



## **The Federation of Japanese Chambers of Commerce and Industry in ASEAN**

July 18, 2025

Federation of Japanese Chambers of Commerce and Industry in ASEAN (FJCCIA)

### **The 17th Dialogue Between the Secretary-General of ASEAN and the FJCCIA**

#### **Requests and proposals from Japanese businesses within ASEAN (2025)**

#### **- Co-Creation for a Prosperous Future in Global Uncertainty -**

Marking the 50th anniversary of ASEAN-Japan Friendship and Cooperation in 2023, the ASEAN-Japan economic partnership stands at a pivotal moment for reconfiguration. In the same year, Japan's public and private sectors jointly developed the 'ASEAN-Japan Economic Co-Creation Vision.' A range of programs and projects are now underway to bring that vision to life. As this dialogue marks its 17th event, its role in advancing ASEAN-Japan relations remains significant. I wish to express my gratitude to ASEAN Secretary-General Kao Kim Hourn, Deputy Secretary-General Satvinder Singh, and the ASEAN Secretariat team for their time and dedication.

Since our last dialogue, the global economic landscape has become increasingly fragmented, with rising geopolitical tensions heightening risks to economic activity. ASEAN's position as a cornerstone of the Indo-Pacific has thus grown even more crucial in supporting global economic resilience and sustainable growth. There is no doubt that ASEAN will continue to be one of Japan's most essential partners particularly as Japanese companies have steadily expanded their investments across the region.

In the current competitive landscape, uncertainty surrounding policy interventions and protectionist measures—such as the U.S. tariffs—has reached unprecedented levels. The FJCCIA welcomes the continued support expressed by the ASEAN Economic Ministers in their April 2025 joint statement for initiatives such as the ASEAN Trade in Goods Agreement (ATIGA) and the ASEAN Digital Economy Framework Agreement (DEFA), which aim to deepen regional economic integration, while also engaging in frank and constructive dialogue with the U.S. Echoing these concerns, FJCCIA member companies look forward to continued trade negotiations and a more level playing field in ASEAN. These are essential for ensuring business predictability and supporting long-term business expansion.

Advancing the ASEAN-Japan Economic Co-Creation Vision, the “Future Design and Action Plan” focuses on strengthening connectivity, building an ecosystem for human capital co-creation, promoting open innovation, and achieving sustainability. The FJCCIA supports this vision and is

committed to deepening cooperation in new areas such as Green Transformation (GX) and Digital Transformation (DX), while also strengthening supply chains and human capital to co-create a dynamic and prosperous future.

The FJCCIA will work with ASEAN to help realize the goals set out in the ASEAN Economic Community (AEC) Strategic Plan (2026–2030) adopted by ASEAN leaders in May 2025. This plan outlines the policy direction for the AEC Blueprint 2025 and beyond. Through collaboration on a broad range of initiatives—such as strengthening connectivity, promoting inclusiveness and sustainability, and addressing digital challenges with partners both within and outside the region—we aim to further enhance ASEAN's competitiveness and support deeper regional integration. In particular, we seek to work together on decarbonization efforts and its rulemaking, guided by the Action Plan of the Asian Zero Emissions Community (AZEC), in line with the emphasis on sustainability and inclusiveness highlighted by Malaysia as the 2025 ASEAN Chair.

We present FJCCIA's Requests and Proposals 2025 with four key pillars, aligning with the AEC Post-2025 Agenda. Our priorities are highlighted in Appendix I. Each Chamber of Commerce has reviewed the proposals and designated a lead chamber responsible for following up on each one.

During this dialogue, we share updates on the business activities and investment landscape of Japanese companies in ASEAN. We also welcome insights into the expectations and requests from the ASEAN side regarding Japanese businesses. We look forward to engaging in meaningful discussions based on these proposals toward regional prosperity through a revitalized AEC.

In closing, I would like to express my sincere gratitude to Secretary-General Kao Kim Hourn for taking time out of his demanding schedule—amid numerous engagements with partners and stakeholders, and during a period of increasing significance for ASEAN—to attend the FJCCIA Dialogue. I look forward to meeting Secretary-General Kao, Deputy Secretary-General Satvinder Singh, and all the esteemed officials of the ASEAN Secretariat.



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Koichi Wakabayashi

Chairman

Federation of Japanese Chambers of Commerce and Industry in ASEAN (FJCCIA)

< Appendix >

- Four Pillars of the Proposals 2025
- Matrix of Proposals 2025



## Appendix. I

### Four Pillars of Proposals 2025

#### Pillar of Proposals 1: Resilient Supply Chain

- Keeping markets open for trade and investment
- Advancement of Free Trade Agreements (FTAs)
- Promoting ASEAN Single Window (ASW)
- Harmonization of the standards and criteria for industrial products
- Facilitation of intra-regional movement of businesspeople
- Strengthening supply chain connectivity and resilience

#### Pillar of Proposals 2: Green Economy and Sustainability

- Green economy, Green Transition (GX)
- Electric vehicles (EVs), hydrogen, batteries
- Environmental issues in the local communities
- Responsible Business Conduct (RBC), Corporate Social Responsibility (CSR)

#### Pillar of Proposals 3: Digital Economy and Innovation, and Emerging Technologies

- Promoting e-governments and e-services
- Developing legal framework and system for digital data, and data governance
- Digital infrastructure

#### Pillar of Proposals 4: An Inclusive ASEAN

- Promoting human capital development
- Ensuring financial stability
- Promoting financial inclusion
- Support for human capital mobilization