

National ASEAN Business Hub at Gatwick

Proposition

25 March 2014



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ASEAN Business Hub

This document sets out a proposal for the creation of a national centre of expertise and access for trade and economic links with the ASEAN nations based at Gatwick Airport. The proposal is promoted by business organisations in the Coast to Capital LEP region and by Gatwick Airport. The proposal forms part of Coast to Capital's Strategic Economic Plan that has recently been submitted to Government.

The Opportunity

BY 2030 the combined ASEAN economy is predicted to be the fourth largest in the world. By targeting now the UK, and Coast to Capital, can become front runners and favoured partners for both inward and outbound trade, taking advantage of its unique asset, Gatwick Airport.

- ASEAN possesses great economic potential
- ASEAN has a unique combination of complementary diversities
- While an ageing population is becoming a problem for some countries, ASEAN has a relatively young population and workforce
- ASEAN has a high degree of internationalisation. Its total trade amounts to over a trillion dollars
- The combined ASEAN economic community is set to be the world's biggest emerging market
- Due to the rapid economic and population growth sectors, such as healthcare, is going through unprecedented change. There is growth in both private and sector investment with ASEAN Government support . For instance Vietnam is offering generous incentives to foreign investors in the health sector

The Ease of Doing Business

- The United Kingdom and South-East Asia have a long history of co-operation dating back to the eighteenth century
- Links on education, research and innovation continue to grow, underpinned by the UK-ASEAN Knowledge Partnership launched last year
- Close personal links exist between the United Kingdom and South-East Asia. Many thousands from each area live work and visit each other's countries
- Markets are accessible for business in many sectors
- ASEAN markets are regarded as more accessible for SME's than the BRICS countries (Brazil, Russia, India, China, South Africa)
- IP protection is strong in several of the markets
- It is relatively easy to set up a business as a regional hub – notably in Singapore & Thailand

- English is widely used as the language of business
- There is a similarity of legal system in some countries – for example Singapore and Malaysia
- The well-established UK- ASEAN Business Council provides support and connections
- The existence of high value added industry

Dr Lim Hong Hin, Deputy Secretary-General of ASEAN for the ASEAN Economic Community, said that once the ASEAN Economic Community (AEC) is completed by 2015, it will mark the time ASEAN countries reach their final target of economic integration which was set in the ASEAN Vision to 2020. He said that the AEC will help form a stable and prosperous economic zone with high competitiveness, adding that ASEAN has the advantage of a stable society, skillful workers, a young population and low costs. The European Union is currently ASEAN's third largest trade partner, he said, forecasting that trade cooperation between the two regions will develop strongly, especially after the official inauguration of AEC.

Purpose

The purpose of the ASEAN Business Hub will be:

- To increase trade between Coast to Capital and UK based businesses and ASEAN countries
- To increase inward trade and investment from ASEAN nations into the UK
- To support route development at Gatwick Airport
- To provide another resource to support the work of UKABC and UKTI

Background to the ASEAN Nations

Competition in emerging markets is fierce with all developed nations striving to increase trade with faster growing economies. Coast to Capital believes it will serve the UK, regional businesses and economy well and complement the work of UK-ASEAN Business Council (UKABC) if we focus our efforts in all aspects of international trade. This market coincides with the route development strategy of Gatwick Airport, the UK's second international airport and Coast to Capital's published aim to promote internationalisation.



The Association of Southeast Asian Nations (ASEAN) is a geo-political and economic organisation of ten countries located in Southeast Asia, which was formed on 8 August 1967 by Indonesia, Malaysia, the Philippines, Singapore and Thailand. Since then, membership has expanded to include Brunei, Burma (Myanmar), Cambodia, Laos, and Vietnam. Its aims include accelerating economic growth, social progress, cultural development among its members, protection of regional peace and stability, and opportunities for

member countries to discuss differences peacefully.

ASEAN covers a land area of 4.46 million km², which is 3% of the total land area of Earth, and has a population of approximately 600 million people, which is 8.8% of the world's population.

In 2012, its combined nominal GDP had grown to more than US\$ 2.3 trillion.

If ASEAN were a single entity, it would rank as the eighth largest economy in the world.

But by 2030 the ASEAN economy is predicted to eclipse Japan's, and be the 4th largest single market after the EU, US, and China.

The Asian Development Bank (ADB) predicts the size of the middle class in South East Asia will rise from 24% of the population in 2010 to 65% in 2030. That equates to almost 300 million new members of the consuming class by 2030. Only 1% of the population is likely to be living in extreme poverty (less than \$1.25/day) in 2030.

UK goods exports to ASEAN are significantly higher than those to either India or Japan.

ASEAN's economic performance continues to outpace the rest of the world with the Asian Development Bank predicting that GDP in ASEAN countries will grow 5.3% in 2013 and 5.6% in 2014

A more detailed analysis of key market opportunities is in Annex 1

Activity Focus

Included with the focus on the ASEAN market, we will:

- Work with UKTI and the UKABC to form long term organisational links in the UK and in ASEAN nations, including higher education, civic and business organisation links
- With the support of Gatwick Airport, establish a UK ASEAN Business Hub at Gatwick
- Research business opportunities in ASEAN nations, matched to our sector and research strengths and those of our neighbouring LEPs
- Work with UKTI to raise awareness of ASEAN opportunities among our business population
- Promote and support specific trade initiatives with ASEAN nations
- Promote our business locations for foreign direct investment (FDI) from ASEAN nations
- Seek business tourism opportunities such as reciprocal conferences and exhibitions, and promoting our conference and training facilities
- Support our businesses and those in neighbouring LEPs to support high value opportunities through their supply chains

ASEAN Business Hub

The ASEAN Business Hub would be the UK centre of expertise based at Gatwick Airport for the promotion of business, trade and economic links between businesses in the UK and opportunities and businesses in ASEAN countries. It would complement the work of the UKABC and provide excellent links to Whitehall through the Gatwick Express.

As well as Coast to Capital and Gatwick Airport we would also aim to bring in UKTI and the UK-ASEAN Business Council as partners. The Hub will be business-like and for businesses. It will have business sponsorship as well as support from UKTI, the Gatwick Diamond Initiative, and others. Its key features would be:

- A two way focus – outward trade and inward investment
- It has a physical presence at Gatwick Airport
- It is staffed by people who are experts in ASEAN businesses, who speak the appropriate languages, who have networks of contacts in the UK and in ASEAN countries
- Working with UKABC, UKTI and others, The Hub team will act as brokers, facilitators and advisors bringing UK and ASEAN business people together. They deal with incoming ASEAN based foreign direct investment (FDI) enquiries from UKTI, Chamber Network, Posts, UKABC and other partners. They advise UK companies wanting to trade in ASEAN countries. They

promote links between UK universities and research bodies and those in ASEAN countries. They broker links between business representatives and trade and civic organisations

- The physical hub is a place for businesses to meet, to hold conferences and for inbound and outbound business people to use as a working base. It may also have some co-worker space and some short let (6 months and under) space for business and business people to rent as they develop their business connections
- The hub is a centre for communications with ASEAN countries, and is as well connected digitally to those nations as any spot on Earth

Trade Figures and Opportunities

- As a region, South East Asia's economy is predicted to grow by 5-5.5% in 2013 - lower than China or India, but higher than other key emerging markets and the global average
- In recent years the ASEAN region has attracted a great deal of high level interest in support of UK companies exporting to the area and setting up business there
- The UK is now present in all 10 ASEAN countries. UKTI has offices in nine of them
- UK exports of goods only to ASEAN in 2012 were £8.9bn. An increase of 15% on 2011. UK imports of goods from ASEAN in 2012 were £12.62bn, an increase of 5%
- The UK's top 3 goods exports to ASEAN are: engines, motorcars and whisky. UK imports from the ASEAN region include: organic chemicals, clothing and engines. 86% of our exports go to Singapore, Thailand, and Malaysia
- Exports to Singapore increased by 16% in 2012 and UK goods exports to Thailand increased 38% in 2012

UKABC state that the combination of enormous potential and significant challenges make this very fertile ground for boosting our commercial and policy cooperation. They state "The ASEAN region already punches above its weight in terms of the UK's economic interests. But rapidly expanding South East Asian economies will not automatically translate into booming markets for UK goods and services".

Our economic interests are largely concentrated in a handful of countries - 85% of our ASEAN exports go to Singapore, Thailand, and Malaysia. Singapore and Malaysia are the only significant investors in the UK - though Thailand is also emerging as an important investor and other countries have potential.

In the coming decades, rapid economic growth in ASEAN is predicted to come largely from those countries where our export performance has been weakest to date - both in absolute terms and compared to key competitors. Indonesia accounts for 40% of ASEAN GDP, but was the destination for only 7% of our total ASEAN exports in 2011 (only partly explained by the fact it is a populous but poor country). Most of the nearly 300 million people predicted to enter the middle class by 2030 live in the 'harder' ASEAN markets.

ASEAN Countries – International Trade Information

Further detailed information on exports to and imports from the ASEAN countries is included in Appendix 3

Brunei

The economy has been dominated by the oil and liquefied natural gas industries. Crude oil and natural gas production account for nearly half of GDP. The Brunei Darussalam government is looking to develop further its oil and gas industry, particularly for local business development, while in the longer term diversifying its economy away from the sector.

Education and health remain major areas of bilateral cooperation. Green growth, and energy efficiency and conservation, are increasingly important. While the domestic market is very small, Brunei can be used to develop a regional presence, and Brunei incentives are available for FDI.

- Major exports: Crude oil, natural gas, garments
- Major imports: Machinery and transport equipment, manufactured goods, food, chemicals, iron & steel, motor vehicles

Burma (Myanmar)

When compared to its neighbours Burma is an underdeveloped market, but one of considerable potential. Burma's key selling points are its natural resources; strategic location between India, China and South-East Asia; and young workforce.

As a member of ASEAN its stands to benefit from the bloc's increasing economic integration, 500 million population and GDP in excess of US\$ 700 billion. In 2012/13 Burma's GDP grew 6.3% and it is expected to grow by at least 6.5% for each of the following two years.

- Major exports: Natural gas, wood products, pulses, beans, fish, rice, clothing, jade, gems
- Major imports: Fabric, petroleum products, fertiliser, plastics, machinery, transport equipment, cement, construction materials, crude oil, food products, edible oil

Cambodia

Cambodia is a developing market economy. Cambodia is still one of the world's poorest economies but is a rapidly developing country, driven largely by an expansion in the garment, construction, agriculture, and tourism sectors.

Cambodia has a very open investment policy and real opportunities for creative entrepreneurs and dynamic businesses.

In 2011, total UK goods and services exports to Cambodia totalled £38.3 million, an increase of 110% on 2010.

- Major exports: Clothing, timber, rubber, rice, fish, tobacco, footwear
- Major imports: Petroleum products, cigarettes, gold, construction materials, machinery, motor vehicles, pharmaceutical products

Indonesia

Indonesia is one of the world's leading emerging economies. Despite the challenging economic environment, Indonesia is third-fastest growing economy in Asia.

It has a population of over 251 million and a growing, and affluent, middle class, which is estimated to be at least 35 million.

Exports of UK goods to Indonesia in 2010 were worth £438.9 million, an increase of 25% over the previous year, whilst imports of goods to the UK from Indonesia saw an increase of 13% to £1.3 billion.

- Major exports: Oil & gas, coal, electrical appliances, plywood, textiles, rubber
- Major imports: Machinery and equipment, chemicals, fuels, foodstuff

Laos

The economy has performed well in the past few years. This is mainly due to the on-going projects in mining and hydroelectrics, as well as increases of garment exports, international tourism and foreign direct investment. It is rich in mineral resources but imports petroleum and gas.

- Major exports: Wood products, coffee, electricity, tin, copper, gold, cassava
- Major imports: Machinery and equipment, vehicles, fuel, consumer goods

Malaysia

Decades of strong industrial growth and political stability have made Malaysia one of South-East Asia's most vibrant and successful economies.

Malaysia is a UKTI High Growth Markets and UK commercial ties with Malaysia are very strong. UK exports to Malaysia in 2011 were valued at £2.25 billion, 14% up on 2010. This reflects the wide range of opportunities for UK business and places Malaysia as the UK's second largest export market in South East

Asia, after Singapore. The UK is also one of the largest investors in Malaysia, investing over £20 billion in the past 30 years.

- Major exports: Semiconductors and electronic equipment, petroleum and liquefied natural gas, wood and wood products, palm oil, rubber, textiles, chemicals, solar panels
- Major imports: Electronics, machinery, petroleum products, plastics, vehicles, iron and steel products, chemicals

Philippines

The Philippines has an attractive and exciting proposition for UK businesses. One of the largest markets in South East Asia, the country enjoys positive economic growth of 7.5% GDP in the second quarter of 2013, making it the fastest growing economy in the South East Asian region. This growth figure is the fourth consecutive GDP growth of more than 7.0%.

In 2012, UK exports of goods to the country grew by 17% to £332m, mainly bolstered by its growing middle class with an appetite for purchasing foreign consumer goods.

- Major exports: Semi-conductors and electronic products, transport equipment, garments, copper products, petroleum products, coconut oil, fruits
- Major imports: Electronic products, mineral fuels, machinery and transport equipment, iron and steel, textile fabrics, grains, chemicals and plastic. There is also a strong demand for educational and healthcare sector services.

Singapore

As the UK's largest trading partner in South East Asia, Singapore is designated one of UKTI's High Growth Markets. Singapore is currently the UK's 12th largest goods export markets outside the EU, with UK exports in 2011 amounting to £3.6 billion, up 11% from 2010. Singapore was, as of 2010, also the UK's 5th largest services export market outside the EU, worth £3.7 billion. Today, the UK is Singapore's 5th largest foreign direct investor with over 700 UK companies based there. Ranked first globally by the World Bank in terms of the 'Ease of Doing Business', Singapore is an ideal springboard into the South East Asian market.

Singapore increasingly serves as a hub for South East Asia across an extensive range of financial and business services. The services sector makes up over two-thirds of GDP share, dominated by financial and business services. Singapore is the 4th global financial centre after London, New York and Hong Kong, and the 2nd largest wealth management centre after Switzerland.

Thanks to its geographical location, its port, airport and deregulated telecommunications, Singapore is a regional centre for practically every commercial activity: transshipment, warehousing, distribution, procurement,

financial and business services to name some of the most important. The links Singapore's Chinese business community has with its counterparts in the region have reinforced these advantages. Trading links with Malaysia and Indonesia are strong and established. English is the official business language and Singapore's legal system is based on British Common Law, providing strong IP protection. Singapore has the 2nd most protective IP regime in the world after Finland, according to the World Economic Forum.

The General Agreement on Tariff and Trade (GATT) has ranked Singapore the world's 16th largest importer and exporter. Chemicals & chemical products (including organic chemical products), petroleum & products, manufactured goods (i.e. Iron & Steel, Non-metal mineral manufactures and metal manufactures, etc) and machinery & transport equipment (i.e. Office & Data machine, Telecommunication apparatus and Electrical machine, etc) are both the main exported and imported items.

- Major exports: Machinery and equipment (electronics and telecoms), pharmaceuticals and other chemicals, refined petroleum products
- Major imports: Machinery and equipment, foodstuffs, consumer goods, mineral fuels, chemicals

The ASEAN IPR SME Helpdesk supports European Union (EU) small and medium sized enterprises (SMEs) to both protect and enforce their Intellectual Property (IP) rights in or relating to ASEAN, through the provision of free information and services. The intellectual property office in conjunction with the department of innovation and skills (BIS) has a South East Asian IP (intellectual property) attaché loaned in Singapore.

Thailand

Thailand offers exciting business opportunities to companies prepared to take a serious interest in this dynamic market. As well as agriculture, major industries include food processing, cement, integrated circuits, automotive parts and assembly, petroleum products, textiles, footwear, toys, furniture, synthetic fibre and tourism. The country has a well-developed infrastructure, a free-enterprise economy and generally pro-investment policies.

Thailand is designated one of UKTI's High Growth Markets. Thailand is the second largest economy in South East Asia and has a strong trade and investment relationship with the UK.

The Thai economy is recovering strongly from the impact of devastating floods in October and November 2011. GDP growth in 2012 is expected to be 5%-6%.

Bilateral trade in goods and services is valued at £5 billion.

UK exports of goods to Thailand increased by 28% in 2011 to £1.36 billion. UK exports of services to Thailand in 2010 were valued at £459 million.

There are a wide range of business opportunities for UK companies in Thailand. In particular, the country's economic growth has created openings for UK firms in a number of infrastructure sectors, including electrical power, telecommunications and renewable energy.

- Major exports: Electronics, computer parts, automobiles and parts, electrical appliances, machinery and equipment, textiles and footwear, fishery products, rice, rubber
- Major imports: Capital goods, intermediate goods and raw materials, consumer goods, fuels

Vietnam

Designated one of UKTI's 20 High Growth Markets, Vietnam offers many opportunities for UK businesses. With a population of almost 89m, it is the 13th most populous country in the world and an exciting market of increasing affluence.

Vietnam joined the World Trade Organisation in 2007. Average GDP growth of 6.9% a year is expected from 2014 to 2017. The UK/Vietnam relationship is strong: trade and investment ties are an important element of the 2010 Strategic Partnership Agreement.

Bilateral trade is approximately US\$4 bn and UK FDI into Vietnam is currently US\$2.70 bn, on course to meet the US\$3 bn target set under the Agreement.

- Major exports: Clothes, shoes, electronics, seafood, crude oil, rice, coffee, wooden products, machinery
- Major imports: Machinery and equipment, petroleum products, steel products, raw materials for clothing and shoe industries, electronics, plastics, automobiles

Services available through the ASEAN Business Hub

It is proposed that a combination of services will be provided through the ASEAN Business Hub. These will be designed to meet the needs of both business exporting from the UK and ASEAN based business seeking partnership, commercial arrangements and foreign direct investment opportunities.

There will be a combination of free and charged for services.

Free Services

Support for Exporters:

- Referral and signposting to business support services including UKTI and EEN
 - Partners services include charged for services
- Trade mission training sessions
- On line access to support and funding portals
- Access to Business Liaison Executives
- Introduction to funding related assistance
 - Export Working Capital Scheme
 - UK Export Finance
 - Bonds and Guarantees
 - UK Export Finance Export Insurance Policy
- Anti-bribery and corruption guidance
- International trade clinics
- Tailored introductions to
 - investors and advisers
 - corporates and SMEs
 - leading-edge research
- Access to market knowledge
- Mentoring, workshops, seminars
- Introduction to professional services including legal, tax and accounting and property solutions
- Legal, patent and accounts surgeries
- Meeting rooms
- Hot desking
- Accommodation location service
- Links with ASEAN membership organisations and trade associations
- Links to UK-ASEAN Business Council and their network
- Internet access
- Conference call facilities
- Supporting opportunities for UK companies in connection with the ASEAN games to be held in Hanoi in 2019

Business Support for ASEAN headquartered businesses

- Inward Investment Offer
 - Property
 - Itineraries and viewings
 - Skills
 - Housing

- Transport
- Location/quality of life information
- Information on incentives
- Access to UKTI inward investment services
- Access to fluent native language speakers and translation services
- Access to support and funding portals
- Organising business familiarisation visits
- Tailored introductions to
 - investors and advisers
 - corporates and SMEs
 - leading-edge research
 - suppliers
- Access to market knowledge
- Introduction to professional services including legal, tax and accounting and property solutions
- Introduction to local and central government officials and officers
- Meeting rooms
- Hot desking
- Accommodation location service
- Introductions to membership organisations and trade associations
- 1st two months hot desking
- Utilisation of the specialist support including, for example, health expertise from Brighton and Sussex University Hospitals
- Providing a meeting place for UKTI FDI and trade specialists

Charged for Services

- Shared office/hot-desking space from month 3
- Mailing service
- Reception and messaging service
- Potential location for UKABC annual conference briefings, workshops and round tables

Gatwick Passenger Figures

Gatwick Flights

Gatwick has strong links with ASEAN countries and is keen to see the development of sustainable flights.

Gatwick is also keen to develop business travel.

The establishment of the ASEAN Business Hub will help with both the above aims and help establish Gatwick as a key ASEAN gateway.

London Gatwick saw 2.3 million passengers use the airport in February 2014 - an increase of 7.7%, or 164,800 passengers, over the prior year.

Long haul growth was up 15.6%, mainly as a result of increases on routes including Thailand and Sri Lanka. In addition, the trend of significant growth continued on long haul business routes such as Dubai.

Garuda

Garuda Indonesia is introducing non-stop flights from London to Jakarta on 29th May, 2014. This will enable onward connections throughout Indonesia, Pacific Asia, and Australia.

Emirates

Emirate flies to Dubai which has a large number of connecting flights to airports across ASEAN countries including Bangkok, Phuket, Singapore, Kuala Lumpur, Jakarta and Manila.

Emirates will introduce a daily A380 on its Gatwick-Dubai route in March 2014. Dubai provide great connections to all ASEAN Countries.

Vietnam Airlines

Vietnam Airlines have introduced direct flights from Gatwick which are already proving popular, cutting hours off the journey between UK and Vietnam.

Flights depart from Gatwick North Terminal on Tuesdays and Fridays to Hanoi, and on Wednesdays and Saturdays to Ho Chi Minh City (Saigon). Return flights leave Hanoi on Mondays and Thursdays, and Ho Chi Minh City on Tuesdays and Fridays.

Partners

There are a number of partner organisations that have expressed interest in the ASEAN Business Hub and are keen to be involved in the promotion and delivery of service.

Coast to Capital

Coast to Capital is the Local Enterprise Partnership for Croydon, Gatwick Diamond, East Surrey, Brighton and Hove, Lewes and West Sussex. Our team is focused on delivering growth for one of Britain's most economically important areas which includes the airport economy around London Gatwick.

To achieve our vision and goals, we have adopted two strategic objectives:

- To increase levels of enterprise and entrepreneurship
- To increase levels of international trading

One of the key assets of the Coast to Capital area is the ability to provide business and transportation links, through Croydon, to the rest of London.

UKTI

UK Trade & Investment supports companies that want to trade and invest overseas. Through a range of services, including participation in outward missions and provision of bespoke market intelligence, UKTI can help businesses grow in international markets.

UK Trade & Investment (UKTI) works with UK-based businesses to ensure their success in international markets, and encourage the best overseas companies to look to the UK as their global partner of choice.

UKTI has professional advisers both within the UK and across more than 100 international markets.

UKTI also have a co-ordination role across government to establish a more systematic approach to relationships with companies which are the most economically significant investors and exporters.

UKTI run a number of schemes that help to support international trade.

UKTI IST promotes a "UK First" approach by working with local partners, London and Devolved Administrations to present consolidated propositions which focus on the strength of the UK as an investment location

Guiding principles:

Put **client needs** at the forefront of thinking to optimise Foreign Direct Investment (FDI) opportunities

Provide as **inclusive approach** as is practical and possible in presenting UK assets and places within UK investment propositions

Guide – as opposed to direct - investment clients towards internationally competitive assets and locations in the UK

Work with partners on a **continuous improvement** initiatives (eg propositions / client proposals)

The ASEAN Business Hub will also work closely with the various UKTI Teams including:

- Enquiry Management Unit
- Partnership Manager
- Commercial Partner Team
- Market Team
- Project Delivery Team
- Market Intelligence Team
- Account Management Team

Gatwick Airport

Gatwick is the world's busiest single runway airport and the second largest airport in the UK. Around 45 airlines operate from the airport including Air China, Vietnam Airlines, British Airways, easyJet, Norwegian Air, Emirates, Monarch, Thomas Cook, Thomson and Virgin. Gatwick serves no more than 25% of the London and South East market.

Gatwick has been competing vigorously since the change in ownership in December 2009. We have been winning new routes to the UK's key trading partners and providing direct connections between London and high growth economies.

Since 2011, Gatwick attracted new routes to Indonesia, Turkey, Vietnam, China and Russia. Gatwick's improving connections should help to maintain London's role as a major hub.

London Gatwick saw 2.2 million passengers use the airport in January 2014 - an increase of 6.6%, or 138,300 passengers, over the prior year.

UK ASEAN Business Forum

The ASEAN UK Business Forum (AUBF) was officially formed in February 1998. Its main brief is to promote trade and investment – a two way process between the ten countries of ASEAN (Brunei, Cambodia, Myanmar, Malaysia, Indonesia, Laos, Vietnam, Singapore, Thailand and Philippines) and the UK.

The AUBF is a group composed of businessmen, professionals and academics from ASEAN living and working in the UK who have forged together with key members of the British Business Community, to promote the potential of trade and investment between ASEAN and the UK. It acts as a conduit for the business people of the United Kingdom and ASEAN to network and form strategic business alliances.

UK ASEAN Business Council

UKABC was created out of UKTI's 2011 Strategy '[Britain Open for Business](#)' and launched by Dr Vince Cable in November 2011. The underlying purpose of the UKABC is to facilitate a step change in the level of trade between the UK and Southeast Asia, and through this contributing towards UKTI's ambition to support 50,000 SMEs and increase UK exports to £1trn by 2020.

With a particular focus on the SME community the UKABC runs a programme of awareness raising outreach activity aimed at improving understanding of the business opportunities in the ASEAN region, as well as giving practical advice and guidance on how to go about doing business there. The Business Council also provides roundtable and structured business-to-business networking opportunities with senior political and commercial decision makers who are visiting the UK from South East Asia.

Airlines

The airlines mentioned in the flights section above, together with their supply chains, will be supportive of the ASEAN Business Hub. Supporting business travel will help to make flights to ASEAN Hubs sustainable.

The establishment of the ASEAN Hub will also help encourage new airlines to establish flights from non-serviced ASEAN countries.

Gatwick Diamond Initiative

The Gatwick Diamond Initiative is a business-led partnership, run by people with proven commercial and economic development experience.

With our focus on key strategic issues, they partner with business leaders, business membership organisations, colleges and universities, local authorities,

and government agencies to address the needs of the area to ensure it is a world-class place to live, work and do business.

Their aim is to grow the region's existing jobs base, attract new jobs and secure investments from companies that most closely match our industry strengths.

They can also provide free confidential advice to investors seeking to locate within the Gatwick Diamond area and connect with our extensive network of contacts.

They also seek to promote the Gatwick Diamond area's strengths and highlight strategies for the predominant sectors that drive the local economy.

There are no fees or subscriptions to be involved with or helped by the Gatwick Diamond Initiative.

Gatwick Diamond Business Association

Established 60 years ago, Gatwick Diamond Business has been the leading voice for business and commerce in the region. Representing business, they provide a united voice to influence Local and Central Government issues. gdb is run by the members for the members. It is also financially and politically independent.

Gatwick Diamond Business has the following core objectives with regard to representing the needs of its members:

- To promote inter-trading and business development opportunities for members
- To continue as the premier independent business association consulted by local, regional and national government bodies and to be the voice for the local business community
- To assist in retaining a skilled, quality workforce and develop further opportunities throughout the area
- To encourage inward investment into the Gatwick Diamond
- To develop links throughout the UK, Europe and beyond, where applicable, for the membership
- To act as a source of information and advice on local and national issues and to make representations on behalf of the membership

Coast to Capital Universities

Three of the universities in the region (Sussex, Brighton and Chichester) have a combined population of 40,000 students, including more than 8,000 on postgraduate programmes, drawn from more than 120 countries.

The University for the Creative Arts is based in Epsom and Surrey University in Guildford is within easy reach, with more than 13,500 full-time undergraduate and post graduate students.

Research institutions Campden BRI and Leatherhead Food International both provide scientific expertise to the agrifood sector worldwide.

Many local universities and colleges have developed strong links in ASEAN Countries including Chichester College and University of Sussex.

The location of Gatwick means that transport to other university centres in the UK including Portsmouth, Southampton, Reading and London are within the catchment area.

Bank Partners

Banks including HSBC and Lloyds Banks have expressed interest in supporting the ASEAN Hub. Banks are keen to support good propositions and have good connections in ASEAN Countries.

Noel Quinn, HSBC Regional Head of Commercial Banking, Asia-Pacific has stated that the onus is now on Europe and ASEAN to increase dialogue and make the most of a significant, long-term and mutually beneficial business opportunity.

Lloyd's UK team and partner networks in over 100 countries are keen to help businesses trade internationally.

The Network of Providers

The Gatwick/Crawley area has a strong business and professional sector covering law, finance and accountancy and property. Many of the professional organisations provide services that can support both exporting businesses and overseas organisation that wish to invest in the UK.

Members of the business, finance and professional services sector have already expressed interest in supporting the ASEAN Hub initiative as it develops.

It is envisaged that a network of providers will be established from which business advice forums and panels can be developed.

The proposed panels will be of benefit to both the clients and the professional organisations.

Coast to Capital has already begun developing a network of business support providers - organisations that currently receive public sector funding or support to deliver their services. The ASEAN Hub will provide another focal point for this

network and help business support organisations to be aware of and encourage international trade.

UKTI have recently entered into an arrangement with the British Chambers of Commerce to better develop the business links between the UK and the ASEAN country's' business communities and Chambers. The ASEAN Business Hub will actively engage with this network.

Creative Ambassadors

Creative Ambassadors is a consortium of 25 creative companies from the South East of England. They provide support to companies that want to start to trade in the UK. They have strong existing links with businesses in ASEAN countries with clients in Malaysia and Vietnam and plans to expand into Indonesia and Burma/Myanmar. Creative Ambassadors has recently established an office in Ho Chi Minh City.

Chambers of Commerce

British Business Group Vietnam

The British Business Group Vietnam (BBGV) was formally established with the Vietnamese authorities in 1998 and has subsequently had its license renewed 3 times. The BBGV has more than 450 members and prides itself on its friendliness and approachability. The BBGV has offices in Hanoi and Ho Chi Minh City.

www.bbgv.org

British Chamber of Commerce Thailand

Founded in 1946, the British Chamber of Commerce Thailand (BCCT) is the oldest foreign chamber and the largest non-Asian foreign chamber in Thailand. It is also the largest and oldest British Chamber in Asia. The BCCT has a membership of approximately 600 including 550 companies with nearly 2,700 named representatives covering a broad cross-section of business interests in Thailand. Membership is open to companies of all nationalities and sizes.

www.bccthai.com

The European Chamber of Commerce and Industry in Lao PDR

The purpose of ECCIL is to represent the European business community in Laos and to offer services to members and non-members. Its main objective is to promote and increase business between Lao PDR and EU member states for their

mutual benefit and for the benefit of its members. This includes, among others, the promotion of investment, raising the profile of Lao PDR in the European business community and vice versa, and to promote linkages between Lao and European SME.

www.eccil.org

British Malaysian Chamber of Commerce (The BMCC)

The British Malaysian Chamber of Commerce (The BMCC) has 350 member companies with an outreach of over 75,000 employees. Since 1963 the BMCC has been a catalyst in providing businesses in Malaysia with support, networking, knowledge exchange and bilateral trading assistance. British Malaysian Chamber of Commerce (BMCC) help to promote and foster trade, services and investment between Britain and Malaysia and they provide a platform for the interchange of business views and experiences.

www.bmcc.org

The British Chambers of Commerce Singapore

The British Chamber of Commerce is a leading international and local business forum in Singapore, open to individuals and businesses of any nationality. We organise a busy programme of events and activities, both business and social, to help you and your company flourish. All our activities are dedicated to building networks, connecting business and creating opportunities for our Members.

www.britcham.org.sg

British Chamber of Commerce in Cambodia

The British Chamber of Commerce in Cambodia (BritCham Cambodia) provides a forum for business people with an interest in Cambodia. BritCham works to foster good commercial and social relations with other associations, Khmer businesses and the community at large.

They are a first point of contact for Cambodian companies interested in doing business in the UK, and for British businesses wanting to do business in Cambodia. BritCham provides information, signposting and introductions to facilitate new business ventures. They work closely with the British Embassy in Phnom Penh.

<http://www.britchamcambodia.org/>

The British Chamber of Commerce Philippines (BCCP)

The British Chamber of Commerce Philippines (BCCP) is an independent, non-profit membership organisation whose primary objective is to support the development of its members' business and social interests in the British and Philippine communities, helping them achieve their objectives.

Founded in 1997 as the British Business Association, we became a British Chamber of Commerce in 2001. They represent over 200 member companies and individuals with a membership network of over 400 entrepreneurs and senior executives of multinational corporations and SMEs.

The British Chamber is a recognised voice of the British business community in the Philippines, promoting members' interests with government and business bodies in the Philippines and Britain, in collaboration with British Embassy Manila, UK Trade and Investment (UKTI) and other partners.

<http://www.britchamphil.org/>

Financial

Costs

In the first 3 years of operation the costs would be as follows:-

Cost Area	Item	Cost of 3 years	Comments
Staffing	Business Liaison Executive and Facilitator	£90,000 including on costs	Front line team member working with enquiries, identifying initial needs and organising facilities in relation to the hub.
	International Development Manager	£240,000 including on costs	Providing advice in relation to potential exporting businesses and handing initial FDI enquiries .
Expertise Parcel	Language skills	£75,000	Providing language and interpretation services. Called off in response to demand.
	Professional services and skills	£90,000	Providing expertise as required and input into the clinics and panel sessions.
Physical space	Accommodation space of 10 square metres at Gatwick capable of housing 2 team members	In kind	
	Hot desking space for up to 4 people initially growing with demand	In kind	To cover ad hoc hot desking requirements for investing businesses for up to 2 months per business.
	Meeting room space	In kind	To cover meeting requirements of Business Hub clients.

Research and Development	Sector and market research	£50,000	Paid for analysis of growth sectors in target ASEAN countries and matching growth opportunity sectors with those in the Coast to Capital region. Identifying potential target UK and ASEAN companies.
Engagement activity		£100,000	Engagement awareness raising and intervention work with UK and ASEAN based companies.
Communications		£30,000	Covering phone, and postal costs and also covering marketing expenditure used to promote the Hub.
Use of local conference and hotel facilities for larger scale events		£45,000	
Other Expenses and Overheads		£30,000	
Total 3 year costs excluding in kind		£750,000	

Income

In order for the ASEAN Business Hub to operate it will be necessary to identify sponsorship and match funding.

Banks and key professional service organisation will be approached for sponsorship.

It is proposed that a significant amount of match funding is sought from a variety of sources including bank and other private sector sponsorship, the

provision of 20 square metres of physical space at Gatwick Airport and fees from business users of the facilities.

Operational Milestones – 18 months

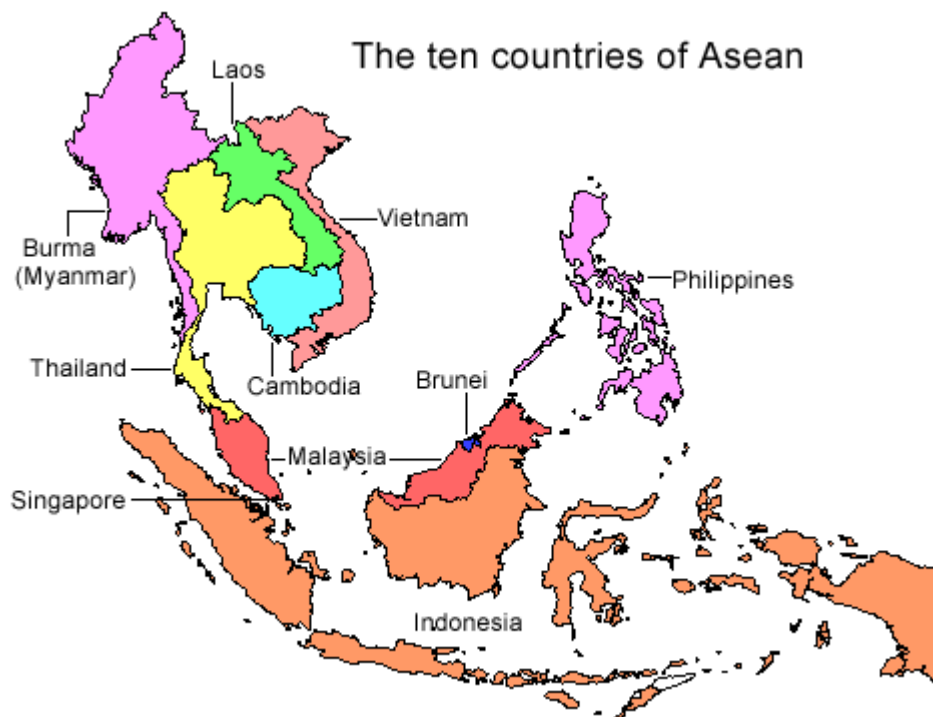
1. Agree proposal with UKTI, Gatwick Airport and UKABC
2. Create Operational Plan, including market and sector representation
3. Secure funding for first 3 years
4. Recruit key staff
5. Establish network of professional services
6. Marketing and promotion start
7. Full operations commence
8. First business to business links, HE links and civic links
9. First cultural/business event/promotion

It is anticipated that the reputation and awareness of the Hub will take at least 18 months - 2 years to establish. Early activity will therefore concentrate on market research, development, network building and promotion.

Success Measures

The measures of success will include:-

Outputs	Impact
Number of businesses engaged	Increased passenger traffic to/from ASEAN nations via Gatwick
Number of businesses supported	Increased international trade
Increase in flights to/from ASEAN nations	Increased amount of investment
New HE/Business organisations/Civic links	Increased routes to/from Gatwick



Brunei

Brunei Darussalam has large business potential that has yet to be exploited. The country has the advantage of a stable political environment, which is clearly favourable for business activities. Brunei has a small but wealthy economy, which is growing at a slow and steady rate. It has remained stable with an average inflation rate of 1.5% over the past twenty years.

The Islamic Sultanate of Brunei Darussalam is located on the north-west coast of the island of Borneo and is completely surrounded by Malaysia.

Country Information:

- Head of State: His Majesty Sultan Haji Hassanal Bolkiah Mu'izzaddin Waddaulah
- Capital city: Bandar Seri Begawan
- Total population: 415,717
- Languages: Malay, English, Chinese
- Religions: Muslim 67%, Buddhist 13%, Christian 10%, other 10%
- Ethnic groups: Malay 66.3%, Chinese 11.2%, indigenous groups 3.4%, other 19.1%
- Monetary unit: Brunei Dollar (BND)
- Natural resources: Petroleum, natural gas, timber
- Major exports: Crude oil, natural gas, garments

- Major imports: Machinery and transport equipment, manufactured goods, food, chemicals, iron & steel, motor vehicles

Burma (Myanmar)

Burma (Myanmar) is a relatively underdeveloped market with considerable potential. A country with fertile and resource-rich land, from oil and gas to jade, timber and gold, with an impoverished but literate population of approximately 55 million.

Burma is strategically located at the heart of Asia, at the crossroads of China, India and South-east Asia.

Country Information:

- Head of State: President Thein Sein
- Capital city: Naypyidaw
- Total population: 55,167,330
- Languages: Burmese
- Religions: Buddhist 89%, Christian 4%, Muslim 4%, Animist 1%, other 2%
- Ethnic groups: Burma 68%, Shan 9%, Karen 7%, Rakhine 4%, Chinese 3%, Indian 2%, Mon 2%, other 5%
- Monetary unit: Kyat (MMK)
- Natural resources: Petroleum, timber, tin, antimony, zinc, copper, tungsten, lead, coal, marble, limestone, precious stones, natural gas, hydropower
- Major exports: Natural gas, wood products, pulses, beans, fish, rice, clothing, jade, gems
- Major imports: Fabric, petroleum products, fertiliser, plastics, machinery, transport equipment, cement, construction materials, crude oil, food products, edible oil

Cambodia

Cambodia is bordered by Thailand to the North West, Laos to the North East, Vietnam to the east and the Gulf of Thailand to the South West benefiting from its close proximity to these high growth economies.

Country Information:

- Head of State: His Majesty King Norodom Sihamoni
- Capital city: Phnom Penh
- Total population: 15,205,539
- Languages: Khmer 95%, French, English

- Religions: Buddhist 96.4%, Muslim 2.1%, other 1.3%, unspecified 0.2%
- Ethnic groups: Khmer 90%, Vietnamese 5%, Chinese 1%, other 4%
- Monetary unit: Riel (KHR)
- Natural resources: Oil & gas, timber, gemstones, iron ore, manganese, phosphates, hydropower potential
- Major exports: Clothing, timber, rubber, rice, fish, tobacco, footwear
- Major imports: Petroleum products, cigarettes, gold, construction materials, machinery, motor vehicles, pharmaceutical products

Indonesia

- Biggest economy in South East Asia. Good trading links with UK – High Growth market
- Predicted to grow to be 7th largest in World by 2050
- World's fourth most populous country covering 17,000 islands – 230m plus with a middle class of 35m
- Massive infrastructure investment in roads, railways, ports and airports with major fiscal stimulus from Government from 2009 enabling sustainable growth
- Oil and Gas, Healthcare, finance and banking also major growth sectors as are ICT, Creative Media, Renewable energy and Power Generation

Indonesia is a large archipelago nation, consisting of over 17,000 islands, about 6,000 of which are inhabited. These are scattered over both sides of the equator, shared with Brunei and Malaysia, New Guinea, Papua New Guinea and Sulawesi.

It is perhaps the most culturally diverse of the ASEAN states. There are over 300 ethnic groups in Indonesia. The national motto is "Unity in Diversity".

Indonesia has a population of 240m with a growing affluent and aspirational middle-class of around 45m.

Country Information:

- Head of State: President Susilo Bambang Yudhoyono
- Capital city: Jakarta
- Total population: 251,160,124
- Languages: Bahasa Indonesia, English, Dutch, local dialects (of which most widely spoken is Javanese)
- Religions: Muslim 86.1%, Protestant 5.7%, Roman Catholic 3%, Hindu 1.8%, other 3.4%
- Ethnic groups: Javanese 40.6%, Sundanese 15%, Madurese 3.3%, Minangkabau 2.7%, Betawi 2.4%, Bugis 2.4%, Banten 2%, Banjar 1.7%, other 29.9%
- Monetary unit: Rupiah (IDR)
- Natural resources: Petroleum, tin, natural gas, nickel, timber, bauxite, copper, fertile soils, gold, silver, coal
- Major exports: Oil & gas, coal, electrical appliances, plywood, textiles, rubber
- Major imports: Machinery and equipment, chemicals, fuels, foodstuff
- Main import trading countries: China 14.8%, Singapore 14.6%, Japan 11%, US 6.1%, South Korea 7.3%, Thailand 5.9%, Malaysia 5.9%

Laos

Laos is a single-party socialist republic.

The country is a landlocked nation, situated between Burma (Myanmar), China, Vietnam, Cambodia and Thailand. Its thickly forested landscape consists mostly of rugged mountains.

Country Information:

- Head of State: President Choummaly Sayasone
- Capital city: Vientiane
- Total population: 6,695,166
- Languages: Lao, French, English, various ethnic languages
- Religions: Buddhist 67%, Christian 1.5%, other 31.5%
- Ethnic Groups: Lao 55%, Khmou 11%, Hmong 8%, other 26% (100 minor ethnic groups)
- Monetary unit: Kip (LAK)
- Natural resources: Timber, hydropower, gypsum, tin, gold, gemstones
- Major exports: Wood products, coffee, electricity, tin, copper, gold, cassava
- Major imports: Machinery and equipment, vehicles, fuel, consumer goods

Malaysia

- Vibrant and youthful economy active on global stage. Stable democracy – recent elections
- Plans to achieve Developed Nation status by 2020. Strong State support for SME growth. Incentives to ensure ethnic Malays are well represented in business
- Population of 29m - 10m people under 18 with affluent middle class. Highly educated workforce
- Close links with UK and a major investor in UK – e.g. Laura Ashley
- Education sector, oil and gas are fast growing sectors. Petronas are global player in Oil and Gas
- Retail opportunities for famous brands

Malaysia is strategically located along the Straits of Malacca and the southern part of the South China Sea. The country is a federation of 13 states and three federal territories. It is divided into two geographical regions: the peninsular region, or West Malaysia, which borders Thailand to the north and Singapore to the south; and the East Malaysia region bordering Kalimantan, Indonesia and Brunei.

Country Information:

- Head of State: Sultan Abdul Halim Mu'adzam Shah
- Capital city: Kuala Lumpur
- Total population: 29,179,952
- Climate: Tropical. Southwest monsoons April to October, northeast monsoons October to February
- Languages: Bahasa Malaysia, English, Chinese, Tamil, Telugu, Malayalam, Panjabi, Thai
- Religions: Muslim 60.4%, Buddhist 19.2%, Christian 9.1%, Hindu 6.3%, Confucianism, Taoism and other traditional Chinese religions 2.6%, other/unknown 1.5%, none 0.8%
- Ethnic groups: Malay 50.4%, Chinese 23.7%, indigenous 11%, Indian 7.1%, other 7.8%
- Monetary unit: Ringgit (MYR)
- Natural resources: Tin, petroleum, timber, copper, iron ore, natural gas, bauxite
- Major exports: Semiconductors and electronic equipment, petroleum and liquefied natural gas, wood and wood products, palm oil, rubber, textiles, chemicals, solar panels
- Major imports: Electronics, machinery, petroleum products, plastics, vehicles, iron and steel products, chemicals

Philippines

The Philippines has a population estimated at 94m people with an expanding middle class. Its birth rate of over 2% is one of the highest in the region; 60% of the population are between 15 and 64 years of age with some 50% below 20.

The Philippines is made up of over 7,100 islands of which only 2000 are inhabited – the Philippines is the 12th most populous country in the world.

The Philippines' strategic location makes it a potential gateway for investors to the wider Asian region. It is less than two hours flying time to Hong Kong and within four hours of other major Asian cities, and lies astride major international shipping lanes.

Country Information:

- Head of State: President Benigno S. Aquino III
- Capital city: Manila
- Total population: 105, 720, 644
- Languages: Filipino (official based on Tagalog) and English (official); 8 major dialects - Tagalog, Cebuano, Ilocano, Hiligaynon, Bicol, Waray, Pampango and Pangasinan
- Religions: Roman Catholic 82.9%, Muslim 5%, Evangelical 2.8%, Iglesia ni Kristo 2.3%, other Christian 4.5%, other 1.8%, none 0.1%
- Ethnic groups: Tagalog 28.1%, Cebuano 13.1%, Ilocano 9%, Bisaya/Binisaya 7.6%, Hiligaynon Ilonggo 7.5%, Bicol 6%, Waray 3.4%, other 25.3%
- Monetary unit: Peso (PHP)
- Natural resources: Petroleum, gold, silver copper, nickel, cobalt, timber, salt
- Major exports: Semi-conductors and electronic products, transport equipment, garments, copper products, petroleum products, coconut oil, fruits

Major imports: Electronic products, mineral fuels, machinery and transport equipment, iron and steel, textile fabrics, grains, chemicals, plastic

Singapore

- English is the language of business and education
- Legal system British based
- One of the lowest corporate tax rates in the world (17%) (GST 7%)
- Global, open economy, few entry barriers
- Strong links to SEA, China, India, and other high growth markets
- UK Singapore Economic and Business Partnership signed in 2011
- EU-SG Free Trade Agreement 2013
- Topped the World Bank's Doing Business rankings for the past 7 years
- No capital controls
- Very open trading regime with few import & export duties: 99% of all imports enter duty-free

Singapore increasingly serves as a hub for South East Asia across an extensive range of financial and business services. Thanks to its geographical location, its port, airport and deregulated telecommunications, Singapore is a regional centre for practically every commercial activity: transshipment, warehousing, distribution, procurement, financial and business services to name some of the most important.

The links Singapore's Chinese business community has with its counterparts in the region have reinforced these advantages. Trading links with Malaysia and Indonesia are strong and established. English is the official business language and Singapore's legal system is based on British Common Law, providing strong IP protection. Singapore has the 2nd most protective IP regime in the world after Finland, according to the World Economic Forum.

Country Information:

- Head of State: President Tony Tan Keng Yam
- Capital city: Singapore City
- Total population: 5,460,302
- Languages: Mandarin (official), English (official), Hokkien, Tamil, Cantonese, Teochew, Malay (official), other Chinese dialects.
- Religions: Buddhist 33.9%, Muslim 14.3%, Taoist 11.3%, Catholic 7.1%, Hindu 5.2%, other Christian 11%, other 0.7%, none 16.5%
- Ethnic groups: Chinese 74.2%, Malay 13.3%, Indian 9.2%, other 3.3%
- Monetary unit: Singapore dollar (SGD)
- Natural resources: Fish, deepwater ports
- Major exports: Machinery and equipment (electronics and telecomms), pharmaceuticals and other chemicals, refined petroleum products
- Major imports: Machinery and equipment, foodstuffs, consumer goods, mineral fuels, chemicals

Thailand

- Population 67m, demographically young
- Traditionally an agricultural economy now much developed with Food Processing, Automotive manufacturing, ICT manufacture, petrochemicals and textiles being major sectors
- Good base for regional hub being less expensive than Singapore with good communication links
- Opportunities in Education and Training, Healthcare, Water treatment, Housing and infrastructure

Over a number of years, Thailand has managed to transform its economy from one that was primarily agriculture-based, to one of the most diverse in the region. Strategically located at the heart of Asia, one of the world's largest growing economic regions, Thailand is also well placed to offer a gateway to both the ASEAN (Association of Southeast Asian Nations) and Asia-Pacific markets, particularly India and China, many of which offer great business potential.

Country Information:

- Head of State: His Majesty King Bhumibol Adulyadej
- Capital city: Bangkok
- Total population: 67,497,151
- Languages: Thai, English, ethnic and regional dialects
- Religions: Buddhist 94.6%, Muslim 4.6%, Christian 0.7%, other 0.1%
- Ethnic groups: Thai 75%, Chinese 14%, other 11%
- Monetary unit: Baht (THB)
- Natural resources: Tin, rubber, natural gas, tungsten, tantalum, timber, lead, fish, gypsum, lignite, fluorite, arable land
- Major exports: Electronics, computer parts, automobiles and parts, electrical appliances, machinery and equipment, textiles and footwear, fishery products, rice, rubber
- Major imports: Capital goods, intermediate goods and raw materials, consumer goods, fuels

Vietnam

- Annual GDP growth of around 5-6% in recent years
- Opportunities in Oil and Gas, Retail, Education, Infrastructure, Financial services, Power and ICT
- Population 87m young, well-educated and relatively cheap workforce. Politically stable and safe environment
- UK/Vietnam bilateral trade is worth around US\$ 1.9 billion
- Good scope for infrastructure development, particularly in PPP projects, the Vietnamese Government has made this a priority investment area
- Transition from central state control to market-orientated economy creates numerous opportunities for overseas businesses
- Joined WTO in 2007 and is in the process of integrating itself into the global economic system
- Vietnam is now ahead of China (79) and Italy (80) in the World Bank's Ease of Doing Business Index in 2011

Vietnam has one of the fastest-growing, most vibrant economies in Asia. Over the past ten years, economic growth has been second only to China and GDP has been doubling every ten years since 1986. In the second quarter of 2010, Vietnam recorded GDP growth of 6.4 per cent, almost back to the levels achieved before the global economic downturn.

Vietnam borders China to the north, Laos and Cambodia to the west and South China to the east. It has the third-largest population in South-East Asia, over half of which is below the age of 30. Over the last three decades Vietnam has had to recover from the ravages of war, the loss of financial support from the old Soviet Bloc and the constraints of a centrally planned economy. It has emerged as an economically robust, politically stable and rapidly growing market.

Country Information:

- Head of State: President Truong Tan Sang
- Capital city: Hanoi
- Total population: 92,477,857
- Languages: Vietnamese, English, French, Chinese, Khmer
- Religions: Buddhist 9.3%, Catholic 6.7%, Hoa Hao 1.5%, Cao Dai 1.1%, Protestant 0.5%, Muslim 0.1%, none 80.8%
- Ethnic groups: Kinh (Viet) 85.7%, Tay 1.9%, Thai 1.8%, Muong 1.5%, Khmer 1.5%, Mong 1.2%, Nung 1.1%, others 5.3%
- Monetary unit: Dong (VND)
- Natural resources: Phosphates, coal, manganese, rare earth elements, bauxite, chromate, timber, hydropower

- Major exports: Clothes, shoes, electronics, seafood, crude oil, rice, coffee, wooden products, machinery
- Major imports: Machinery and equipment, petroleum products, steel products, raw materials for clothing and shoe industries, electronics, plastics, automobiles

Appendix 2 – The Coast to Capital Higher Education and Research Partners

Local Universities include:

The University of Brighton

The University of Brighton is one of the larger HE institutions in the Coast to Capital region. It actively participates in a wide range of research, and exhibits substantial expertise that can link to the various priority areas identified by Coast to Capital. The research, conducted across the university's departments, includes: business development, social informatics, artificial intelligence, medicine and pharmaceuticals, tourism and services management, and environmental technologies and management.

The University of Sussex

The University of Sussex is the second largest university in the Coast to Capital region. The university has developed strong links with the local community and with other HE institutions within the region. Research and innovation in the university is delivered across a number of sectors including: Biochemistry and molecular biology, engine efficiency, health informatics, biomedical diagnostics, data management, informatics and data systems, and communications.

The University of Creative Arts (UCA)

The UCA is a specialist university focusing their teaching and research in art, architecture, fashion, media and communications at different campuses across the South East and the Coast to Capital region.

University of Chichester

One of the smaller universities in the region, Chichester is engaged in research including sports science, sports psychology, business and management, enterprise and innovation, and around the arts.

University Of Surrey

The University of Surrey is a large university with a significant research capability of national and international standing. Surrey has received research funds mapped to the Eight Great Technologies in relation to Energy Storage, Robotics and Satellites. It features in the QS world rankings for Electronics, Environmental Science and Materials Science.

Independent Research Organisations

There are a number of independent research organisations in the area; Leatherhead Food Research (food production), Campden BRI (brewing), The Blond McIndoe Research Foundation (wound healing). A brief summary of their respective capabilities follows: -

Leatherhead Food Research

The organisation is funded by its 1,500 members in the global food and beverage market - ranging from large multi-nationals to SMEs, and including ingredient suppliers, manufacturers, retailers and foodservice businesses.

Campden BRI

Campden BRI is also a membership focused organisation operating across two sites. The Head Office is at Chipping Campden in Gloucestershire and the Brewing Division at Nutfield in Surrey. They have some 1,400 members and employ 300 staff turning over £20m pa. They provide practical scientific, technical, legislative and information support to the food, drink and allied industries.

The Blond McIndoe Research Organisation

Located on the site of the Queen Victoria NHS Trust Hospital at East Grinstead in West Sussex, the Blond McIndoe Research Foundation (BMRF) is a research charity that works to improve wound healing, repair and regeneration to assist medical professionals treat burns survivors, and patients with soft tissue injuries. Their aim is to develop new procedures and technologies that will simplify treatments, reduce healing time and reduce scarring left by their injuries.

ASEAN Countries – Trade in Good Statistics