

# ASEAN FOOD AND BEVERAGE ALLIANCE

## WHO WE ARE

The ASEAN Food and Beverage Alliance (AFBA) is a group of national associations in ASEAN countries involved in the manufacture, distribution and sale of food and non-alcoholic beverage products. We are a dedicated body committed to effectively representing the food industry with policy makers and key opinion leaders in the ASEAN.

## OUR OBJECTIVES

To engage proactively with ASEAN stakeholders on food industry issues by:

- facilitating trade in food products through ASEAN harmonisation for the benefit of small, medium and large enterprises and their consumers;
- providing input and feedback on ASEAN policies and regulations;
- addressing the knowledge gap by cascading high-level regulatory, technical and market information to stakeholders;
- disseminating scientific studies and publications of common interest; and
- organising workshops and conferences to promote dialogue throughout ASEAN.

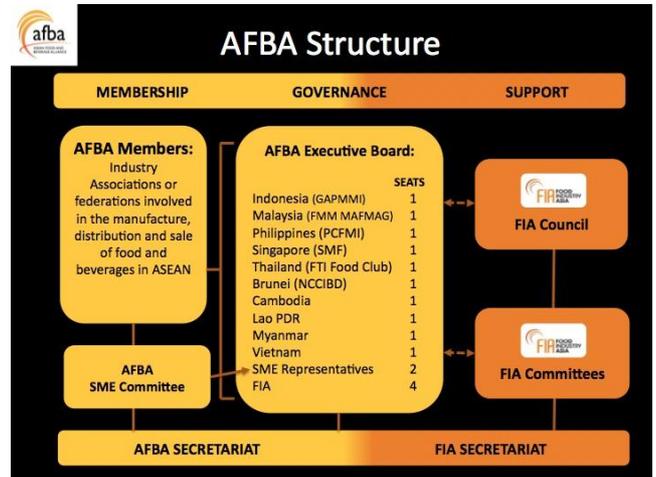
## OUR STRATEGIC PRIORITIES

AFBA strongly believes there is an opportunity for the private sector to participate in and contribute to the ASEAN harmonisation process. In the next two years, AFBA will:

- Focus on effective and meaningful **stakeholder engagement** to further understand and contribute to the priorities of ASEAN's processed food sector;
- provide **technical support** to the ASEAN Prepared Foodstuff Product Working Group;
- ensure clear lines of **communication** between the food industry and the ASEAN Committees and the ASEAN Secretariat.

## OUR STRUCTURE AND GOVERNANCE

AFBA is governed by an Executive Board comprised of senior representatives from the leading food and beverage associations in 10 ASEAN countries and elected representatives from SME groups in the region. In the first instance, the Board will be financed and supported by FIA.



## OUR MEMBER ASSOCIATIONS

- National Chamber of Commerce & Industry **Brunei Darussalam** (NCCBID)
- Gabungan Pengusaha Makanan dan Minuman **Indonesia** (GAPMMI)
- Federation of **Malaysian** Manufacturers (FMM)
- **Philippine** Chamber of Food Manufacturers (PCFMI)
- **Singapore** Manufacturing Federation (SMF)
- Federation of **Thai** Industries (FTI)
- **Cambodia** Chamber of Commerce\*
- **Lao** National Chamber of Commerce and Industry\*
- **Myanmar** Agro-based Food Processor & Exporter Association\*
- **Vietnam** Chamber of Commerce and Industry\*

\* Invited

## OUR EXECUTIVE BOARD



Inaugural meeting of AFBA Executive Board, 23 Jan 2013.