. Workforce Reskilling Programs



Upskilling the local population is critical to mitigating job displacement and ensuring equitable growth. This can be achieved through:

- **Regional Training Centers:** Establish “Digital Skills Academies” in partnership with Japan, modeled on its successful vocational training programs. These centers would offer courses in AI, coding, data analysis, and robotics. Programs can target vulnerable groups, such as factory workers, farmers, and women in rural areas.
- **Localized Content:** Develop training materials in local languages to address linguistic barriers. For example, e-learning platforms in Thailand could include Thai-language tutorials on coding, while Philippine platforms offer Tagalog-language AI basics.
- **Public-Private Partnerships:** Collaborate with Japanese companies like Hitachi and Panasonic to sponsor reskilling programs in ASEAN communities. These partnerships could include internships, mentorships, and job placement guarantees.

2. Bridging the Digital Divide



Ensuring that local populations have access to consumer technology is essential for widespread tech adoption.

- **Affordable Technology Distribution:** Japan can facilitate the production and distribution of affordable laptops, tablets, and smartphones for ASEAN’s underserved regions. Programs could mirror India’s \$35 Aakash tablet initiative, focusing on low-income families and schools.
- **Infrastructure Expansion:** Invest in improving internet connectivity in rural ASEAN areas through joint Japan-ASEAN initiatives. For instance, subsidized broadband projects in remote Indonesian islands could connect millions to digital opportunities.
- **Digital Literacy Campaigns:** Launch grassroots digital literacy programs to teach rural populations how to use basic tech tools, access e-commerce platforms, and utilize AI-based solutions in agriculture or small businesses.

Proposed Solutions

3. Supporting Startups and Consumer Tech Growth



Supporting Startups and Consumer Tech Growth Fostering a vibrant startup ecosystem is critical to driving innovation and creating local tech champions. Initiatives include:

- **Cross-Border VC Networks**: Establish a Japan-ASEAN Startup Fund to address funding gaps for emerging startups. This fund can focus on sectors like Web3, fintech, and smart agriculture, where ASEAN has untapped potential.
- **Simplified IPO Processes**: ASEAN governments can adopt streamlined regulatory models inspired by Singapore's SPAC-friendly framework, enabling startups to scale and attract global investors.
- **Innovation Hubs**: Create cross-border hubs where startups can collaborate on consumer tech solutions. These hubs could focus on building digital platforms tailored to local needs, such as apps for smallholder farmers or rural e-commerce marketplaces.

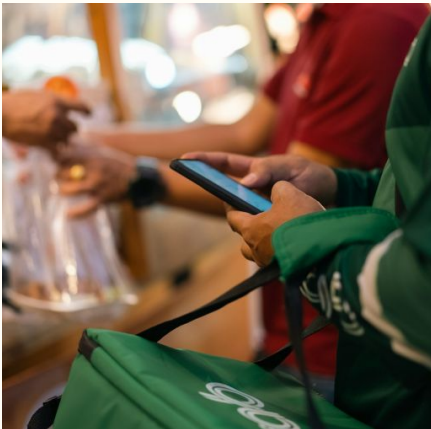
Expected Outcomes

1. Empowered Workforce



- **Reskilling programs will directly impact millions of workers across ASEAN, enabling them to transition into tech-driven roles. By 2030:**
 - Up to 10 million workers could gain employment in automation-related sectors, reducing the risk of unemployment and fostering economic stability in vulnerable regions.
 - Rural communities will benefit from AI-powered agricultural tools, increasing productivity and income for farmers.
 - Reskilling efforts through the Digital Skills Academy could directly support 5–7 million Indonesian workers, helping them transition to new roles in automation-driven sectors, hence, improving economic empowerment.

2. Digital Inclusion



- **Expanding internet access and distributing affordable devices will bridge the digital divide, empowering underserved populations.**

Key outcomes included:

 - An increase in internet penetration rates to over 85% across ASEAN, connecting millions of rural residents.
 - Enhanced digital literacy among marginalized groups, enabling them to participate in the digital economy.

Expected Outcomes

3. Thriving Startup Ecosystem



- The creation of a robust consumer tech ecosystem will position ASEAN as a global innovation hub. By 2030:
 - ASEAN's unicorn count could double from 49 to 100, driven by supportive VC policies and cross-border collaboration.
 - Local startups will address regional needs more effectively, producing technologies tailored to ASEAN's unique challenges.

4. Stronger ASEAN-Japan Collaboration



- Joint initiatives will deepen economic and cultural ties between ASEAN and Japan, fostering mutual growth. For Japan, this partnership offers access to emerging markets and talent pools, while ASEAN benefits from Japan's technological expertise and investment. Together, the two regions can establish themselves as leaders in sustainable, inclusive technological development

5. Economic Growth



- A study indicates that effectively adopting digital skills and technologies could contribute approximately \$1.5 trillion to Indonesia's GDP by 2030, enhancing overall economic growth.

Members

Viet Nam



Phillip An

Co-Founder / Homebase

Forbes 30-under-30 Asia 2022 - Consumer Technology -Phillip An is the Co-founder of Homebase, a Real Estate Technology (PropTech) startup that seeks to democratize homeownership across Southeast Asia by providing an alternative to traditional bank mortgage financing.

Homebase is the first company from Vietnam to be backed by startup accelerator Y Combinator and has raised \$30 million in equity and debt funding from investors such as Goodwater Capital, Partech Ventures, Antler and VinaCapital Ventures.

Prior to founding Homebase, Phillip previously worked at Goldman Sachs and McKinsey and Company and has studied at Harvard Business School, Harvard John A. Paulson School Of Engineering And Applied Sciences and Caltech. He was named as a Forbes 30 Under 30 and Tatler Gen.T List prize recipient.

Indonesia



Carina Lutiko

Co-founder & CEO / Little Joy Indonesia

Forbes 30-under-30 Asia 2023 -Retail & E-commerce-Growing up in an entrepreneurial family and a science-backed background as a former participant of Astronomy National Olympiad, she is encapsulated as a data-driven entrepreneur who vehemently passionate about the virtuous cycle of human productivity and the improvement of socioeconomic equality; her passion has been applied on her work in Little Joy, a Mom&Baby brand that aims to improve the scalable concern of malnutrition whilst also contributes to 5 SDG (Sustainable Development Goals) in Indonesia.

Aside from Forbes 30-under-30 Asia, she has also been awarded Forbes 100 to Watch Asia 2024, TOYP (Ten Outstanding Young Person) Indonesia in Science/Technological Development and Prestige 40-under-40 Indonesia 2024 for her work in Little Joy.

Japan



Yui Ohtsuki

CEO / FinT

Forbes 30-under-30 Asia 2024 - Media, Marketing & Advertising-Role: PR for the Summit, SNS adviser(tentative)Founded in 2017 while Yui Ohtsuki was studying at Waseda University, FinT aims to serve corporations with social media and influencer marketing services targeting the 'digital native' Generation-Z demographic.

It now works with over 200 major Japanese corporations including KDDI and marketplace app Mercari.

FinT recently opened a Vietnam office as part of its Asia expansion plans and has about a million followers on social media.

It has raised about ¥200 million (\$1.3 million) to date, mainly through debt and some equity financing, including from East Ventures.

Members

Thailand



Mint Leung

Founder & COO / WeGoWhere

Forbes 30-under-30 Asia 2024 - Consumer Technology -Mint started WeGoWhere to help people foster meaningful connections and strengthen their in-person relationships. The company has raised US\$1.2m from 500 Global, Peng T. Ong (founder of Monk's Hill), Antler, Goodwater Capital. With a unique background in both tech and the food & beverage industries, Mint combines her expertise to create innovative social experiences that bring people together. Mint is also a third culture kid fluent in English, Chinese, and Thai, giving her a multicultural perspective to help connect people across diverse backgrounds and interests.

The Philippines



Renz Chong

CEO / BreederDAO

Forbes 30-under-30 Asia 2022 - Consumer Technology -Renz Chong is the CEO and co-founder of BreederDAO, a gaming ecosystem dedicated to empowering the next generation of players, creators, and world-builders by leading the development of scalable infrastructure for Web 2.5 to fully on-chain games and Autonomous Worlds. Before founding BreederDAO, Renz worked as a management consultant, building over five years of expertise in growth strategy, data science, and machine learning. His experience also spans roles in web2 startups like Angkas, before transitioning into the blockchain, DeFi, and NFT spaces. In 2022, Renz was recognized in Forbes' 30 Under 30 list.

The Philippines



Aaron Villegas

Co-founder & CEO / Lista

Villegas is the CEO of Lista, a finance tracker app that helps individuals and small businesses in the Philippines manage their finances. The app lets users check their credit scores, track finances and set payment or debt reminders. Founded in 2021, the company claims to have over 2.5 million downloads. Lista has raised \$5.8 million from investors, including the \$5.1 million in June 2022 led by OpenSpace Ventures with participation from East Ventures, Saison Capital and 1982 Ventures.