



# **An Introduction to ASEAN COMMUNITY VISION 2015**

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# ASEAN - Association of South East Asian Nations



10 member countries, 600 million people across 4.5 million sq. kms

# **AIMS AND PURPOSES OF ASEAN**

## **AMONG OTHERS:**

- **To accelerate economic growth, social progress and cultural development of the region**
- **To promote regional peace and stability**

# ASEAN ECONOMY



Combined Gross Domestic Product (GDP) Nominal  
**= 2.031 Trillion Dollars**

If **ASEAN** were a single entity, it would rank as the **ninth** (9<sup>TH</sup>) largest economy in the world, behind the United States, China, Japan, Germany, France, Brazil, the United Kingdom, and Italy.

# STAGES OF DEVELOPMENT WITHIN ASEAN



- **First 10 years (1967-1976):** Establishment and dialogue among original founding members (**Philippines, Thailand, Indonesia, Malaysia and Singapore**)
- **Next 22 years (1977-1999):** Expansion of Membership to 10 countries  
**Brunei** (1984); **Vietnam** (1995); **Laos and Myanmar** (1997); and **Cambodia** (1999)
- **The next 10 years: (2000-2009):** vision, formalization
- **The next 12 years: (2009-2020):** Road Map to ASEAN Community

# WHAT IS ASEAN VISION 2020?

*Conceptualized and adopted by ASEAN Leaders  
in December 15, 1997 at Kuala Lumpur, Malaysia  
with common vision for ASEAN as:*

- **Concert of Southeast Asian Nations for Zone of Peace, Freedom and Neutrality,**
- **Outward Looking Economy,**
- **Community of Caring Societies with its people living in Peace, Stability and Prosperity,**
- **Region of Cooperation in the spirit of Equality and Partnership.**

# WHAT IS ASEAN COMMUNITY VISION 2020?



- **October 2003, Bali Concord II**

The ASEAN leaders adopted the framework to achieve a dynamic, cohesive, resilient and integrated **ASEAN Community 2020** composing **3 pillars**:

- 1. ASEAN Political-Security Community (APSC)**
- 2. ASEAN Economic Community (AEC)**
- 3. ASEAN Socio-Cultural Community (ASCC)**

# Acceleration of ASEAN Community Vision



- **January 2007- 12<sup>th</sup> ASEAN Summit** was held in Cebu, the leaders affirmed commitment to establish the ASEAN Community
- **Timeline accelerated by 5 years**
- **VISION 2020 to ASEAN COMMUNITY 2015**



# **ASEAN COMMUNITY 2015**

- **13<sup>TH</sup> ASEAN SUMMIT in Singapore, November 2007**

**ASEAN leaders finalized the blueprint for ASEAN Community 2015**

- **14<sup>th</sup> ASEAN SUMMIT in Thailand, March 2009**

**ASEAN leaders signed the Declaration on the Roadmap for the ASEAN Community (2009-2015)**

ASEAN Political-  
Security Community

ASEAN Socio-  
Cultural Community

ASEAN COMMUNITY  
Vision 2015

ASEAN Economic  
Community

Single Market and  
Production Base

Highly Competitive  
Economic Region

Region of Equitable  
Economic Development

Full-Integration Into  
Global Economy

## ASEAN CHARTER:

- **One Vision**
- **One Identity**
- **One Caring & Sharing Community**

# **PRIORITY INTEGRATION SECTORS in ASEAN ECONOMIC COMMUNITY**



- **Agro-based products**
- **Air travel**
- **Automotives**
- **e-ASEAN**
- **Electronics**
- **Fisheries**
- **Healthcare**
- **Rubber-based products**
- **Textiles and apparels**
- **Tourism**
- **Wood-based products**
- **Logistics**

# TRADE BARRIERS



- **TARIFFS**

- **TECHNICAL BARRIERS**

*(brought about by different standards, technical regulations and conformity assessment requirement).*

# **ASEAN Consultative Committee for Standards and Quality (ACCSQ)**



**It consists of:**

- **3 cross-cutting Working Groups**
- **2 Sectoral Committees**
- **7 Product Working Groups**

# 3 Cross-Cutting Working Groups



- **WG 1- Standards and Mutual Recognition Arrangements (MRA)**
- **WG 2- Accreditation and Conformity Assessment (ASEAN Conformity Mark)**
- **WG 3- Legal Metrology**

## 2 Sectoral Committees



- **JSC EE MRA- Joint Sectoral Committee for Mutual Recognition Arrangement on Electrical & Electronic Equipment**
- **ACC – ASEAN Cosmetics Committee**

# 7 Product Working Groups



- **PPWG** – Pharmaceutical Products
- **PFPWG** - Prepared Foodstuff
- **APWG** - Automotive Products
- **TMHSPWG** – Traditional Medicines  
& Health Supplement
- **MDPWG** – Medical Device Products
- **WBPWG** – Wood-based Products
- **RBPWG** – Rubber-based Products



# Working Groups (WG), Sectoral Committees (SC) and Product Working Groups (PWG) Functions and Activities



- Harmonizing standards
- Harmonizing technical regulations
- Harmonizing conformity assessment procedures
- Establishing Mutual Recognition Arrangements  
*(automotive, EE, medical device etc.)*

# **ASEAN Trade in Goods Agreement (ATIGA)**



- It is designed to enhance the free flow of goods among ASEAN members by reducing or removing all tariff and non-tariffs barriers to trade and by harmonizing trade related standards, regulations and procedures
- **ATIGA** superseded **Common Effective Preferential Scheme (CEPT)** and came to force in 2009

# **ASEAN Committee for Sanitary and Phytosanitary (AC-SPS)**



- It concerns the application of food safety and animal and plant health regulations*
- A meeting was held April 2011 to create the AC-SPS.
- Subsequent meetings held to formulate 2011-2016 SPS Work Program.

# National Quality Infrastructure in Philippine Development Plan(PDP)



Chapter 3 of the **PDP (2011-2016)** refers to a robust National Quality Infrastructure (NQI)

**Robust National Quality Infrastructure** refers to aspects of *standardization, metrology, testing, certification, accreditation and technical regulations* functioning *effectively in coordinated manner.*

# **Study on the National Quality Infrastructure (NQI)**



- **A study on National Quality Infrastructure in the Philippines was recently conducted and necessary actions and recommendations were incorporated in the report for the establishment of strong NQI that ensures consumer protection and competitiveness of Philippine industries.**



**THANK YOU...**