



**Sally Deane**  
Acting General Manager ASEAN  
Austrade

# Why ASEAN?



**Pre-covid  
ASEAN GDP  
growth  
outpaced ROW**

**IMF forecasting  
GDP growth will  
rebound from  
-2.0 in 2020 to  
6.2 in 2021\***



**At 647 million  
ASEAN has the  
3<sup>rd</sup> largest  
population**

**Young  
populations**

**Approx. half live  
in urban areas**



**Two-way  
merchandise trade  
exceeds AUD\$92  
billion\*\***

**12,500 Aussie  
businesses export  
to ASEAN**

**Regional & bilateral  
agreements**



**Near neighbours**

**Nearly 1 million  
Aussies claim SEA  
ancestry**

**Around 1.3 million  
ASEAN visitors**

\* IMF World Economic Outlook Projections June 2020

\*\* DFAT Trade Fact sheet <https://www.dfat.gov.au/sites/default/files/asean-cef.pdf>

# Why Australian businesses invest in ASEAN and the main challenges they face

## Reasons for investment

- Growing consumer class
- Improvement in infrastructure
- Regional integration
- Increased availability of trained personnel / efficient manpower
- Stable political conditions
- Favourable government policies

## Main Challenges

- Political instability
- Corruption
- Lack of access to skilled labour
- Barriers to ownership and investment
- Lack of fair enforcement of the law
- Currency volatility

# Key areas of opportunity



## Agriculture and food

Rising middle class seeking premium and quality products  
Increasing reliance on eCommerce channels to market  
Diversification in supply chains



## Digital Services

Young and increasingly digital savvy population  
Rapid emergence of digital technologies  
Heavy investment in digital transformation across many ASEANs



## Healthcare

Surging demand for data and digitally enabled healthcare  
Rapid uptake of tele-medicine and remote patient monitoring  
Focus on wellbeing and preventative care and aged care



## Education

Intensified demand for online and digital education  
Rising demand for training / skills for the modern economy workforce  
Research and mobility partnerships



## Resources and energy

Energy security remains a key focus across ASEAN  
Growing demand for cleaner sources of energy – renewables, hydrogen  
Critical minerals for continuing development of advanced batteries



## Infrastructure

Products, services and technologies to address urban challenges  
Integrated planning, environmental design, intelligent transport systems  
Engineering, procurement and construction (EPC) services