

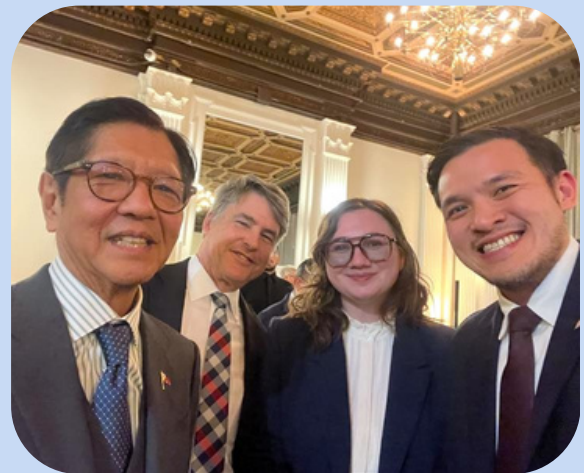
## MESSAGE FROM THE PRESIDENT & CEO

**Dear Members,**

Six months into 2026, I'm proud of USABC's unrivalled ability to connect member company representatives with ASEAN Member State governments. We've held 85 events so far, including meetings with President Prabowo of Indonesia, President Marcos of the Philippines, and Prime Minister Anwar of Malaysia; met the new Prime Minister of Vietnam and the Deputy Prime Ministers of Singapore and Thailand; carried out a multi-sector roundtable series connected to the Philippines ASEAN Chairship; completed 10 country and sectoral business missions, and more. Still on the learning curve as CEO, I am continually impressed by my USABC colleagues' energy and creativity, developing new special projects that address members' needs, advocating effectively in all ASEAN markets, and backing each other up when we need to surge to cover major business missions. We are all about our members, so please reach out to me with your ideas and suggestions on how USABC can do better ([bmcfeeters@usasean.org](mailto:bmcfeeters@usasean.org)).



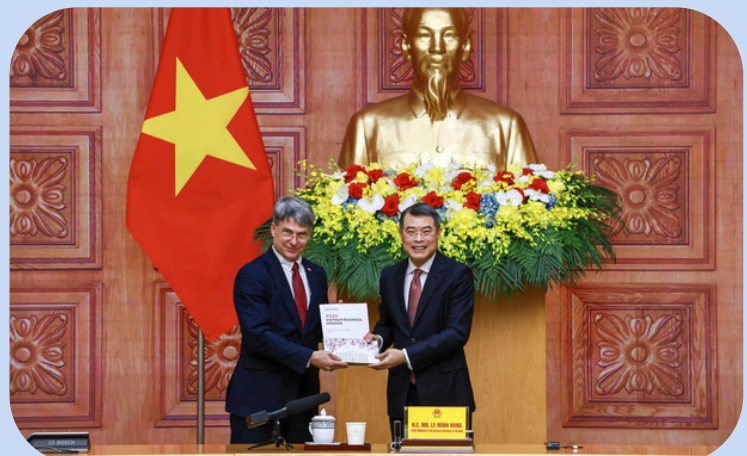
*Meeting YAB Prime Minister Dato' Seri Anwar Ibrahim in May*



*Meeting President Marcos in April*



*Meeting President Prabowo in February*



*Meeting Prime Minister Lê Minh Hưng in April*

**Best regards,  
Brian**

## **USABCI - VIETNAM WAR ACCOUNTABILITY INITIATIVE**



The US-ASEAN Business Council Institute (USABCI), in partnership with Cultural Vistas, Lockheed Martin, and QIAGEN, is proud to announce over \$450,000 in contributions of advanced equipment, training, and technical support to strengthen Vietnam's wartime accounting and reconciliation efforts. Delivered in coordination with the U.S. government through the Vietnam Wartime Accounting Initiative (VWAI), the effort supports Vietnam's mission to locate and identify its war missing while deepening people-to-people ties and reinforcing a shared commitment to humanitarian cooperation and reconciliation.

USABCI led a delegation to Vietnam June 1-4 that included representatives from Cultural Vistas, Lockheed Martin, and QIAGEN, as well as DGA-Albright Stonebridge Group. During the visit, the delegation met with senior Vietnamese government officials, representatives of the U.S. government, and key societal organizations and conducted a series of technical and operational site visits. USABCI encourages interested companies or organizations to reach out to the VWAI team and submit applications for grants. For more information on ways to support the initiative, please contact Chuck Casey ([ccasey@usasean.org](mailto:ccasey@usasean.org)).

## **ADVOCACY UPDATE**

Advocacy is often measured not by immediate headlines, but by sustained engagement and trusted relationships built over time. Its impact is reflected in tangible policy outcomes across Southeast Asia. In the first half of 2026, our teams helped shape Vietnam's implementing regulations for the Law on Product & Goods Quality, where our recommendations on electronic labeling were incorporated into the final decree, reducing compliance burdens while supporting international best practices. In Indonesia, our engagement on the Draft Presidential Regulation on AI Ethics contributed to an extended public consultation process and a substantive revision of the draft.

In the Philippines, our longstanding relationships with government counterparts helped secure Revenue Memorandum Circular No. 24, providing greater tax certainty for cross-border services, while direct engagement also helped resolve telecommunications licensing challenges for member companies. At the regional level, our sustained work on the ASEAN Digital Economy Framework Agreement (DEFA) has positioned USABC as a trusted strategic partner, with our recommendations informing ongoing negotiations toward a more integrated and predictable digital economy. As a result, ASEAN have asked us to continue to support the implementation of ASEAN DEFA. ASEAN Secretariat officials have informed us the DEFA text may be out as soon as early August.

**JUNE EVENTS**

*Business Missions*



**2026 Business Mission to the 35th ASEAN Directors-General of Customs Meeting**

On June 2-3, the Council led a delegation of eight U.S. companies to the 35th ASEAN Directors-General of Customs Meeting in Phnom Penh, Cambodia. The engagement provided an important platform for the U.S. private sector to advance recommendations on customs modernization, digital trade facilitation, and enforcement cooperation across ASEAN. Through meetings with ASEAN Customs leaders and dialogue with regional stakeholders, the delegation highlighted the importance of interoperable digital systems, risk-based customs processes, and public-private collaboration. The mission reinforced the Council's longstanding partnership with ASEAN Customs authorities and underscored the private sector's commitment to supporting ASEAN's economic integration agenda.



**2026 Food & Agriculture Industry Mission to Indonesia**

On June 10–11, USABC conducted the Food & Agriculture Industry Mission to Indonesia, bringing together member companies and senior Indonesian government officials. Engagements were held with the Coordinating Ministry for Food Affairs, Ministry of Agriculture, Ministry of Trade, Ministry of Industry, Ministry of Health, Ministry of National Development Planning (Bappenas), and the U.S. Department of Agriculture (USDA). The Indonesian Government highlighted food security, agricultural modernization, and productivity growth as national priorities, and welcomed continued collaboration with industry to support the development of a resilient and competitive food and agriculture sector.

**Roundtable with the Philippines' Foreign Secretary Ma. Theresa Lazaro**



**(left to right) Ambassador Romualdez., Foreign Secretary Ma. Theresa Lazaro, Ambassador Brian McFeeters (ret.)**

On June 5, USABC hosted the Philippines' Foreign Affairs Secretary Ma. Theresa Lazaro on the occasion of her visit to Washington, D.C. The roundtable with the Secretary and the Council's member companies provided a platform to discuss the Philippines' foreign affairs policy priorities, strategic outlook on economic diplomacy, and trade and investment priorities. The Council also had the opportunity to share its Strategic Action Plan in line with the Philippines' ASEAN Chairship as well as identify areas for deeper collaboration with the Department of Foreign Affairs under this initiative.



**Roundtable with H.E. Nongnuth Phetcharatana, Advisor to the Prime Minister and Thailand Trade Representative**

On June 12, USABC's DC office hosted Thailand Trade Representative H.E. Mrs. Nongnuth Phetcharatana for a roundtable on Thailand's trade negotiation priorities and the evolving U.S.–Thailand trade landscape. Discussions spanned key sectors including digital economy, manufacturing, food & agriculture, financial services, and health & life sciences, with a focus on how US companies can support and advance bilateral investment.



***Post-2026 Malaysia Business Mission Meeting with Malaysia's Minister of Investment, Trade and Industry (MITI)***

On June 29, USABC and member companies met with YB Datuk Seri Johari Abdul Ghani, Minister of Investment, Trade and Industry, to discuss Malaysia's economic resilience and investment climate. The delegation engaged the Minister on four priority areas: advancing a predictable trade environment, strengthening business continuity as Malaysia approaches its 16th General Elections (GE16), accelerating Malaysia's digital innovation ecosystem, and promoting sustainable growth through energy and supply chain resilience amid global uncertainties



***Post-2026 Malaysia Business Mission Meeting with Malaysia's Minister of Health (MOH)***

On June 29, the Council convened a dialogue between YB Datuk Seri Haji Dr. Dzulkefly bin Ahmad, Minister of Health, bringing together a delegation of 10 global U.S. companies. The discussion focused on advancing public-private collaboration in supporting nutrition via healthier consumer choice, health supply chain resilience amid global energy constraints, advancing the medical device industry, and leveraging digital analytics in healthcare. The engagement reinforced the U.S. private sector's readiness to support Malaysia's health objectives through innovation, technology, and sustained partnership.



***Meeting with Minister of Digital Development and Information Mrs Josephine Teo***

On June 9, USABC concluded its 2026 Singapore Business Mission with a meeting with Minister for Digital Development and Information, Mrs Josephine Teo. The delegation discussed Singapore's digital priorities, the upcoming ASEAN chairmanship, and the global political outlook. With Singapore's major national push on AI development, skills, and adoption, the MDDI meeting was a good close to the overall mission agenda.

***Special Projects***

***Advancing ASEAN Regenerative and Resilient Agriculture (RRA)***



On June 4, USABC's Food and Agriculture team organized the USABC-ASEAN Showcase in Bali on "Advancing ASEAN Regenerative and Resilient Agriculture (RRA)" on the sidelines of the Senior Officials Meeting of the ASEAN Ministers on Agriculture and Forestry (SOM-AMAF), ASEAN Sectoral Working Group on Crops (ASWGC) the ASEAN Secretariat; featuring discussions on digital agriculture, climate-smart farming practices, sustainable supply chains, and farmer capacity-building initiatives, and underscored how community collaboration and public-private partnerships among governments, industry, and community stakeholders are essential to strengthening food security, agricultural resilience, and sustainability across the region. USABC looks forward to continuing the engagement with SOM-AMAF at this year's 48th ASEAN Ministers on Agriculture and Forestry (AMAF-48) in October.

***Innovation's Impact to Bali Economic Development;  
Showcase of U.S. Companies Initiatives***



On June 4, USABC's Food and Agriculture team also hosted an executive briefing under the Bisnis AS untuk Indonesia (BISA) Project, highlighting U.S. companies' contributions to Bali's economic development. The event, supported by the Governor of Bali, featured speakers from the USABC Institute's Board of Directors and member companies. USABC will launch the 2026 BISA Report, "Innovation as a Driver of Indonesia's Growth," in Jakarta this September, followed by roadshows across Java and Sulawesi. Members are invited to showcase their initiatives by contributing via [bit.ly/USABCReport26](https://bit.ly/USABCReport26).

***SME Workshop***



On June 5, USABC's Food and Agriculture team, in collaboration with Indonesia's Ministry of Trade, Ministry of Industry, Ministry of Micro, Small and Medium Enterprises (MSMEs), the Indonesia Chamber of Commerce and Industry (KADIN), and the Indonesia Women Entrepreneurs Association (IWAPI), launched its 2026 ASEAN SME Program through the SME Workshop "Indonesia: Innovate to Scale: Empowering Indonesian MSMEs through Digitalization and Innovation" in Bali. The workshop convened over 100 MSMEs to explore practical strategies for advancing innovation, digital adoption, and business competitiveness. USABC's SME Program will continue its regional rollout with workshops across ASEAN countries. Members interested in future engagements are encouraged to contact Bella Afifa ([safifa@usasean.org](mailto:safifa@usasean.org)) for more information.

***Other Events***



***Meeting with Ibu Friderica Widayarsi Dewi, Chairperson of OJK***

On June 11, USABC's Jakarta office held a strategic briefing on Indonesia's evolving financial landscape. with Indonesia's Financial Services Authority (OJK), featuring remarks from Chairman Ibu Friderica Widayarsi Dewi and members from the OJK leadership team. The discussion provided valuable insights into developments across banking, capital markets, insurance, regulatory priorities, consumer protection, digital transformation, and financial inclusion.



***Nuclear Energy Roundtable with Dr Kelle Barfield***

On June 26, USABC's Singapore office hosted nuclear energy expert Dr. Kelle Barfield [include affiliation] for a closed-door roundtable on "Nuclear Energy in Southeast Asia: Emerging Technologies, Policy Pathways, and Regional Opportunities." Dr. Barfield discussed recent developments in nuclear technologies, including Small Modular Reactors (SMRs), and Southeast Asian countries' approaches to nuclear energy.



***Breakfast Salon: Trends in Digital Sovereignty, Cyber and AI***



On June 19, USABC's Singapore office and Cisco jointly hosted a Breakfast Salon on "Trends in Digital Sovereignty, Cyber, and AI" in Singapore. The session was productive and convened industry executives to discuss the forces shaping the digital landscape across Southeast Asia and beyond — including digital sovereignty, the intersection of AI and cybersecurity, and AI regulation and governance. We welcome members' feedback on future sessions and topics.

**Defense Attaché Speaker Series**



**(left to right) Hiro Rodriguez, Executive Director of the Advocacy Center, U.S. Department of Commerce. Amb. Brian McFeeters**

On June 30, USABC's DC Office hosted the Defense Attachés' Speaker Series featuring Hiro Rodriguez, Executive Director of the Advocacy Center at the U.S. Department of Commerce, convening members of the Washington ASEAN Defense Attachés' Association (WADAA), USABC member representatives, and key stakeholders to discuss Commerce's advocacy support under the America First Arms Transfer Strategy (AFATS). Discussions also focused on the Direct Commercial Sales (DCS) process and emerging opportunities in dual-use technologies.

**UPCOMING EVENTS**

**July 21-22: 2026 Cambodia Business Mission**

The Council's annual Cambodia Business Mission will take place in Phnom Penh on July 21-22, bringing members together with Cambodia's senior leadership to discuss the country's economic priorities and opportunities for deeper U.S.-Cambodia commercial engagement. We are pleased to have confirmed a meeting with Prime Minister Hun Manet, along with meetings with key ministers and officials overseeing finance, commerce, investment, infrastructure, technology, energy, and health. The mission will focus on supporting Cambodia's economic reform agenda, addressing barriers to trade and investment, and reinforcing the role of the U.S. private sector as a trusted partner in the country's continued growth and development. To learn more reach out to Jack Myint ([jmyint@usasean.org](mailto:jmyint@usasean.org)).

**July 21-22: 2026 Digital Economy Industry Mission to Indonesia**

The Council will lead its 2026 Digital Economy Mission to Jakarta, Indonesia on July 21-22, bringing together member companies and Indonesian government stakeholders to discuss the policies shaping one of Southeast Asia's fastest-growing digital economies. The mission will focus on key issues including artificial intelligence, cybersecurity, data governance, digital infrastructure, and digital trade, while providing members with an opportunity to engage directly with policymakers responsible for Indonesia's evolving digital ecosystem. As Indonesia continues to advance its digital transformation agenda and emerge as a regional leader in AI adoption, the mission will serve as an important platform to strengthen public-private dialogue and promote innovation-driven economic growth. For more information reach out to Mario Masaya ([mmasaya@usasean.org](mailto:mmasaya@usasean.org)).

**August 10-14: ASEAN Ambassadors Tour**

From August 10-14, the Council will host its annual ASEAN Ambassadors' Tour, bringing together Ambassadors from ASEAN member states for a week-long program across Ohio, Minnesota, and the Bay Area in California. The tour offers a unique opportunity for Ambassadors to engage directly with your organization, learn about your operations and priorities in the region, and build lasting relationships with U.S. business leaders. In addition to member meetings, the program will include engagements with civil society organizations, universities, and senior government officials. Sponsorship opportunities are available, and we would be happy to share our sponsorship packet upon request. Please contact Hai Pham ([hpham@usasean.org](mailto:hpham@usasean.org)) and Andrew Koch ([akoch@usasean.org](mailto:akoch@usasean.org)) if you are interested in hosting the delegation or learning more

**August 18 - 20: 2026 Philippines Business Mission**

The Council's annual Philippines Business Mission will take place in Manila from August 18-20, bringing senior executives together with Philippine government leaders and key stakeholders to advance the U.S.-Philippines economic partnership. Coinciding with the 80th anniversary of diplomatic relations between the two countries, the mission will focus on strengthening public-private collaboration in support of the Philippines' economic development priorities, ASEAN leadership agenda, and digital transformation efforts. Discussions will cover key sectors including trade and investment, energy, infrastructure, healthcare, agriculture, defense, and emerging technologies, while reinforcing the role of U.S. companies as long-term partners in driving innovation, resilience, and sustainable growth in the Philippines. For more information reach out to Angelica Ortega ([aortega@usasean.org](mailto:aortega@usasean.org)).

## USABC PODCAST



In the latest episode of *The Bottom Line with USABC*, President & CEO Ambassador Brian McFeeters sat down with Barbara Weisel, USABC's Special Advisor & Nonresident scholar, in addition to her affiliation with the Asia Program, Carnegie Endowment for International Peace. Together, they unpacked the evolving U.S. trade policy landscape and what it means for ASEAN — from Agreements on Reciprocal Trade (ARTs) to Section 301 investigations to ASEAN's policy responses, industrial policy, and economic security. They also discussed the Trump-Xi Summit and its implications for supply chains, trade and investment flows, and ASEAN's regional positioning. Check out the podcast [here](#) and subscribe to our YouTube channel [here](#).



*June's Episode with Barbara Weisel & Amb. McFeeters*

## COMINGS AND GOINGS

Fair winds and following seas to Ms. Tina Jamaluddin who after eight years at the helm, retired May 29th as Chief Country Representative for Malaysia. This traditional maritime blessing is an appropriate farewell and the Council's wish for favorable, safe, and smooth conditions for Tina's next chapter. Tina ably guided USABC through the exciting Chairship year in 2025, and we will miss her meticulous planning skills, network, and legal and regulatory expertise. Congratulations to Ms. Emma Tabatabai-Aziz, an eleven-year USABC veteran, promoted on June 1 to Chief Country Representative for Malaysia. Emma is a Singapore Raffles College alumna, with extensive experience spanning government relations, public affairs, and customer relations. Emma expertly navigates the Malaysia & Brunei markets, drawing on her past experiences.

## COUNCIL IN THE NEWS

- [Vietnam has bold plans for its economic future. It will need U.S. tech, capital, and speed to make them happen \(McFeeters and Thanh, Fortune\)](#)
- [Another rumble in the trade jungle: Will Trump's new tariffs survive a court challenge? \(Straits Times\)](#)
- [Secretary Lazaro Dialogues with U.S. Business Leaders, Pitches for Closer Economic Operation \(DFA Philippines\)](#)
- [Finance minister urges stronger regional cooperation by customs officers \(Phnom Penh Post\)](#)
- [US passes DOMINANCE Act for critical minerals security \(Mining.com\)](#)