

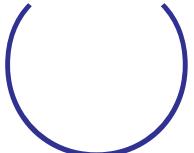
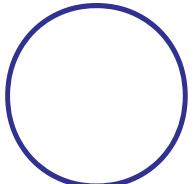
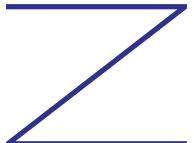
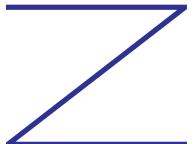


ASEAN BUSINESS
YOUTH ASSOCIATION

ANNUAL IMPACT REPORT

2021





01.

Letter from Advisory Board

02.

Letter from ABYA President

03.

About Us

04.

ASEAN Market
Opportunity & Needs

05.

2021 Year in Review

06.

Staying in Touch

07.

Acknowledgements

LETTER FROM ADVISORY BOARD



Dr Tan Wu Meng



Malminderjit Singh



Wendy Tan



Andrew Pang



Chris CG Tan



Edmund Twohill



Dr Priscilla Koh



Joel Shen



Vicky Makhija

The Association of South East Asian Nations (ASEAN) is one of the most important regions in the world. Economically, the region of 10 countries does not just include some of Asia's most exciting, dynamic and innovative economies, it also packs a punch collectively. As a trade bloc, ASEAN's Gross Domestic Product (GDP) is set to exceed US\$4 trillion by 2025, making it one of the top five economies in the world. It is also the world's fastest growing trade bloc with exports projected to increase from US\$1.3 trillion in 2021 to US\$2.8 trillion in 2025. This should be hardly surprising since geo-strategically, ASEAN centrality has formed the bedrock for the two largest free trade agreements in the world – the Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP) and the Regional Comprehensive Economic Partnership (RCEP).

It is imperative for the youth of the region to participate in, leverage on and contribute to this enormous potential and growth ASEAN has to offer. With more than 380 million people under the age of 35 – accounting for 61 per cent of the grouping's total population - the ASEAN region has a strong demographic dividend. But this will matter if the young in the region have the right skills, resources, and opportunities.

Here is where an organisation like the ASEAN Business Youth Association (ABYA) can make a substantial difference. According to a 2019 World Economic Forum study, more than half of the youths in the region believe they should upgrade their skills constantly and are aware of the threats technology and disruption pose to their current skills.

LETTER FROM ADVISORY BOARD

As a platform that can reach out to youth across the region, and which has proven partnerships with industry and academia, ABYA can help plug the skills gap that is unravelling across ASEAN. Interestingly, the study also revealed that most youth in ASEAN place internships as equally or more important than formal education to learn new skills. ABYA's activities, such as its LEAPS programme, will help provide these opportunities for on-the-job training and mentorship.

However, ASEAN youth are also less enthusiastic and optimistic about their futures with small and medium enterprises (SMEs) and more inclined to multinational corporation (MNCs). This has to change as SMEs form the heartbeat of many of the region's economies. Moreover, ASEAN needs a strong SME sector to help it realise the region's potential growth. Without a strong pipeline of talent, the SME sector will be choked and may stagnate. Further, ASEAN, as the world's largest digitally-enabled population, will see eCommerce grow to US\$88 billion by 2025. This trend will push many SMEs in the region to also go digital and, in doing so, seek updated skills while also being more innovative and appealing to the young. As an Advisor to ABYA, I believe it can play a critical role in identifying opportunities for young in the region with SMEs, matching young jobseekers with SMEs and also helping the youth realise the benefits of being involved in the SME sector. On the flip side, SMEs will find it beneficial to partner an organisation like ABYA to get access to young and skilled talent. With such a structure in place, the future for ASEAN, ABYA, and the region's youth looks even brighter.

Malminderjit Singh
Founding Advisor, ABYA
On behalf of the Advisory Board

LETTER FROM ABYA PRESIDENT



Projected to be the 4th largest economy in the world by 2030, the Association of South East Asian Nations (ASEAN) region is growing in prominence on the world stage. The region's potential urged a group of 7 enthusiastic youths to pitch and kickstart ASEAN Business Youth Association (ABYA) in the inaugural Spark The Next's Youth Action Challenge, organised by the Ministry of Culture, Community, and Youth (MCCY), National Youth Council (NYC), and People's Association Youth Movement (PAYM) in Singapore. ABYA emerged as the runner-up team and was awarded with a seed grant to develop and run this initiative.

Officially legalised as a society in 2021, ABYA aims to be the bridge for youths to increase their knowledge and gain a foothold in ASEAN through participating in our programmes. Based on our Focus Group Discussions (FGDs) and survey, we have gained insights into the youths' needs and identified the underlying gaps in the market. Our findings also led to the development of ABYA's two main programmes - ABYA Explore and ABYA Leadership, Exploration, and Progress (LEAPS) to further our mission of developing future ASEAN leaders to work with or in ASEAN.

With the volatile coronavirus pandemic, many youths were left struggling to cope with a rapidly changing and increasingly challenging work environment. ABYA was born in the midst of the coronavirus pandemic and discovered the importance of youths upskilling themselves in these trying times.

Our programmes started off to focus on three main pillars – Political, Economic, and Culture (PEC) – of the region. In 2021, we experienced tremendous growth by a 700% increase in participation in ABYA LEAPS. Most notably, we expanded on our existing programmes and resources, as well as worked with our corporate partners, corporate advisor, and co-organisers to provide opportunities for the youths to work on projects that are according to the latest industry trends.

ABYA Explore is another core programme that provides PEC aspects to the ASEAN youths. Our programme allows youths to gain exposure and knowledge about the ASEAN region. Over 2,000 attendees were exposed to a series of industry sharing sessions, ranging from workshops, webinars and masterclasses.

LETTER FROM ABYA PRESIDENT

Aside from ABYA Explore, ABYA is humbled to have our Advisor - Dr Priscilla Koh, who has extensive knowledge in the ASEAN region, to conduct our inaugural Cultural Masterclass to our members. This is on top of our weekly curated 'A Future In ASEAN' content. These knowledge sharing platforms aim to inform our followers about updated current affairs and industry knowledge about the ASEAN region.

Given our broad and in-depth range of programmes, we are humbled to impact more than 3,000 individuals in 2021. With this outstanding achievement, ABYA will strive to continue providing opportunities to be updated with industry trends and for youths to be prepared for the workforce in the region. Our achievement would not have been possible without the support of our supporting partner organisations, advisors, dedicated executives and engaged members. We are deeply grateful for their great support and partnership in furthering this vision for youths in ASEAN.

As we embark on 2022, ABYA is excited to continue building a vibrant and connected network between companies and youths across the ASEAN region. We aim to be a platform to prepare youths to not only take charge of their own careers but also represent what it means to be ASEAN business leaders of tomorrow.

We look forward to welcoming more like-minded individuals, working with our dedicated executives, and collaborating with our invaluable partners as we continue building the ABYA community together.

Veronica Low Kai Lin
Founder and President of ASEAN Business Youth Association (ABYA)

ABOUT US

ASEAN Business Youth Association (ABYA) first started with a team of 7 youths in March 2020. Since then, it has expanded to a vibrant community of 255 youth members. ABYA is very thankful to its 40 dedicated executives who have stepped up to the challenge and championed ABYA's successes in marketing, partnerships, and programmes through their hard work on initiatives such as ABYA Explore and ABYA Leadership, Exploration, and Progress (LEAPS).



With a vision to be the leading youth organisation that nurtures future ASEAN business leaders, ABYA is a youth-led organisation aimed at empowering a community of ASEAN youths to work and communicate effectively with fellow Southeast Asians and drive cooperative efforts to secure shared economic success. ABYA strives to provide cross-cultural training, exposure, application, and networking for its members, participants, and ASEAN youths in the region.

In support of the United Nations Sustainable Development Goals (SDGs), ABYA works towards three SDGs, namely decent work and economic growth, sustainable cities and communities, and partnerships for the goals.



ABYA helps to achieve higher economic productivity through business collaborations, supports positive economic, social, and environmental links between different regions through national and regional development planning, as well as encourages and promotes effective partnerships between public, private, and civil societies.

ASEAN MARKET OPPORTUNITY & NEEDS



According to ASEAN Market Insights (2021), ASEAN is the world's 5th largest economy, with a population of 647.7 million. With the world racing to adapt to the COVID-19 pandemic, technology and digitalisation are increasingly important for doing business and creating new opportunities in the world.



According to the World Economic Forum Youth Survey 2019, it is important to have a growth mindset and overseas work experience to stay relevant in the era of the Fourth Industrial Revolution. As many employers demand new and different skills, such as digital literacy, adaptability, critical thinking, problem-solving, and collaboration, the traditional education and training system might fall out of step with the evolving market (ASEAN Regional HRD Report, 2021).

ASEAN needs to become a region where youths show a strong commitment to lifelong learning and favour more on-the-job training and internships. ABYA seeks to nurture these skill sets in the ASEAN youths to address marketplace demand.

2021 YEAR IN REVIEW

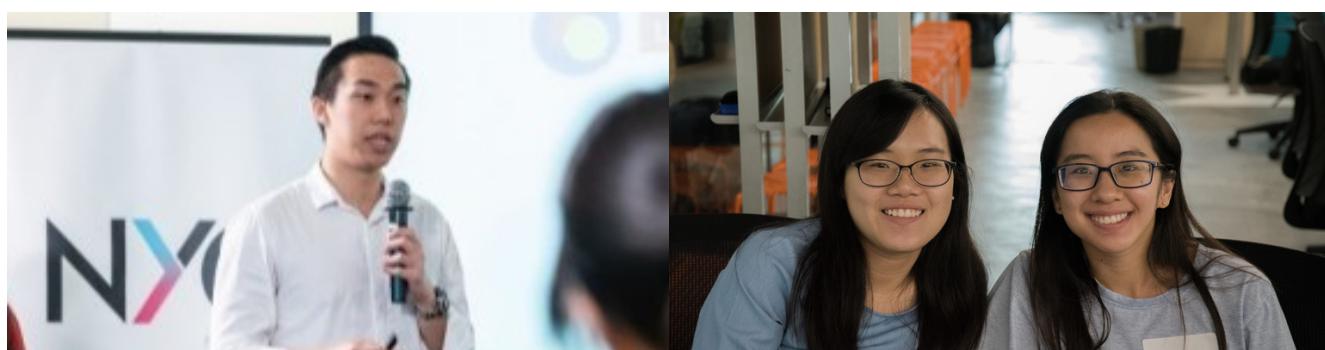
ABYA seeks to offer a unique platform for youths in ASEAN to build the most sought-after skills, to form friendships and life-long connections as well as to encourage the entrepreneurial spirit to innovate, market and sell high-quality products and services. In offering this platform, we hope to boost collaboration, synergy, and knowledge-sharing across borders.



In line with ABYA's commitment to its vision and mission, we created two main programmes, ABYA Explore and ABYA Leadership, Exploration, and Progress (LEAPS), both of which are open to individuals with a passion for ASEAN. These programmes are conducted in the form of webinars, small-group networking sessions with professionals and business leaders in ASEAN, business case competitions and workshops, as well as project-based learning. These programmes aim to broaden and deepen participants' knowledge of ASEAN, expand their professional networks and equip them with skills needed to understand and act upon existing trends in the ASEAN market.

ABYA Explore imparts insights and knowledge to the youth on current industry trends across ASEAN. By gaining different perspectives on these issues, ABYA hopes to broaden the youths' macro-knowledge of business and cultures of the region.

With the aim to provide youths with a platform to apply their knowledge and skill sets to drive tangible action through real-world projects, ABYA LEAPS serves to assist ABYA's clients in developing their businesses through personalised consultation on best practices and approaches, effective growth strategies, and detailed feedback based on data insights. In 2021, ABYA LEAPS sought to expand its learning offerings, scale its outreach to youths across the ASEAN region and build a sustainable train-the-trainers model. Throughout the 5-month programme, ABYA LEAPS hosted a series of case competition, workshops, masterclasses, and organised the ABYA LEAPS x Talent @ SWITCH Youth Challenge (Demo Day) 2021, providing invaluable opportunities for participants and partners alike to explore topics related to Sustainability and Green Economy in ASEAN.



Powered by Young National Trades Union Congress (NTUC), ABYA is supported by the inaugural Spark The Next SG Youth Action Challenge (YAC) organised by the Ministry of Culture, Community and Youth (MCCY), the National Youth Council Singapore, and People's Association Youth Movement (PAYM).

ABYA is also extremely humbled to be one of the top 10% of the participating teams in Southeast Asia awarded with the Young Southeast Asian Leaders Initiative (YSEALI) Seeds for the Future 2021 grant. YSEALI Seeds for the Future Programme 2021 is a small grants competition that supports innovative initiatives in Southeast Asia through the provision of funds for the region's most promising leaders to execute projects that improve their communities, countries and the region. This programme is sponsored by the U.S. Department of State and is funded through a grant from the U.S. Mission to ASEAN, run by Cultural Vistas.

This recognition serves as a reminder for ABYA to remain ever committed to its mission to empower a community of ASEAN youths to see a future in ASEAN, while becoming a representative voice for youths in business.

ABYA EXPLORE

ABYA Explore provides a series of sharing and networking sessions that enable ASEAN youths to engage with, and be inspired by, industry professionals.

ABYA Explore 2020

In 2020, amidst the intensifying COVID-19 pandemic, ABYA held its AFIA dialogue series through online Zoom video conferences. By the end of the year, we have organised close to 20 sessions with reputable partners and organizations.



15
SESSIONS



1,356
ATTENDEES



12
BLOG ARTICLES



41
SPEAKERS &
MODERATORS



10
PARTNERS, COMPANIES &
SUPPORTING ORGANISATIONS

ABYA Explore 2021

In 2021, ABYA conducted 10 events and worked with 25 speakers and moderators in the process. Evolving alongside Singapore's COVID-19 measures, ABYA held many of these events in a hybrid format for both physical and virtual events, bringing new dimensions of engagement to its participants. These events leveraged ABYA's existing network and focused on opportunities which could provide skill-building and equitable economic development for the youths in the region.



Family Business in Indonesia - Strategy & Transformation

We are thankful for *SCAPE Co., Ltd. for sponsoring the venue, Datascrip and Sintesa for sponsoring media and technical support, and Singapore Global Network for sponsoring food and beverages for our event.



10
SESSIONS



274
ATTENDEES



7
BLOG ARTICLES



20
SPEAKERS &
MODERATORS



18
PARTNERS, COMPANIES &
SUPPORTING ORGANIZATIONS

ABYA is delighted to see that our participants have benefitted from ABYA Explore's sessions in 2021. Furthermore, ABYA also seeks to encourage knowledge-sharing between youths through publishing our very own blog articles by ABYA in-house writers.

Through the insights gathered, we have identified that youths are especially interested in networking segments as they are able to interact with the speakers on a personal level and discuss topics in greater detail. As such, ABYA strives to add relevance to the youths and prepare them for the workforce in ASEAN. Our participants' satisfaction will continue to motivate us to serve the community through our position as a leading ASEAN youth organisation.

ABYA Explore Testimonials

FAMILY BUSINESS IN INDONESIA -
STRATEGY & TRANSFORMATION

24 APRIL 2021



Talking:




**NAVIGATING THROUGH
FAMILY BUSINESS
AND
INDONESIA'S
PROFESSIONAL
ENVIRONMENT**
BY ABYASA KAMDANT

"The session was very insightful and interesting on how Abyasa shared his experience in building the business in Indonesia."

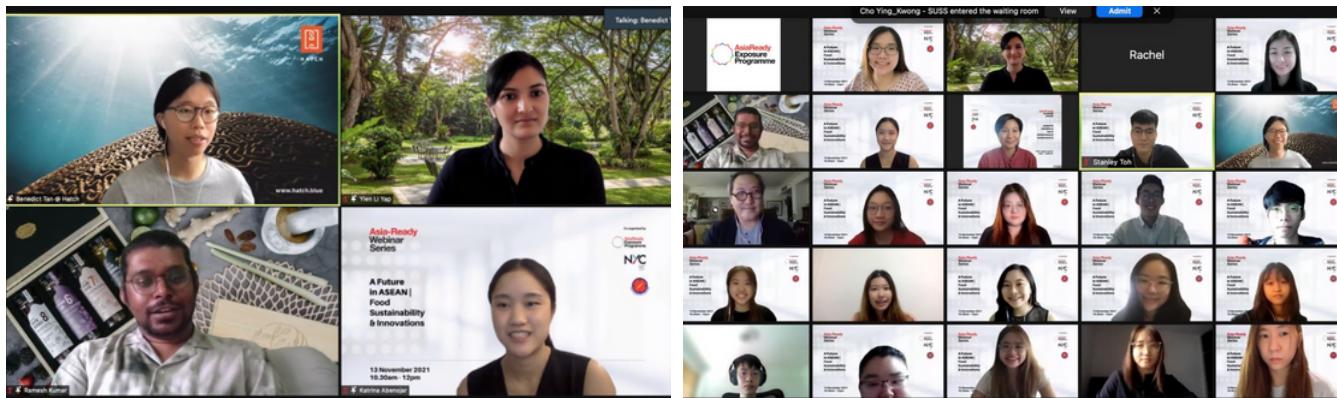
--- ABYA: Family Business in Indonesia - Strategy & Transformation



“

"Speakers were very entertaining. I enjoyed the breakout sessions where we are able to interact and discuss in smaller and more specific details."

--- ABYA x Yale NUS: Future of Work in SEA



“

"The speakers all shared very insightful details on how food sustainability is not understood despite it being a very important issue. There have been many misconceptions around the word "sustainability" as it mainly associates with environmental sustainability. However, there is so much food waste and technology that focuses on reducing the food waste is either not readily available, extremely expensive or met with animosity with people (example on the fishery staff being worried that technology will take over their job) hence, there is more to be done to encourage food sustainability."

--- ABYA x NYC: Food Sustainability & Innovations

ABYA LEAPS

ABYA LEAPS 2020

ABYA seeks to groom next generation ASEAN-ready talent to contribute to ASEAN's future through ABYA LEAPS, a remote tertiary student programme that provides participants with ASEAN-focused industry immersion projects designed to sharpen relevant technical and soft skills as well as nurture participants into ASEAN-savvy talents who can better contribute to ASEAN's future. Started as a response to COVID-19, ABYA LEAPS ran a successful pilot programme from May to September 2020 with 15 Singapore-based youths working on real-life projects sponsored by 2 organizations, LucaNet and Growth Marketing Studio.

ABYA LEAPS 2021

In ABYA LEAPS 2021, we are honoured to receive the YSEALI Seeds For the Future grant, sponsored by the U.S. Department of State, to run the programme.

Building on our experience from LEAPS 2020, we expanded the LEAPS Organising team by four times, which has enabled us to accomplish many milestones in LEAPS 2021. We experienced a 700% increase in participants. More than 120 ASEAN tertiary students applied to participate in ABYA LEAPS 2021, of which almost half were non-Singaporeans.

ABYA LEAPS 2021 organised 3 workshops and a panel discussion in Phase 1 covering the topics: *Perfect your Pitch*, *Intercultural Fluency*, *Impact Solutioning and How to Advance Education in ASEAN*. We are delighted to see more than 150 attendees in these workshops, with 98% of them showing that they felt more confident to apply the skills learnt.

“

Perfect Your Pitch

"I realised that being technical and logical is helpful in your pitch, however, evoking the clients' emotion will help you persuade them better to choose the product or service that you are offering."

“

Intercultural Fluency

"Acknowledging empathy and practicing it in such a way that a certain solution is sensitive to all perspectives, it could mean to be inclusive of all stakeholders thus increasing its effectiveness."

“

Impact Solutioning

"Design thinking is fundamental in order to give emphasis to every aspect of solution and in order to give emphasis to every aspect of solution and incorporate multiple perspectives."

“

How to Advance Education in ASEAN

"Follow your passion! Don't be afraid to be the change that the world needs."

"The future of EdTech is promising and meaningful work is vital."

The top 5 teams were selected by a panel to proceed to the next phase. ABYA members also voted for the top 3 People's Choice teams which were awarded cash prizes. ABYA would like to thank our case sponsor, YCH Group Pte Ltd, our training partner, Singapore University of Social Sciences, and our programme partner, *SCAPE Co., Ltd for making Phase 1 possible.



In Phase 2, ABYA is honoured to partner with National Youth Council, Singapore Week of Innovation and Technology (SWITCH) and *SCAPE Co., Ltd. We are proud to announce astounding results from this 12-weeks long journey from August to October 2021. With greater support and network from our supporting organisations, we saw a two-times increase of participants who completed the journey, and thrice the number of industry mentors engaged. Furthermore, we also partnered with our 5 corporate partners & advisor, who are experts in the sustainability field, which provided extensive learning and enabled a greater variety in the challenge statements presented for our participants.

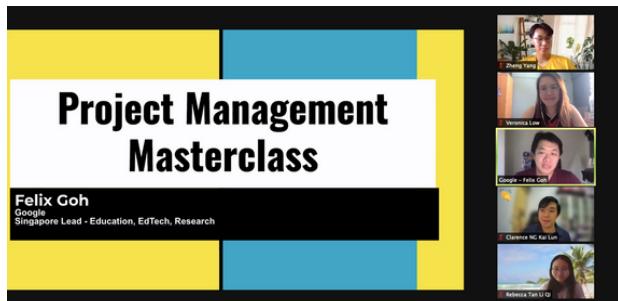


Officially launched on 7 August 2021, the ABYA LEAPS x Talent @ SWITCH Youth Challenge Kick-off session hosted more than 90 participants and was graced by the presence of the Guest-of-Honour, Ms. Esther An, Chief Sustainability Officer of City Developments Limited (CDL) and an active advocate for green building and sustainability for over two decades. Centred around the theme of "Sustainability", more than ten youth teams worked intensively over three months on real-world challenges issued by regional and international businesses. Their projects explored the sub-themes of (i) Food Security and Resilience; (ii) Liveable Cities; and (iii) Impact Investing, within the broader focus of sustainability.

During their 12-week journey, participants attended 5-session webinars under the Entrepreneurship Exposure Series (EES) and skills-based workshops on Project Management and Go-to-Market Strategy.

Project Management Masterclass

Mr. Felix Goh, Singapore Lead - Education, EdTech, Research, Google



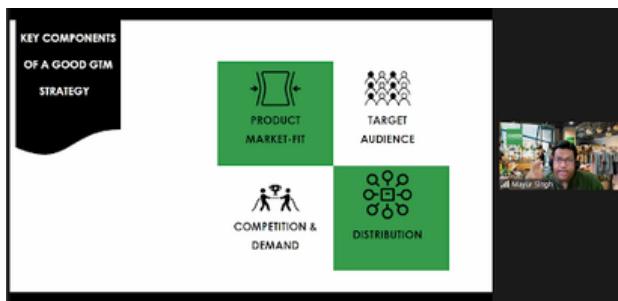
Our participants had the pleasure of joining the Project Management Masterclass where Felix discussed the principles and values of the Agile framework, the most common project management framework, and how it can be applied to a business expansion scenario, through a hands-on group activity.

“

In order to have a better flow of working, there is a need to have a Project Lifestyle, to focus on the timeline of goals and milestones needed to accomplish every stage. One of the best practices in good management is by means of communication methods, to further understand each other.”

Go-to-Market Strategy Masterclass

Mr. Mayur Singh, Co-founder at The Green Collective SG



Participants had the opportunity to learn from Mayur in understanding the GTM methodology in B2C/B2B settings and the steps in creating a GTM plan. Given Mayur's background, he provided real-world examples centered around the sustainability business and put theory into practice through a hands-on activity.

“

“It is important to look beneath the surface and dive deeper towards the product development process.”

“

“To be able to think outside the box for Go-to-Market Strategy will allow one to gain a competitive advantage though it can be difficult to achieve.”

ABYA LEAPS x Talent @ Switch Youth Challenge (Demo Day)



Lastly, on 30th October 2021, ABYA held its inaugural ABYA LEAPS x Talent @ SWITCH Youth Challenge (Demo Day). As the culmination of the ABYA LEAPS Youth Challenge, it is a programme that aims to help tertiary students sharpen their business acumen and knowledge of ASEAN markets while enabling companies to gain different perspectives from youths in building business resilience through sustainable strategies.

Welcoming over 220 online and offline attendees, ABYA LEAPS x Talent @ SWITCH Youth Challenge (Demo Day) 2021 was held in *SCAPE Co., Ltd. and was graced by the presence of Mr. David Chua, Chief Executive Officer of NYC, Ms. Cindy Ngiam, Director of SWITCH Programme Office Enterprise Singapore, Ms. Ivy Lim, Executive Director of *SCAPE Co., Ltd., Mr. Jason Seymour, Public Affairs Officer of the U.S. Mission to ASEAN, Mr. Ian Yip, YSEALI and Alumni Coordinator at U.S. Embassy Singapore, as well as business mentors, corporate partners, and corporate advisor of the participating teams.

ABYA is grateful to our corporate advisor, City Developments Limited, and our corporate partners: YCH Group Pte Ltd, WTH Foods, Enea Consulting, and HATCH Blue for dedicating their time and effort to ABYA LEAPS 2021. We are also thankful to YSEALI for funding the event, *SCAPE Co., Ltd. for funding the venue, and NYC and SWITCH Programme Office Enterprise Singapore for the sponsorship.

ABYA LEAPS Testimonials

Youth Participants



"The most memorable experience with LEAPS would be meeting new friends from different countries and understanding their cultures. I found it very interesting to work with people that I don't know as it really improved my interpersonal skills that I believe I lacked before joining LEAPS 2021. I really enjoyed the topics in Phase 1 and Phase 2 which are related to nature-based solutions and supply chain issues. Although the topics are not related to my studies, LEAPS made me explore more knowledge and I realise that there are so many things that I have not ventured in this world."

--- Ms. Farahin Azriana, Group 9 (Enea Consulting)

"My most memorable experience with LEAPS, was actually, the day, whereby my entire team went to HATCH Blue. I vividly recall being nervous and excited at the same time. On that day itself, it was an impromptu presentation, for me, as well. I did not expect myself to be presenting, to HATCH Blue, although I was fully aware, at that point in time, that the main points , from the slides, were more or less covered. What touched me the most, till date, was the support of my entire team. They encouraged me, before, during and even after my presentation."

--- Ms. Fang Yang Lin, Group 4 (HATCH Blue)

"I really enjoyed working with my project manager, mentor, and company I was partnered with. It was amazing to see the skills and knowledge they have to offer to me. They have guided with patience and that is something I really appreciated as the youngest participant of this competition."

--- Ms. Megan Teoh, Group 4 (HATCH Blue)

Project Managers

“

"I have benefited so much beyond the role of Project Manager! Other than opportunities to network and work alongside such a motivated project team, I learnt more about the challenges and opportunities of the industry, and met amazing people in ABYA and beyond! We really appreciate the efforts of the team to make the physical Demo day possible. This was where the project teams get to present their work to companies representatives, and where we celebrated our success together after 12-week of hard work! Grateful for these opportunities!"

--- Ms. Guo Ya Yuan, Group 3 (City Developments Limited)

Project Mentors

“

"It's a wonderful experience working with ABYA LEAPS team and the students. The entire journey was fun and fruitful!"

--- Mr. Pang Zi Hao, Group 3 (City Developments Limited))

“

"Being a mentor in the ABYA LEAPS program has allowed me to reinforce my knowledge on the subject matter and diversified my perspective in the industry. It has also allowed me to expand my network, meeting passionate, like-minded people within and outside my field."

--- Mr. Chris Cheng, Group 9 (Enea Consulting)

Sponsors (YSEALI Seeds For The Future)

“

"It's always great to see young leaders stepping up and talking about their passion projects, these are aligned with YSEALI in improving and positively impacting the community that the young leaders are in. Don't be afraid to make mistakes, continue to dream big, do big and learn from one another."

--- Mr. Ian Yip, YSEALI and Alumni Coordinator at U.S. Embassy Singapore

Corporate Advisor & Company Partners

Themes



Food Security &
Resilience

Liveable Cities

Impact Investing



WTH
Worth the Health

HATCH



CITY
DEVELOPMENTS
LIMITED



enea
CONSULTING

“As a global real estate company and sustainability leader, CDL is pleased to work with partners like ABYA who represent youths across different ASEAN markets. Organisers and participants alike showed great dedication during the lead-up and final showcase at the ABYA LEAPS Demo Day 2021, held in conjunction with SWITCH. As a corporate advisor, we were pleased to share actual problem statements with the teams and subsequently guide them through the business solution ideation process. Given the diverse value chain in the built sector, greening the built environment is not an easy task. The teams we mentored showed keen interest in understanding our stakeholder's pain points, especially from a building occupant's perspective. Through this exchange, we are reminded that committing to a net-zero future is the right thing to do for a more sustainable future.”

--- Ms. Esther An, Chief Sustainability Officer of City Developments Limited (CDL)

“Enea Consulting would like to thank ABYA for having us as a corporate partner on the LEAPS 2021. It's been a great opportunity to interact with youths from various ASEAN and helping to socialise them to the newer challenges and consulting problem statements in the impact investing and sustainability space. As an international strategy consultancy advancing the world's efforts to address climate change and stay ahead of the energy transition, we were impressed by the youths enthusiasm towards the topics of sustainability and how they were able to digest technical information to generate useful insights for their projects.”

--- Mr. Kevin Low, Manager of Enea Consulting

Company Partners

“

"Compliments to ABYA team for orchestrating the LEAPS event during the challenging times. Having seen through both phases of the programme, the objectives and benefits of the LEAPS programme are clear. The teams had shown the ability to propose solutions within a tight timeline and deliver during the case competition. The immersive programme and experiences garnered by the participants will be proven invaluable in their search for opportunities within ASEAN countries and beyond."

--- Mr. Hanjin Ng, Assistant General Manager of Corporate Development, YCH Group Pte Ltd

“

"Despite the challenges of another pandemic year, Veronica, Christina and the hardworking team at ABYA have successfully implemented ABYA LEAPS 2021. My team and I had the pleasure of working with ASEAN youths who are not only inspired to become future business leaders, but also exhibited passion, determination, and critical thinking as they accomplished their assigned projects. The team at ABYA LEAPS has shown resourcefulness and creativity as they effectively used digital solutions that allowed us to work seamlessly with the team despite continued lockdowns across national borders. WTH Foods is truly a proud project partner this year."

--- Mr. Stephen Michael Co, Co-Founder & CEO of WTH Foods

“

"I had an extremely positive experience working with ABYA on the LEAPS Challenge 2021 as part of Hatch. The excellent organisation of the ABYA team allowed us to focus on the delivering the subject matter to the participants involved. The passion and commitment of the ABYA team was evident in this process and I am confident that they will continue playing a key role for youth in Southeast Asia. I look forward to their work in 2022 and beyond."

--- Mr. Benedict Tan, Programme Manager, HATCH Blue

ABYA X YOUNG NTUC LIT-ASEAN



ABYA is extremely humbled to partner with Young National Trades Union Congress (Young NTUC) in LIT DISCOVery 2021, an aggregated career discovery resource platform that encourages youths to take charge and design their own careers, as well as continuously upskill to stay relevant and competitive.

Given that Singapore has a strong bilateral relationship and various trade agreements with Indonesia, Young NTUC LIT-ASEAN Career Mentorship focused on diving further into Indonesia's market.

By partnering with ABYA, a career discovery and exploratory pathway was curated for youths who are interested in understanding more about working in ASEAN, with a deep dive into the growing Indonesia market.



ABYA X YOUNG NTUC LIT-ASEAN



OVER
2,000
ATTENDEES



55
PARTNERS



75
SPEAKERS



3,500
LIVE VIEWERSHIP



51
ATTENDED LIT-ASEAN
MENTORSHIP SESSION

Following the success of the LIT DISCOVery in 2019 and 2020, LIT DISCOVery 2021 was a hybrid event, a 4-days symposium and themed marketplace, with content specially curated to help youths pursue their passion, achieve their aspiration, progress upwards, transit into emerging and growing sectors, and stay relevant and equipped for the future economy.

Attendees had the opportunity to understand the broad landscape of working in ASEAN - opportunities & challenges through a panel discussion, covering the topic of "Panel-Reimagining Workplaces: Blurred Regional Boundaries". Subsequently, attendees who were keen to further their interests, applied for a 4-month career mentorship where they were matched with skilled professionals within the industries.

Testimonial

“

"Our partnership with the ASEAN Business Youth Association (ABYA) started in 2019 when they joined the Youth Action Challenge Season 1.

Through our flagship career symposium, the LIT DISCOVery 2021, ABYA tapped onto their vast network of established ASEAN business leaders and mentors, making the ASEAN mentorship portion successful.

Their dedication and passion in wanting to inform and excite youths on the boundless potential that ASEAN has is evident for all to see. Over at Young NTUC, we appreciate their commitment to their mission and professional work ethic."

Ms. Wendy Tan

Executive Secretary, Young NTUC and Advisor of ASEAN Business Youth Association (ABYA)

STAY CONNECTED WITH US ON SOCIAL MEDIA

In line with ABYA's mission to empower ASEAN youths, our marketing team has researched, written, and designed bite-sized social media posts and blog articles to keep our youths engaged and in-touch with ABYA events and ASEAN business news. We have created two weekly content series, 'A Future in ASEAN' covering trending industry topics and relevant geopolitics, and 'ASEAN is One' covering cultural information on all ten ASEAN countries. Together, they aim to equip ASEAN youths with relevant industry and cultural insights for effective cross-cultural communication and cooperation. They have further provided ABYA's youth writers with the opportunity to take ownership of their learning through research on topics of personal interest and learn to creatively repackage complex topics into easily digestible posts that speak directly to ABYA's youth audience.

Moreover, ABYA is proud to organise our very first cultural masterclasses – Ethnography 101: Seeing, Understanding & Using “Culture” In Our Daily Lives. We had the privilege of hearing from Dr Priscilla, a historian and anthropologist, who kindly shared her ethnographic research journey through heartfelt anecdotes from her fieldwork and social experiences in Vietnam.

Ethnography 101: Seeing, Understanding & Using “Culture” In Our Daily Lives

The screenshot shows a video conference interface. On the left, a sidebar lists the 'Ethnographic Research Process' steps: Fieldwork, Researcher – Data Instrument, Observation of Community, Data Collection Process (with sub-points: Observation, Fieldnotes (Revise, reflect, and write), Interviews, Surveys, Site documents (Art, Photos, Forums)), Data analysis, and Writing. On the right, a grid of 25 video feeds shows participants in various settings, including a room with bookshelves and a landscape view. The video feed at the bottom right shows a person with the name 'Chirone Ngawang'.

The session covered fundamental aspects of the ethnographic research process and how to record our observations both descriptively and reflectively. Most notably, Dr Priscilla's sharing also emphasised the importance of understanding cultural differences and nuances in Vietnam. As a culture that values trust, community and 'sentiment', social ties and connections are essential as they can open doors to more ethnographic opportunities and richer data. It is thus important to build connections and trust with the people in order to gain a better and deeper understanding of their culture.

“

"It has been a great journey creating content with the ABYA marketing team. One of the most interesting learning opportunities in these two years would be attending Dr Priscilla's cultural masterclass and having the privilege of learning more about her ethnographic research journey. The personal and heartfelt anecdotes from her on-the-ground experiences in Vietnam made the session more memorable.

Dr Priscilla's sharing emphasised the importance of understanding cultural nuances and spending time building connections and trust. This is integral to ABYA's mission to build a cohesive youth community and to groom ASEAN-ready youths for the future. I look forward to participating in more events organised by ASEAN youths, for ASEAN youths."

--- Ms. Ong Hui Min, ABYA Member

“

"It was both an honour and a joy to be able to design and conduct ABYA's first cultural masterclass on the basics and uses of ethnography in Southeast Asia! As a youth-led organisation that seeks to connect youths and professionals from ASEAN countries, ABYA provides an important platform for youth in the region to connect and contribute to the region. As Southeast Asian countries move towards greater regional cooperation and integration, there will be increasing social, economic, and cultural interactions between people in Southeast Asia. Cultural knowledge and skillsets that apply to communities in the region will be crucial. The youth are the future, and I hope that ABYA will continue to be at the forefront in connecting and promoting diverse skills, knowledge and cooperation among ASEAN youths to improve society as a whole. "

--- Dr. Priscilla Koh, Advisor of ASEAN Business Youth Association (ABYA)

Receive News & Event Invites On Our Telegram Channel

Launched in April 2021, ABYA's Telegram Channel serves as a one-stop platform for subscribers to receive notifications pertaining to ABYA news, programmes, and events. To date, the channel has doubled its subscribers every 3 months and shared our content posts on a weekly basis.



Follow us at @ASEANBYA for our latest updates!

Website: <https://www.aseanbusinessya.com/>

Participate in ABYA Research Survey



URL: <https://forms.gle/FWQ6xinKkmnLPHE67>

ABYA is conducting a research survey to better understand the needs of the youths in the ASEAN region. We will appreciate your input to understand better your interest, which will help us curate and improve our programmes.

Be part of this survey, and help build a more vibrant ABYA community together! Thank you and we greatly appreciate your input.

If you have any additional inputs, write in to enquiry@aseanbusinessya.com.

ACKNOWLEDGEMENTS

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Advisors

- Mr. Andrew Pang
- Mr. Chris CG Tan
- Mr. Edmund Twohill
- Mr. Joel Shen
- Mr. Malminderji Singh
- Dr Priscilla Koh
- Dr Tan Wu Meng
- Mr. Vicky Makhija
- Ms. Wendy Tan Mei Feng

Partners & Supporting Organisations

- AIESEC in Johor Bahru
- AIESEC in KL
- ASEAN Youth Forum
- Arizona State University - Ira A. Fulton School of Engineering (Global Outreach and Extended Education)
- Business China Youth Chapter
- Deloitte Philippines (Sustainability Consulting)
- Financial Literacy for Youths
- Green Lady Vietnam
- Global Compact Network Singapore
- Local Alike
- Malaysian Students' Global Alliance
- Meet Ventures
- Ministry of Culture, Community, and Youth
- Ministry of Trade and Industry
- Ngee Ann Polytechnic
- Nanyang Technological University, School of Social Sciences – Public Policy and Global Affairs
- NUS Entrepreneurship Society (UNICON)
- NUS Global Affairs
- OSG Youth Alliance
- Refill Station
- Singapore Chamber of Commerce Indonesia

- Singapore Global Network
- Singapore University of Social Sciences
- Taylor's University
- The American Chamber of Commerce
- The Malaysian Hub
- United Nations Development Programme
- Uni.Lah
- Young National Trade Union Congress

Co-Organisers & Sponsors

- Enterprise Singapore (ESG)
- Datascrip
- National Youth Council (NYC) Youth Action Challenge 2020 Grant
- *SCAPE Co., Ltd.
- Singapore Global Network (SGN)
- Sintesa Group
- Young Southeast Asian Leaders Initiative (YSEALI) Seeds for the Future 2021 grant

ABYA LEAPS Company Partners & Corporate Advisor

- City Developments Limited
- Enea Consulting
- HATCH Blue
- WTH Foods
- YCH Group Pte Ltd

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- City Developments Limited
- Enea Consulting
- Ernest & Young
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- Security Bank Corporation
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- Sustainable Communities and Waste Hub
- WTH Food
- Verne Energy Solutions
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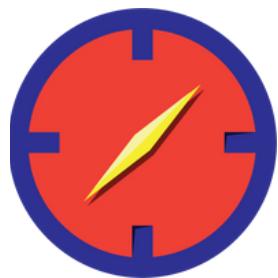
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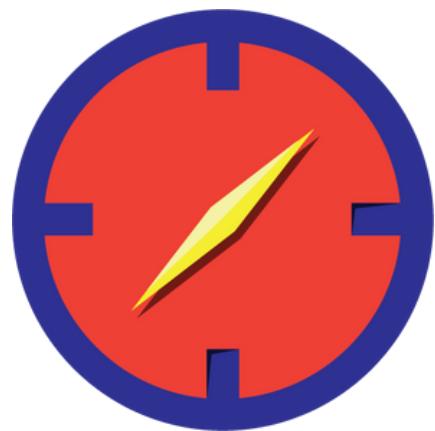
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