



**ASEAN BUSINESS
YOUTH ASSOCIATION**

ANNUAL IMPACT REPORT 2022

Beyond Borders, Shaping Leaders of Tomorrow



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The past few years have been characterised by increased global economic uncertainties, conflicts, and inequality. Across the world, the economic and financial crises, natural disasters, climate change, food insecurity, and the ongoing Covid pandemic have disrupted social and political systems. The global crises and the ongoing pandemic have no doubt brought new challenges to Southeast Asian countries and the region as a whole.

Despite the uncertainties and challenges that these crises have brought about, Southeast Asia remains an important region that continues to have continuous and stable economic development and foreign direct investment. Over the past decade, Southeast Asia's global economic and geopolitical profile has grown significantly. The recent period has also seen remarkable growth in the technology sector, digital economy, and SME enterprises in the region. With ongoing renewed commitments to and increased partnerships between governments and development partners, the economic growth and geopolitical importance of the ASEAN region look set to expand and become more dynamic in the coming period.

Youths have always been and will continue to play a critical role as both the catalysts and leaders of economic, social, and cultural collaboration and growth. As youths are the drivers of change and innovation across the globe, they must be at the forefront of national, regional, and global discourses on key issues such as climate change, sustainable development, economic development and security, and peace dialogue.

LETTER FROM ADVISORY BOARD

Youths are the future of Southeast Asia and ASEAN youths are key to promoting awareness, dialogue and collaboration within their countries and in the region. It is therefore crucial to continue to include and emphasise the youth's voices, aspirations, and vision in the collaborative efforts, decision-making and policies within the region.

From 2020 to 2022, ABYA has transformed in many key ways. ABYA has established itself as a leading youth-led organisation that aims to empower a community of ASEAN youth to work and communicate effectively with people regionally, through cross-cultural training, exposure, application, and networking. The implementation of ABYA's two main programs, ABYA Explore and ABYA Leadership, Exploration, and Progression (ABYA LEAPS) has enabled youth participants from the region to acquire knowledge, skills, networks and a platform to apply their knowledge.

The COVID-19 pandemic has enabled ABYA to pivot towards and innovate diverse modes of engagement and program implementation, such as through virtual events. With the gradual easing of restrictions worldwide and as nations have started to manage Covid as an endemic condition, ABYA is looking forward to organising more physical events within the ABYA community and to expand existing programs. In line with its mission to nurture lifelong learning and industry partnerships in the region, ABYA will continue developing youth engagement and programme development in the region, such as Indonesia, and focus on reaching out to Institutes of Higher Learning (IHLs) and industry partners in Singapore and beyond as key partners and collaborators. I am confident that ABYA will be able to achieve these goals and fulfil its mission to build a vibrant and connected network between youths and industries, and to develop future leaders in the ASEAN region.

Priscilla Koh
Advisor, ABYA
On behalf of the Advisory Board

LETTER FROM ABYA PRESIDENT



The Association of Southeast Asian Nations (ASEAN) is a fast-growing trade bloc of 11 countries, with Timor-Leste being admitted as the 11th member of ASEAN. ASEAN is growing in prominence on the world stage.

The International Monetary Fund (IMF) projects that ASEAN's economy will grow 5% in 2022 and 4.7% in 2023, outpacing the projected global GDP growth rate (International Monetary Fund, 2022).

Inspired by the region's potential, a group of 7 enthusiastic youths from Singapore pitched the idea of "ASEAN Business Youth Association (ABYA)" at the inaugural "Spark The Next's Youth Action Challenge" in 2020, organised by the Ministry of Culture, Community, and Youth (MCCY), National Youth Council (NYC), and People's Association Youth Movement (PAYM). ABYA emerged as the winning team and was awarded a seed grant to develop and run this initiative.

Officially registered as a society in 2021, ABYA was born during the pandemic to foster stronger ties within the ASEAN region and provide a platform for youths to network, learn, and grow together. Our organisation has grown from a core team of 7 members to over 400 members, impacting over 3,000 youths to date. Over the past few years, we have gained valuable experiences and grown leaps and bounds growing from our founding team to next generation leadership.

Based on our Focus Group Discussions (FGDs) and surveys, 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 Progression (LEAPS) to further our mission of developing future ASEAN leaders to work with or in ASEAN.

Our programmes started off focusing on three main pillars of the region – Political, Economic, and Cultural (PEC). In recent times, digital transformation has also become one of the key developments in the ASEAN region. By 2030, ASEAN's digital economy is predicted to be worth US\$1 trillion due to the pandemic that has accelerated the online shopping and trade patterns of people in ASEAN (UK-ASEAN Business Council, 2022).

LETTER FROM ABYA PRESIDENT

In 2022, Digitalisation and Technology became the main theme of our programmes to reflect the latest industry trends of our youths. ABYA Explore has created an awareness of digitalisation by sharing industry trends and happenings from renowned speakers, whereas ABYA LEAPS served as a platform for youths to apply the knowledge gained in our annual Case Competition. This year, we are honoured to partner with Deloitte as our Key Sponsor for ABYA LEAPS under the theme "Digitalisation: Widening Your Horizons In The ASEAN Region." ABYA LEAPS 2022 has gathered more than 100 youths across ASEAN to participate and propose their solutions to Deloitte. The programme has allowed the youths to work with youths from other countries and gain a deeper understanding of the ASEAN region. ABYA is grateful to have the support of our mentors who have supported our programme for their pitch presentations on Demo Day.

The reopening of the borders has allowed ABYA to have more in-person activities with our community, not just in Singapore, but also our next key country, Indonesia. ABYA Demo Day is one heartwarming event as it enabled local and overseas community members to be there with us in-person, as well as those who attended virtually, whom we hope to meet soon.

ABYA had our first overseas networking event conducted with one of our Indonesian partners, Foreign Policy Talks to foster stronger ties between both the organisation and our members in Indonesia. The event has allowed the youths to meet like-minded individuals who are interested in ASEAN and exchange knowledge with one another. We are grateful to meet our Indonesia community executives and members in-person.

As we embark on 2023, ABYA is excited to continue building a vibrant and connected network between companies and youths across the ASEAN region. Moving ahead, ABYA will be expanding into Indonesia and other ASEAN countries in years to come.

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

Founded in 2020, ASEAN Youth Business Association (ABYA) has engaged over 3,500 ASEAN youths to date through programmes such as Explore and LEAPS, social media channels, and partnerships with other stakeholders.

We are also pleased to share that we have recruited more than 450 members and close to 30 committed executives in the youth community this year. ABYA consists of a diverse and vibrant group of youth members from various countries and cultural backgrounds in Southeast Asia.

With a vision to be the leading 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.



19
PROGRAMMES & EVENTS



>3,500
ASEAN YOUTHS IMPACTED



70
SPEAKERS &
MODERATORS



42
PARTNERS, COMPANIES &
SUPPORTING ORGANISATIONS

ABYA has worked extremely hard to impact over 3,500 ASEAN youths and 42 partners, companies, and supporting organisations over the past three years. Notably, 2022 was a transformative year. The Founding Team – Veronica Low, Founder & President, Soon Poh Suan, Co-Founder & Vice-President, and Pranav Krishna Prasad, Co-Founder & Chief Operations Officer continued to drive the organisation forward, achieving massive accomplishments in marketing, operations, and programmes – Explore and LEAPS.

The organisation also warmly welcomed our next-generation leadership into the management team, namely Dwihandi E. Yusajap, Deputy President (Singapore Permanent Resident, born in Indonesia), Luan Phan, Head of Marketing (Vietnam), Tracy Chong, Head of Programmes (Singapore), and Xavier Lim, Chief Operating Officer (Singapore). We are pleased to have a diverse group of members, executives, and management team from various countries in the ASEAN region.

We would also like to thank our Co-Founders, Isabelle Goh, Clarence Ng, Rachel Low, and Kelvin Kho, for their support in growing ABYA and impacting the ASEAN region. It has been a pleasure working with them and wishing them all the best for their future endeavours.