



## **ASIA BUSINESS TRADE ASSOCIATION CREATED AS FIRST REGIONAL VOICE AND PLATFORM FOR MNCs to SMEs**

SINGAPORE, JANUARY 30, 2018: Created to better harness the benefits from trade in the fastest growing region in the world, the [Asia Business Trade Association](#) (“ABTA”) will serve as a cross-regional dialogue and engagement platform focused on championing trade-related issues for businesses across the Asia Pacific.

The ABTA launches with more than 300 company members across 19 countries and economies.

Historically, business input on trade-related policy in the Asian region has not been systemically collected by the respective governments on a regional basis. This can create gaps, inefficiencies and greater risks when formulating trade agreements, regulations or policies. The ABTA aims to bridge these gaps and work closely with partners to create a more effective dialogue with governments across the region.

ABTA also supports micro-, small- and medium-sized businesses (“MSMEs”). MSMEs are an important economic pillar within the region, but too often do not have the resources to take advantage of trade agreements or understand complicated rules and regulations that stop their businesses from growing. ABTA will help MSMEs add their voices to the larger business community on trade-related policies and issues and also tap on growth in the region better by educating MSMEs on FTAs and cross-cutting trade issues.

Mr. [Ho Meng Kit](#), Chairman of ABTA, said, “In a fast-paced trade-connected world, it is crucial that business concerns and issues are communicated clearly and effectively addressed through a quick, transparent approach. Capacity building of our MSMEs on FTAs and cross-cutting trade issues are also important to enable MSMEs to tap on the global value chains and Asia’s growth. As the first association to champion that at the Asian level for the largest MNCs to the smallest SMEs, ABTA fills a critical role needed to address 21<sup>st</sup> century trade issues.

Vice Chair [Dr. Deborah Elms](#) said, “The ABTA has been formed as an advocate, thought leader and capacity building partner on trade issues. ABTA commits itself to working closely with partners, such as business chambers, to ensure that business needs and concerns are effectively addressed in domestic markets across the region.”

Headquartered in Singapore, the ABTA is open to any company doing business in Asia-Pacific. An independent, non-profit association, ABTA focuses on three areas:



1. Next Generation Trade (including e-commerce, digital trade, financial technology and artificial intelligence)
2. Trade Agreements (including the Trans-Pacific Partnership Agreement and the Regional Comprehensive Economic Partnership)
3. Supporting Smaller Business Export Growth

The ABTA is led and advised by a distinguished team of industry leaders and experts.

Mr. Ho Meng Kit, Chief Executive Officer of the Singapore Business Federation, will serve as the Chairman of the Association's Advisory Board. Dr. Deborah Elms, Executive Director at the Asian Trade Centre, serves as Vice-Chair.

Mr. [Steven Okun](#) serves as ABTA President and Dr. [Raymon Krishnan](#) serves as the Secretary General of ABTA.

The [Asian Trade Centre](#) acts as the Secretariat for ABTA.

For further information, visit <http://asiabusiness.trade/>

# # #

Media Contact:

Ms. Minh Hue Nguyen, [minhhue@asiabusiness.trade](mailto:minhhue@asiabusiness.trade) or [info@asiabusiness.trade](mailto:info@asiabusiness.trade)