

## **International Panel Discussion on Re-drawing the ASEAN Map: How Companies are crafting new strategies in Southeast Asia**

On 14<sup>th</sup> January 2015, H.E. Chea Serey, Director General of Central Banking, National Bank of Cambodia, has participated in the International Panel Discussion on the Launch of CIMB Economist Report on Re-drawing the ASEAN Map: How companies are crafting new strategies in Southeast Asia, in Kuala Lumpur, Malaysia.

The purpose of the event is to launch CIMB Economist Report and the CIMB Economist ASEAN Content Hub on Economist website called ASEAN insight in order to disseminate the result of the survey on how the companies are prepared for the unfolding economic liberalization and integration in South-east Asia and the views from the panel discussion among distinguished guests regarding ASEAN Economic Community.



From left to right order:

1. Justin Wood, Director, Southeast Asia of The Economist Intelligence Unit
2. H.E. Chea Serey, Director General, National Bank of Cambodia
3. Rebecca Sta Maria, Secretary General of Ministry of International Trade and Industry (MITI)
4. Sajith Sivanandan, Chief Executive Officer, Google Malaysia and
5. Tan Sri Munir Majid, Chairman, CIMB ASEAN Research Institute (CARI)