



**ASEAN BUSINESS  
YOUTH ASSOCIATION**



# 2023

# IMPACT

# ★ REPORT

Uncovering Growth and Development  
Opportunities:

A complete report of ASEAN Business Youth  
Association's activities and impact for the  
year 2023.



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# A LETTER FROM OUR ADVISORY BOARD



Edmund Twohill



Malminderjit Singh



Dr Priscilla Koh



Joel Shen



Chris CG Tan

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ASEAN Business Youth Association (ABYA) aims to create a community of young leaders who are passionate about ASEAN and its potential. We want to inspire and equip them with the knowledge, skills, and network that will enable them to pursue their personal and professional goals in ASEAN. Our mission is to provide platforms and programs that enhance the learning and development of our youth members. We organise a diverse range of events, workshops, seminars, webinars, and mentorship programs covering various topics and sectors related to ASEAN.

We also foster collaboration and friendship among our youth members and other stakeholders in ASEAN. We aim to build a strong and diverse network of youth ambassadors who will advocate for ASEAN and its values. ABYA provides opportunities, insights, and networks to young people who want to explore the diverse and dynamic economic landscape of ASEAN.

We believe that the youth are the future of ASEAN, and they need to learn more about the different cultures, challenges, and opportunities in our region. Their thirst for knowledge, positive attitude, and passion for learning will play a crucial role in shaping the future of ASEAN, amplifying ASEAN awareness, as well as fostering ASEAN identity.

In recent years, we faced unprecedented challenges such as COVID-19 pandemic, which disrupted many of our plans and activities. However, we witnessed the remarkable resilience and adaptability of ABYA members as they swiftly adjusted to the new normal, demonstrating that they are not only the future but also the present contributors to ASEAN.

In this report, you will see some of our activities and programmes in 2023, such as:

- Engaging with over 3700 youth from 10 ASEAN countries through online and offline platforms;
- Providing insights into the diverse economic sectors of ASEAN countries, covering topics like international relations, professional networking, and digital innovation, through webinars; and
- Helping build bridges to expand our programmes to other ASEAN countries, especially Indonesia - the largest and most populous country in ASEAN with a vibrant and diverse youth population

Our appreciation goes to our partners, sponsors, and stakeholders for their unwavering support and collaboration in realising our vision.

We also thank the feedback and suggestions of our participants, who inspire us to improve and innovate our programmes.

As we look forward to 2024, we have some exciting plans and projects in the pipeline. Stay tuned for updates and new initiatives.

We hope that this report will show you the impact that ABYA has made, and the potential that we have for a bigger and better impact in the future.

Join us in our mission to empower and connect the youth of ASEAN. Together, let's make ABYA a relevant and valuable platform for them.

Sincerely,

**Edmund Twohill**

**Advisor, ABYA**

On behalf of the Advisory Board

# A LETTER FROM OUR FOUNDING PRESIDENT

Veronica Low talks about the organisation's achievements in empowering youth as future leaders in 2023, and setting the stage for 2024 with a commitment to enhancing key programmes.

Greetings,

It is with great pleasure that I extend a warm welcome to each of you as we unveil the 2023 Annual Impact Report of the ASEAN Business Youth Association (ABYA). As the Founding President, I am immensely excited to share the strides we have made toward our vision of fostering a dynamic ASEAN community and nurturing future leaders across the region.

In the ever-evolving landscape of global economies, ASEAN stands poised to ascend as the fifth-largest economy worldwide. ABYA, steadfast in its commitment to this growth trajectory, has steered its focus in 2023 towards two pivotal objectives:

Firstly, our dedication to amplifying awareness among the youth about the immense potential and significance of ASEAN. We have endeavored to ignite a deeper understanding and appreciation of our region's opportunities and challenges among the vibrant young minds through various initiatives and engagements.



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As we embark on this journey into 2024, our resolve remains unwavering, fueled by the passion and commitment of our members and partners.

Secondly, ABYA has championed the cause of empowering and shaping our youth to become exemplary leaders within the ASEAN community. Our robust programmes have served as a crucible, nurturing and empowering individuals with the skills, knowledge, and global perspective required to navigate the complexities of tomorrow's world.

The 2023 Annual Impact Report encapsulates our journey and successes. Notably, ABYA expanded its horizons beyond the ASEAN borders, actively participating in international events and fostering collaborations that transcend geographical boundaries. Our events in ASEAN countries, including Indonesia are a testament to our commitment and impact within the region.

Looking ahead to 2024, ABYA is poised to delve deeper into our mission by refining and enhancing two cornerstone programmes: Discover ASEAN and Connect ASEAN. These programmes will serve as catalysts, further propelling our efforts to nurture future leaders and bolster the integration of ASEAN's cultures and economies.

As we embark on this journey into 2024, our resolve remains unwavering, fueled by the passion and commitment of our members and partners. Together, we shall continue to chart new territories, amplify our impact, and empower the youth as trailblazers and catalysts for a thriving ASEAN community.

I extend my sincere gratitude to our members, partners, and supporters whose unwavering dedication has been instrumental in our achievements thus far.

As we look forward to the new year, your support remains the cornerstone of our success and contribution to ASEAN.

Sincerely,

**Veronica Low**  
**Founding President**  
**ASEAN Business Youth Association**

# OUR PURPOSE

The ASEAN Business Youth Association (ABYA) stands as a testament to the potential and capability of ASEAN youth to make a difference. From its humble beginnings as an idea presented to Singapore's National Youth Council and Ministry of Culture, Community, and Youth in 2020 by seven visionary youths, ABYA has evolved into a dynamic, youth-led organisation.

With support from both local and international partners, ABYA is steadfast in its commitment to advancing its mission in fostering a community of like-minded youths who are not only business-savvy but also committed to the United Nations Sustainable Development Goals (SDGs). ABYA focuses specifically on SDGs #8 (Decent work and economic growth), #11 (Sustainable cities and communities), and #17 (Partnerships for the goals).



28

Programmes & Events



>3700

ASEAN Youths  
Impacted



>75

partnerships



> 50

Partners, Companies &  
Supporting  
Organisations

ABYA cultivates youth leaders and evens out the professional opportunity playing field in 2 ways— a) connecting industry experts with youths to provide insights that help illuminate possible career paths, b) providing environments optimal for cross-cultural interaction, building the adaptability needed for leadership in a future workplace with diverse backgrounds. We achieve this by conducting the following key initiatives:

- 1. Skills Development Workshops:** In collaboration with partner organisations, we design training sessions tailored to address the organisation's real-life challenges. This way, we can develop essential soft skills for participants whilst targeting some of the industry's pressing issues.
- 2. Mentorship and Networking:** At ABYA, we firmly believe in the transformative power of opening doors to a world beyond one's own, fostering connections with like-minded individuals who bring diverse perspectives rooted in different upbringings.
- 3. Executive Training:** Members have the unique opportunity to serve as executives and officers, enabling them to think big and make a substantial impact in a growing enterprise.

Our mission has garnered interest from various organisations, leading to collaborative efforts and our expanded presence in all ASEAN countries. Through an annual survey, ABYA stays connected with our stakeholders to understand the needs of the youth and corporate partners. This has helped us to be updated on the interests of the youth and gather feedback on areas to improve and refine our programmes to meet the needs of our stakeholders.