

AEBF10 – Partnership for Sustainable Growth

THE 10th
ASIA – EUROPE BUSINESS FORUM
10. – 11.9.2006 HELSINKI



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WELCOME TO AEBF10! As Chairman of AEBF10, I would like to warmly welcome You to the 10th Asia–Europe Business Forum (AEBF10) to be held on 10–11 September 2006 in Helsinki, Finland.

Today, as globalisation makes geographic distances less important, Asians and Europeans face many new possibilities and challenges where they can benefit from knowledge and experience of each other.

The selected main themes for AEBF10 are **Globalisation, Competitiveness and Energy**. They support the themes of ASEM6 and represent key issues where success depends on the engagement of Asian and European business communities in an effective partnership.

AEBF10 will produce recommendations for the ASEM process and contribute to the strengthening of Asia–Europe economic relations. In addition to this, AEBF10 offers a unique occasion for business leaders of the ASEM countries to interact with each other.

I am looking forward to working with You to harness new business opportunities and to build growth and prosperity for the mutual benefit of both regions. See you in Helsinki in September 2006!



Mr Christoffer Taxell
Chairman of AEBF10
President of EK

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■ ASIA–EUROPE BUSINESS FORUM

The Asia–Europe Business Forum (AEBF) is a meeting of business leaders, created to strengthen economic co-operation between the business sectors of Asia and Europe. The AEBF convenes in parallel with the ASEM Summit. The first AEBF was organised in 1996 in Paris, France.

AEBF strives to deepen relations between business leaders and governments in the ASEM countries. The AEBF also develops recommendations that are addressed to the governments of the Asian and European countries participating in the ASEM process. The recommendations aim at enhancing economic co-operation between the two continents, based on the experience and knowledge of business leaders.

Over the years the AEBF has succeeded in facilitating economic growth and mutual economic co-operation and in enhancing business relations among the ASEM countries.



The Asia–Europe Meeting (ASEM) is a co-operation process for Asian and European countries. It was initiated to strengthen dialogue and interaction between the two regions. The inaugural ASEM Summit was held in Bangkok, Thailand, in 1996 and since then the meeting of Heads of State or Government has been organised every two years alternately in Asia and Europe.

The ASEM process is based on dialogue with the objective of strengthening mutual understanding between the two regions as well as promoting concrete co-operation aimed at sustainable

■ AEBF10

AEBF10 will be held on **10-11 September 2006 in Helsinki, Finland.**

The forum will take place during the Finnish EU Presidency, in parallel with the ASEM6 Summit, and is organised by the Confederation of Finnish Industries EK. Approximately 300–400 high profile business leaders from ASEM countries are expected to participate in AEBF10.

Themes for AEBF10

The themes for AEBF10 are **Globalisation, Competitiveness and Energy.** The themes selected represent key economic issues and support the ASEM6 agenda. These issues will be addressed in the Plenary Sessions and discussed throughout the conference.

Globalisation presents a number of opportunities and challenges for Asian and European companies. The rapidly changing trade and investment environment calls for strong competitiveness of companies. Successful operation in the global market requires intensified co-operation between the two regions in order to bring down barriers to trade and solve regulatory problems. Issues related to energy efficiency and supply also need to be addressed in this context.

Programme

AEBF10 consists of two main components; Plenary Sessions with speeches by high profile business leaders and political figures, and Working Group discussions chaired by business representatives. A Gala Dinner will be hosted in the evening of the first day of AEBF10. Throughout AEBF10, the programme offers a possibility for networking.

Working Groups

The AEBF10 Working Groups are **Trade, Investment, Financial Services, ICT and Infrastructure.**

The AEBF recommendations will be based on conclusions of the Working Group discussions. The recommendations will be delivered to the ASEM Summit.

economic and social development. Co-operation covers three sectors, referred to as the political pillar, economic pillar and cultural pillar.

ASEM co-operation consists of meetings convened at various levels: meetings of the Heads of State or Government (Summits), ministerial meetings, the senior officials' meetings (SOM/SOMTI) and the expert-level meetings.

ASEM information www.government.fi/asem6 (substance issues)
www.vnk.fi/english (meeting arrangements)

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■ QUESTIONS AND ANSWERS

What is AEBF?

The Asia-Europe Business Forum (AEBF) is a meeting of business leaders, created to strengthen economic co-operation between the business sectors of Asia and Europe.

Why participate in AEBF10?

Plenary Sessions: AEBF10 offers business leaders an opportunity to attend Plenary Session discussions focusing on key economic issues. The Plenary Session speakers are high profile business leaders and political figures.

Working Groups and Recommendations: All participants are welcome to take part in the Working Groups. The Working Groups offer business leaders an excellent opportunity to address important economic and trade policy issues, including consideration of practical ways to strengthen trade and economic co-operation between Asia and Europe.

Working Group participation also provides business leaders an opportunity to influence and agree on the AEBF10 recommendations.

Networking: Throughout AEBF10, the programme offers business leaders an attractive possibility to establish and enhance business contacts and to harness new business opportunities. A networking event will be organized on the second day of AEBF10.

Which countries participate in AEBF?

The AEBF countries are: Austria, Belgium, Brunei Darussalam, Cambodia, China, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Indonesia, Ireland, Italy, Japan, Korea, Latvia, Laos, Lithuania, Luxembourg, Malaysia, Malta, Myanmar, Netherlands, Philippines, Poland, Portugal, Singapore, Slovakia, Slovenia, Spain, Sweden, Thailand, United Kingdom and Vietnam.

The European Commission is also involved in the process.

AEBF Steering Committee is the preparatory body for AEBF, comprised of business representatives from the AEBF countries.

AEBF Contact Points are designated to facilitate contacts prior to the meetings and to promote the exchange of information. The Contact Point in each country is nominated by a central national Federation of Industry or Chamber of Commerce.

■ IN PRACTICE

Invitations

Invitations to AEBF10 will be sent in May 2006. The invitations include instructions for hotel accommodation and registration. In order to receive an invitation, please contact us at www.aebf10.org/registration or at aebf10@ek.fi

Venue

The AEBF10 venue is the Marina Congress Center in the heart of Helsinki. www.marinacongresscenter.com

To stay informed of the latest news of AEBF10 and to follow the AEBF10 preparations, please check our website www.aebf10.org

CONTACT DETAILS

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HELSINKI is a rapidly developing international metropolis that has managed to maintain a human dimension and closeness to the nature. It has hosted many international summits and looks forward to welcoming the participants of the AEBF10 in September.

FINLAND is not only one of the most open economies in the world, but also one of the leading knowledge-based economies and one of the most competitive countries in the world. Around the world, Finland is also famous for its thousands of lakes and nature. www.visitfinland.com



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Confederation of Finnish Industries EK. EK is the Voice of Finnish Business. The confederation represents all private branches and all sizes of companies in Finland. It has 43 branch associations with about 16.000 member companies. They represent over 70% of Finland's GDP and over 95% of the exports from Finland. www.ek.fi

Confederation of Finnish Industries

