Membership Overview

Presented by the US-ASEAN Business Council



usasean.org

US-ASEAN
BUSINESS COUNCIL, INC.



Table of Contents

I. OVERVIEW

About the US-ASEAN Business Council 4
Our Global Offices & Teams 5
Chairman's Council Members 6
Corporate Members 7
Four Key Pillars of the Council 8

II. MEMBERSHIP

Membership Details; Mission Statement; Statement of Principles 9
Services per Membership Tier 10
Four Key Pillars of the Council 12
- I. Advocacy 12
- II. Relationship Development 13
- III. Intelligence 14
- IV. Promotion 15

US-ASEAN Bridge Building 16
Committee Structure 17
Special Projects 18
Leadership Contact Details 19
Membership Team Contact Details 20

The US-ASEAN Business Council

The US-ASEAN Business Council is the premier advocacy organization for U.S. corporations operating within the dynamic Association of Southeast Asian Nations (ASEAN). The Council works across all 10 member countries of ASEAN, and is proud to represent more than 170 major U.S. companies that span every industry. Our membership includes companies which have been active in Southeast Asia for more than a century as well as newcomers looking to expand their presence in one of the world's most dynamic markets. We work to deliver tangible results that support our members' business objectives by removing constraints on trade and investment in ASEAN. The Council also works to elevate the importance of the U.S.-ASEAN economic relationship to American and ASEAN public policy makers and business leaders.

Founded in 1984, the Council's unique regional, country and industry-specific intelligence and its deeply cultivated and extensive relationships allow us to engage key actors in Southeast Asia at the highest levels. Our engagement in the United States and ASEAN includes opportunities for candid dialogues where we can solve problems, facilitate business opportunities and provide unparalleled advocacy and support for transactions.

As the only U.S. organization written into the ASEAN Charter, the Council works closely with ASEAN nations on their business and investment climates. We shape business environments by engaging senior officials, developing white papers on key legislative issues and conducting targeted advocacy. We also partner with the U.S. Government, ASEAN Governments, the ASEAN Secretariat, private sector leaders, think tanks, domestic associations, AmChams, and other U.S. industry trade and policy organizations to drive change. As a result of our exclusive access and extensive engagement, heads of state and senior officials rely on the Council for briefings on U.S. private sector trade and investment priorities.

As a member-driven organization, the Council tailors its services to advance individual member needs through our offices in Washington DC, New York, Singapore, Jakarta, Kuala Lumpur, Bangkok, Hanoi, and Manila.



Our Global Offices & Teams



Washington, DC (HQ)

1101 17th Street, NW Suite 411
Washington, DC 20036
Tel: +1 (202) 289-1911



New York City, NY

521 Fifth Avenue (@43rd Street)
Suite 1700
New York, NY 10175
Tel: +1 212 687 4505



Singapore (Regional HQ)

460 Alexandra Road,
#26-06, mTower,
Singapore 119963
Tel: +65 6339 8885



Indonesia

25th Floor - Revenue Tower SCBD
Jl. Jenderal Sudirman No. 52-53,
Jakarta Selatan 12190
Tel: +62 21 5012 1123



Malaysia

26th Floor, Menara Maxis
Kuala Lumpur City Centre
50088 Kuala Lumpur
Tel: +60 3 2615 7975



Thailand

23rd Floor, Siam Piwat Tower
989 Rama 1 Road
Patumwan, Bangkok 10330
Tel: +66 2 649 1119



Vietnam

Unit 1031 -1033, Pacific Place,
Prime Business Center
83B Ly Thuong Kiet st., Hanoi,
Vietnam
Tel: +84 90 612 7370



Philippines

5F, Acceler8 – Private Suite 1
PHINMA Plaza, 39 Plaza Drive
Rockwell Center, Makati City 1210
Metro Manila, Philippines
Tel: +63 960 695 3386

Chairman's Council Members

3M
Abbott Laboratories
Access Partnership
Amazon
Apple
Axon
Baker & McKenzie
Bayer
Bitdeer
Boeing
BowerGroupAsia
BP
Cape
Chubb
Cisco
Citi
The Coca-Cola Company
Coherent
Corteva
DCI Group
Excelerate Energy
ExxonMobil
Federal Express
Ford Motor Company
Freeport-McMoRan
GE Aerospace
GE HealthCare
Google
GSK
Hanesbrands, Inc.
IBM
Intel
Jhpiego
John Deere
KKR
Koch Industries
LFA Consulting Inc.
Lockheed Martin
Manulife
Marriott International
Meta
Micron Technology
Netflix
Nvidia
Oracle
Organon
Pacific Pharmaceuticals
PepsiCo
Pfizer
Philip Morris International
Planet Labs
Qualcomm
Reckitt
Reinsurance Group of America
Roblox
SC Johnson
ServiceNow
Solventum
S&P Global
Starr Insurance
Stripe
TE Connectivity
UL Solutions LLC
UPS
Viatris
Visa Inc.
Vriens & Partners
Warburg Pincus
Winward Labs
Zscaler
Zuellig Pharma

Last Updated: September 17, 2026

Corporate Members

ADM
Agoda
AIG
Airbnb
Akamai Technologies
American Express
Amway
The Asia Group
Astranis
Astrophysics
Atlas Air
Atmo
AT&T
BAE Systems
Bank of America
Baxter
Becton Dickinson Holdings
Beam Suntory
Bell Textron
Boston Scientific
Brown-Forman
The Cadmus Group
Cargill
Caterpillar
Cheniere Energy
Chevron
Circle
ClearOne
ConocoPhillips
Coupang
CrowdStrike
Dell
DGA Group-ASG
Diageo
Dow
DTC Codan
Edwards Lifesciences
Elanco Animal Health
Emergent BioSolutions
Equinix
Estée Lauder Companies
Everpure
Expedia
Fluor
GlobalFoundries
Gogo
Harley-Davidson
Hasbro
HP Inc
Herbalife
Hewlett-Packard Enterprise
Illumina
I.M. Systems Group Inc.
I Squared Capital
Johnson & Johnson
Jollibee
JP Morgan Chase & Co.
KPMG
Loading Republic
Lubrizol
Mastercard
McLarty Associates
Medtronic
Microsoft
Mondelēz International
Moody's
Morgan Stanley
MSD
Murphy Oil
Nebula Energy
Nike
Obagi
Odgers Berndtson
Pacifico Energy
Pacific Pension & Investment Institute
Palo Alto Networks
Procter & Gamble
RMA Group
Royal Caribbean
RTX
Salesforce
SAP
S&C Electric Company
Steadfast Entities LLC
Synergy Worldwide
Target
Texas Instruments
Thermo Fisher Scientific
Tilleke & Gibbins
TJ Aerospace
The Rockefeller Foundation
Twilio
Tyson
United Health Group
U.S. Dairy Export Council
Vantive
Verizon
Walmart
The Walt Disney Company
Warner Bros. Discovery
Workday
Zoom

Last Updated: September 17, 2026



Four Key Pillars of the Council

I. Advocacy

For more than 40 years, the Council has been the premier advocacy organization for U.S. corporations operating within the dynamic Association of Southeast Asian Nations (ASEAN), serving as the leading voice of the U.S. private sector in promoting mutually beneficial trade and investment relationships between the United States and Southeast Asia. We believe opening and investing in the sustainability of efficient, resilient and competitive markets are critical to the continued growth of our member companies and innovation and job creation in the United States and Southeast Asia. The Council advocates on behalf of our members through business and industry trade missions, roundtable dialogues, and by using the incredibly strong relationships that we have developed over the decades. Our advocacy for members has proven to be critical in reactive situations, as well as for members wishing to be proactive for their business interests in Southeast Asia.

II. Relationship Development

The Council has developed incredibly strong relationships throughout all levels of government across the ten ASEAN countries. These relationships include all 10 heads of state, cabinet level ministers, and working groups of all levels. The Council is able to leverage these relationships on behalf of our members and provide opportunities for our members to engage stakeholders in both the ten ASEAN countries' governments, as well as the U.S. government. We run over 300 programs per year, which provide ample opportunities for our members to raise concerns relevant to their company's business interests in the region, and to discuss possible solutions. The Council also provides stakeholder mapping services to identify the relevant stakeholders for your issues.

III. Intelligence

With over 400 intelligence products published annually, the Council prides itself in its ability to keep members informed of developments relevant to U.S. business interests in the region. Our intelligence products provide analysis on recent news and analytical updates on policies. With seven offices across the region, our on the ground intelligence gathering is second to none.

IV. Promotion

The relationship between the U.S. and ASEAN is critical to both the Council and our members. By promoting close ties between the U.S. and ASEAN, we help nurture this long-lasting relationship with an important trade partner. The Council publishes pieces such as "ASEAN Matters" and disseminates it widely, including amongst the entire U.S. Congress, U.S. Senate, the U.S. National Security Council, the USTR and the mayors of the top thirty cities in America. Our goal is to ensure that the critical trade relationship between the U.S. and ASEAN is not overlooked, and that government officials are aware of the region's importance to our members.

Membership

Corporate: US $24,000 (annual cost)

Corporate membership provides general advocacy support, access to all country- and industry-specific updates, and access to most Council events.

Chairman's Council: US $44,000 (annual cost)

In addition to the benefits of Corporate membership, highlights of a Chairman's Council membership include:

- Customized advocacy support;
- A seat on the Chairman's Council Advisory Group;
- Access to intimate events with government officials;
- Advocacy support on company-specific issues;
- Intelligence catered to your company's needs; and
- Direct support for setting up meetings with key policy makers/influencers.

A full listing of comprehensive benefits is listed on pages 12-15

The Council offers annual membership on two billing cycles. Cycle 1 (Jan-Dec) and Cycle 2 (July-June). Upon written confirmation of intent to join, all new members are required to sign and return a copy of a standard membership agreement as part of the onboarding process, which will indicate your start date.

Please note that we are unable to pro-rate for a period of 6 months or less. Members can pay dues online via credit card, or via banks transfer and check.

Mission Statement

To deliver tangible results that support our members' business objectives by removing constraints on trade and investment activities in ASEAN, and elevating the importance of the U.S.-ASEAN economic relationship to American and ASEAN public policy makers and business leaders.

Services Per Membership Tier At-a-Glance

Services	Chairman's Council	Corporate
Advocacy Services		
General industry level advocacy support	✔	✔
Company specific advocacy support	✔	
Speaking roles during business missions, events, and programs	✔	✔
Prioritized speaking roles during our business missions, events, and programs	✔	
Ability to register and attend quarterly committee meetings and networking events	✔	✔
Relationship Development Services		
Company specific stakeholder mapping	✔	
Direct support for organizing meetings with key policy makers and leaders (up to 8 per year)	✔	
Access to our deep expert networks across ASEAN	✔	✔
Company specific advice and updates from our experts based in the United States and throughout Southeast Asia	✔	
Access to Asia Pacific government leaders through our unique programming*	✔	✔
Invitations to Council events and programming	✔	✔
Priority invitations to all events including senior executive roundtables	✔	

*Some of our programs have additional costs associated with them.

Services Per Membership Tier

Services	Chairman's Council	Corporate
Intelligence Services		
Access to all country, industry, and regional Intelligence products	✔	✔
Regional, or country specific, briefings for your senior executive team	✔	
Basic stakeholder mapping (names + divisions)	✔	✔
Detailed stakeholder mapping (biographies, contact details, intelligence from previous interactions)	✔	
Promotion Services		
Guaranteed seat on the Chairman's Council Advisory Group	✔	
Optional leadership roles on Council industry/country committees to drive agendas and workplans	✔	
Ability to nominate qualified corporate executives for the Council's Board of Directors	✔	
Higher visibility in Council promotional materials	✔	
Company name displayed on website membership roster	✔	✔
Company name and logo displayed on website membership roster	✔	
Promotion of one major company event per year through Council communication channels (website, email, social media)	✔	
Consideration for speaking slots at partner conferences and events	✔	✔

*Some of our programs have additional costs associated with them.

I. Advocacy

Advocacy is one of our core pillars and one of the most powerful ways in which we can help grow your business across Southeast Asia. Our advocacy work includes:

- Ability to register for sector, country, and ministerial business missions to all 10 ASEAN markets which engage governments at the highest levels
- Opportunity to submit company feedback on Council-wide calls for input, and advocacy submissions on behalf of industry
- Access to off-the-record roundtables and policy briefings with senior government leaders in ASEAN and the United States
- Advocacy on your behalf in situations where your company should not be directly identified
- On-the-ground support for promoting your positions/policy priorities with policy makers
- Industry-specific, country-specific, cross-sector and regional advocacy through committees based on member priorities as defined in the workplan
- Joint events with peer associations, networks, and industry bodies to complement and amplify the Council's existing advocacy work
- Speaking roles during business missions, events, and programs (time pending)
- General industry level advocacy support

Chairman's Council Members Also Receive:

- Assistance with resolving company-specific advocacy issues with a short-medium term resolution window*
- Advocacy on your behalf in situations where your company is unable to be present (excluding business missions)
- Assistance conducting follow-up after engaging government leaders (can include providing officials with additional materials, setting up meetings with their staff, or getting a readout of the government's reaction to the discussion).
- Support for developing arguments that will resonate with target stakeholders.
- Leading and setting the agenda and policy priorities of the Country and Industry Committees
- Prioritized speaking roles during our business missions, events, and programs

**Longer or more complex issues that are company specific may require special project work*





II. Relationship Development

The Council strives to ensure your team has the key relationships needed to safeguard your organization's interests across the region. Benefits include:

- Regular roundtables and dialogues to engage substantively with ASEAN and U.S. thought and government leaders
- Ability to interact with private sector peers and develop coalitions within country and industry specific committees
- Opportunities for your executives to develop relationships with key influencers in U.S.-ASEAN policy through our annual U.S. and ASEAN Ambassadors' Tours.
- Casual networking events for member companies in Washington D.C., Singapore, and throughout the region
- Ability to register for Senior Executive Roundtables - engagements for Asia Pacific/ASEAN Presidents
- Quarterly outreach and check ins (optional) from USABC membership team to review priorities and share upcoming events

Chairman's Council Members Also Receive:

- Assistance with initial outreach to help organize up to eight (8) private meetings per year with government officials across all markets (caps on quantity per market may apply)
- Direct support from Council staff to accompany executives to meetings and provide feedback on talking points
- Priority registration for Senior Executive Roundtables
- Ability to request meetings with USABC senior leadership on a priority basis in addition to quarterly check ins with membership team
- Assistance in identifying and contacting other USABC members for coalition building activities





III. Intelligence

Providing your organization with reliable and consistent intelligence is a key aspect of ensuring your business in Southeast Asia continues to flourish.

- Regular country-and industry-specific political, economic, trade and investment analysis and updates through email bulletins and virtual briefings
- Breaking news analysis and background on new leaders and leadership changes
- Insights on political environments / trends and government priorities from on-the-ground resources across our 6 regional offices
- In depth briefings on specific legislative and regulatory updates from key ASEAN markets
- Basic stakeholder mapping including identification of key players (names+ministries/divisions) with influence over your business challenge or opportunity
- Access to a listing of up to date U.S. embassy personnel on the USABC members portal
- Advice on navigating customs rules and procedures on a general / industry wide basis
- Informational exchanges with U.S. and ASEAN academic, business, economic and political leaders in closed-door settings
- Country updates from U.S. and ASEAN Ambassadors and Embassy divisions during quarterly committee calls
- Advice on leveraging trade and investment agreements in ASEAN
- Insights on navigating public-private partnership opportunities

Chairman's Council Members Also Receive:

- Detailed stakeholder mapping including biographies, contact details, intelligence from previous interactions, and the option for direct introductions (up to 8)
- Company specific advice and updates from expert staff on impact of legislation, policy, and customs procedures
- One annual regional, or country specific in-person or telephone briefing to your board or corporate event from a member of our leadership team



IV. Promotion

The Council regularly promotes the contributions of U.S. companies to ASEAN economies through CSR reports, roadshows, and public relations activities.

- Ability to contribute company efforts to CSR factbook during USABC country level business missions (subject to mission participation)
- Consideration for speaking roles at partner conferences and events
- Receive discounts and waived fees for ASEAN related conferences and events with Council partners
- Opportunities to sponsor and receive recognition for major thought leadership products in collaboration with renowned private sector and academic institutions
- Company name displayed on website roster
- Opportunities to host key U.S. government and ASEAN officials in corporate office space on an as-needed basis

Chairman's Council Members Also Receive:

- Priority seating, logo display, and speaking order at USABC events including business missions
- Promotion of one (1) company event per year via the Council's communication channels (i.e. email blast, social media pages, and website)
- Assistance with organizing and co-branding larger forums or conferences (subject to additional special project fees)
- First opportunity to host key U.S. government and ASEAN officials in corporate office space on an as-needed basis
- Guaranteed seat on the Chairman's Council Advisory Group
- Leadership opportunities to serve as a Chair, Co-Chair, or Vice Chair on County and Industry Committees
- Opportunity to nominate an executive to the Council's Board of Directors and play a role in shaping the Council's overall strategic direction
- Priority consideration for speaking slots at partner conferences and forums
- Higher visibility in Council promotional materials including company logo displayed on website
- Ability to invite USABC executive sto speak during company events (i.e. panel discussions, paper launches, conferences, opening remarks)





US-ASEAN Bridge Building

One of the Council's primary objectives is to nurture the overall relationship between the United States and ASEAN. We build bridges in many ways, including:

- Building and running innovative roadshows for the ambassadors from the United States to ASEAN countries, as well as the ambassadors from ASEAN countries to the United States;
- Working closely with the State department and other branches of government on heads of state visits;
- Providing briefings and support to U.S. government officials planning their visits to ASEAN member countries; and
- Publishing, ASEAN Matters for America in collaboration with key partners, a biennial printed focus on the important and multi-faceted relationship between the United States and ASEAN.

ASEAN Matters for America

The US-ASEAN Business Council, in partnership with the East-West Center and ISEAS Yusof Ishak Institute, published and launched the 6th edition of ASEAN Matters for America in Washington, D.C. in October 2025. The publication, shared with U.S. and ASEAN leaders at all levels, explores the important and multi-faceted relationship between the United States and ASEAN across diplomatic, strategic, economic, cultural, and social dimensions. This hallmark project provides a snapshot view of how the 10 member nations of ASEAN – Brunei, Cambodia, Laos, Indonesia, Malaysia, Myanmar, the Philippines, Singapore, Thailand, and Vietnam – impact each of the 50 states and District of Columbia, including more than half a million jobs in the U.S. that are directly supported by our connections with ASEAN.





Committee Structure

The Council is organized into two primary building blocks: Industry and Country Committees. By organizing members around areas of common interest and creating statements of group policy, the Council is able to tailor its advocacy to country- and sector-specific issues.

Country Committees:

1. Brunei
2. Cambodia
3. Indonesia
4. Laos
5. Malaysia
6. Myanmar
7. Philippines
8. Singapore
9. Thailand
10. Vietnam
11. Timor-Leste

Industry Committees:

1. Customs & Trade Facilitation
2. Aerospace, Defense & Security (ADS)
3. Energy
4. Financial Services
5. Food & Agriculture
6. Health & Life Sciences (HLS)
7. Information & Communications Technology (ICT)
8. Supply Chains
9. Sustainability
10. Travel & Tourism

Regional Committees:

1. APEC
2. ASEAN
3. Trade Policy

Special Projects

USABC is offering a special projects initiative to support our members, either in groups based on shared interests or for specific company initiatives. The projects can be either one-time programs or long-term initiatives. The special projects can take various forms, such as addressing specific issues through an engagement series with officials and stakeholders, organizing tours and visits to member facilities in the United States and the region, conducting workshops and roundtables, assisting in securing licenses or permits at a more strategic level, or developing studies or white papers to address certain topics. Special projects play to USABC's strengths: We have standing and credibility that gets us access to key government decision makers, and – because of our member companies – we have world-class expertise to allow us to go deeply into issues of interest.

One of our current special projects is supporting the Digital Economy Framework Agreement (DEFA), which aims to establish a comprehensive digital economy framework to facilitate cross-border digital trade and investment in ASEAN. This project covers policy retreats, regulatory alignment, and capacity building among ASEAN member countries. Another key project is the Local Content Requirement (LCR) Engagement Phase 2 for Indonesia, focusing on advocating for local content policies that support business interests and enhance Indonesia's participation in the global supply chain. Additionally, USABC undertakes specific projects to assist individual company interests in certain countries, such as helping companies navigate regulatory challenges and expand market access. These special projects are led by our Strategic Initiatives team, which collaborates with cross-industry and cross-country teams.





Leadership Contact Details

Amb. Brian McFeeters (Ret.)
President & CEO (Washington, DC)
bmcfeeters@usasean.org

Marc Mealy
Chief Policy Officer & Senior Vice President- Research (Washington, DC)
mmealy@usasean.org

Margaret Hanson-Muse
Chief Operating Officer (Washington, DC)
mhansonm@usasean.org

Emma Tabatabai
Chief Country Representative (Malaysia)
etabatabai@usasean.org

Vu Tu Thanh
Deputy Regional Managing Director & Chief Country Representative (Vietnam)
tvu@usasean.org

Atty. Herminio C. Bagro III
Chief Country Representative (Philippines)
tbagro@usasean.org

Praab Pianskool
Chief Country Representative (Thailand)
praab@usasean.org

Nugraheni Utami
Chief Country Representative (Indonesia)
utami@usasean.org

Dr. James Andrade
Chief Country Representative (Singapore) and Senior ASEAN Advisor
jandrade@usasean.org

Membership Team Contact Details

For any questions regarding membership with the US-ASEAN Business Council, please contact our Membership team:

Sarah Lessing
Director - Membership & Operations (Singapore)
slessing@usasean.org

Andrew Koch
Director - Membership & Operations (Washington DC)
akoch@usasean.org

Rahul Rai
Associate - Membership, Singapore, Health & Life Sciences (Singapore)
rrai@usasean.org

Max Knight
Associate - *Membership, Financial Services, Food & Agriculture (Washington DC)*
mknight@usasean.org

Special Projects Team Contact Details

Angga Antagia
Director for Strategic Initiatives
aantagia@usasean.org

Jannica Tjandra
Associate for Strategic Initiatives
jtjandra@usasesan.org

