



US-ASEAN
BUSINESS COUNCIL
INSTITUTE

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US-ASEAN Business
Council Institute

**ANNUAL
REPORT**



About the Institute

The US-ASEAN Business Council Institute, Inc. (USABCI), is the charitable arm of the US-ASEAN Business Council, drawing on the spirit and power of the Council's membership to create opportunities for deeper engagement by U.S. companies in ASEAN. The Institute focuses its energies on activities that help educate and build the capacity and knowledge base of partners and stakeholders throughout Southeast Asia and serves as an important collective voice, amplifying the impact of U.S. companies' contributions and dedication. The Institute also telegraphs the basic values that U.S. companies share and is prepared to support:

- Humanitarian activities and community engagement to help improve the lives of people in ASEAN where the Council's companies work
- Programs to preserve and expand knowledge about the rich cultural and art heritage of the region among audiences in the United States and of America in ASEAN
- Other initiatives in the fields of education, governance and rule of law, health, the environment, trade, commerce and investment.

Our Staff

Elizabeth Dugan

President

Marcella Suwandhi

Senior Manager - U.S.-ASEAN
Internship Program

Celine Kusnadi

Associate - U.S.-ASEAN
Internship Program

Michael Shue

Chief Financial Officer

Nugraheni Utami

Manager - SME Program

Salsabil Afifa

Associate - SME Program

Mario Masaya

Senior Director

Jack Myint

Founding Director - Myanmar
Scholarship Fund

Enrique Lacambra III

Associate - IT

New Personnel



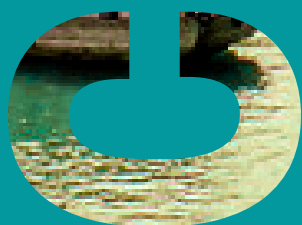
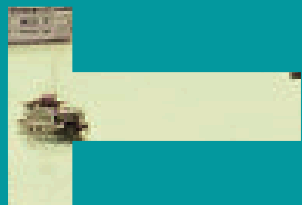
Enrique Lacambra III joined as the Regional IT Associate in January. He is primarily responsible for developing, managing, deploying and maintaining the Council's digital products and web-based applications and providing day-to-day IT support for Council staff in Southeast Asia. Before joining the Council, Enrique worked as a full-stack web developer, providing customized web-based solutions from start-up to enterprise-level clients worldwide and local government agencies in the Philippines.



Celine Kusnadi joined as an Associate based in Jakarta in January. She coordinates and supports the Council's ASEAN Committee research and work program, which includes the U.S.-ASEAN Internship Program. Celine has worked for various NGOs based in Iowa, Washington, DC, and Jakarta within the fields of global conflict & transnational security, international economic development, and citizen diplomacy among others. Prior to the Council, she was a research consultant on forced labor and illegal, unreported and unregulated (IUU) fishing at the Center for Advanced Defense Studies. Celine has also interned in a UN agency and association and was involved in the USAID LinkSME Vietnam project and the U.S. Department of State's International Visitor Leadership Program (IVLP).



Salsabil Afifa joined as an Associate based in Jakarta in March. She coordinates and supports the Council's ASEAN SME Academy and its capacity-building activities. Bella started as an intern with the Council in April 2021, supporting the SME and ASEAN portfolios. Prior to working in the Council, Bella has worked in a multinational tech company and a strategic communication consulting firm where she assisted in conducting public relations, research, community engagement projects, and stakeholder engagement.



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OUR IMPACT



SME PROGRAM

Since the SME Program's inception in 2011, USABCI has developed a network of approximately 30,000 SMEs. We work in partnership with a range of public and private stakeholders, including our members, the ASEAN Secretariat, and governments of ASEAN member states. We seek to support the further strengthening of ASEAN SMEs' business capabilities and resiliency through the [ASEAN SME Academy](#) and other initiatives. USABCI remains committed to accelerating ASEAN MSMEs' development and helping their business to flourish by enabling them to navigate, innovate, and compete better within the global economy through the SME Program.

USABCI maintains strong relations with the ASEAN Coordinating Committee for Micro, Small, and Medium Enterprises (ACCMSME). Since the 5th ACCMSME Meeting in Luang Prabang, Laos in 2018, USABCI has been invited to join

consultation sessions with Philippines Department of Trade and Industry (DTI), Philippines Trade and Training Centre - Global MSME Academy (PTTC-GMEA), and USAID-IGNITE at the ACCMSME Meeting. In 2022, USABCI attended the 13th ACCMSME Meeting in June and 14th ACCMSME Meeting in November. During these engagements, we shared updates on the ASEAN SME Academy and how it can help foster inclusive growth for ASEAN MSMEs in COVID-19 recovery. The outcome of these meetings was presented during the ASEAN Economic Ministers' Meeting in 2022.

**SME Program activities in 2022
were generously supported by**





ASEAN SME Academy 2.0

Empowering SMEs is a critical component of ASEAN's economic recovery. The COVID-19 pandemic has been a catalyst for accelerating digital transformation. Upgrading and expanding the reach of the Academy is part of our continued commitment to supporting ASEAN in accelerating its comprehensive recovery and advancing a thriving economy.

In April, we launched the ASEAN SME Academy 2.0 (the Academy) in partnership with ASEAN-USAID IGNOTE, ACCMSME, and the ASEAN Secretariat. The Academy provides an upgraded version of the online learning platform and was merged with our live training events. In 2022, the Academy received over 16,000 online visitors and 2,300 active users.

The Academy is a joint initiative with ACCMSME. It is an official ASEAN platform, co-administered by USABCI, the Philippines Department of Trade and Industry (DTI), and the Philippines Trade and Training Centre (PTTC). In 2021 and 2022, USAID partnered with USABCI to support the digital upgrading of the SME Academy, committing to match support dollar-for-dollar up to \$125,000.



New Features

Aiming to reach more SMEs and help accelerate business recovery, we introduced many new features, including:



Multilingual support

Bahasa Indonesia, Thai, Vietnamese

*Practical Business Skills modules with
Visa: Bahasa Indonesia, Khmer,
Melayu*



Top online resources



US-ASEAN SME Community

To enable ASEAN SMEs to exchange information and develop networks more easily, community pages were created for each ASEAN Member State. Each community page was assigned an Academy facilitator whose profile is published on the Academy's [website](#).



User-friendly design



Self-certification opportunities

“ The post-pandemic future demands MSMEs to adapt to the new normal of doing business, highlighting the need to adopt new technologies and capture opportunities in the digital economy. The ASEAN SME Academy 2.0 will ensure that we continue to embrace a people-centered digital transformation and accelerate recovery through customized entrepreneurial training courses and platforms for business linkages and networking.”

Dr. Rafaelita M. Aldaba

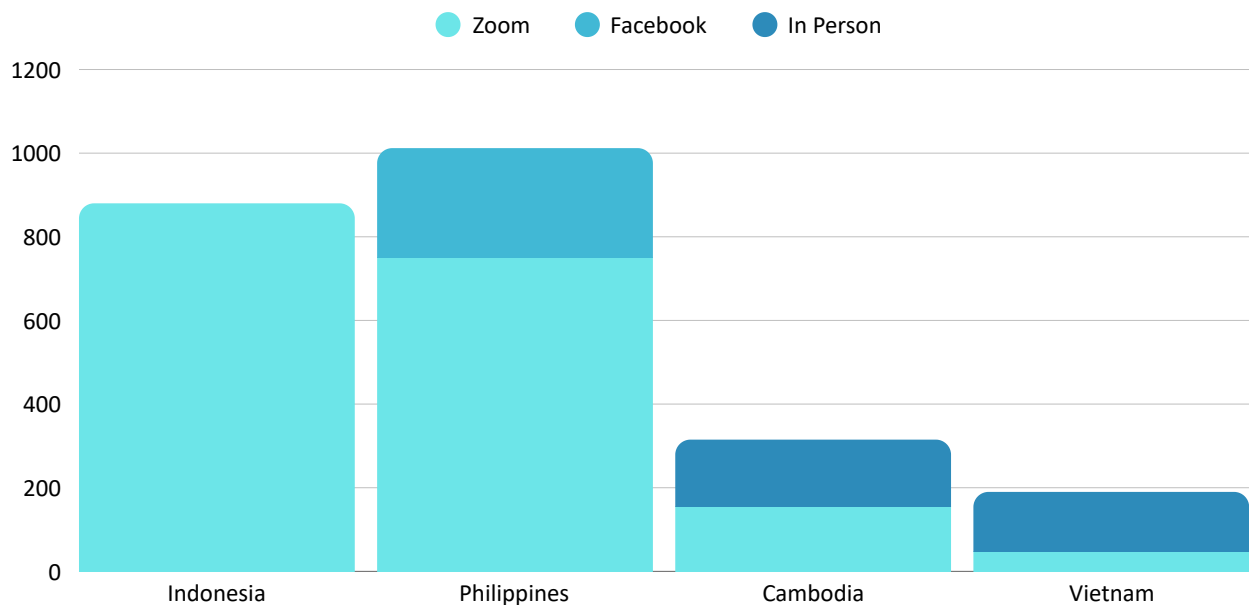
**Philippine Department of Trade and Industry
Undersecretary for the Competitiveness
and Innovation Group**

Webinars & Workshops

Rebuilding the ASEAN Economy



2,397 participants across 5 events



1 May 31 | Virtual Webinar:
Advancing Digital Inclusion for Indonesian SMEs

Partners: Indonesia Ministry of Cooperatives and SMEs

Sponsors: Visa, Google

2 July 29 | Workshop:
Addressing Digital Skill Gaps for Philippine SMEs

Partners: Department of Trade and Industry, Philippine Trade Training Center

Sponsor: AWS

3 September 16 | Workshop:
Enhancing Digital Trade for Cambodian SMEs

Partners: Cambodia Ministry of Commerce, ASEAN Secretariat

Sponsors: Visa, Google, AWS

4 ASEAN Tech Talk Breakfast Roundtable:
ASEAN Digital Exports

Partners: Cambodia Ministry of Commerce, ASEAN Secretariat, Google, International Chamber of Commerce

Sponsor: Google

5 December 2 | Workshop:
Accelerating Global Readiness for Vietnamese SMEs

Partners: Vietnam Ministry of Planning and Investment, Vietnam Ministry of Industry and Trade, Vietnam Federation of Commerce and Industry

Sponsors: Visa, Google, UPS, AWS, Meta



MYANMAR SCHOLARSHIP FUND



On April 5, we launched the Myanmar Scholarship Fund to alleviate financial hardships currently confronted by Myanmar students enrolled in accredited U.S. universities due to the current economic crisis in Myanmar. Over the next three years, we seek to raise \$6 million to provide scholarships for U.S.-based Myanmar students whose education has been disrupted by the political and economic situation in Myanmar and are now facing financial difficulties in completing their degree programs.

We established a partnership with the Institute of International Education (IIE), a well-respected leader in international education, to administer and manage the issuance of the scholarships.

The USABCI Myanmar Scholarship will help lay a stronger foundation for the future of Myanmar's youth – the country's best asset to alleviate its current challenges.

The scholarship fund was listed in a [White House statement](#) as a key education deliverable during the historic U.S.-ASEAN Special Summit in May and has been [endorsed by the George W. Bush Presidential Center](#).





CSIS Southeast Asia @SoutheastAsiaDC · Apr 5

.@AmbDMitchell announces USABCI Myanmar Scholarship Fund at @USASEANBusiness / @CSIS #IndoPacCon. Seeks \$2m over next 3 years. \$5000 per academic year to 340 grad/undergrad students. ABCI has raised 800,000 dollars from US companies so far.



“Those of us who care deeply about this remarkable country must step up now to preserve Myanmar’s promise by supporting its young people during this unique time of need. My hope is that this scholarship program can alleviate the financial burden facing Myanmar students in the United States, and thereby lay the foundation for a better future for themselves, their families and their country.”

Ambassador Derek Mitchell,
Patron and former U.S.
Ambassador to Myanmar



The fund provides a path for the U.S. business community to give back in a meaningful way without conflicting with any side of Myanmar's current political divide. IIE's extensive screening and vetting system further helps ensure that engagement with any politically contentious entities and affiliates is avoided. The scholarship program helps Myanmar citizens in the immediate term and also clearly exhibits a long-term commitment to Myanmar by investing in its youth, all with the funds donated never having to leave the U.S. throughout the entirety of the program. It exhibits the U.S. private sector's proactive leadership and long-term commitment to ASEAN and its people by doing right and staying positively engaged, even under the harshest of circumstances.

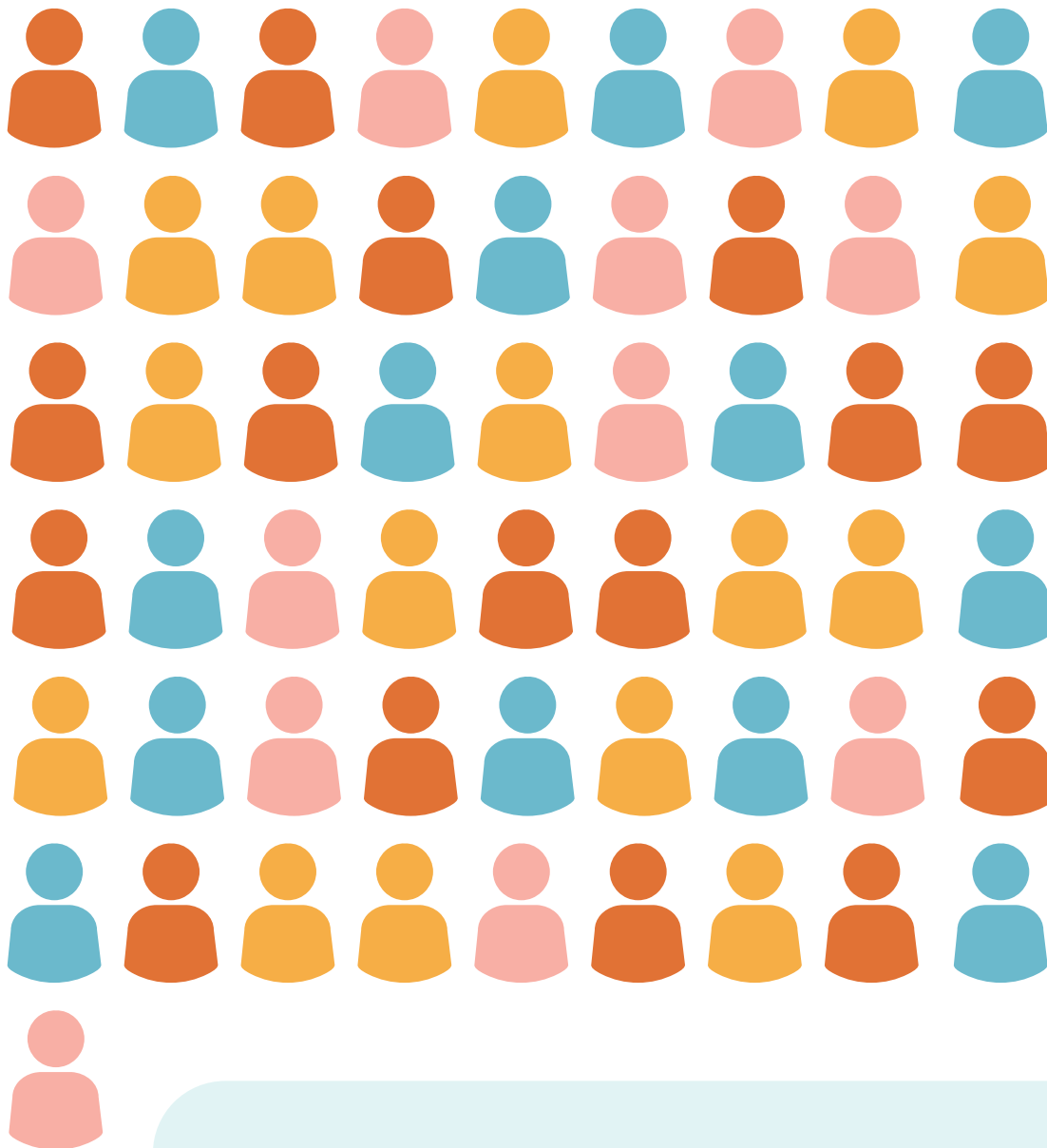
The USABCI Myanmar Scholarship Fund is made possible by the strong support of its founding Chair, the late Madeleine Albright, and its initial Patron, Ambassador Derek Mitchell; fundraising efforts of its founding partners, US-ASEAN Business Council, US ICT Council for Myanmar, and Albright Stonebridge Group; an initial endowment from Chevron and contributions from Meta, The Asia Group, BowerGroupAsia, McLarty Associates and other friends of Myanmar.



**Madeleine Korbel
Albright**

1937 - 2022

Investing in Myanmar's Youth



55 undergraduate and graduate students from Myanmar received **\$5,000 merit scholarships** in the 2022-23 pilot year.

Scholarships were used to defray academic costs, including tuition, fees, books, supplies, and equipment.

Greater financial support

- improved mental health
- more time to focus on academics

Academic advancement

- participation in academic conferences, competitions, and organizations
- internship across variety of fields, ranging from sustainability to medicine

Extracurricular engagements

- volunteering
- exploring new cities and national parks
- participating in community events and celebrations
- tutoring and mentoring other students from Myanmar
- discussed ongoing developments in Myanmar with college communities

Long-term professional impact

Several scholars have changed their career goals, partially due to opportunities allowed by the scholarship. Scholars have taken more classes, unlocking passions in the fields of design, business, and medicine.

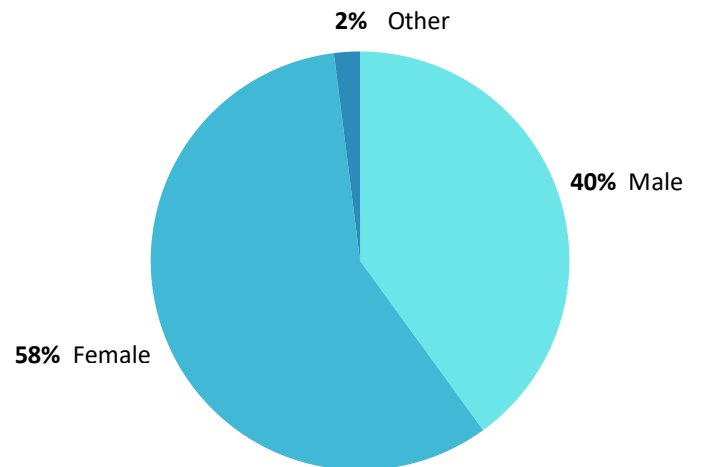
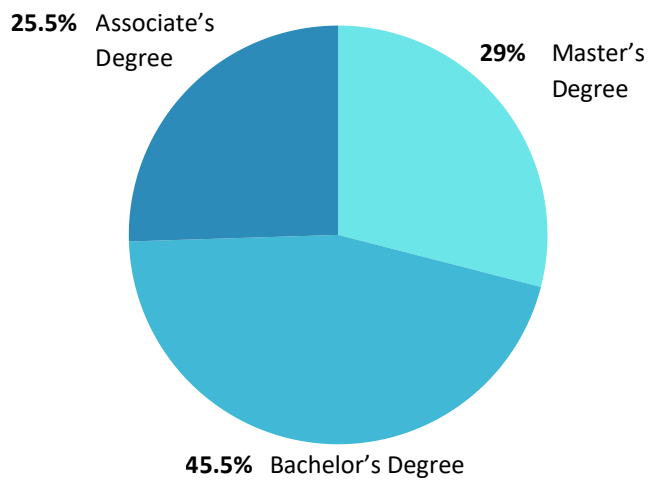
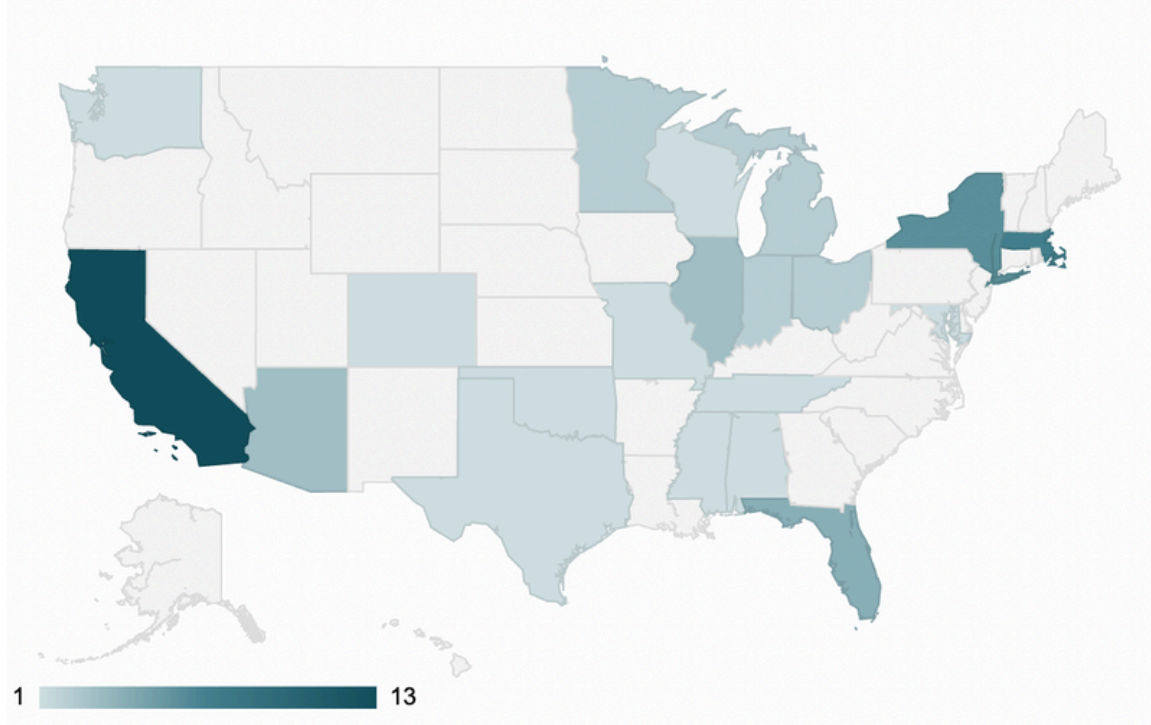


A USABCI scholar studying environmental science participated in an eco-lab, testing water quality in Michigan's Huron River.



A USABCI scholar presented their research at the New England American College of Sports Medicine conference in Rhode Island.

25 different fields of study across 48 U.S. colleges and universities



Almost 50% are pursuing degrees in engineering, computer science, biology, business or international relations

“As a person realizing the importance of heart health and care accessibility, my lifelong dream is to develop an advanced and inexpensive treatment for common heart issues available to everyone in the world. Specifically, in Myanmar, I would like to contribute to building a systematic healthcare system that can cover all basic health necessities for survival, such as mobile clinics with free or low-cost healthcare check-ups, vaccinations, and healthcare knowledge talks.”

Undergraduate Biology Major

“My current journey for pursuing a master’s degree in International Relations stems from my experience growing up in downtown Yangon. Growing up in Pazundaung township, a densely populated area, I witnessed routine negligence towards the environment due to a lack of knowledge and resources. This childhood memory later developed into an interest in environmental conservation along with a desire for sustainable development in Myanmar.”

Graduate International Relations Major

“I excelled in my O’Levels. Things, however, took an unexpected turn: my efforts were nullified when the government’s new policy refused to acknowledge international curriculums for local universities. My university was generous with its scholarship; however, I still could not afford to study in the US. Fortunately, with a student loan alongside donations from my teachers, the PCP principal, my father’s friends, and the Karen community, the dream was now becoming clearer. Yet, my academic goals were reckoned as a force to rebel because of my father’s occupation. For which, I faced death threats from the inhumane military dictators. Everyone was concerned about my safety as students with political associations were abducted from airports and kept hostages.”

Undergraduate Computer Science Major

Leadership

Board of Trustees

Secretary Madeleine K. Albright, Chairperson (in memoriam)

Ambassador Derek Mitchell, Trustee

Ambassador Scot Marciel, Trustee

Board of Directors

Anthony Nelson, Vice President in the East Asia and Pacific Practice, Albright Stonebridge Group

William M. Wise, Nonresident Fellow, Stimson Center

Jack Myint, Founding Director, Myanmar Scholarship Fund

Scholarship Selection Committee

Murray Hiebert, Senior Associate (Non-resident), Southeast Asia Program, Center for Strategic and International Studies

Mega Valentine, Senior Manager, US-ASEAN Business Council

Yun Sun, Senior Fellow and Co-Director, China, East Asia, Stimson Center

Kristin Crosby, Director of International Admission, Ohio Wesleyan University

John J. Brandon, Senior Director, International Relations

Programs, Associate Director, The Asia Foundation

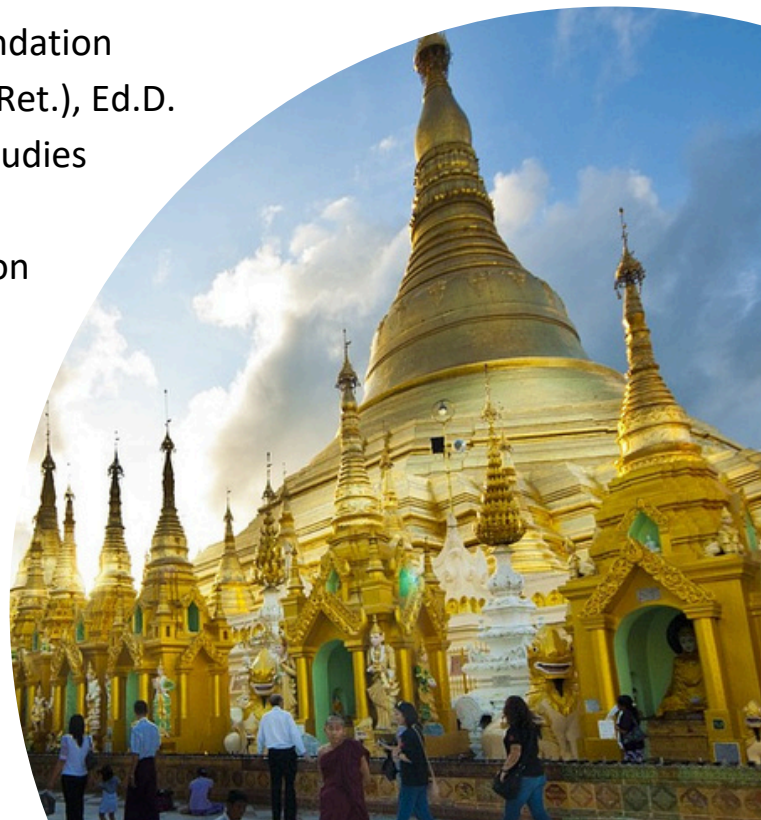
Dr. Mie Mie Winn Byrd, Lt. Col. U.S. Army (Ret.), Ed.D.

Professor, Asia Pacific Center for Security Studies

Christina Fink, Professor of Practice of International Affairs, The George Washington University

Peter Kucik, Managing Director, Mercury Public Affairs

Erin Murphy, Director of Indo-Pacific, U.S. International Development Finance Corporation (DFC)



Our Donors

The USABCI Myanmar Scholarship Fund is made possible by the strong support of its founding Chair, the late Madeleine Albright, and its initial Patron, Ambassador Derek Mitchell; fundraising efforts of its founding partners, US-ASEAN Business Council, US ICT Council for Myanmar, and Albright Stonebridge Group; an initial endowment from Chevron and contributions from Meta, The Asia Group, BowerGroupAsia, McLarty Associates and other friends of Myanmar.

Founder's Circle



Ambassador's Circle



Friends of Myanmar



Supporters



John Brandon



Christina Fink



Vance Hum



Hunter Marston

U.S.-ASEAN INTERNSHIP PROGRAM

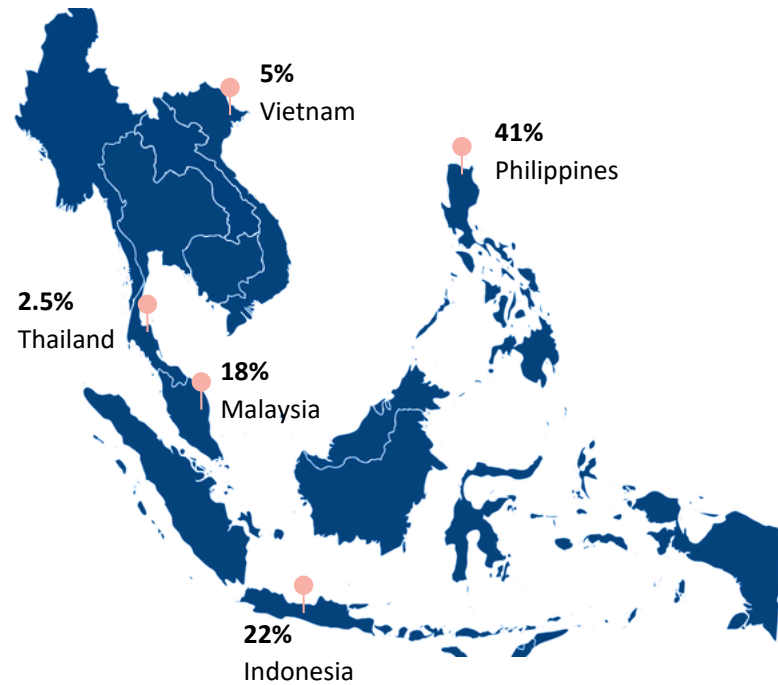


The U.S.-ASEAN Internship Program is a joint initiative between USABCI and the U.S. Mission to ASEAN to support human capacity development efforts in Southeast Asia. By pooling information on internship opportunities at top U.S. companies, we provide students with the opportunity to gain valuable work experience while gaining a deeper understanding of the U.S. style of doing business.

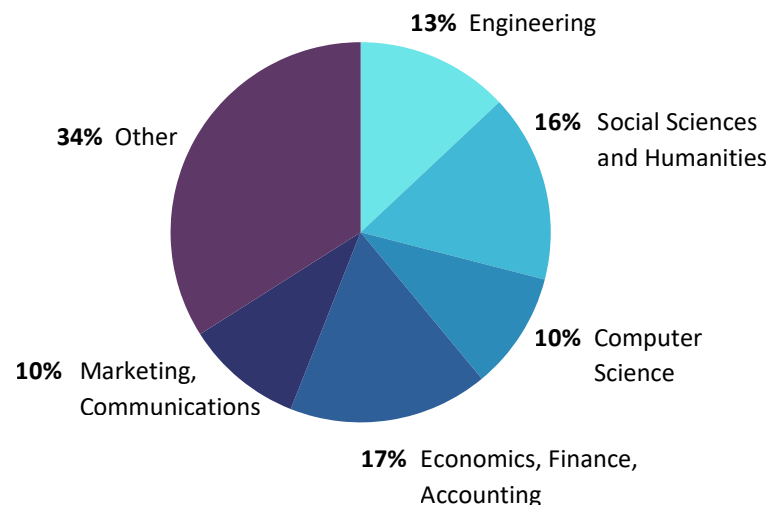
The program grew out of a suggestion at the 2016 U.S.-ASEAN Leaders' Summit in California on how U.S. companies and the U.S. government's US-ASEAN Connect initiative could help narrow the skills gap in Southeast Asia's young workforce. To support ASEAN's vision of the free movement of skilled labour in the region, the program matches U.S. private sector needs with ASEAN students and young professionals seeking internships in Southeast Asia through our [online portal](#).

Program Statistics

data as of May 2022

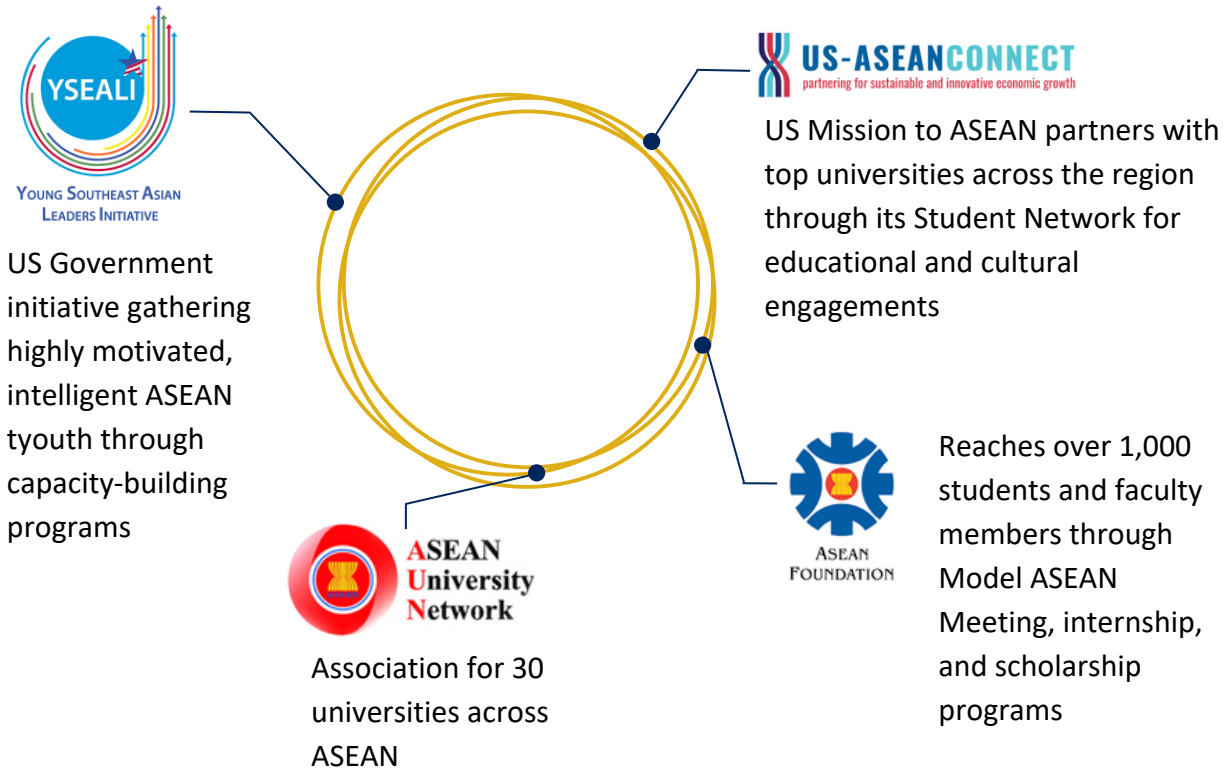


Academic Background



Regional Organization Partners

Connecting U.S. companies with 120,000 of ASEAN's emerging young leaders



Our website has received over 22,600 job views and over 3,600 job seeker profiles since its launch. We offer over 200 internship opportunities from 16 U.S. companies across 25 job categories.





LEADERSHIP



USABCI BOARD OF DIRECTORS



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US-ASEAN Business
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Amb. Ted Osius (ret.)

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Anthony Nelson

Albright Stonebridge
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Secretary



Michael Shue

US-ASEAN Business
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William Wise

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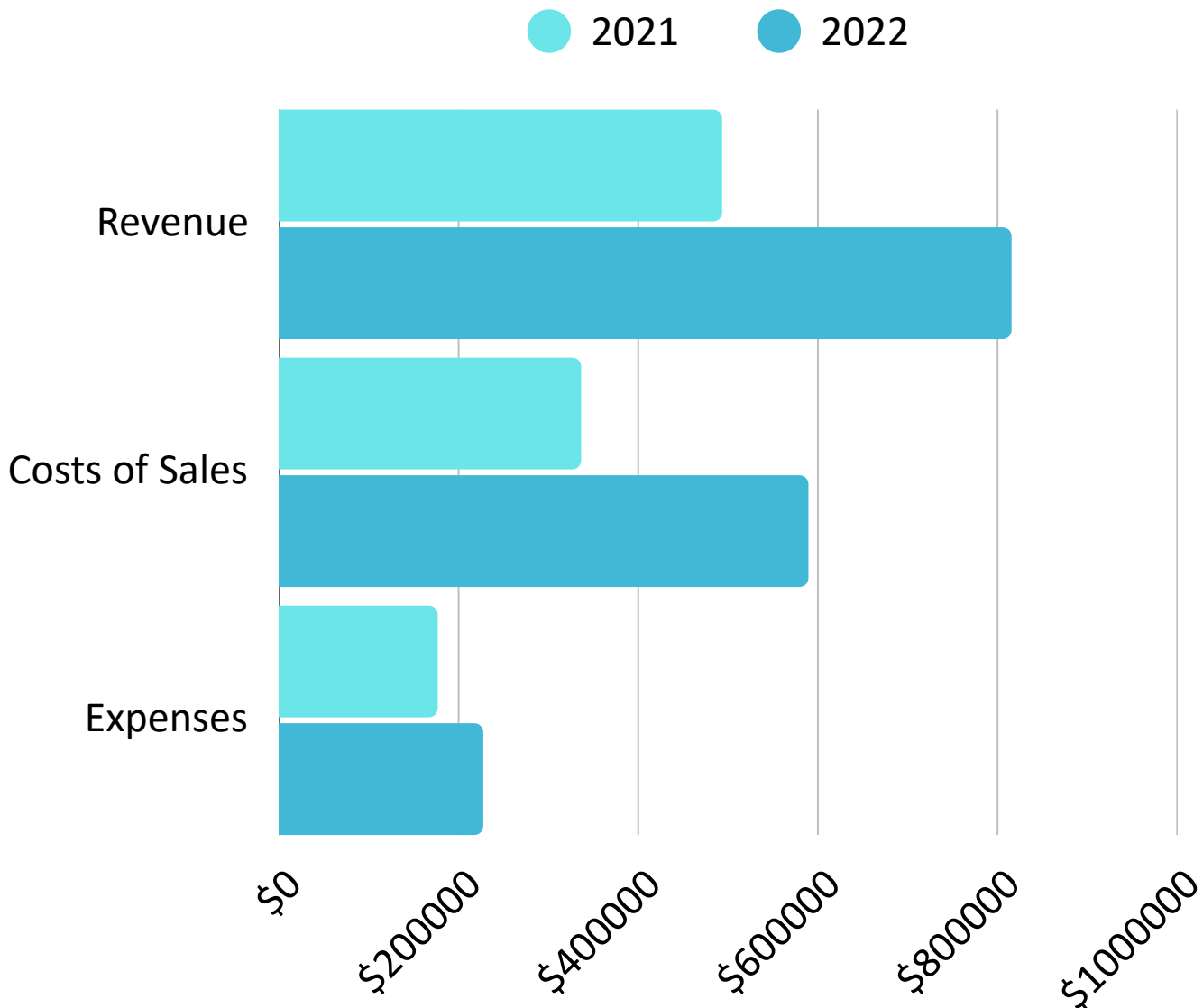
**Baker
McKenzie.**





FINANCIALS

2021-2022 FINANCIALS



2022 End of Year Net Income: - \$1,278.95



APPENDIX



Corporate Social Responsibility Efforts beyond USABCI

