

Membership Overview

Presented by the US-ASEAN
Business Council



usasean.org



US-ASEAN
BUSINESS COUNCIL, INC.



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The US-ASEAN Business Council

The US-ASEAN Business Council is the premier advocacy organization for U.S. corporations operating within the dynamic Association of Southeast Asian Nations (ASEAN). The Council works across all 10 member countries of ASEAN, and is proud to represent more than 170 major U.S. companies that span every industry. Our membership includes companies which have been active in Southeast Asia for more than a century as well as newcomers looking to expand their presence in one of the world's most dynamic markets. We work to deliver tangible results that support our members' business objectives by removing constraints on trade and investment in ASEAN. The Council also works to elevate the importance of the U.S.-ASEAN economic relationship to American and ASEAN public policy makers and business leaders.

Founded in 1984, the Council's unique regional, country and industry-specific intelligence and its deeply cultivated and extensive relationships allow us to engage key actors in Southeast Asia at the highest levels. Our engagement in the United States and ASEAN includes opportunities for candid dialogues where we can solve problems, facilitate business opportunities and provide unparalleled advocacy and support for transactions.

As the only U.S. organization written into the ASEAN Charter, the Council works closely with ASEAN nations on their business and investment climates. We shape business environments by engaging senior officials, developing white papers on key legislative issues and conducting targeted advocacy. We also partner with the U.S. Government, ASEAN Governments, the ASEAN Secretariat, private sector leaders, think tanks, domestic associations, AmChams, and other U.S. industry trade and policy organizations to drive change. As a result of our exclusive access and extensive engagement, heads of state and senior officials rely on the Council for briefings on U.S. private sector trade and investment priorities.

As a member-driven organization, the Council tailors its services to advance individual member needs through our offices in Washington DC, New York, Singapore, Jakarta, Kuala Lumpur, Bangkok, Hanoi, Manila, and Yangon.



Our Global Offices & Teams



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Chairman's Council Members

3M	Intel
Abbott Laboratories	Jhpiego
AIG	KKR
Amazon	Koch Industries
Amgen	Liberty Mutual
Apple	Manulife
Asia Group Advisors	Marriott International
Baker & McKenzie	Meta
Bayer	Micron Technology
Bitdeer	Netflix
Boeing	Odgers Berndtson
BowerGroupAsia	Oracle
BP	Organon
Brunswick Group	Philip Morris International
Cargill	Pfizer
Carrier Corporation	Qualcomm
Chubb	Reckitt
Cisco	Reinsurance Group of America
Citi	Roblox
The Coca-Cola Company	SC Johnson
Corteva	S&P Global
Energy Capital Vietnam	Solventum
Equinix	Starbucks
Everest Group Ltd.	Stripe
Expedia	TE Connectivity
Experian	UL Solutions LLC
ExxonMobil	UltraPass
Federal Express	UPS
Ford Motor Company	Viatis
Freeport-McMoRan	Visa Inc.
GE Healthcare	Warburg Pincus
GE Aerospace	Workday
Gilead Sciences	Zuellig Pharma
GlaxoSmithKline (GSK)	
Google	
Hanesbrands, Inc.	
Hewlett-Packard Inc.	
IBM	

Last Updated: August 14, 2025

Corporate Members

Access Partnership
ADM
Agoda
Airbnb
Akamai Technologies
Albright-Stonebridge Group
American Express
Amway
APCO Worldwide
The Asia Group
ASME
Astrophysics
AT&T
Atmo
Autodesk
Bank of America
Baxter
BD
Beam Suntory
Bell Textron
Black & Veatch
Boston Scientific
Brown-Forman
Crowell Global Advisors
Cheniere Energy
Chevron
Cloudflare
ConocoPhillips
Dell
Delphos
Diageo
The Walt Disney Company
Dow
Edelman Global Advisory
Edwards Lifesciences
Elanco Animal Health

Estée Lauder Companies
Excel Services
Excelerate Energy
Fluor
GE Vernova
Global Counsel
Harley-Davidson
Hasbro
Herbalife
Hewlett-Packard Enterprise
Illumina
I.M. Systems Group Inc.
I Squared Capital
InnovationForce
Johnson & Johnson
Jollibee
JP Morgan Chase & Co.
KPMG
Lockheed Martin
Mars
Mastercard
McLarty Associates
Medtronic
Merck & Co. (MSD)
Microsoft
Mondelēz International
Moody's
Morgan Stanley
Nathan Associates Inc.
Nebula Energy
Nike
Novartis
Obagi
Pacífico Energy

Pacific Pension & Investment Institute
Palo Alto Networks
PepsiCo
Procter & Gamble
Real Time Robotics
Robinhood
RMA Group
Roche
Royal Caribbean
RTX
S&C Electric Company
SAP
Salesforce
Seagate
Snowbridge Capital
State Street
Starr Insurance
Steadfast Entities LLC
Squire Patton Boggs
The Cadmus Group
Texas Instruments
Tilleke & Gibbins
TJ Aerospace
Tools for Humanity
Twilio
Tyson
U.S. Dairy Export Council
Vantive
Varian Medical Systems
Verizon
VinFast Manufacturing US
Vriens & Partners
Walmart
Warner Bros. Discovery
Zoom

Last Updated: August 14, 2025



Four Key Pillars of the Council

I. Advocacy

For more than 40 years, the Council has been the premier advocacy organization for U.S. corporations operating within the dynamic Association of Southeast Asian Nations (ASEAN), serving as the leading voice of the U.S. private sector in promoting mutually beneficial trade and investment relationships between the United States and Southeast Asia. We believe opening and investing in the sustainability of efficient, resilient and competitive markets are critical to the continued growth of our member companies and innovation and job creation in the United States and Southeast Asia. The Council advocates on behalf of our members through business and industry trade missions, roundtable dialogues, and by using the incredibly strong relationships that we have developed over the decades. Our advocacy for members has proven to be critical in reactive situations, as well as for members wishing to be proactive for their business interests in Southeast Asia.

II. Relationship Development

The Council has developed incredibly strong relationships throughout all levels of government across the ten ASEAN countries. These relationships include all 10 heads of state, cabinet level ministers, and working groups of all levels. The Council is able to leverage these relationships on behalf of our members and provide opportunities for our members to engage stakeholders in both the ten ASEAN countries' governments, as well as the U.S. government. We run over 300 programs per year, which provide ample opportunities for our members to raise concerns relevant to their company's business interests in the region, and to discuss possible solutions. The Council also provides stakeholder mapping services to identify the relevant stakeholders for your issues.

III. Intelligence

With over 400 intelligence products published annually, the Council prides itself in its ability to keep members informed of developments relevant to U.S. business interests in the region. Our intelligence products provide analysis on recent news and analytical updates on policies. With seven offices across the region, our on the ground intelligence gathering is second to none.

IV. Promotion

The relationship between the U.S. and ASEAN is critical to both the Council and our members. By promoting close ties between the U.S. and ASEAN, we help nurture this long-lasting relationship with an important trade partner. The Council publishes pieces such as "ASEAN Matters" and disseminates it widely, including amongst the entire U.S. Congress, U.S. Senate, the U.S. National Security Council, the USTR and the mayors of the top thirty cities in America. Our goal is to ensure that the critical trade relationship between the U.S. and ASEAN is not overlooked, and that government officials are aware of the region's importance to our members.

Membership

Corporate: US \$24,000 (annual cost)

Corporate membership provides general advocacy support, access to all country- and industry-specific updates, and access to most Council events.

Chairman's Council: US \$44,000 (annual cost)

In addition to the benefits of Corporate membership, highlights of a Chairman's Council membership include:

- Customized advocacy support;
- A seat on the Chairman's Council Advisory Group;
- Access to intimate events with government officials;
- Advocacy support on company-specific issues;
- Intelligence catered to your company's needs; and
- Direct support for setting up meetings with key policy makers/influencers.

A full listing of comprehensive benefits is listed on pages 12-15

The Council offers annual membership on two billing cycles. Cycle 1 (Jan-Dec) and Cycle 2 (July-June). Upon written confirmation of intent to join, all new members are required to sign and return a copy of a standard membership agreement as part of the onboarding process, which will indicate your start date.

Please note that we are unable to pro-rate for a period of 6 months or less. Members can pay dues online via credit card, or via banks transfer and check.

Mission Statement

To deliver tangible results that support our members' business objectives by removing constraints on trade and investment activities in ASEAN, and elevating the importance of the U.S.-ASEAN economic relationship to American and ASEAN public policy makers and business leaders.

Services Per Membership Tier At-a-Glance

Services	Chairman's Council	Corporate
Advocacy Services		
General industry level advocacy support	✓	✓
Company specific advocacy support	✓	
Speaking roles during business missions, events, and programs	✓	✓
Prioritized speaking roles during our business missions, events, and programs	✓	
Ability to register and attend quarterly committee meetings and networking events	✓	✓
Relationship Development Services		
Company specific stakeholder mapping	✓	
Direct support for organizing meetings with key policy makers and leaders (up to 8 per year)	✓	
Access to our deep expert networks across ASEAN	✓	✓
Company specific advice and updates from our experts based in the United States and throughout Southeast Asia	✓	
Access to Asia Pacific government leaders through our unique programming*	✓	✓
Invitations to Council events and programming	✓	✓
Priority invitations to all events including senior executive roundtables	✓	

*Some of our programs have additional costs associated with them.

Services Per Membership Tier

Services	Chairman's Council	Corporate
<i>Intelligence Services</i>		
Access to all country, industry, and regional Intelligence products	✓	✓
Regional, or country specific, briefings for your senior executive team	✓	
Basic stakeholder mapping (names + divisions)	✓	✓
Detailed stakeholder mapping (biographies, contact details, intelligence from previous interactions)	✓	
<i>Promotion Services</i>		
Guaranteed seat on the Chairman's Council Advisory Group	✓	
Optional leadership roles on Council industry/country committees to drive agendas and workplans	✓	
Ability to nominate qualified corporate executives for the Council's Board of Directors	✓	
Higher visibility in Council promotional materials	✓	
Company name displayed on website membership roster	✓	✓
Company name and logo displayed on website membership roster	✓	
Promotion of one major company event per year through Council communication channels (website, email, social media)	✓	
Consideration for speaking slots at partner conferences and events	✓	✓

*Some of our programs have additional costs associated with them.

I. Advocacy

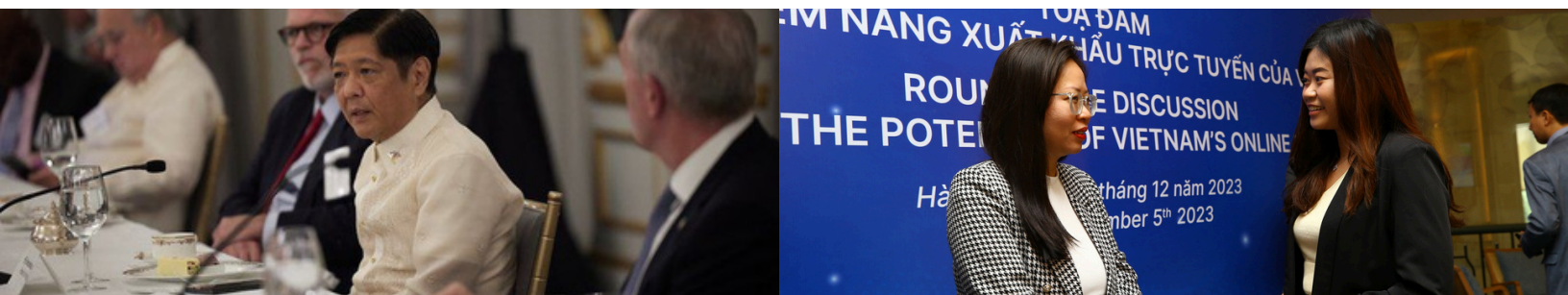
Advocacy is one of our core pillars and one of the most powerful ways in which we can help grow your business across Southeast Asia. Our advocacy work includes:

- Ability to register for sector, country, and ministerial business missions to all 10 ASEAN markets which engage governments at the highest levels
- Opportunity to submit company feedback on Council-wide calls for input, and advocacy submissions on behalf of industry
- Access to off-the-record roundtables and policy briefings with senior government leaders in ASEAN and the United States
- Advocacy on your behalf in situations where your company should not be directly identified
- On-the-ground support for promoting your positions/policy priorities with policy makers
- Industry-specific, country-specific, cross-sector and regional advocacy through committees based on member priorities as defined in the workplan
- Joint events with peer associations, networks, and industry bodies to complement and amplify the Council's existing advocacy work
- Speaking roles during business missions, events, and programs (time pending)
- General industry level advocacy support

Chairman's Council Members Also Receive:

- Assistance with resolving company-specific advocacy issues with a short-medium term resolution window*
- Advocacy on your behalf in situations where your company is unable to be present (excluding business missions)
- Assistance conducting follow-up after engaging government leaders (can include providing officials with additional materials, setting up meetings with their staff, or getting a readout of the government's reaction to the discussion).
- Support for developing arguments that will resonate with target stakeholders.
- Leading and setting the agenda and policy priorities of the Country and Industry Committees
- Prioritized speaking roles during our business missions, events, and programs

**Longer or more complex issues that are company specific may require special project work*



II. Relationship Development

The Council strives to ensure your team has the key relationships needed to safeguard your organization's interests across the region. Benefits include:

- Regular roundtables and dialogues to engage substantively with ASEAN and U.S. thought and government leaders
- Ability to interact with private sector peers and develop coalitions within country and industry specific committees
- Opportunities for your executives to develop relationships with key influencers in U.S.-ASEAN policy through our annual U.S. and ASEAN Ambassadors' Tours.
- Casual networking events for member companies in Washington D.C., Singapore, and throughout the region
- Ability to register for Senior Executive Roundtables - engagements for Asia Pacific/ASEAN Presidents
- Quarterly outreach and check ins (optional) from USABC membership team to review priorities and share upcoming events

Chairman's Council Members Also Receive:

- Assistance with initial outreach to help organize up to eight (8) private meetings per year with government officials across all markets (caps on quantity per market may apply)
- Direct support from Council staff to accompany executives to meetings and provide feedback on talking points
- Priority registration for Senior Executive Roundtables
- Ability to request meetings with USABC senior leadership on a priority basis in addition to quarterly check ins with membership team
- Assistance in identifying and contacting other USABC members for coalition building activities



III. Intelligence

Providing your organization with reliable and consistent intelligence is a key aspect of ensuring your business in Southeast Asia continues to flourish.

- Regular country-and industry-specific political, economic, trade and investment analysis and updates through email bulletins and virtual briefings
- Breaking news analysis and background on new leaders and leadership changes
- Insights on political environments / trends and government priorities from on-the-ground resources across our 6 regional offices
- In depth briefings on specific legislative and regulatory updates from key ASEAN markets
- Basic stakeholder mapping including identification of key players (names+ministries/divisions) with influence over your business challenge or opportunity
- Access to a listing of up to date U.S. embassy personnel on the USABC members portal
- Advice on navigating customs rules and procedures on a general / industry wide basis
- Informational exchanges with U.S. and ASEAN academic, business, economic and political leaders in closed-door settings
- Country updates from U.S. and ASEAN Ambassadors and Embassy divisions during quarterly committee calls
- Advice on leveraging trade and investment agreements in ASEAN
- Insights on navigating public-private partnership opportunities

Chairman's Council Members Also Receive:

- Detailed stakeholder mapping including biographies, contact details, intelligence from previous interactions, and the option for direct introductions (up to 8)
- Company specific advice and updates from expert staff on impact of legislation, policy, and customs procedures
- One annual regional, or country specific in-person or telephone briefing to your board or corporate event from a member of our leadership team



IV. Promotion

The Council regularly promotes the contributions of U.S. companies to ASEAN economies through CSR reports, roadshows, and public relations activities.

- Ability to contribute company efforts to CSR factbook during USABC country level business missions (subject to mission participation)
- Consideration for speaking roles at partner conferences and events
- Receive discounts and waived fees for ASEAN related conferences and events with Council partners
- Opportunities to sponsor and receive recognition for major thought leadership products in collaboration with renowned private sector and academic institutions
- Company name displayed on website roster
- Opportunities to host key U.S. government and ASEAN officials in corporate office space on an as-needed basis

Chairman's Council Members Also Receive:

- Priority seating, logo display, and speaking order at USABC events including business missions
- Promotion of one (1) company event per year via the Council's communication channels (i.e. email blast, social media pages, and website)
- Assistance with organizing and co-branding larger forums or conferences (subject to additional special project fees)
- First opportunity to host key U.S. government and ASEAN officials in corporate office space on an as-needed basis
- Guaranteed seat on the Chairman's Council Advisory Group
- Leadership opportunities to serve as a Chair, Co-Chair, or Vice Chair on County and Industry Committees
- Opportunity to nominate an executive to the Council's Board of Directors and play a role in shaping the Council's overall strategic direction
- Priority consideration for speaking slots at partner conferences and forums
- Higher visibility in Council promotional materials including company logo displayed on website
- Ability to invite USABC executive to speak during company events (i.e. panel discussions, paper launches, conferences, opening remarks)





US-ASEAN Bridge Building

One of the Council's primary objectives is to nurture the overall relationship between the United States and ASEAN. We build bridges in many ways, including:

- Building and running innovative roadshows for the ambassadors from the United States to ASEAN countries, as well as the ambassadors from ASEAN countries to the United States;
- Working closely with the State department and other branches of government on heads of state visits;
- Providing briefings and support to U.S. government officials planning their visits to ASEAN member countries; and
- Publishing, ASEAN Matters for America in collaboration with key partners, a biennial printed focus on the important and multi-faceted relationship between the United States and ASEAN.

ASEAN Matters for America

The US-ASEAN Business Council, in partnership with the East-West Center and ISEAS Yusof Ishak Institute, published and launched the 6th edition of ASEAN Matters for America in Washington, D.C. in October 2023. The publication, shared with U.S. and ASEAN leaders at all levels, explores the important and multi-faceted relationship between the United States and ASEAN across diplomatic, strategic, economic, cultural, and social dimensions. This hallmark project provides a snapshot view of how the 10 member nations of ASEAN – Brunei, Cambodia, Laos, Indonesia, Malaysia, Myanmar, the Philippines, Singapore, Thailand, and Vietnam – impact each of the 50 states and District of Columbia, including more than half a million jobs in the U.S. that are directly supported by our connections with ASEAN.



Committee Structure

The Council is organized into two primary building blocks: Industry and Country Committees. By organizing members around areas of common interest and creating statements of group policy, the Council is able to tailor its advocacy to country- and sector-specific issues.

Country Committees:

1. Brunei
2. Cambodia
3. Indonesia
4. Laos
5. Malaysia
6. Myanmar
7. Philippines
8. Singapore
9. Thailand
10. Vietnam

Industry Committees:

1. Customs & Trade Facilitation
2. Aerospace, Defense & Security (ADS)
3. Energy
4. Financial Services
5. Food & Agriculture
6. Health & Life Sciences (HLS)
7. Information & Communications Technology (ICT)
8. Supply Chains
9. Sustainability
10. Travel & Tourism

Regional Committees:

1. APEC
2. ASEAN
3. Trade Policy

Special Projects

USABC is offering a special projects initiative to support our members, either in groups based on shared interests or for specific company initiatives. The projects can be either one-time programs or long-term initiatives. The special projects can take various forms, such as addressing specific issues through an engagement series with officials and stakeholders, organizing tours and visits to member facilities in the United States and the region, conducting workshops and roundtables, assisting in securing licenses or permits at a more strategic level, or developing studies or white papers to address certain topics. Special projects play to USABC's strengths: We have standing and credibility that gets us access to key government decision makers, and – because of our member companies – we have world-class expertise to allow us to go deeply into issues of interest.

One of our current special projects is supporting the Digital Economy Framework Agreement (DEFA), which aims to establish a comprehensive digital economy framework to facilitate cross-border digital trade and investment in ASEAN. This project covers policy retreats, regulatory alignment, and capacity building among ASEAN member countries. Another key project is the Local Content Requirement (LCR) Engagement Phase 2 for Indonesia, focusing on advocating for local content policies that support business interests and enhance Indonesia's participation in the global supply chain. Additionally, USABC undertakes specific projects to assist individual company interests in certain countries, such as helping companies navigate regulatory challenges and expand market access. These special projects are led by our Strategic Initiatives team, which collaborates with cross-industry and cross-country teams.



Leadership Contact Details

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