



A group of 12 men, including U.S. President Barack Obama and ASEAN leaders, are standing in a line on a grassy field, waving. They are all dressed in dark suits. In the foreground, a long, low, dark brown banner with white text reads "U.S.-ASEAN LEADERS SUMMIT". The background features a clear blue sky and a range of mountains. On the right side of the image, there is a logo for "U.S.-ASEAN CONNECT" with the tagline "Partners in Progress" and a stylized graphic of a bridge or connection.

**U.S.-ASEAN Connect** is a new strategic, unifying framework to deepen the United States' growing economic cooperation with ASEAN. President Obama announced Connect on February 15, 2016, at the U.S.-ASEAN Leaders' Summit in Sunnylands, CA. Connect will support regional integration efforts of the new ASEAN Economic Community and build upon the positive economic ties between the U.S. and ASEAN. Together, ASEAN countries are the fourth-largest trading partner for the United States supporting millions of jobs in the region and in America. U.S. businesses are the largest cumulative source of FDI in ASEAN.

Connect will bring together all the resources and expertise of the U.S. government and private sector to create a whole-of-U.S. approach to economic engagement with ASEAN. Connect will deepen our relationship and deliver assistance, programming, trade and investment. The U.S. private sector is a valuable partner that has invested more in ASEAN cumulatively than businesses from any other country and has brought countless jobs, world-class training, cutting-edge technology and extensive community investment to Southeast Asia. Together we will support ASEAN's goal to build an integrated, dynamic, innovative, sustainable, resilient and rules-based economic community that benefits all citizens of the region—because that future will benefit us both. Early programs under Connect will focus on clean energy, digital economy, SMEs, and support for young innovators and entrepreneurs.



# CONNECTCENTER

We are establishing a **Connect Center** in Jakarta that will be located in the new Embassy currently under construction, and we are bringing on board new staff. The team will work closely with strategic Connect locations in Bangkok and Singapore to deploy existing and new resources in a more coordinated, effective, and responsive manner. The Connect personnel in these three locations will work closely with the 10 bilateral missions in the ASEAN Member State capitals that will remain the primary points of contact for country specific issues.



# CONNECTPILLARS



**Business Connect:** supports increased commercial engagement between the U.S. and ASEAN through programs such as the U.S.-ASEAN Online SME Academy, U.S. Commercial Service programs, activities and standards initiatives, U.S. Export-Import Bank trade finance products and Overseas Private Investment Corporation (OPIC) development finance products.



**Energy Connect:** helps ASEAN develop power sectors using sustainable, efficient, and innovative technologies through programs such as the U.S.-ASEAN Energy Cooperation Work Plan, USDA clean energy project preparation programs, and USAID's Clean Power Asia program.



**Innovation Connect:** supports innovators and policies that spur invention, new business formation, and sustainable growth through programs such as the ASEAN Economic Ministers' Roadshow, Innovation Roadshow Series, the YSEALI Innovation Challenge, and the Global Entrepreneurship Summit ASEAN event.



**Policy Connect:** works with ASEAN countries to improve the environment for growth, trade, innovation and investment through programs (e.g. U.S.-ASEAN Trade Workshops) underneath various work plans such as the U.S.-ASEAN Trade and Investment Framework Arrangement Work Plan, the U.S.-ASEAN ICT Work Plan, and the U.S.-ASEAN Air Transport Working Group Work Plan.

# CONNECTPARTNERS

**Connect** will work with its partners in ASEAN and the U.S. private sector to create stronger ties and new sustainable and inclusive economic opportunities. Connect will provide its partners with more coordinated access to the full range of resources and agencies of the U.S. government. It also offers a flexible vehicle for the U.S. private sector to engage with ASEAN in various forms ranging from: joining the U.S. government in official policy dialogues with ASEAN to finding successful opportunities to increase investment within ASEAN to supporting Connect programs.

## KEY CONNECTPARTNERS



## EARLY CONNECTPRIVATESECTOR PARTNERS



For questions or comments, please contact  
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