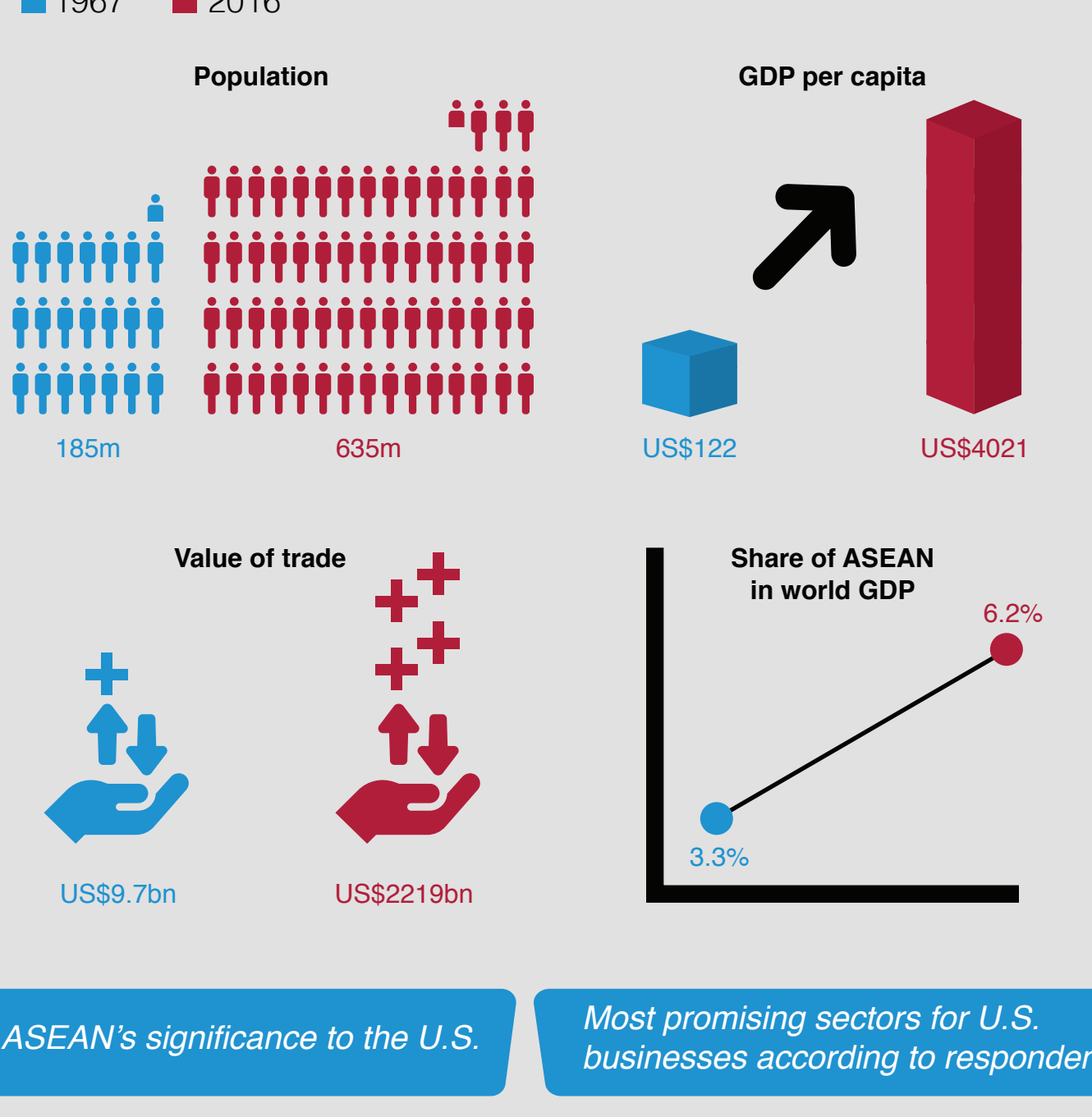


ASEAN maintains strong pull for U.S. companies

Findings from the 2018 ASEAN Business Outlook Survey¹ indicate that sentiment among U.S. executives around ASEAN remains favourable over the medium to long-term.

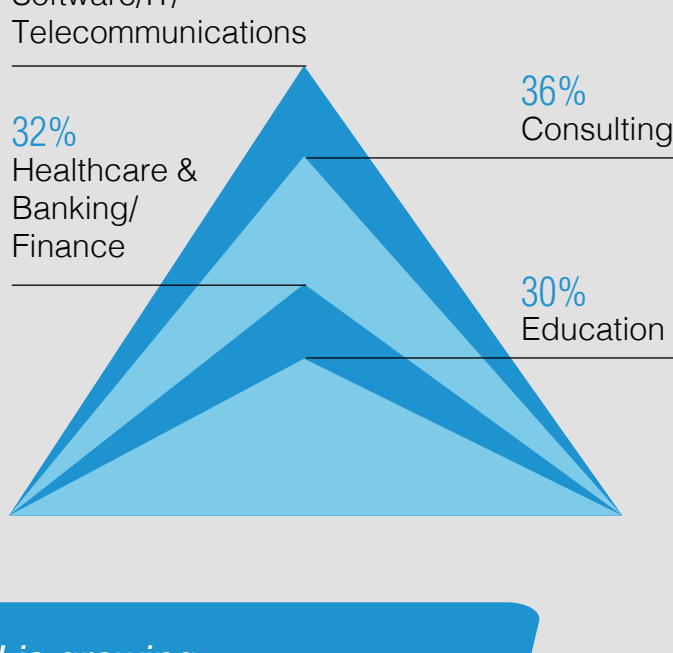
50 extraordinary years of ASEAN growth²



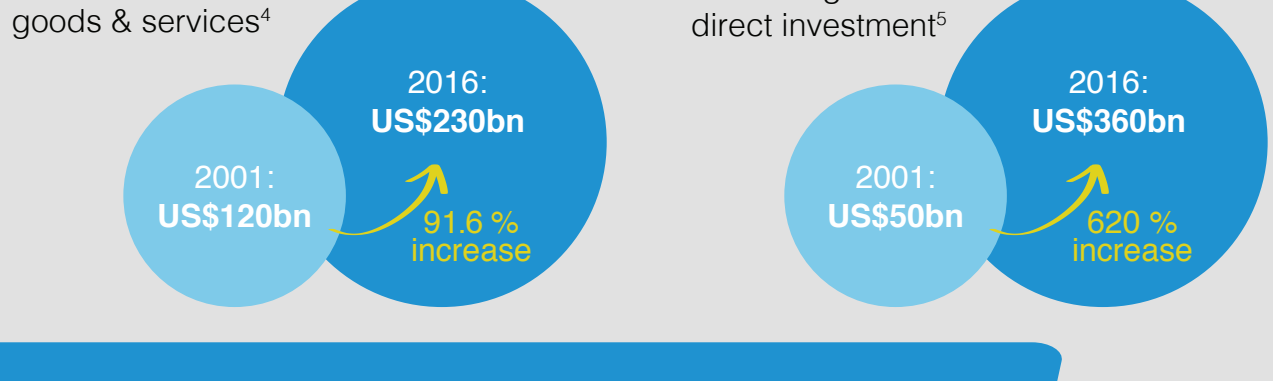
ASEAN's significance to the U.S.



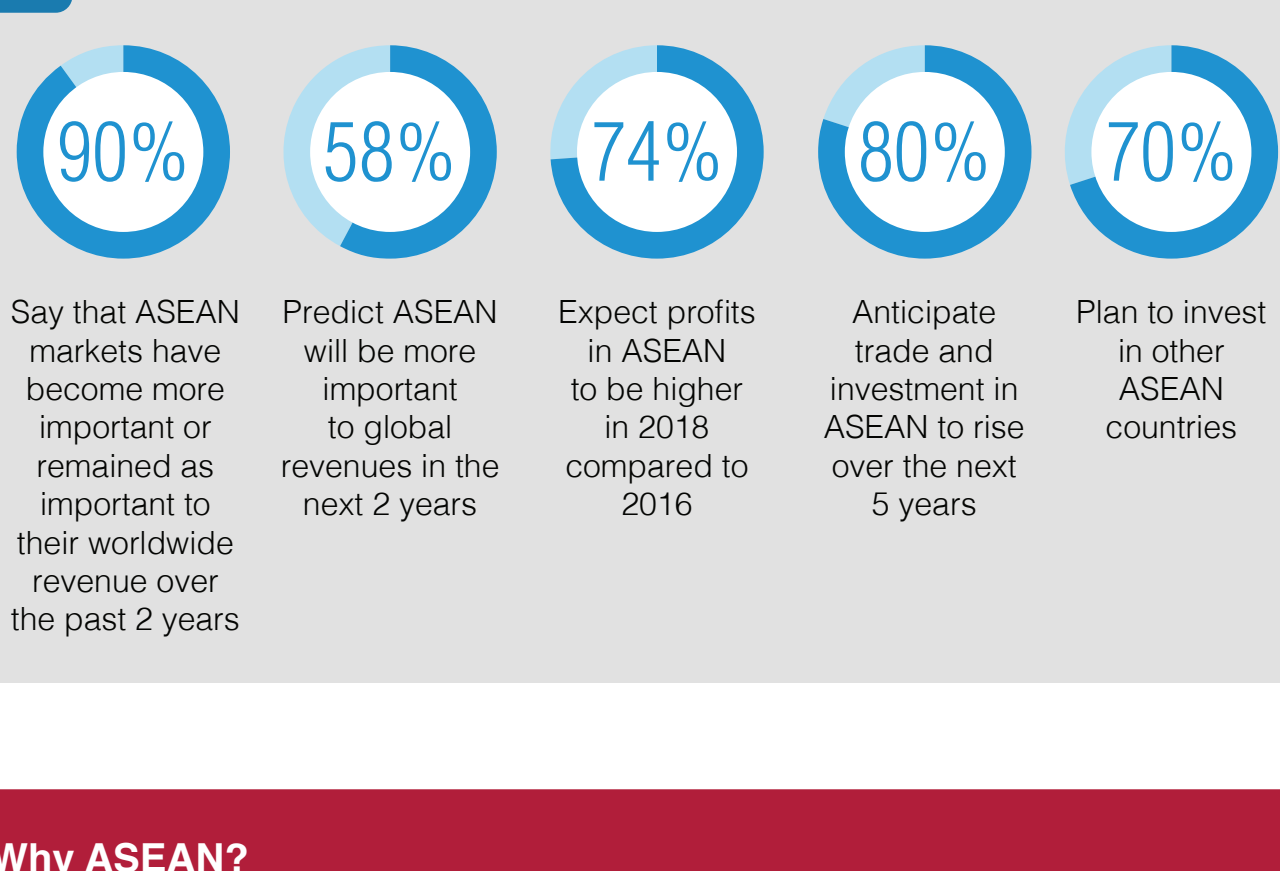
Most promising sectors for U.S. businesses according to respondents



U.S. trade and investment in ASEAN is growing



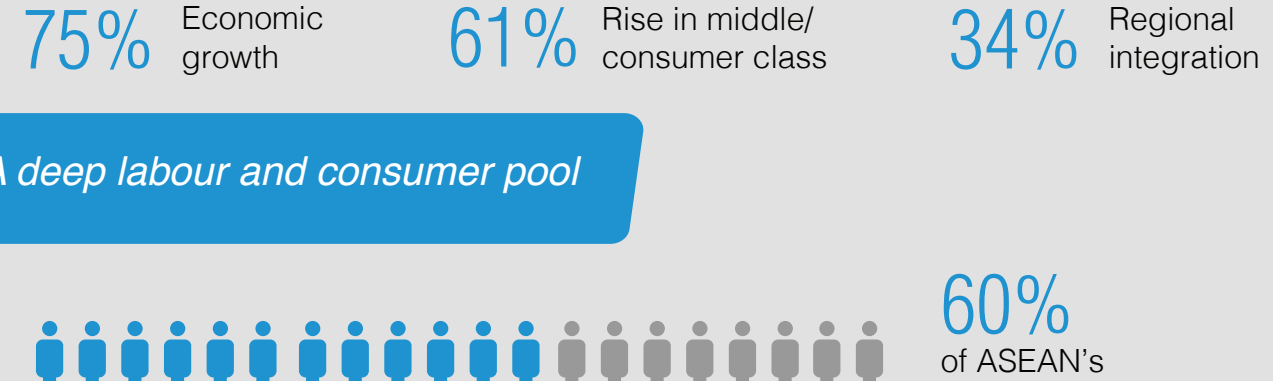
ASEAN business prospects are good for U.S. companies



Why ASEAN?

Respondents were clear about the factors that make ASEAN an attractive destination for U.S. investment.

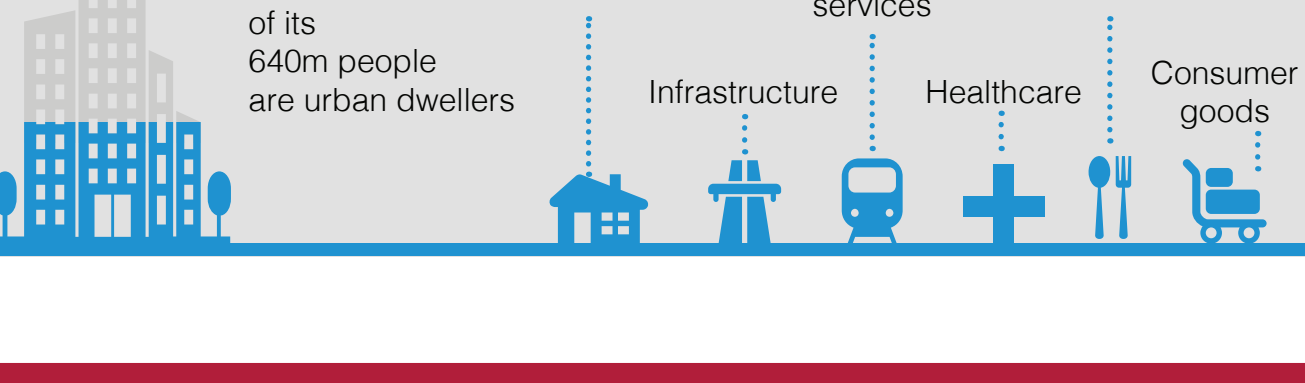
Top 3 reasons for the increasing importance of ASEAN



A deep labour and consumer pool



Continued urbanisation spurring growth



Riding the ASEAN growth wave

Some major U.S. investors who have grown with ASEAN.

Coca-Cola

The Coca-Cola Company has a presence in all member countries; multiple manufacturing locations in countries such as Indonesia and the Philippines

"We have seen steady growth momentum over the past 10 years... For us, ASEAN is viewed as one of the key growth drivers for the business overall."

Iain McLaughlin, President, ASEAN Business Unit, The Coca-Cola Company

HP Inc.

HP Inc. supply chain operations control tower from Singapore that manages production and movement of goods for all plant locations globally

Citi

Citi 40% of APAC staff based in ASEAN; state-of-the-art processing hubs and data centres in Singapore, Malaysia and the Philippines that serve more than 90 countries

Johnson & Johnson

Johnson & Johnson runs its APAC operations from Singapore with a large team in Manila providing functional services for global operations

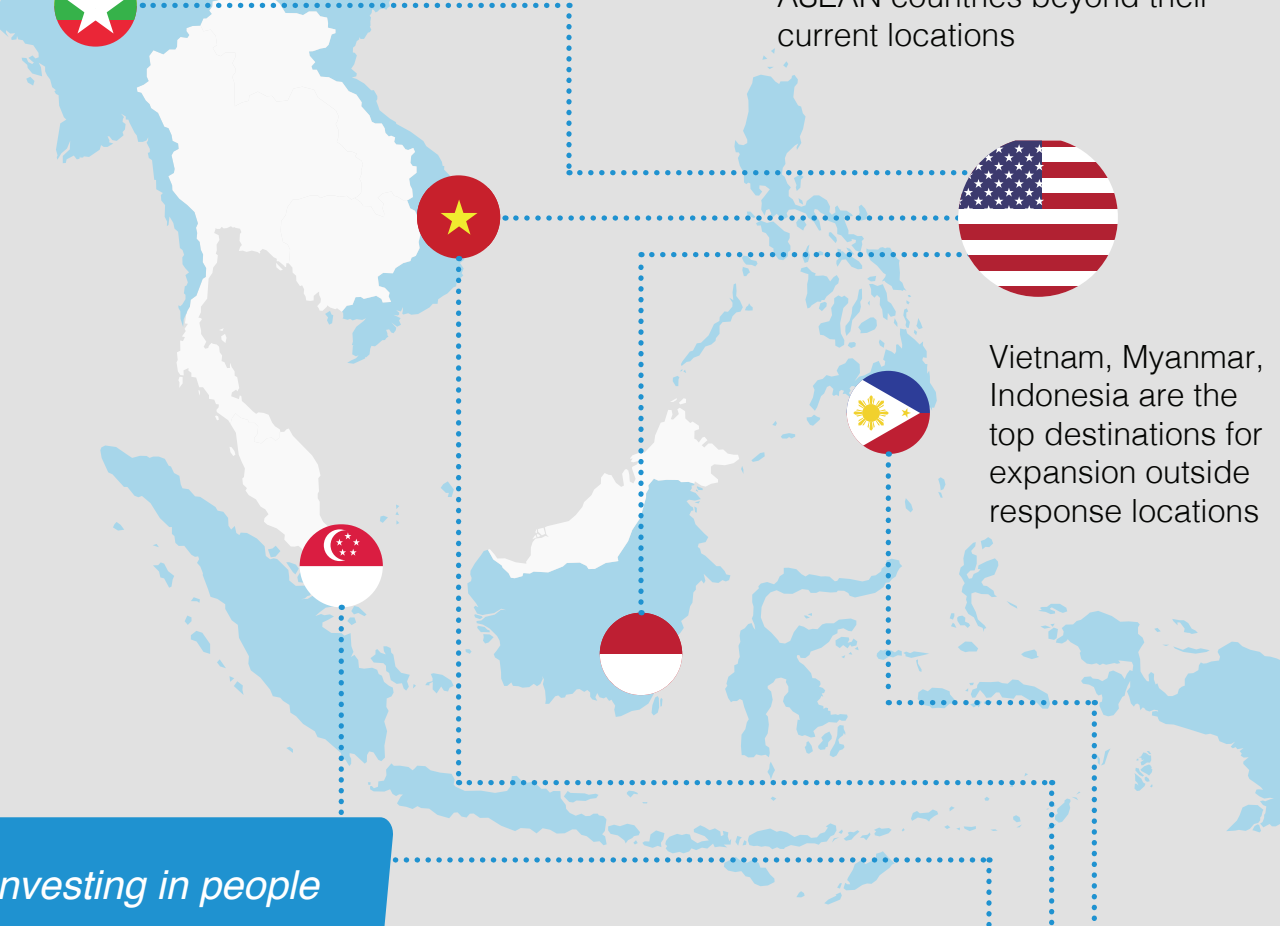
"We definitely see abundant opportunities because demographics and the rise of the middle income class are strong... ASEAN has proven its effectiveness over a long period of time."

Ai Hua Ong, President of Southeast Asia, Johnson & Johnson

ASEAN's next 50 years

U.S. firms will continue to invest and grow in the region for years to come.

Expanding to new locations



Investing in people



Business sentiments of U.S. businesses in ASEAN are positive, and there are huge opportunities for companies in the region.



Download the complete report and find out how ASEAN continues to be a focus area for U.S. companies looking to expand in the region.



SOURCES: 1. <https://www.uschamber.com/report/2018-asean-business-outlook-survey> | 2. http://www.aseanstats.org/wp-content/uploads/2017/08/ASEAN50_Master_Publication.pdf | 3. http://unctad.org/en/PublicationsLibrary/unctad_asean_air2016d1.pdf | 4. <https://www.census.gov/foreign-trade/balance/index.html> | 5. http://www.bea.gov/scb/pdf/2017/07%20July/0717_direct_investment_positions_tables.pdf