



Asia
Business
Trade
Association

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The Asia Business Trade Association (ABTA):
*Harnessing the
Potential of Trade*



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The Asia Business Trade Association (ABTA) serves as the premier business association dedicated to the promotion of regional trade issues in cooperation with governments and business, especially SMEs. The Association represents companies based in Asia to support improved cross-border trade and regulatory policies.

The ABTA is a resource for both governments and the business community, acting as an advocate, thought-leader and capacity-building partner on cross-cutting trade issues.

ABTA brings together different sectors and firms of different sizes with governments to develop better trade and business environments for Asia.

ABTA has three broad pillars of work: Next Generation Issues, Trade Agreements (such as TPP11/CPTPP and RCEP), and Smaller Businesses. Each pillar includes working committees designed and run by ABTA members.

The Association provides thought leadership on fast evolving issues of concern to companies, governments and regulators. As an example, one key pillar of ABTA work examines Next Generation trade topics for the purpose of providing important opportunities for industry and government to consider together the changing landscape of trade in Asia in areas like the digital economy, fintech or new manufacturing technologies.

The Association helps firms connect to the latest policies and trends. The network of companies across Asia allows firms to leverage on one another, learn best practices and see the latest developments in business. This gives ABTA members an ability to enhance their performance and capabilities to deliver tangible results and compete more effectively in a dynamic and changing business environment.

Why ABTA

ABTA is the only pan-regional platform run by business that brings together companies all across the region to work together with governments. Companies that are active in Asia have a variety of trade and regulatory issues that need to be discussed and addressed with multiple governments.

A PLATFORM TO UNITE BUSINESSES

The ABTA unites firms from different sectors with common interests to work cooperatively to advance trade, to foster economic development and to power growth in the region.

Business input on trade-related policy in Asia is not always systemically collected by many governments. This serves the needs of neither side particularly well.

ABTA serves as a hub for information and trade developments for both governments and business community as well as a bridge for knowledge transfer between the two parties.



A VOICE FOR TRADE FOR THE BUSINESS COMMUNITY

ABTA provides both businesses and governments improved thought-leadership on trade issues of direct and practical relevance and results in better policy outcomes. An improved trade and regulatory environment in the region will lead to improved bottom line business results.

KNOWLEDGE TRANSFER AND EDUCATION

As the face and voice of trade for businesses in Asia, the ABTA works with government officials and regulatory bodies to represent business needs and translate issues into practical recommendations that also meets the needs of governments in the region.

ABTA equips members with the necessary knowledge of local and overseas trade and regulatory environments to take advantage of existing and future trade agreements and facilitate cross-border transactions. This includes providing courses to improve the capacity of companies, particularly smaller firms, to grow their businesses.

ABTA offers thought leadership on trade issues in Asia; capacity building for both businesses and governments; advocacy on behalf of our members; and corporate advisory services.

MANAGEMENT AND GOVERNANCE OF THE ABTA

The Asia Business Trade Association is managed and run by an Executive Committee headed by the President and administered by the Secretary-General. The Executive Committee executes its responsibilities in close consultation with the Advisory Board which is Chaired by the Chairman of the ABTA and its Executive Chair and Committee Members who are business luminaries and experts in the area of trade and government relations. The Asian Trade Centre serves as the Secretariat. For more details, please see the ABTA website at www.asiabusiness.trade

**What ABTA
Offers:
*Thought
Leadership,
Capacity
Building,
Advocacy and
Corporate
Advisory***

Membership

ABTA is open to corporate and individual members that have an interest in cross-border trade in Asia. Benefits are noted further below.

CORPORATE PARTNERSHIP BENEFITS	GENERAL	SILVER	GOLD	PLATINUM
Executive Committee Membership				✓
Working Group Sponsorship			1 Sponsorship	1 Sponsorship
Working Group Sponsorship (additional)				*(fees to be advised)
Advertising within the ABTA's publications and newsletters	Get member rates for this service	1 time per year	2 times per year	4 times per year
Special invites to ABTA events	*(fees to be advised)	1 invitation	3 invitations	5 invitations
1 Speaking slot at ABTA event			Once per year	Twice per year
1 Corporate booth at ABTA event		Once per year	Once per year	Once per year
Distribution of marketing materials (hardcopy) at ABTA events	✓	✓	✓	✓
Corporate Advisory: ABTA to support its members for specific questions which could occur during the year	Get member rates for this service	4 hours per quarter	8 hours per quarter	16 hours per quarter
Access to an extensive pool of international, regional and local company contacts from a variety of industries	✓	✓	✓	✓
Use of ABTA member logo on websites, business cards, emails and other promotional materials (with T&Cs of use)	✓	✓	✓	✓
Access to best practice guides, reference materials, and other publications on trade	✓	✓	✓	✓
Free Seats to selected Professional Development programmes (trainings)	*(fees to be advised)	1 seat	3 seats	5 seats
Corporate Logo Branding at ABTA events	*(fees to be advised)	✓	✓	✓
Priority access/free seating into special events attended by industry experts	*(fees to be advised)	✓	✓	✓
Special invites to ABTA selected project committees	By invitation only	By invitation only	By invitation only	1 nominee per company
Participate in forums, feedback and dialogue sessions with key government bodies and agencies	By invitation only	By invitation only (right of first refusal space permitting beyond Platinum/Gold sponsors)		
Event Sponsorship (Conference, workshop, seminar etc.)	*(fees to be advised)	*(fees to be advised)	*(fees to be advised)	Right of First Refusal (fees to be advised)

* Case by case availability

Sponsorship of Working Committees

Working Committees are formed as needed or proposed by members. Costs of running working groups vary and will be determined at the outset of the formation of any new committee.

Thought Leadership, Capacity Building, Advocacy and Corporate Advisory

One of the primary objectives of ABTA is Thought Leadership, Capacity Building, Advocacy on behalf of our members and Corporate Advisory in trade-related issues. Wherever possible and relevant, this will be done by resources within the ABTA however we will collaborate and work with other organizations and bodies as and when needed to ensure the aims of the ABTA and its members are met.

For membership enquiries, please contact: info@asiabusiness.trade