

MEDIA ADVISORY

FOR IMMEDIATE RELEASE

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Contact: Rachel Wagley
Director, Govt Relations & External Affairs
Phone: (202) 347-9767
Email: media@nbr.org

 **#asiasbestkeptsecret**

Asia's Best Kept Secret: The ASEAN Economic Community

**February 17, 2016
San Francisco, California**

UPDATE: President of Indonesia Joko Widodo confirmed to speak!

Did you know ...?

- The **7th largest economy in the world** – at \$2.4 trillion – is an economic and political organization called **ASEAN – the Association of Southeast Asian Nations**.
- The ten nations comprising ASEAN – Brunei, Cambodia, Indonesia, Laos, Malaysia, Myanmar, Philippines, Singapore, Thailand and Vietnam – collectively represent the United States' **4th largest export market** with total two-way trade in goods and services reaching \$254 billion and accounting for more than 370,000 U.S. jobs.
- ASEAN is also America's **#1 destination in Asia for U.S. foreign direct investment (FDI)**, home to more U.S. FDI than **China, India, South Korea, Taiwan and Hong Kong, combined**.

The National Bureau of Asian Research is proud to be a supporting partner of the [US-ASEAN Business Council](#) for a unique and exciting opportunity to hear directly from senior ASEAN and U.S. government, business and academic leaders, including Indonesian **President Joko Widodo**, U.S. Trade Representative Michael Froman, U.S. Ambassador to ASEAN Nina Hachigian, Founder & CEO of AirAsia Tan Sri Tony Fernandes, ASEAN economic ministers and officials from the USTR's office about the economic powerhouse that ASEAN is becoming. Vietnamese **Prime Minister Nguyen Tan Dung** has also been invited to address conference participants.

“Asia's Best Kept Secret: The ASEAN Economic Community” is an all-day event on **February 17, 2016, in San Francisco, CA**, featuring a variety of topical panel discussions and closing with a formal dinner. The conference will focus on:

- Raising awareness about ASEAN to U.S. thought leaders.
- Offering a platform to ASEAN economic leaders to promote their vision of the ASEAN Economic Community and the opportunities it will create.
- Providing a platform for business leaders to engage government on their needs and ideas for the future of ASEAN.

We are proud to support this event and are encouraging our members to participate as well – at a discount off the public rate for individual tickets using the coupon code **NBR129**.

[Register Now!](#)

For agenda, speaker information, registration and more, please visit the official conference website: www.asiasbestkeptsecret.com.

Sponsorship opportunities are also available. If you would like to know more about them, please contact Harry Surjadiredja at (202) 416-6716 or hsurja@usasean.org

Logistical Details

Conference: 8:00 am to 5:45 pm, registration begins at 7:00 am
St. Regis Hotel
San Francisco, CA

Reception & Dinner: 6:00 - 9:00 pm
Westin St. Francis
San Francisco, CA
(Business attire)

Conference Fees

All Day - includes Conference, Breakfast, Lunch, General Reception, and Dinner

Public: \$1,000

Member and Partner: \$850

Conference Only - includes Conference, Breakfast, and Lunch

Public: \$650

Member and Partner: \$500

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