

The “ASEAN-Japan Economic Co-Creation Vision” Development Project

Japan External Trade Organization (JETRO)

ISHIGURO Norihiko, Chairman & CEO

5 June, 2023

A large, teal-colored curved shape is positioned on the right side of the slide, extending from the top edge down to the bottom edge. It curves inward towards the center of the slide.

1 | The “ASEAN-Japan Economic Co-Creation Vision”

Changes in the circumstances surrounding Japan and ASEAN



ASEAN-Japan relations

Economic growth, generation shift, and social challenges



International affairs

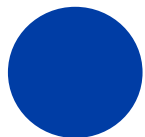
Covid-19, energy/food security

From the flying geese development model
to **the global value chain (GVC)-model development**

Vision for a New ASEAN-Japan Economic Relationship

“Realize a secure, prosperous and free economy and society through fair and mutually beneficial economic co-creation, based on the trust established over the past 50 years.”

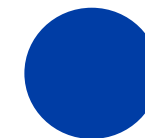
Three fundamental concepts



To share the experience in solving social challenges

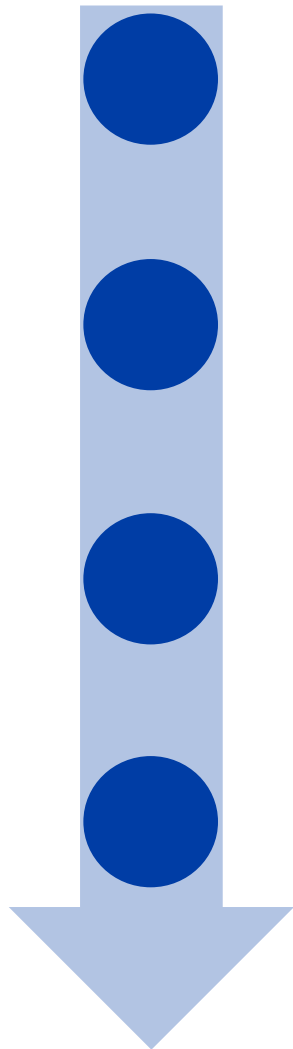


To respect diversity and the realities faced by each region



To exchange human resources

2 | Development process of the vision – Research and interviewing activities



Desktop research

- ❑ Search and analysis of the advanced cases of private and public sectors in ASEAN and Japan.

Interviews

- ❑ Overview, challenges, expectation, and needs for economic co-creation

ASEAN & Japan

Large Enterprises

SMEs

Start-ups

Focus group discussion

- ❑ Digging the issues of respective sectors in the four pillars by intensive discussions among experts and business providers

ASEAN & Japan

Experts

Business providers

Government

Insights

- ❑ Local events in ASEAN member states, summarizing the insight and suggestions on the vision

ASEAN business associations

3 | Development process of the vision – The review committee

Review committee members

(in alphabetical order)	
AIZAWA Nobuhiro	Kyushu University / Department of Cultural Studies /Associate Professor
HIRAKO Yuji	KEIZAI DOYUKAI (Japan Association of Corporate Executives) / Asia Project Team
HIRANO Miku	Cinnamon AI / Co-CEO & Founder
KITAZAWA Kei	The University of Tokyo / Cooperative Research Fellow
SAWADA Yasuyuki	The University of Tokyo / Faculty of Economics / Professor
SHIMIZU Shinichiro	The Tokyo Chamber of Commerce and Industry /ASEAN-Japan Business Council (AJBC)
SHIRAISHI Takashi (Chair)	Prefectural University of Kumamoto / Chancellor
TAKEHARA Reiji	KEIDANREN(Japan Business Federation)/ International Cooperation Bureau/Director
WATANABE Tetsuya (Chief Examiner)	ERIA / Special Advisor to the President
<Secretariat> • Asia and Pacific Division, Trade Policy Bureau, METI • Asia and Pacific Division, Research and Analysis Department, JETRO (Ernst & Young ShinNihon LLC)	

Schedule of the committee

	Dates	Main point
1 st	Jul.2022	Confirmed the direction of the vision
2 nd	Sep	Determined the skeleton of the vision
3 rd	Nov	Deliberated the working draft
4 th	Feb.2023	Summarized the insight from ASEAN①
5 th	Late Mar.~ Early Apr.	Summarized the insight from ASEAN②
6 th	May	Deliberated the interim report
7 th	July (planned)	Deliberate the final report *a report for the ASEAN-Japan economic ministers meeting

4 | Four pillars of action toward the economic co-creation

Achieving sustainability which balances diversity and inclusiveness (Sustainability)

To achieve the sustainability on a global scale

To achieve the sustainability in daily life

Promoting cross-border open innovation (Innovation)

To promote technological innovation

To promote business model innovation

Strengthening cyber-physical connectivity(Connectivity)

To strengthen physical connectivity

To promote institutional connectivity

Building an ecosystem for co-creating vibrant human capital (Human Capital)

To maximize human resource exchange

To maximize human resource development

For Inquiries, Please Contact:

Japan External Trade Organisation (JETRO)

Asia and Pacific division, Research and analysis department



03-3582-5179



ORF@jetro.go.jp



**6F ARK Mori Building, 1-12-32,
Akasaka, Minato-ku, Tokyo
107-6006**

■ Disclaimer:

Responsibility for any decisions made based on or in relation to the information provided in this material shall rest solely on the reader. Although JETRO strives to provide accurate information, JETRO will not be responsible for any loss or damage incurred by readers through the use of such information in any manner.