



Bridging Opportunities

The Driving Force of **BRICS-ASEAN** Nations!



A Market Economy of  
Over 3.9 Billion Population (**50% of World population**),  
Over USD26.2 Trillion in GDP (**29% of World GDP**) &  
Over 42.6 km<sup>2</sup> of Land area (**33% of World land area**)

An Unmatched  
Competitive Advantage is Now Open for Business

**The Time is Now!**



**BRICS**

Bridging Opportunities

**asean**



## INTRODUCTION

"BRICS" is the acronym denoting the emerging national economies of **Brazil, Russia, India, China** and **South Africa**. The term was originally coined in 2001 as "BRIC" by the Goldman Sachs economist Jim O'Neill in his report, Building Better Global Economic BRICs (Global Economics Paper No: 66). South Africa came in later. Collectively their economic performance has raised concerns regarding their impact on the global economy. Foreign ministers of these countries began meeting informally in 2006, which led to more formal annual summits beginning in 2009.

Together these emerging markets represent **50% of the world population** and account for over **29% of the world's GDP** according to the World Bank. The BRICS members are known for their significant influence on regional affairs; all are members of G20. Four out of five members (excluding South Africa at #24) were in the top 10 of the world by population. As of 2020, these five nations had a combined nominal **GDP of US\$26.2 trillion**, about **28.5% of the gross world product**, a combined GDP (PPP) of around **US\$40.55 trillion (32% of World's GDP PPP)**, and an estimated US\$4.46 trillion in combined foreign reserves.

At '**BRICS-ASEAN Chamber of Commerce**' we serve as a bridge between the nations of BRICS and ASEAN countries. We feel that there could be a strategic alliance developed for BRICS nation to play a part in developing ASEAN economy. From sharing and exchanging of resources, trade, investment, technology transfer and business opportunities to partnerships in creating win-win corporations.

Post Covid-19 when the global economies gloom into darkness with many uncertainty, a partnership with BRICS is deemed tactical and the right cause of action for ASEAN economies. From improving traditional markets to exploring non-traditional markets. From creating trading partnership to joint ventures. From technology and technical transfers to human capital development. We feel BRICS-ASEAN has the right equation for wealth creation, wealth acceleration and wealth sharing. BRICS-ASEAN Chamber of Commerce is therefore an opportunity center in bridging business, trade, investment and strategic partnership. We aim to be the catalyst in igniting ideas, innovations and opportunities.

**Welcome to our new world of  
endless opportunities and possibilities**



**The Driving Force  
of BRICS-ASEAN  
Nations...**

## VISION

To Become the Catalyst in Igniting Opportunities, Sharing of Resources & Creating Strategic Alliance for a Win-Win Partnership.

## MISSION

To Drive BRICS Investment into ASEAN Region

## OBJECTIVES

1. **To Identify** Key Growth & Competitive Sectors
2. **To Promote** Multilateral Trade, Business & Investment Opportunities
3. **To Become** the One-Stop Agency for BRICS-ASEAN Economic Promotion
4. **To Reward** & Recognize Key Performers
5. **To Propagate:** Wealth Creation, Wealth Sharing & Wealth Acceleration
6. **To Be the Leader** in spearheading BRICS-ASEAN Economic Development

## KEY INDICATORS

1. A region with a population of over 3.9 Billion People & Over USD26.2 Trillion in GDP
2. BRICS out performs the rest of the world in economic growth
3. Matured and ready towards a globalize market economy
4. BRICS Robust for Growth & Globalization
5. ASEAN a Strategic Resource Partner

## STRATEGIC ALLIANCE ROLE

**BRICS:** Finance/Investment, Infrastructure & Trade Partner

**ASEAN:** Projects, Resources & Opportunity

## PROMOTED PRINCIPAL REGIONS

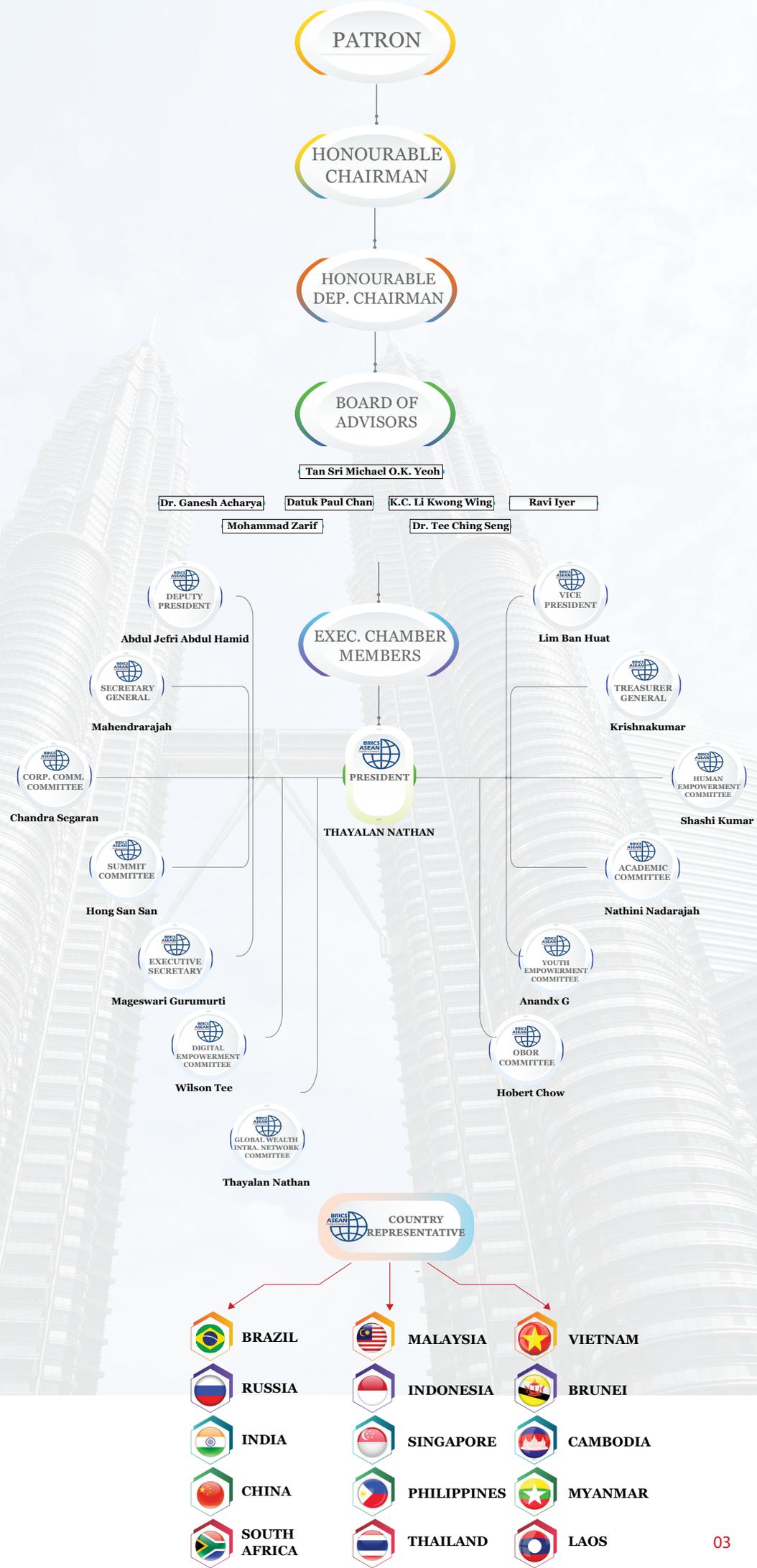




**BRICS  
ASEAN**  
Chamber of Commerce

Bridging Opportunities

# Organisational Structure



## BRICS:

# A MAMMOTH OF ECONOMIC & INVESTMENT POSSIBILITIES

01. The world's leading emerging economies are the new global movers and shakers of the industries.
02. Offers a wide range of different global expansion opportunities, fast track and new world strategy.
03. Analysts have long predicted that the economies of BRICS would be among the most dominant in the world.
04. All five countries were among the fastest-growing emerging markets in the last decade.
05. Its potential is based on natural economic fundamentals.
06. Stable and strong political leadership - Global Voice.
07. Super Powers in terms of Economic & Defense - Ideal Global Peace formula.
08. The combined GDP of BRICS is far larger than analysts originally predicted.
09. On other metrics, BRICS appears to be a grand success.
10. The five countries have a combined GDP of about \$22.9 trillion, roughly 24.8% of the gross world product.
11. They have an estimated \$4.5 trillion in combined foreign reserves, and it is expected that they will continue to grow at a rate of about 5.5% over the next few years.
12. BRICS countries are attracting a significant amount of investment from all over the world and have developed their own unique BRICS business strategies.
13. BRICS nations are open and have friendly investor policy.
14. Unmatched and endless investment potential and market opportunity.



## ASEAN: THE NEW BRICS IN THE MAKING



01. On a wide range of economic pointers, Southeast Asia is gaining momentum fast as the young tigers of Asia.
02. Since the Asian financial crisis 1997, ASEAN nations have been rebuilding their foreign currency reserves, signed currency swaps, strengthened their banking systems and made other reforms.
03. Today, ASEAN is becoming the focus of leading multinationals who see the region's potential as a production base supplying not just the west but China's burgeoning economy, with rapidly expanding consumer societies, ample natural resources including extractive industries, reform and opening up by the region's less-developed members.
04. In 2018, foreign direct investment in ASEAN rose 28.7 percent annually to reach a record US\$126.5 billion. The International Monetary Fund forecasts that ASEAN GDP will increase to US\$3.8 trillion by 2020, with population rising to 660 million, equating to a per capita GDP of US\$5,782, suggesting a significant rise.
05. While China has gained attention as the factory to the world, ASEAN's competitiveness has already surpassed China's in labor-intensive industries. That has already driven several manufacturers to shift operations to ASEAN.
06. In capital-intensive industries, including electronics and automobiles, leading global companies are building production bases in ASEAN for risk diversification and market entry.
07. The ASEAN countries are also providing incentives to foreign investors to facilitate job creation and establish their industries.
08. The Y-generation in the region aged 15-29 stands at 160 million, accounting for 27 percent of the population, higher than the share in China and Russia at 24 percent and 23 percent, respectively. These teenagers and young adults actively use mobile devices to shop and acquire information. Social networking services are increasingly popular, with Facebook users in Indonesia and the Philippines standing at 50 million and 30 million, respectively, ranking fourth and eighth in the world. The mobile marketing industry is projected to more than double by 2020 in Indonesia.

# ACTIVITIES OF BRICS-ASEAN CHAMBER OF COMMERCE

## MAJOR EVENTS:

### BRICS-ASEAN Summit

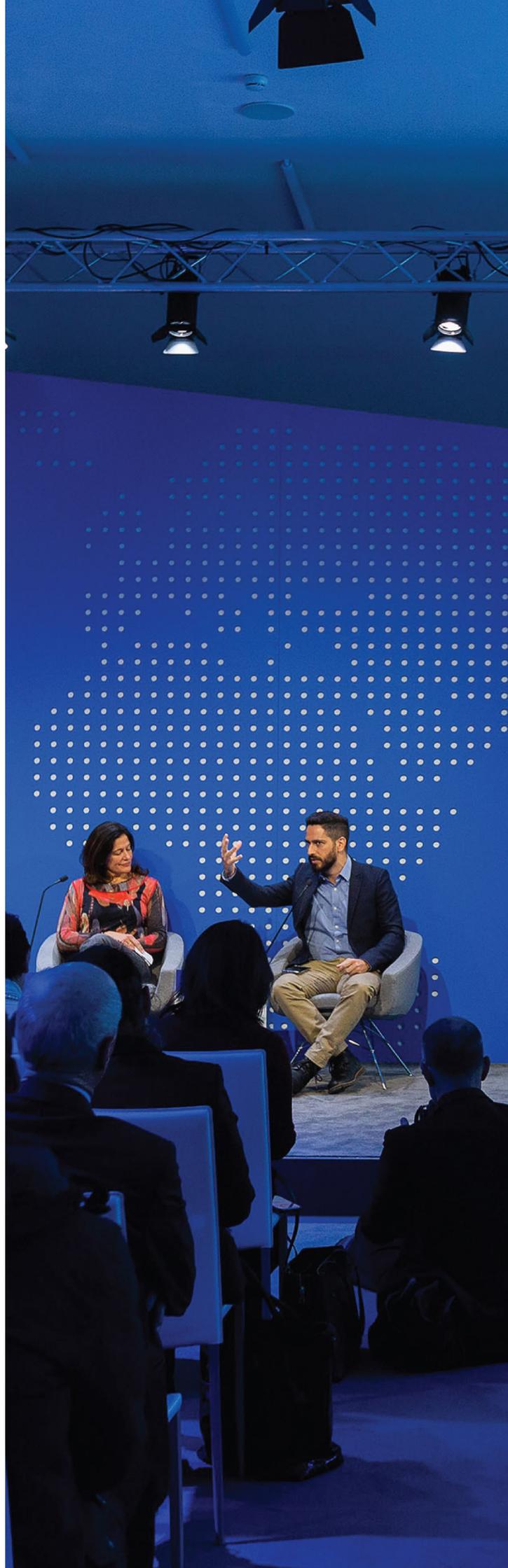
An annual summit is to be hosted by either BRICS or ASEAN nations. A World Economic Forum style high profile event that will bring together leaders from the corporate and public sectors, the movers and shakers of the economy, policy makers as well as businessmen in both regions. The aims of the Summit are to:

- a. Disseminate information on investment, trade and business opportunities in the regions of BRICS-ASEAN.
- b. Provide a platform for business matching, networking and developing strategic alliance.
- c. Ignite new business ideas, investment possibilities and business ventures G2G, B2G, B2B & B2C.

### BRICS-ASEAN Global Prize Award for Excellence

In conjunction with the annual summit, an award recognition program will be held to honour key personalities that have contributed towards the socio-economic development of their nation and region. **BRICS-ASEAN GLOBAL PRIZE AWARD for EXCELLENCE** will be the next most talk about and the most prestigious honor ever given to the supreme outstanding personalities that have contributed towards the society in the form of social service, innovation in science & technology, economic development, industrial revolutionist, environmentalist, statesmen, news makers, human rights activist, an act of bravery and personalities deemed a National Hero.

BRICS-ASEAN Chamber of Commerce is proud to initiate such an award to be given to both citizens of BRICS-ASEAN Nations and Global Personalities as an act to recognize and reward joy or to celebrate the accomplishment that the awardee has achieved. It is also to showcase an exemplary civilian who has excel in his profession.





## REGULAR EVENTS:

### **Business, Trade & Investment Mission Tours to BRICS-ASEAN Nations**

Regular events will be held on a business mission to explore possibilities, opportunities and strategies to increase trade, business and investment.

### **Visit by High Profile Government & Private Sector Officials**

BRICS-ASEAN Chamber of Commerce will welcome them and serve as a facilitator to fulfill their mission in BRICS or ASEAN nations. This includes to assist with information sourcing, match with the right people and if need arises, to handle local logistics.

### **Bilateral & Multilateral Signing Ceremony**

BRICS-ASEAN Chamber of Commerce plans to sign bilateral and multilateral memorandums with heads of Government, Government Officials, Corporate Heads, Trade Organisations etc.

### **Information & Multi Task Facilitator**

To Receive Trade, Investment & Economic Visitors (Private & Public) from BRICS-ASEAN nations and facilitate them.

### **Quarterly Digital Newsletter**

To publish a quarterly digital newsletter to provide an update, information and opportunities concerning BRICS & ASEAN economies. To be distributed to all stakeholders - Business community.

### **Sub Committees**

- BRICS-ASEAN Economic Summit Committee
- BRICS-ASEAN Intelligence, R&D Committee
- BRICS-ASEAN Special Awards Committee
- BRICS-ASEAN Information Committee
- BRICS-ASEAN Resources & Facilitation

# ASSOCIATE MEMBERSHIP

## Corporate Partner (CP)

Any corporate organisations from Malaysia or BRICS-ASEAN Region. Benefits include:

- One off RM10,000 or USD2,500 as Life Member fees.
- Life Long FREE 2 delegates invitation to our periodical 'BRICS-ASEAN Economic Summit' & Awards Dinner. (Worth RM3,600)
- 50% DISCOUNT on any other delegates in attendance to our periodical conference & Awards Dinner. (Worth RM900 per Delegate)
- FREE PROMOTION During the Annual Summit & Dinner in the form of leaflets in the conference bag, logo and website in the souvenir magazine and any other possibilities.
- Life Long FREE Listing in our Official Website with corporate logo and corporate information. (Worth RM1,000 per Annum)
- 1 FREE Advertisement or advertorial for 1 issue and 50% discount on advertisement in any other Quarterly BRICS-ASEAN Digital Newsletter. Proposed advertisement tariff (Trial Offer) worth RM500 full page colour or USD125
- FREE invitation to any meetings or events hosted by BACC from any visiting top level government or corporate officials. (Worth RM250 per event)
- Discounted participation fees and first priority on limited seats for any Business, Investment & Trade Missions to any BRICS or ASEAN nations.
- Priority to receive refer leads, business matching meeting and opportunities derived from BACC activities.
- Has the right to use the term 'Corporate Partner of BRICS-ASEAN Chamber of Commerce' in all your corporate advertising print and digital materials.
- All Corporate Partners will receive a prestigious copper plated 'Certificate of Partnership as Corporate Partner' from BRICS-ASEAN Chamber of Commerce.
- Direct Info by email on BRICS-ASEAN news, activities and invitation to events.

## Board of Advisors (BOA)

By invitation from BACC.

- Industry Experts, High Commissioners, Ambassadors, Trade Officers and Trade Attaché of respective BRICS-ASEAN nations.

Representative from:

- Ministry of Foreign Affairs
- Ministry of Economic Affairs
- Ministry of International Trade & Industry (MITI)
- Malaysian External Trade Organisation (Matrade)
- Malaysia Industrial Development Authority (MIDA)
- ASEAN Secretariat

## Strategic Partners (SP)

By invitation from BACC. Strategic Partners are Trade Organisations such as:

- Other Related Chamber of Commerce from Malaysia, ASEAN members and BRICS nations.
- Government Agencies Eg.: MIDA, MATRADE, MITI from Malaysia and other nations
- Investment Board, Sovereign Company Eg. Khazanah Nasional Berhad, Temasek Holdings Pte. Ltd. etc.
- Investment & Development Banks eg. ADB, EXIM Bank, Bank Industry Bhd. etc.

This benefits is exclusively for the first

**100 CORPORATE PARTNERS ONLY**



# AREA OF PROMOTION & KEY RESOURCE AREAS

- a. Trade
- b. Investment
- c. Economic Cooperation
- d. Business Developments and JVs
- e. Tourism
- f. Media & Information
- g. Training & Development
- h. Technical & Technology
- i. Industry 4.0
- j. Collaboration and life long Learning



Bridging Opportunities



The best way to predict the future is to invent it and you can start with **BRICS-ASEAN Partnership**



Bridging Opportunities

Building a New World  
of Endless Opportunity is about

**Wealth Creation**  
**Wealth Acceleration**  
**Wealth Sharing**

BRICS-ASEAN  
to lead the way

[www.bricsasean.org](http://www.bricsasean.org)

**BRICS-ASEAN Chamber of Commerce** (PPM-009-10-22052020)

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