

# **10th Thai-Belgian Business Forum 2024**

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**WHY DOING BUSINESS WITH ASEAN AND WITH THAILAND ?**

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# A SHIFT IN THE GLOBAL BALANCE OF POWER

- **A rising Asia:** the 21st century will be the Asian century
- **An America First:** Will **US withdrawal** from global leadership become a reality?
- **A global EU: Strategic autonomy**, in both the security and economic fields, is now the key objective

*Regional cooperation is the only way for most countries to rise to the challenge of globalization. The EU has learned this lesson from its own history. And ASEAN is developing its own approach.*

# THE ASEAN REGIONAL CONTEXT

- **The ASEAN Community Vision 2025**
  - The ASEAN Political and Security Community
  - The ASEAN Economic Community
  - The ASEAN Socio-Cultural Community
- **ASEAN achievements and challenges in regional integration**

# EU-ASEAN AND EU-THAILAND RELATIONS

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As described by Ambassador Ong Keng Yong, former ASEAN Secretary-General :

*“The two groupings originate from different circumstances and are navigating through different terrains towards different destinations”*

- Trade Relations
- FTA Negotiations
- Thailand-EU Trade
- Connectivity

For European business there is currently no way around China. But market diversification is a strategic necessity.