



Southeast Asia Overview & Insights



Introducing

Leigh Howard
Deputy Commissioner
Southeast Asia

Southeast Asia VGTI Network



Global Victoria's SEA Team

Brett Stevens
Commissioner for Victoria to
Southeast Asia



Singapore



Jason Fuller
Senior Mgr Trade &
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Trade Director



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Office Mgr

Jakarta, Indonesia



Belinda Rimbo
Education Services
Director



Irawan Budianto
Trade Director



Huda Albanna
Provincial Government
Project Director - Indonesia



Tanti A. Mihartini
Mgr Vic Govt Coordination

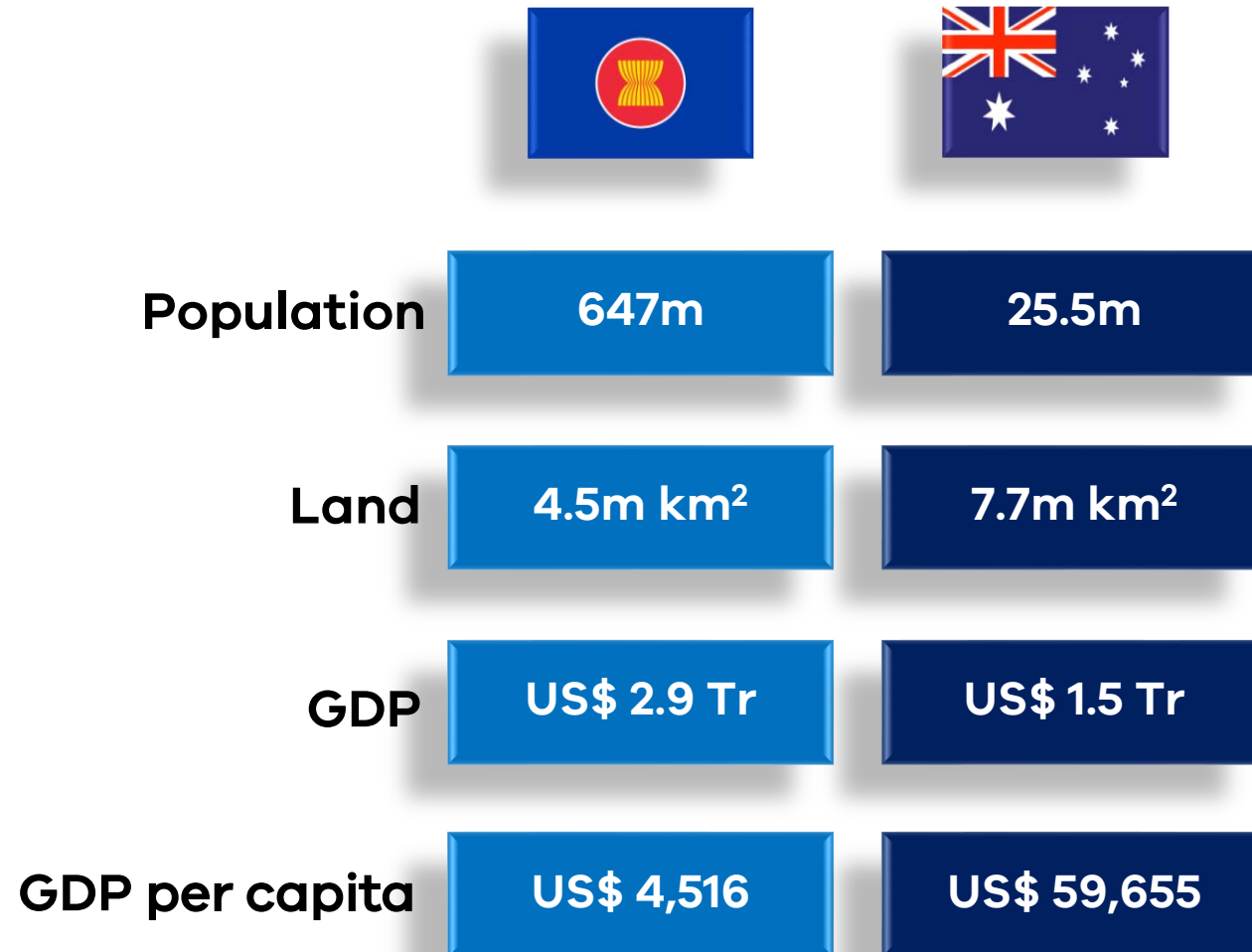


Ch. Ira Kartika
Office Manager



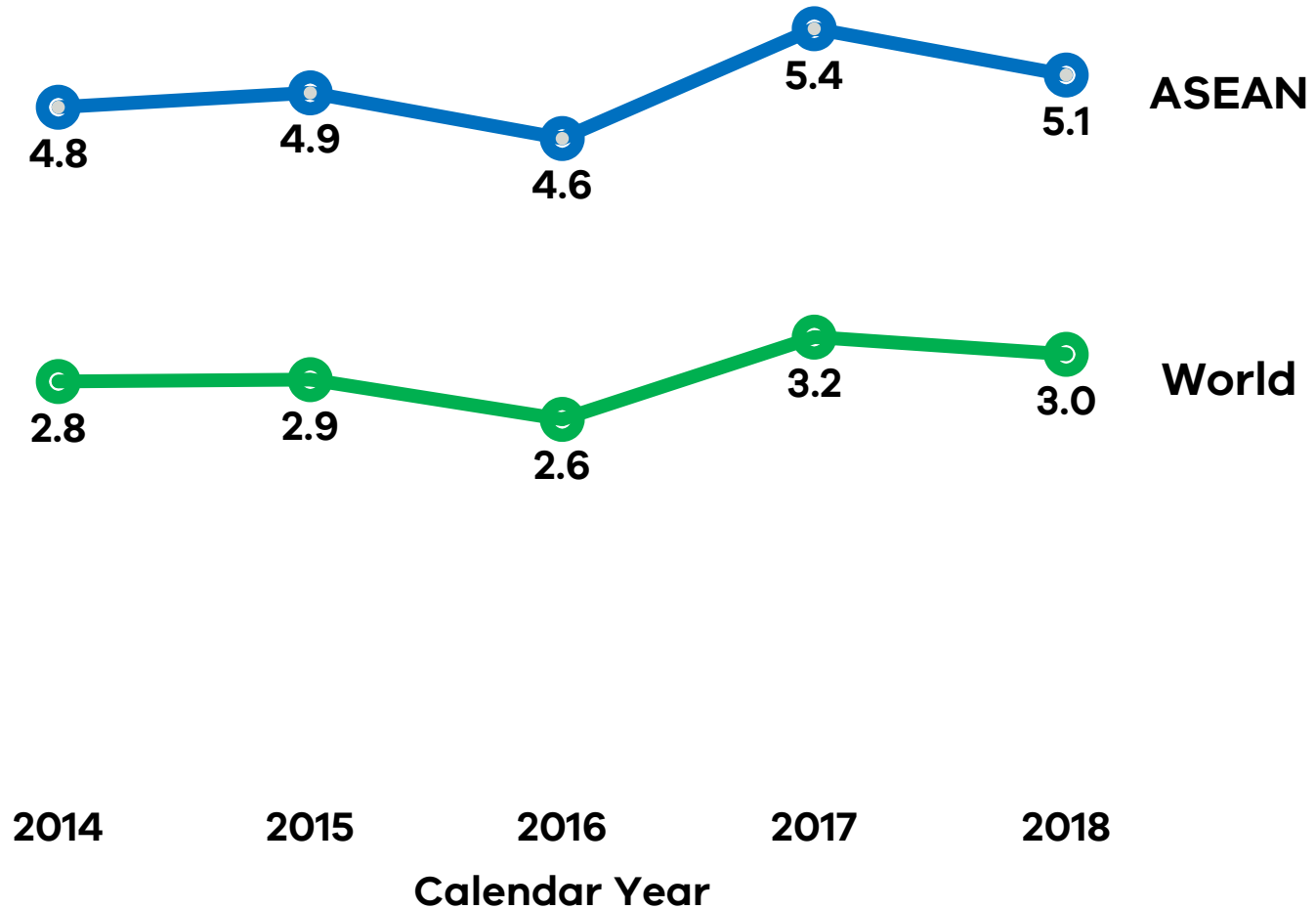
Clarice Campbell
Mgr TAFE Victoria

Key Statistics



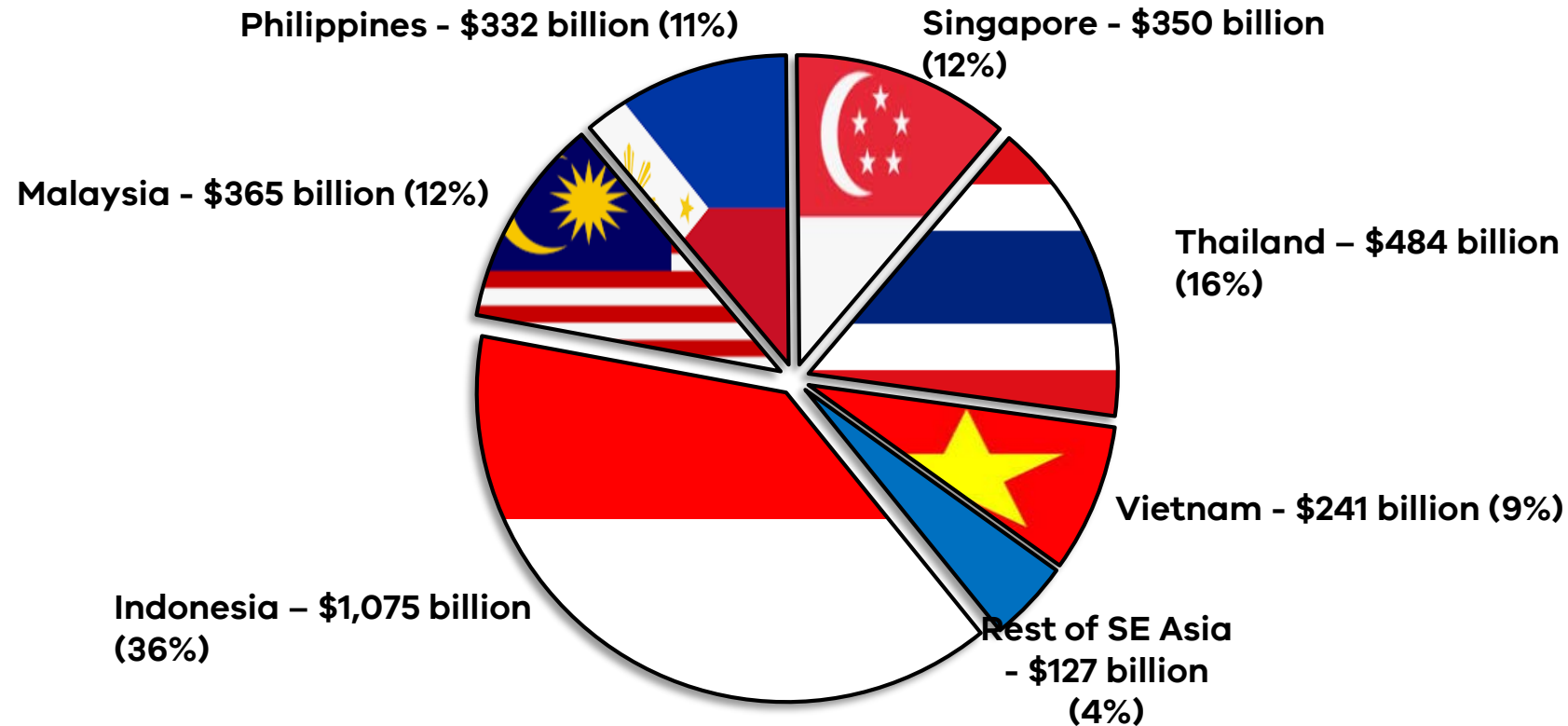
GDP Growth Rate

(average annual %)



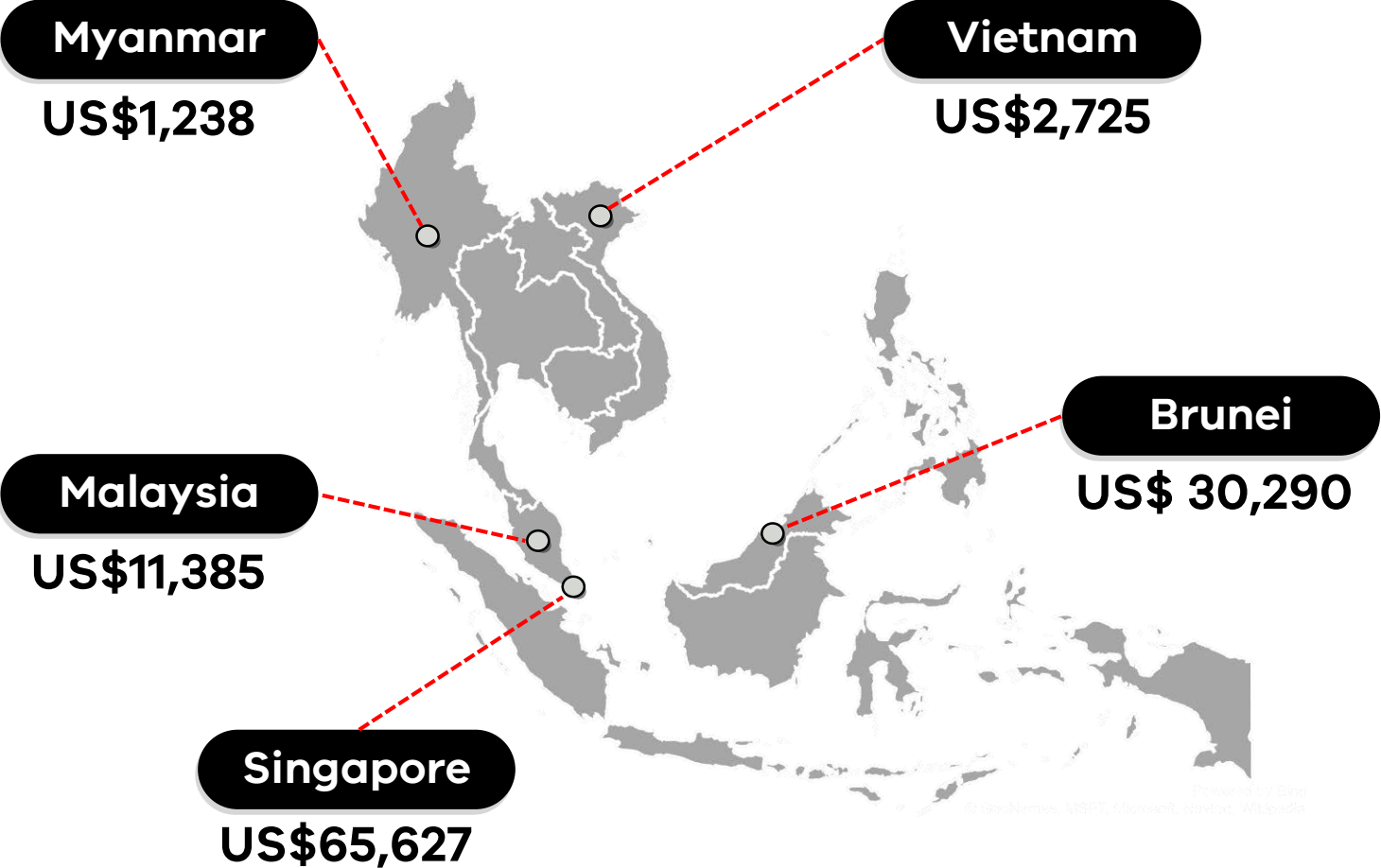
Regional Differences

Size of Southeast Asian Economies by GDP



Regional Differences

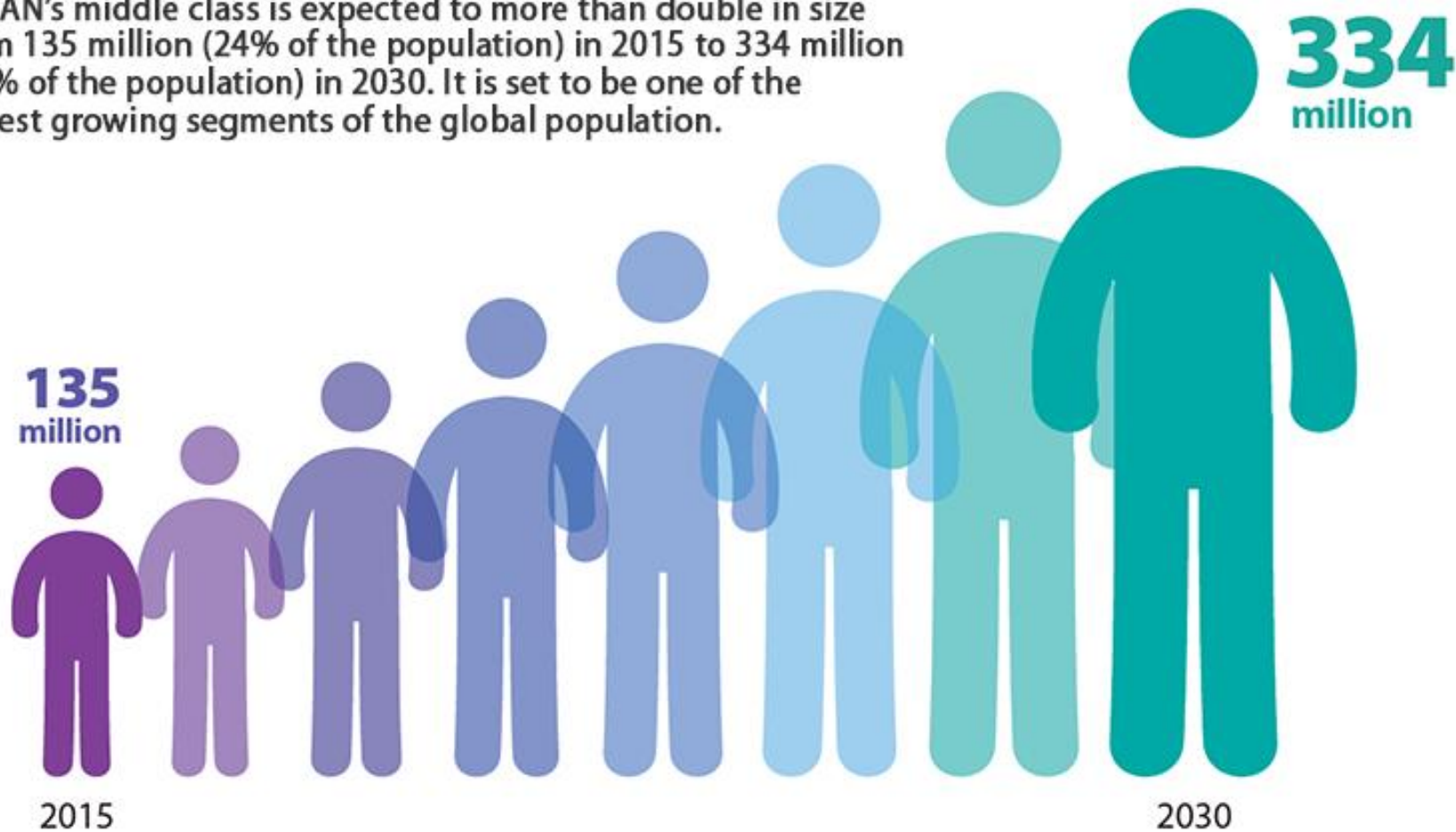
Nominal GDP per capita (2018)



Source: IMF, World Economic Outlook Database, April 2019

Rising Middle Class

ASEAN's middle class is expected to more than double in size from 135 million (24% of the population) in 2015 to 334 million (51% of the population) in 2030. It is set to be one of the fastest growing segments of the global population.



Sources: International Monetary Fund; UN Department of Economic and Social Affairs; Homi Kharas, "The Emerging Middle Class in Developing Countries", OECD Development Centre Working Papers, No. 285. East West Center, 2017. * Middle class is defined as those households with daily expenditures between US\$10 and US\$100 per person in purchasing power parity.

Southeast Asia is an Emerging Economic Powerhouse

11 Countries

**World's 5th
Largest
economy**

**Victoria's
2nd-largest
Trade Partner**

**~650 Mn
People**

**65% of
Population
Working-aged**

**Middle Class
Set to Triple
by 2030**

Victoria's Merchandise Trade with Southeast Asia

17%
of total
Victorian
imports



15%
of total
Victorian
exports

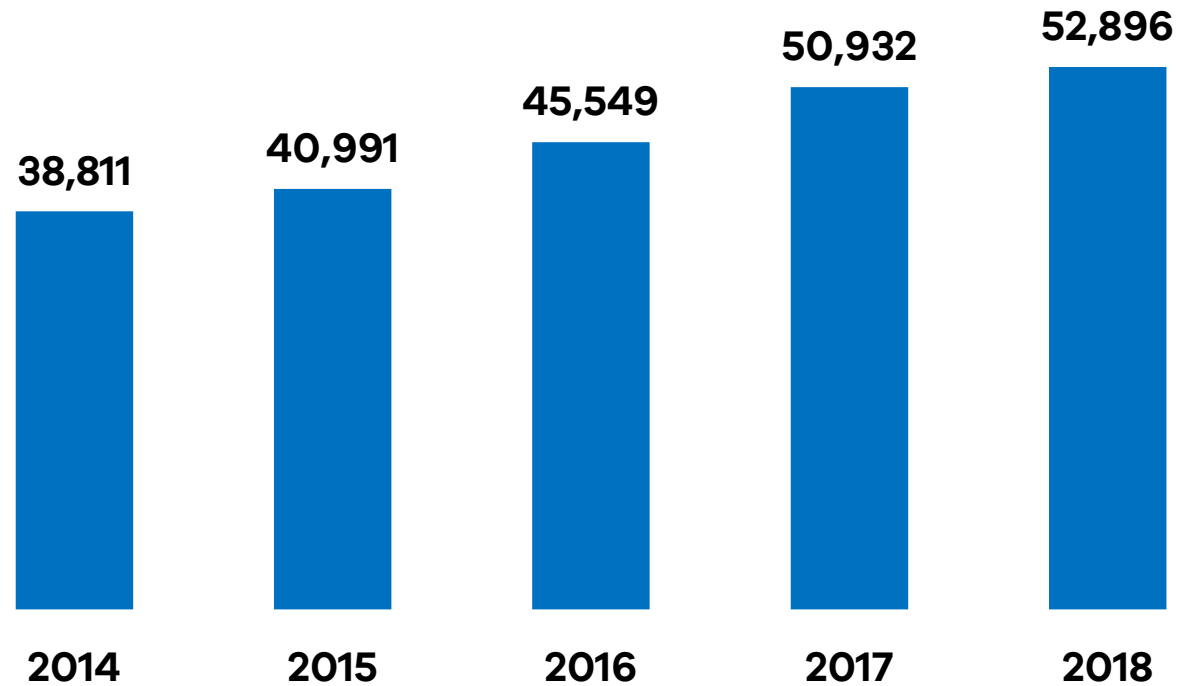


- Food & Fibre
- Education
- Professional Services

International Education



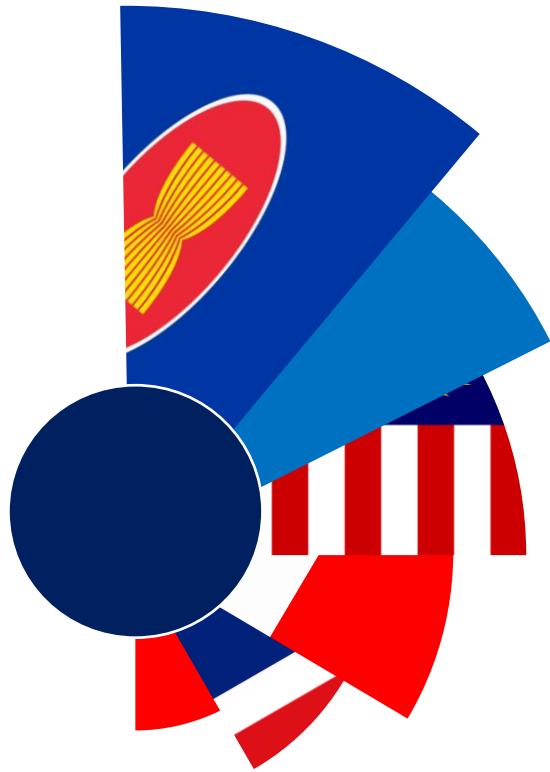
Southeast Asian Student Enrolments in Victorian Institutions



Free Trade Agreements with Southeast Asian Nations

- ASEAN-Australia-New Zealand Free Trade Agreement (AANZFTA)
- Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP)
- Malaysia-Australia Free Trade Agreement (MAFTA)
- Singapore-Australia Free Trade Agreement (SAFTA)
- Thailand-Australia Free Trade Agreement (TAFTA)
- Indonesia-Australia Comprehensive Economic Partnership Agreement (IA-CEPA) - Signed
- Regional Comprehensive Economic Partnership (RCEP) – In Progress

Key Points about Southeast Asia



- > The case for doing business with SE Asia is compelling. It represents a rapidly growing market on our doorstep.
- > The markets of SE Asia are highly diverse, which warrants investigation to understand the right opportunities for your business / product.
- > Familiarising yourself with the unique business environments, political systems, legal frameworks, social structures and market trends is essential for success.
- > A multitude of Free Trade Agreements have reduced / eliminated many import tariffs (although non-tariff barriers remain).
- > Carefully evaluate opportunities, spend time in market, and develop relationships.

Globally Connected:

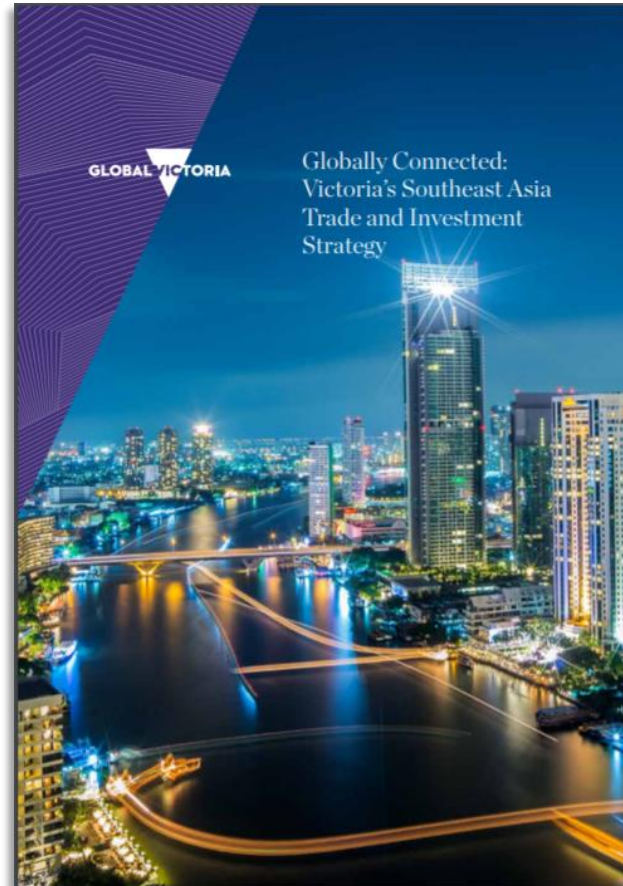
Victoria's Southeast Asia Trade and Investment Strategy

Four Directions

- Facilitate market entry
- Promote Victorian capabilities
- Identify emerging opportunities
- Strengthen ties

Priority Sectors

- Education
- Premium food
- Tourism
- Liveability
- Digital transformation
- MedTech





Southeast Asia

Thank you