



# ASEAN CIRCLE

2017 - 2018



## ▶▶ ASEAN AWARENESS DEFICIT

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76%

of general public in ASEAN lack basic understanding of what ASEAN is and ASEAN's aims and objectives.

*Survey by ASEAN Secretariat, 2015*

“ The outcomes for ASEAN  
in the next 50 years will not be as  
straightforward as the rhetoric of progress  
towards an ASEAN Community ”

▶▶ Tan Sri Dato' Dr Munir Majid, ASEAN Circle Member (ASEAN FutureForward)

## ABOUT

The ASEAN Circle is an initiative by ISIS Malaysia with the ministries overlooking the three core pillars of ASEAN; the Ministry of Foreign Affairs, the Ministry of International Trade and Industry and the Ministry of Tourism and Culture. It is a discussion group comprising notable figures from public and private sectors, media, academia, captains of industry, think-tanks as well as civil society.

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## OBJECTIVES

- ▶ Enhance the overall understanding and awareness of ASEAN community-building among the citizens of Malaysia.
- ▶ Promote active discussions to identify steps and measures that can be taken to overcome the “awareness deficit” of ASEAN among Malaysians.

“ It is not the ASEAN Way to take quantum leaps, or big bold steps. Rather, ASEAN’s journey... is through gradual comfortable steps ”

▶▶ Tan Sri Datuk Dr Rebecca Sta Maria, ASEAN Circle Member (ASEAN FutureForward)



## 2017-18 TIMELINE



20  
17

ASEAN Circle Pre-Council  
Meeting, The Launching of  
the ASEAN Circle and the  
Inaugural ASEAN Dialogue  
*MITI Tower, Kuala Lumpur*  
16 JUNE 2017



The ASEAN Circle was launched on Friday, 16 June 2017 by YB Dato' Sri Mustapa Mohamed, Minister of International Trade and Industry, YB Dato' Sri Reezal Merican Naina Merican, Deputy Minister of Foreign Affairs and YB Datuk Mas Ermieyati binti Samsudin, Deputy Minister of Tourism and Culture. The launching was attended by more than 400 participants, including Ambassadors and top officials from ASEAN Member States and non-ASEAN countries, government officials, representatives from business communities and NGOs, youth delegates as well as academicians.

Prior to the launching, the members of ASEAN Circle met to discuss and adopt the Terms of Reference of the ASEAN Circle. In conjunction with the launching of the ASEAN Circle, ISIS Malaysia together with the three ministries overlooking the three core pillars of ASEAN organised the Inaugural ASEAN Circle Dialogue on "Mainstreaming the ASEAN Brand".

Three notable panellists shared their views and visions on the development of ASEAN in Malaysia. They are Tan Sri Dato' Dr Mohd Munir Majid, Chairman of ASEAN Business Advisory Council (ASEAN BAC), Associate Professor Dr Farish Ahmad Noor, S Rajaratnam School of International Studies, Nanyang Technological University, Singapore and Mr Bunn Nagara, Senior Fellow at ISIS Malaysia. The issues raised during the Dialogue include: (1) ASEAN can be considered amongst the world's biggest economies if it is taken as a single entity, (2) Regional integration and cooperation has already begun with or without ASEAN's initiatives, and (3) the Dialogue recommended that ASEAN Member States should increase initiatives that can be practiced and adopted by all such as displaying the ASEAN flag more prominently, increasing the branding of ASEAN and fully committing to the ASEAN lane at airports.



# 20 17

Book Launch “ASEAN  
FutureForward Anticipating  
the Next 50 Years” and  
ASEAN Circle Meeting

*Sheraton Imperial, Kuala Lumpur*  
28 AUGUST 2017

The meeting of the ASEAN Circle was held in conjunction with the Royal Address and the Launching of ISIS Malaysia’s book entitled “ASEAN FutureForward” by HRH Paduka Seri Sultan Nazrin Muizzuddin Shah Ibni Almarhum Sultan Azlan Muhibbuddin Shah Al-Maghfur-Lah, the Sultan of Perak Darul Ridzuan and Royal Fellow of ISIS Malaysia. The meeting discussed the latest developments regarding ASEAN and initiatives conducted by various agencies and ministries to increase public awareness about ASEAN in Malaysia. Among initiatives discussed are ASEAN *flash mob*, ASEAN Youth Council, the 29th Southeast Asian Games and the 9th ASEAN Para Games Volunteering programme as well as ASEAN-related initiatives in higher education.

“ it is crucial that ASEAN propagate an identity that the peoples of Southeast Asia can closely relate to and would be proud of.... Feelings forged out of the crucible of conflict carry little meaning to this (new) generation, and the creation of a common identity will underpin future ASEAN regionalisation. ”

▶▶ HRH Paduka Seri Sultan Nazrin Muizzuddin Shah Ibni Almarhum Sultan Azlan Muhibbuddin Shah Al-Maghfur-Lah, Sultan of Perak Darul Ridzuan, (ASEAN FutureForward Book Launch)



20  
18

Briefing on Singapore's  
Chairmanship of ASEAN and  
ASEAN Circle Meeting

*ISIS Malaysia, Kuala Lumpur*

05 APRIL 2018



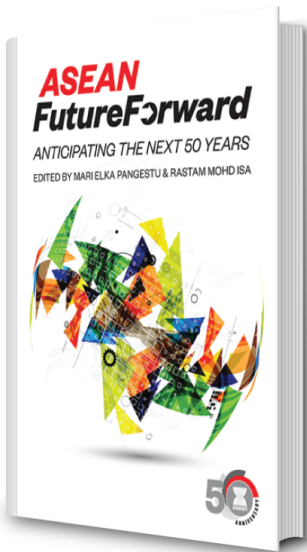
The briefing on Singapore's Chairmanship of ASEAN and the meeting of the ASEAN Circle was held at the Conference Room, ISIS Malaysia, Kuala Lumpur. HE Vanu Gopala Menon, High Commissioner of the Republic of Singapore in Malaysia, initiated discussion on a few key priorities that Singapore's 2018 ASEAN Chairmanship will work towards under the overall theme of "Resilient and Innovative". Three representatives from the Ministry of Foreign Affairs, the Ministry of International Trade and Industry and the Ministry of Tourism and Culture also presented on the latest developments regarding ASEAN. Following the presentations, the meeting discussed possible ASEAN Circle activities, engagements with ASEAN youths, outreach activities and ASEAN-related articles.

“ASEAN’s development was not preordained by fate or history... ASEAN was the product of active human agency and deliberation”

▶▶ Associate Professor Dr Farish Noor, ASEAN Circle Member (ASEAN FutureForward)

# ASEAN FutureForward

ANTICIPATING THE NEXT 50 YEARS



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