**Press Release**

**ASEAN Future Generation Business Forum Fosters Visionary Leadership**

**JAKARTA, 2 September 2023 –** The ASEAN Business Advisory Council (ASEAN-BAC), in collaboration with the Japan External Trade Organization (JETRO) and GenYouth, organized the ASEAN Future Generation Business Forum at the Ritz Carlton Hotel in Jakarta on 2 September 2023.

The Chairman of the ASEAN Business Advisory Council (ASEAN-BAC), Arsjad Rasjid, emphasized that the ASEAN Future Generation Business Forum's primary goal is to inspire visionary leadership among the younger generation in the post-Covid-19 era.

This ASEAN Future Generation Business Forum serves as an interactive platform for discussion and knowledge sharing, with the overarching objective of cultivating a resilient future generation and a brighter future for ASEAN.

"This event embodies inclusivity and collaboration, reflecting our collective aspiration to stimulate visionary leadership and groom resilient young leaders within ASEAN," said Arsjad.

He explained that the ASEAN Future Generation Business Forum provides a space for the younger generation to voice their aspirations regarding ASEAN's future trajectory.

The forum brings together speakers from ASEAN member states and dialogue partner countries, representing leading business communities, influential icons, politicians, scientists, and sociopreneurs, all aiming to facilitate dialogue and the exchange of ideas among the next generation of leaders in ASEAN.

**Future Opportunities**

**Arsjad** highlighted that the main focus of this forum is to anticipate future challenges and opportunities, as well as to determine the direction ASEAN should take. By convening diverse speakers from various sectors, including business, politics, science, and social entrepreneurship, the event promotes an inclusive and holistic approach to collectively shaping ASEAN's future.

In this context, the ASEAN Future Generation Business Forum addresses critical themes such as digital transformation, sustainable development, health resilience, food security, and trade and investment facilitation, underscoring the importance of prosperity and innovation in realizing a shared vision for ASEAN's future as articulated in the ASEAN 2045 Vision.

"This serves as an important platform for participants to explore innovative solutions, drive growth, and contribute to the long-term development goals of the ASEAN community," noted Arsjad.

Present at the event were Japanese Ambassador to ASEAN Kiya Masahiko, Indonesian Minister of Tourism and Creative Economy Sandiaga Salahuddin Uno, and Malaysian Deputy Minister of Youth and Sports Adam Adli Abd Halim.

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