ASEAN-MBA

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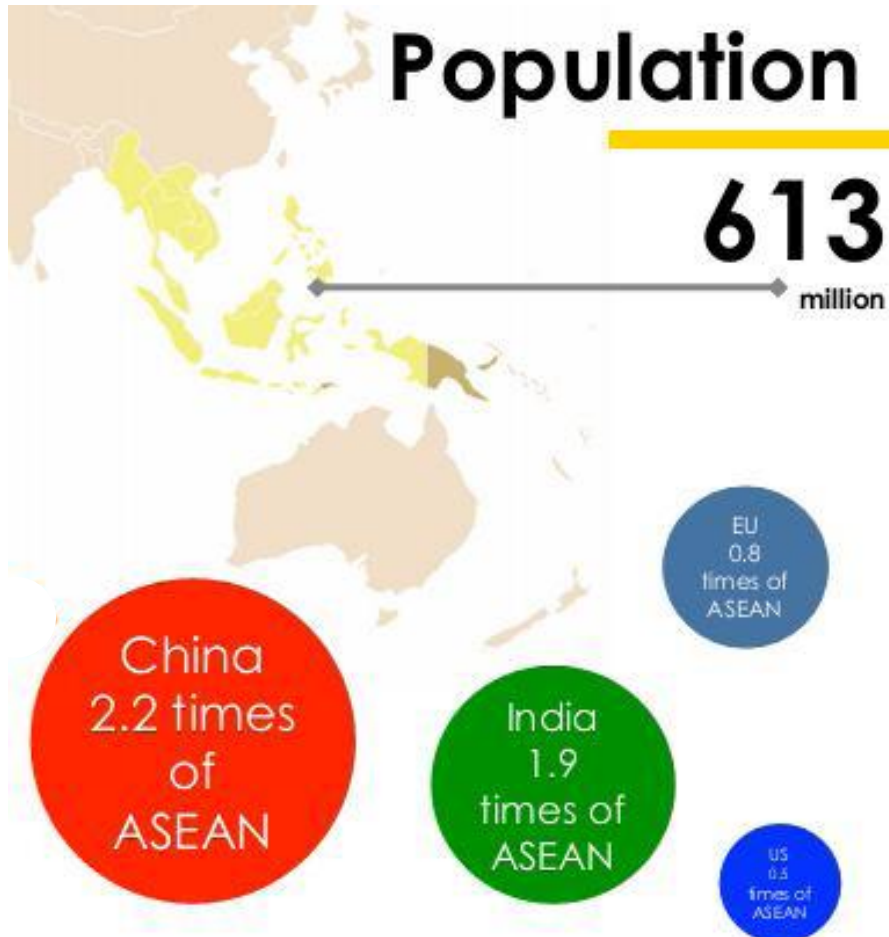**Khon Kaen University, THAILAND**

ASEAN MEMBERS

- **THAILAND (1967)**
- **INDONESIA (1967)**
- **MALAYSIA (1967)**
- **PHILIPPINES (1967)**
- **SINGAPORE (1967)**
- **BRUNEI (1984)**
- **VIETNAM (1995)**
- **LAO (1997)**
- **MYANMAR (1997)**
- **CAMBODIA (1999)**

ASEAN's POPULATION

Population
613 million

China 2.2 times of ASEAN

India 1.9 times of ASEAN

EU 0.8 times of ASEAN

US 0.5 times of ASEAN

ASEAN 613 million people

5th Largest Population in the world

ASEAN's strength

- **Near the world's new important markets (China and India)**
- **Members have different resource strengths**
- **Integration of economic resources would help to maximise members' competitiveness**
- **A region fully integrated into the global economy**

ASEAN's DIALOG PARTNERS

- **CHINA**
- **JAPAN**
- **SOUTH KOREA**
- **AUSTRALIA**
- **NEW ZEALAND**
- **INDIA**
- **CANADA**
- **RUSSIA**
- **USA**
- **EU**

3000+ million people

ASEAN : 3 Pillars

(1) ASEAN Economic Community: AEC

(2) ASEAN Socio–Cultural Community: ASCC

(3) ASEAN Political–Security Community: APSC

Education is important in ALL THREE pillars

ASEAN

(1) ASEAN Economic Community: AEC

AEC envisages the following key characteristics:

    (1) A single market and production base

    (2) A highly competitive economic region

    (3) A region of equitable economic development

    (4) A region fully integrated into the global economy

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ASEAN Economic Community: AEC

- **More than Free Trade Area**

- **Includes freer movement of capital and skilled labour**

- **Universities can broaden exchange & collaboration on knowledge and technology**

- **More competition (among universities, graduates and products)**

- **Products need to meet higher standards from within ASEAN and outside, e.g. process standards, environmental standard, safety standard**

- **Need to produce graduates that are all round!**

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(2) ASEAN Socio–Cultural Community: ASCC

(1) Human Development especially in Education

(2) Social Welfare and Protection

(3) Social Justice and Rights

(4) Ensuring Environmental Sustainability

(5) Building an ASEAN Identity

(6) Narrowing the Development Gap

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ASEAN Socio–Cultural Community: **ASCC**

- **Graduates should be conscious of the goal to bring peace and stability to the region.**

- **Cultivate understanding and positive outlook of other cultures**

- **More student exchanges, create networks**

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(3) ASEAN Political–Security Community: APSC
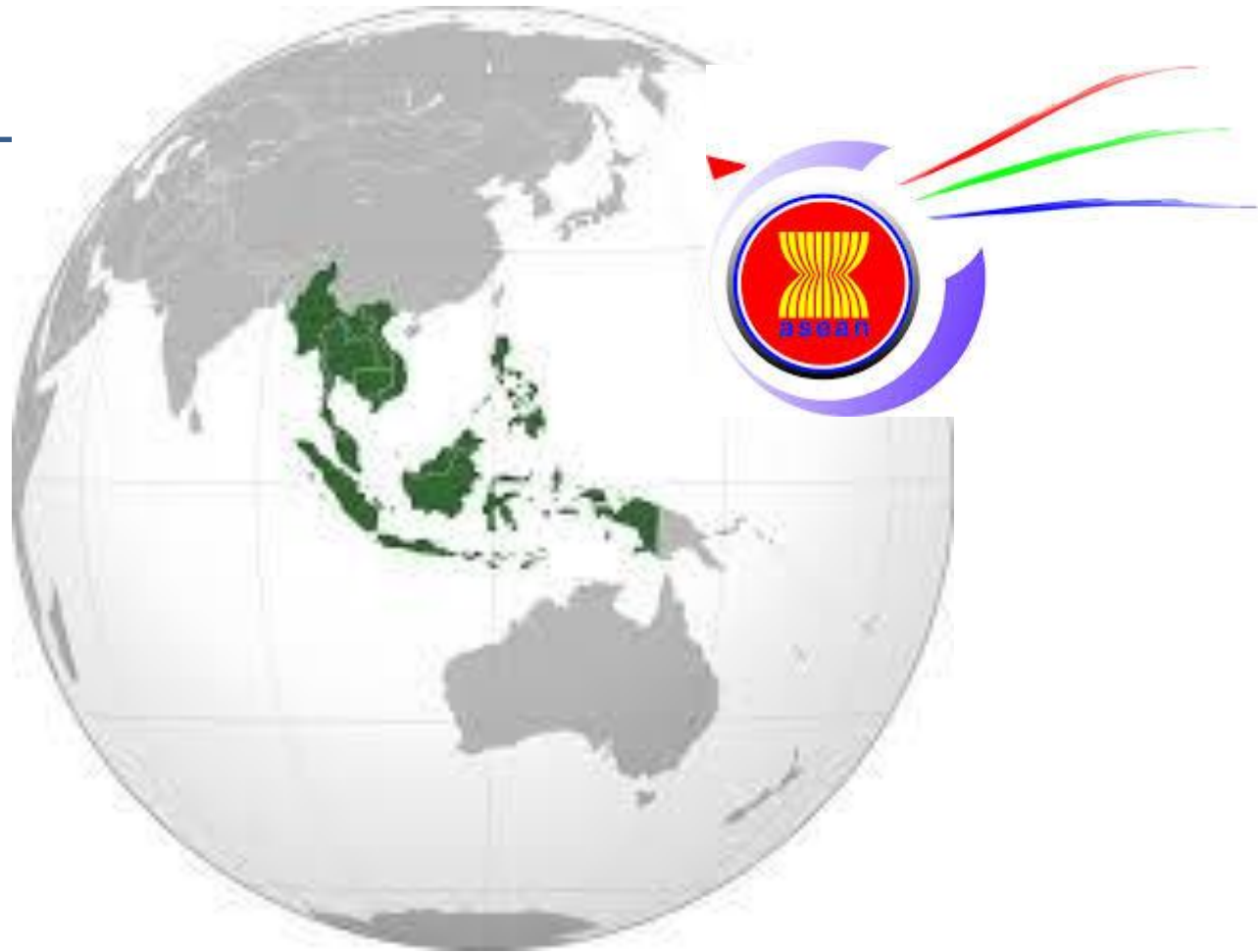
(1) Aim to ensure that countries in the region live at peace with one another and with the world in a just, democratic and harmonious environment.

(2) The members of the Community pledge to rely exclusively on peaceful processes in the settlement of intra-regional differences and regard their security as fundamentally linked to one another and bound by geographic location, common vision and objectives.

(3) It has the following components: political development; shaping and sharing of norms; conflict prevention; conflict resolution; post-conflict peace building; and implementing mechanisms.

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ASEAN Political–Security Community: APSC

- **Management of military issues, as well as**

- **epidemics, natural disaster, international crime, drugs and integrated food security**

- **Effective international coordination and management are crucial**

THANK YOU for your attention