

MESSAGE FROM THE PRESIDENT & CEO



Dear Members,

Great bookends: September started with our first US-ASEAN Strategic Business Forum in Singapore, bringing together over 150 government officials, USABC member company representatives and other partners for a day of rich discussions and networking. The month ended with ASEAN leader events at UNGA week in New York City. Both of these showed USABC's and members' strengths as conveners and thought leaders.

The Singapore Business Forum is the closest thing we have to an annual general shareholders' meeting, with added perspectives from government and business partners. I saw member company reps based in different parts of ASEAN meeting for the first time, and lots of cross-sectoral networking. All six of our Chief Country Representatives joined, comparing notes on what works in our different markets. Keynote speaker Minister Tan See Leng challenged us to make the Forum twice as big next year — and our Singapore team is already working on that.

At UNGA week, our team put on three top-quality events on September 23. We joined our US Chamber partners in hosting General Secretary and President of Vietnam Tô Lâm, together with Vietnam's ministers of finance, science, trade, national defense, public security, health, and agriculture, for a candid dialogue with 12 member companies. The General Secretary emphasized the important role of the Council as a bridge between U.S. businesses and the region, while highlighting Vietnam's position as a strategic gateway to broader ASEAN. He also joined the USABC Institute's session highlighting the Vietnam War Accountability Initiative (VWAI), and talked with each of the supporting member companies. That evening, we hosted Thai Prime Minister Anutin Charnvirakul and his delegation of Cabinet ministers. The highlight was an hour-long mingling session at the end of the dinner, during which Prime Minister Anutin, Deputy Prime Minister and Minister of Foreign Affairs Sihasak Phuangketkeow, Deputy Prime Minister and Minister of Commerce Suphatee Suthumpun, Minister of Digital Economy and Society Chaichanok Chidchob, Minister of Public Health Mr. Pattana Promphat, and others chatted with most of the 80 business representatives in attendance, including C-suite officers. That's relationship building at its best.

**Best Regards,
Brian**



UNGA HIGHLIGHTS

GALA WITH THAILAND PRIME MINISTER

On September 23, USABC, in partnership with the U.S. Chamber, co-hosted a gala dinner in New York honoring H.E. Anutin Charnvirakul, Prime Minister of Thailand, on the sidelines of the UN General Assembly. The Prime Minister outlined Thailand's priorities to strengthen competitiveness, advance regulatory reforms, and expand trade and investment, while emphasizing the importance of engagement with U.S. businesses. We look forward to continuing this dialogue during USABC's 2026 Thailand Business Mission in Bangkok, November 3-5.

ROUNDTABLE WITH GENERAL SECRETARY TÔ LÂM

On September 23, USABC, in partnership with the U.S. Chamber, convened a high-level business roundtable with H.E. Tô Lâm, General Secretary and President of Vietnam, on the sidelines of the UN General Assembly. The discussion focused on Vietnam's long-term development priorities, including innovation, industrial competitiveness, energy transition, infrastructure, and private sector-led growth. General Secretary Tô Lâm also expressed optimism about finalizing the U.S.-Vietnam Reciprocal Trade Agreement (ART) by the end of the year.

EXECUTIVE RECEPTION

On September 24, the US-ASEAN Business Council and Warburg Pincus hosted a U.S.-ASEAN Executive Reception on the sidelines of the United Nations General Assembly (UNGA), celebrating the enduring strength of the U.S.-Southeast Asia economic relationship. Bringing together senior business leaders and government officials, the event provided an opportunity for substantive dialogue and networking focused on the future of U.S.-ASEAN economic engagement, investment, and regional growth.



SINGAPORE FORUM

HIGHLIGHT

The US-ASEAN Business Council (USABC) convened the inaugural US-ASEAN Strategic Business Forum on Friday, September 4, at the EDITION Hotel Singapore, bringing together senior business leaders, policymakers, government officials, and thought leaders to examine the evolving dynamics shaping economic engagement between the United States and Southeast Asia. The Forum was organized under the theme “Decoding Strategy in a Time of Global Realignment.”

The Forum opened with a keynote address by Singapore Minister for Trade and Industry (Energy and Industry), Dr. Tan See Leng, who highlighted ASEAN's continued resilience, growing economic integration, and openness to the world as key strengths amid an increasingly complex global environment. This was followed by fireside chats with U.S. Ambassador to ASEAN Kevin Kim, and Distinguished Asia Research Institute Fellow, Kishore Mahbubani.

Throughout the day, participants engaged in panel discussions on emerging technologies and artificial intelligence, energy security and the energy transition, workforce development and productivity in the AI era, the creative economy, digital finance, U.S. policy and corporate strategy, and the future of U.S.-ASEAN economic engagement.

Following the success of the inaugural Forum, the US-ASEAN Business Council announced that the event will return in 2027, coinciding with Singapore's ASEAN Chairmanship, the 50th Anniversary of U.S.-ASEAN relations, and the 60th anniversary of ASEAN.



SEPTEMBER MISSIONS



ASEAN ECONOMIC MINISTERS' MEETING

From September 20–22, USABC, co-led by EVP Marc Mealy and Claudia Chan, Senior Director for Public Policy & Sustainability at Coca-Cola ASEAN & South Pacific and Chair of the USABC ASEAN Committee, convened a delegation of U.S. companies to the 58th ASEAN Economic Ministers' Meeting in Manila. During the AEM-USTR Consultation, USABC presented its 2026 White Paper, Navigating ASEAN Centrality, highlighting recommendations for implementing the ASEAN Digital Economy Framework Agreement (DEFA) and U.S. private sector support for launching negotiations on a Green Economy Framework Agreement (GEFA) in 2027. The mission also included bilateral engagements with ASEAN governments and USABC's first exclusive dinner with ASEAN Economic Ministers, acknowledged by the ASEAN Secretary-General. The Philippines ASEAN Business Advisory Council also recognized USABC's 2026 ASEAN Strategic Action Plan report and dialogue series as a significant contribution to the Philippines' ASEAN Chairship.

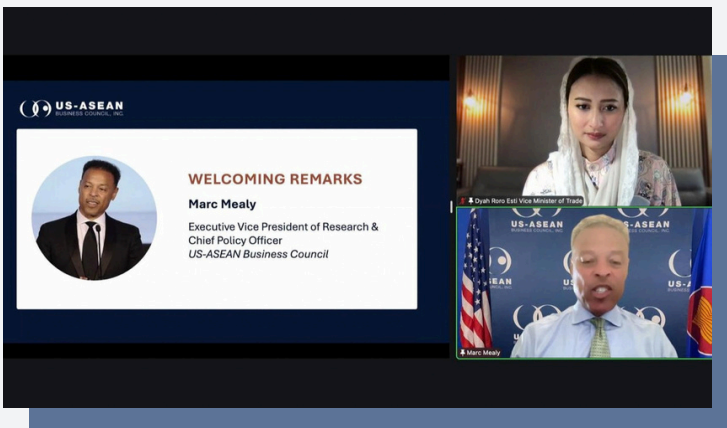


EAST MALAYSIA BUSINESS MISSION

From September 7–10, I led USABC's second East Malaysia Business Mission to Kuching, Sarawak, and Kota Kinabalu, Sabah, bringing together senior representatives from leading U.S. companies to engage state leaders and economic agencies on investment, energy, digital infrastructure, and workforce development. Building on our 2024 engagement, the mission reinforced USABC's commitment to strengthening long-term U.S. business partnerships with both states and supporting their continued economic growth and diversification.

SEPTEMBER**DISCUSSIONS & ROUNDTABLES****THAILAND'S HEALTH INNOVATION**

On September 8, USABC hosted a policy dialogue on advancing Thailand's medical economy through health innovation, bringing together diplomatic, healthcare, and life sciences representatives from the United States, Taiwan, and Korea. The discussion explored opportunities to strengthen Thailand's position as a regional hub for health innovation, investment, clinical research, and advanced medical technologies, while fostering deeper partnerships across government, academia, healthcare, and industry.

**TRADE EXPO INDONESIA 2026**

On September 11, USABC hosted a webinar on Trade Expo Indonesia (TEI) 2026, featuring remarks from H.E. Ibu Dyah Roro Esti Widya Putri, Vice Minister of Trade, and a presentation from the Indonesian Embassy in Washington, D.C. The discussion provided USABC members with an overview of TEI 2026 and opportunities to strengthen trade and business partnerships between the United States and Indonesia.

**RECEPTION WITH SENIOR MALAYSIAN GOVERNMENT DELEGATION**

On September 14, USABC hosted a reception in Washington, D.C., with senior officials from Malaysia's National Security Council, National Cyber Security Agency, Malaysian Communications and Multimedia Commission, and Embassy of Malaysia. The discussion highlighted opportunities to deepen U.S.-Malaysia digital and economic cooperation, including in AI, cloud computing, and post-quantum cryptography, while reaffirming the U.S. private sector's role as a trusted partner to Malaysia.

SEPTEMBER**DISCUSSIONS & ROUNDTABLES****INDONESIA CYBERSECURITY RESILIENCE**

On September 16, USABC, in collaboration with Universitas Gadjah Mada's Faculty of Law, convened a roundtable in Jakarta on strengthening Indonesia's cybersecurity governance and digital resilience. The discussion brought together government, industry, and academic stakeholders to explore adaptive regulation, institutional coordination, workforce readiness, data governance, and public-private collaboration in support of a secure digital ecosystem.

**2026 BISA REPORT LAUNCH**

On September 16, USABC, with support from the U.S. Embassy in Jakarta, launched the 2026 "Bisnis AS untuk Indonesia (BISA)" (US Business Indonesia) Report, highlighting 91 innovation initiatives from 43 U.S. companies across sectors including digital technology, energy, agriculture, and financial services. The report showcases how U.S. companies are contributing to Indonesia's economic development through investment, innovation, technology partnerships, talent development, and capacity building. By highlighting concrete private-sector initiatives, the BISA Report demonstrates the breadth of U.S. business contributions to strengthening Indonesia's competitiveness, supporting workforce development, and building long-term economic resilience, while reinforcing the importance of continued U.S.-Indonesia economic cooperation.

USABC
INSTITUTE UPDATES

USABCI CONVENES U.S. PRIVATE-SECTOR PARTNERS FOR MEETING WITH GENERAL SECRETARY AND PRESIDENT TOLAM ON THE VIETNAM WARTIME ACCOUNTING INITIATIVE

The US-ASEAN Business Council Institute (USABCI) convened U.S. private-sector representatives contributing to the Vietnam Wartime Accounting Initiative (VWAI) for an engagement with H.E. Tô Lâm, General Secretary of the Communist Party of Viet Nam and State President in New York City. The meeting, held September 23 on the sidelines of the 81st session of the United Nations General Assembly, highlighted the role of the private sector in supporting Vietnam's efforts to locate and identify its war missing and in strengthening humanitarian cooperation and reconciliation between the two countries.

I was proud to represent USABCI, the 501c3 foundation of USABC. Joining the meeting was a member of the USABCI Board and U.S. company representatives contributing to the project including Atlas Air, Cultural Vistas, Lockheed Martin, Meta, and QIAGEN. USABC's Hanoi-based Chief Country Representative as well as representatives from Warburg Pincus, Atmo, and Pacifico Energy also joined the meeting.

The event built on the momentum of USABCI's June 2026 delegation to Vietnam, during which Cultural Vistas, Lockheed Martin, and QIAGEN announced their contributions of advanced equipment, education, training, and technical support for Vietnam's wartime accounting and reconciliation efforts. To date, the VWAI has received more than \$700,000 in contributions from the private sector, helping Vietnam to build capacity in archival research, field operations, forensics capabilities, and promoting technical exchanges and information sharing. USABCI has applied for a grant renewal for 2027.

COMINGS AND GOINGS
UPDATES**MAYA SNYDER**

Maya Snyder joined the DC office as an Associate Country Research Analyst for Indonesia, the Philippines, and Health & Life Sciences, replacing Logan Carnicelli. She previously was a Fellow at McLarty Associates, supporting their trade practice. She also interned at the Office of the U.S. Trade Representative and U.S. Department of State Bureau of East Asian & Pacific Affairs, focusing on China affairs. Maya holds a Bachelor's of Science in Science, Technology, & International Affairs from Georgetown University.

HAN THU YA

Han Thu Ya joined the US-ASEAN Business Council Institute in the DC office as an Associate Research Analyst for the Vietnam Wartime Accounting Initiative (VWAI), Food and Agriculture, and Myanmar. Han is from Myanmar and previously interned at the Council's DC office, providing support to several teams, including Cambodia, Myanmar, Thailand, Vietnam, and ICT. Before joining the Council, he worked as an analyst with a political risk consultancy firm in Yangon and supported USAID's Agriculture and Food Systems Development Activity. He holds a Master's in International Relations from Central European University and Bard College.

**UPCOMING
EVENTS & UPDATES****THE BOTTOM LINE
WITH USABC****BOTTOM LINE WITH USABC: UNGA RECAP**

The 81st UN General Assembly brought Southeast Asia's leaders to New York, and over two days the US-ASEAN Business Council held some of its most senior engagements of the year. In the latest episode of Bottom Line with USABC, USABC President & CEO Ambassador Brian McFeeters takes us through the week and what it means for U.S. business in the region. Watch and listen to the full episode [here](#).

INDONESIA BUSINESS MISSION

CONTACT: Mega Valentina (mega@usasean.org)

From October 27–29, US-ASEAN Business Council will lead its 2026 Indonesia Business Mission to Jakarta, bringing together U.S. business leaders and senior Indonesian government stakeholders to advance trade and investment priorities. The mission will focus on shared priorities including food and energy security, healthcare, the digital economy, financial inclusion, human capital, and industrial capacity, while highlighting U.S. companies' contributions to Indonesia's economic development and exploring opportunities for deeper public-private partnerships.

**DIGITAL ECONOMY MISSION TO THE
PHILIPPINES**

CONTACT: Jileen Yong (jyong@usasean.org)

From October 19–20, USABC will lead its 2026 Digital Economy Mission to Manila, bringing together U.S. business leaders and key Philippine government stakeholders to advance dialogue on AI, data governance, cybersecurity, digital connectivity, and workforce development. The mission will build on USABC's ongoing engagement with the Philippines and provide an opportunity to strengthen public-private partnerships supporting the country's digital transformation.

COUNCIL IN THE NEWS

- [Uncertainty Becomes a Barrier to U.S. Investment in ASEAN](#) (Brian McFeeters and Nugraheni Wida Utami)
- [U.S. Investors Not Worried by Indonesia's Finance Minister Switch](#) (Marc Mealy)
- [US Brings At Least \\$24.8 Billion in Innovation to Indonesia](#) (BISA Report & Marc Mealy)
- [USABCI encourages US businesses to support Việt Nam's war-missing search](#) (Margaret Hanson-Muse) (USABCI)
- [ASEAN 'compelling' for businesses looking for long-term growth amid tensions: Tan See Leng](#) (Singapore Forum)

UPCOMING
EVENTS & UPDATES**WORLD BANK/IMF ANNUAL MEETINGS**

CONTACT: Max Knight (mknight@usasean.org)

From October 14–15, USABC will lead a mission to the World Bank/IMF Annual Meetings in Bangkok, bringing together U.S. business leaders with senior representatives from ASEAN ministries of finance and central banks. The mission will provide a platform for closed-door bilateral discussions on key regional priorities, including AI in financial services, SME growth, financial inclusion, and economic policy, while strengthening public-private dialogue.

SINGAPORE-U.S. ENERGY FORUM

CONTACT: Christine Wan (Cwan@usasean.org)

On October 28, US-ASEAN Business Council will partner with the U.S. Departments of Commerce and Energy and Singapore's Energy Market Authority to convene the annual Singapore-U.S. Forum during Singapore International Energy Week. This year's forum will focus on powering data centers and strengthening grids, bringing together policymakers and industry leaders to explore the energy demands of digital infrastructure and showcase U.S. technology and innovation in the energy sector. Contact for sponsorship opportunities.

ASEAN HEALTH PRIORITIES

CONTACT: Gretchen Kunze (gkunze@usasean.org)

On October 8, USABC will host a virtual briefing with Ms. Rodora Turalde Babaran, Director of the Human Development Directorate at the ASEAN Secretariat, to discuss ASEAN's 2026 health priorities and initiatives. The briefing will explore regional efforts on health resilience, preparedness, non-communicable diseases, and ageing populations, as well as opportunities for the U.S. private sector to support ASEAN's health objectives through innovation and partnership.