

**A Seminar and Program of Group Discussion Sessions**

**The ASEAN Free Trade Area Process  
and Harmonisation of  
ASEAN Region Food Regulations  
and Standards - 2005 to 2010**

*A Strategic Review of  
Future Directions of Regulatory Harmonisation  
and Implications for  
Food, Drink and Agrifood Businesses  
in Singapore*

**Sunday, 13<sup>th</sup> November 2005  
at Le Meridian Changi Village Hotel, Singapore**

**Stanton, Emms & Sia**

391A Orchard Road, #12-01,  
Ngee Ann City Tower A,  
Singapore 238873

Tel: (+65) 6334 7030

Fax: (+65) 6223 2010

E-mail: [emmsia@pacific.net.sg](mailto:emmsia@pacific.net.sg)

*13 September 2005*

## *The ASEAN Free Trade Area Process and Harmonisation of ASEAN Region Food Regulations and Standards, a status report*

The first milestone of the ASEAN Free Trade Area (AFTA) was reached in 2003 when import duties on ASEAN content dairy products were reduced to between 0% and 5% in Brunei Darussalam, Indonesia, Malaysia, the Philippines, Singapore and Thailand. The other less developed ASEAN Member States should achieve a similar milestone at different dates over the next 5 years.

Very recently, ASEAN entered into a 3-year process to remove non-tariff barriers to the import of ASEAN-content food products across the whole of the ASEAN region. This project is being part-funded by the European Union (EU). It is a complex policy and regulatory harmonisation project that involves various working groups and EU advisors/facilitators in development of:

- A transitional mutual recognition system covering the ASEAN Member State's national laws, standards, processes and procedures that regulate the food market, industry and supply chain. This system will focus on the import of ASEAN content products; and
- A new foundation to ASEAN region food regulations, standards, processes and procedures. This will become an ASEAN region agreement under a new ASEAN Directive (or Directives) that will govern all aspects of the ASEAN food markets, industry and supply chain into the long term.

The early stages of this process are rapid and not particularly transparent. A recent survey conducted by Stanton, Emms & Sia on senior management of 250 leading food and drink brand owners across the ASEAN region found that:

- Less than 5% of these businesses knew anything about the ASEAN food regulation harmonisation process, with the most knowledgeable businesses being multinationals.
- A sizeable number of the respondents were also sceptical about the commitment level of the ASEAN legislators to harmonise regulations and standards across the region, and the speed at which such changes could be made in the face of likely variable commitment.

After a significant delay, the harmonisation process for ASEAN's regional food regulations and standards started in earnest in early 2005 and has a deadline of 2008.

The cosmetics industry, which is underpinned by many regulatory functions that are similar to the food, drink and agrifood industry, has already passed through this process. Today, its businesses, ranging from small to large, already:

- Have a regional mutual recognition agreement on product registration regulations, procedures and processes. This is already being implemented by all 10 ASEAN member states;
- Have an ASEAN Directive that will govern all aspects of the ASEAN region's cosmetics market and industry into the long term; and

- Are already involved in the next step of the process, which includes establishing:
  - An ASEAN region science-based standards body for the industry;
  - An ASEAN region good manufacturing practice (GMP) standard for businesses of all sizes operating in the region's industry; and
  - ASEAN region guidelines on cosmetic product safety and in-market surveillance of such products for implementation in all ASEAN member states in the near future.

Overall, the process that has involved the ASEAN cosmetics industry is likely to have fundamental impact on how it develops into the long term.

While today's industry is quite fragmented, there is now the possibility that key players in cosmetics and related personal care products will strengthen their position in the market and industry on a regional basis. Tomorrow's cosmetics and personal care products industry is likely to be far more concentrated around larger businesses operating from fewer locations within ASEAN than it is today.

### ***The goals of this seminar***

This seminar has been specifically designed to:

- Boost the knowledge of the food, drink and agribusiness industry and its leaders about the on-going ASEAN regulations and standards harmonisation process by reviewing:
  - The progress of implementation of the AFTA-CEPT scheme, its follow-up regulations and standards harmonisation process and the longer term goal of establishing an ASEAN Economic Community (AEC);
  - The methodology now being used by ASEAN to move towards freer intra-ASEAN trade through harmonised food regulations, standards, processes and procedures;
  - The regulatory environment harmonisation process that is already impacting on the ASEAN cosmetics and personal care products industry and markets; and
  - Future strategic directions and implications of the harmonisation process on Singapore and its food, drinks and agrifood businesses.
- Provide industry leaders with the opportunity to discuss AFTA, the regulatory harmonisation process, the benchmarks that may arise from the cosmetics industry process and the strategic directions and implications of a new ASEAN region regulatory environment for food, drinks and agrifood products over the period from 2005 to 2010.

### ***Overview of seminar program***

The seminar will cover the following matters over 4 sessions in a 1-day period. It is planned that each presentation will be followed by a 30-minute period to allow participants to openly discuss practical issues that are relevant to the session's topic:

1. Where are we today with the development of a free trade area within the ASEAN region? What practical problems are being experienced by exporters in the region today?
2. What are the next moves of ASEAN's regulators towards freeing up trade in food, drinks and agrifoods within the region? What methodology exists, and is already being used, to eliminate the non-tariff barriers that currently exist between the ASEAN Member States? Who is currently involved in the process?
3. An early example of regulatory environment harmonisation: The ASEAN MRA on Cosmetic Product Registration Approvals and the ASEAN Cosmetics Directive. What benchmarks do these two new ASEAN region agreements provide for the food, drink and agrifood markets, industries and component businesses?
4. What are the future strategic directions of the harmonisation process and implications on Singapore and its food, drinks and agrifood businesses? How should the Singapore food, drinks and agrifood businesses interact with, and become involved in, this process?

### ***Who should attend this seminar?***

This seminar has been specifically designed for the senior management of food, drink and agrifood businesses that are involved in business management, business planning, strategy development, regulatory affairs, technical, marketing and exporting.

Persons that attend the seminar should be in position to openly participate in group discussions on the strategic impact of AFTA and its regulatory harmonisation process on the Singapore industry as a whole. It is hoped that these group discussion sessions can establish a base from which the Singapore industry and its component businesses can develop their own methodology for better interaction with the harmonisation process as it develops over the next 3 years.

### ***Stanton, Emms & Sia - Who we are***

Stanton, Emms & Sia is an international marketing and business research consultancy that specialises in servicing clients in the food, drink and agrifood industries. We have been operating on an Asia region basis from Singapore since 1991.

Our objectives are to assist our clients to build strong positions in their target markets by:

- Assisting them to develop a commercially focused and coherent "big picture" of their customers and markets.
- Providing them with clear and concise insight into their markets, especially their customers wants and needs.
- Assisting them to:
  - Identify opportunities in their target markets in the East Asian region.

- Develop strategies to:
  - Fully exploit the opportunities that have been identified in their target markets; and
  - Minimise their threats and weaknesses in their target markets.
- Successfully build a sustainable long-term presence for their brands or products in their target markets.

Our client base is worldwide, with major clients based in various countries in East Asia, as well as Australia, UK, USA, Canada, South Africa and Germany. They include multinational, international, regional and local businesses, government departments and industry organisations. We cover the full range of market segments with a wide range of market and industry research and consulting services, including trade policy and regulatory studies.

This seminar will be led by our Managing Partner, Mr Anthony L. Emms (see profile below).

### ***Seminar leader profile: Anthony L. Emms***

Tony established Stanton, Emms & Sia in 1991 after having worked in senior positions with Coopers & Lybrand and Grant Thornton in South East Asia and the UK. He has been living and working in East Asia since 1985 and is a Singapore Permanent Resident. He is a Fellow of the Institute of Chartered Accountants in England and Wales (ICAEW) and a member of the Association for Qualitative Research (AQR, UK).

Over the past 20 years, he has managed research and consulting projects for clients in all countries in the region, except North Korea and East Timor, and has also managed projects for East Asian clients in the USA, Australia, India and Bangladesh.

He specialises in assisting clients to develop new business and marketing strategies for their Asian business operations. Recent assignments include managing projects to:

- Develop a new long-term business and industry development strategy for the large dairy farming industry operating in Indonesia's highlands.
- Review opportunities for launching food and drink products under the brand of a major English football club brand in Malaysia and Thailand.
- Identify new business partners, including takeover targets in the ASEAN region, for one of Europe's largest baked product companies and leading a senior team to investigate related business development prospects.
- Provide strategic input to the China export marketing and new business development plan of a major U.S. based infant food products manufacturer.
- Reviewing the potential long-term impact of the ASEAN Free Trade Area on Australia's dairy processing and farming industries.

- Study the current state of consumer demand criteria for Developed World produced premium food and drinks and its strategic impact on export strategy to markets in Singapore, Hong Kong, Malaysia and Thailand.

He regularly authors major reports on matters that are of strategic importance to sectors within the food and drink industry in East Asia. Examples of these reports include:

- *"Beyond the Asian Economic Downturn: Marketing Processed Foods Under New Scenarios in the Developing East Asia's Food Supply Chain"*.
- *"The Market for Imported Dairy Products in China: An Analysis of Future Strategic Opportunities and Directions for Dairy Product Exporters"*.
- *"The Food Chain in South East Asia: Strategic Directions and Opportunities for Food Businesses"*.
- *"Beer in Developing East Asia: Strategic Directions and Opportunities for Brewers"*.

He regularly makes presentations at conferences and seminars both within client operations and externally on issues that are of strategic importance to the future direction of the food market and industry in East Asia. His most recent presentations were made at events run by the American Soybean Association, Agrifood Canada, Australian Pork Limited, Food From Britain, MARDI (Malaysia), Parmalat Australia and the Singapore Business Federation.

### *Overview of Seminar Program*

<b>Time</b>	<b>Session Type</b>	<b>Session Title / Topic</b>	<b>Number of Minutes</b>
8.45am to 9.00 am	Reception	-	15
9.00 am (sharp) to 10.00am	Presentation 1	Where are we today with the development of a free trade area for food, drinks and agrifoods within the ASEAN region?	60
10.00am to 10.30am	Group discussion	Topic covered by Presentation 1 (as above).	30
10.30am to 11.00am	Tea/coffee break (provided)	-	30
11.00am to 12.00 noon	Presentation 2	What are the next moves of ASEAN's regulators towards freeing up trade in food, drinks and agrifoods within the region?	60
12.00 noon to 12.30pm	Group discussion	Topic covered by Presentation 2 (as above)	30
12.30pm to 1.30pm	Lunch (provided)		60
1.30pm (sharp) to 2.15pm	Presentation 3	An early example of regulatory environment harmonisation in ASEAN: The ASEAN MRA on Cosmetic Product Registration Approvals and the ASEAN Cosmetics Directive in overview	45
2.15pm to 2.45pm	Group discussion	Topic covered by Presentation 3 (as above)	30
2.45pm to 3.15pm	Tea/coffee break (provided)	-	30
3.15pm to 4.00pm	Presentation 4	What are the future strategic directions of the ASEAN regulatory harmonisation process and implications on Singapore and its food, drinks and agrifood businesses?	45
4.00pm to 5.00pm	Group discussion	Topic covered by Presentation 4 (as above)	60
5.00pm to 5.15pm	Seminar closing remarks		

## REGISTRATION FORM (Closing Date: 7 October 2005)

To: Stanton, Emms & Sia  
391A Orchard Road, #12-01,  
Ngee Ann City Tower A  
Singapore 238873

Tel: (+65) 6334 7030

Fax: (+65) 6223 2010

E-mail: emmsia@pacific.net.sg

Att'n: Anthony L. Emms / Cindy S.N. Sia

---

I wish to confirm registration as a participant in the following seminar:

Seminar Title:	The ASEAN Free Trade Area Process and Harmonisation of ASEAN Region Food Regulations and Standards - 2005 to 2010
Date:	13 November 2005 (Sunday)
Time:	9.00am to 5.30pm (Lunch and break-time refreshments are provided)
Venue:	Le Meridian Changi Village Hotel.
Seminar Fee:	S\$600. (There is a S\$75 discount for payments received on or before the closing date for registration).
Closing Date for Registration	7 October 2005

Name (In BLOCK): .....

Job title: .....

Company name: .....

Office address: .....

.....

.....

My e-mail address is: .....

Tel: ..... Fax: .....

Signature: ..... Date: .....

### Important notes:

1. Please fill in the above registration form and mail it together with the requisite payment to Stanton, Emms & Sia. Please make the cheque payable to: "Stanton, Emms & Sia".
2. Registration will be on a first-come, first served "payment" basis.
3. Stanton, Emms & Sia reserves the right to close registration before the closing date if the maximum capacity for the seminar is already attained before that date.
4. Refunds will not be made for cancellations that are received after the closing date for registration of 7 October 2005.