
PRESS RELEASE

Media is Crucial for AEC

Bandar Seri Begawan, September 11th, 2013



Bandar Seri Begawan--Sept 11, 2013:The ASEAN Economic Community (AEC) will be completed in time in 2015 with the active participation of media community.

H.E. Mahrub Murni, Permanent Secretary for Media and Cabinet, Prime Minister's Office, said in his opening speech today that it is incumbent on journalists to understand the progress ASEAN has made over the years to accomplish the three communities—economic, political and security, social and culture. He also added that the information sector must help the government to spread out message to all the stakeholders. "Media acts as driver to reach to the public the

work of their governments, why the ASEAN Community secures their interests and how they can prepare for deepening cooperation. "

H.E.Dr. Rebecca Fatima Sta Maria, Secretary-General, Ministry of International Trade and Industry, Malaysia highlighted the need to strengthen the ASEAN Secretariat as well as oversight mechanisms to ensure there is no roll-back on commitments. She said that by July of this year, ASEAN has achieved 80 percent of measures under the ASEAN Economic Community. She expressed the confidence that the AEC would be completed in 2015. To do so, ASEAN must also stream lines its economic structure to make it leaner and clearer for efficient implementation of agreed measures.

Addressing the future challenge facing ASEAN, Dato Lim Jock Hoi, Permanent Secretary, Ministry of Foreign Affairs and Trade said, "ASEAN must move together and engage all the stakeholders. A good communication strategy is needed." International and local experts joined 70 editors and opinion makers in the 2nd ERIA Editors' Roundtable organized by ERIA and Prime Minister's Office.

The roundtable is aimed at increasing awareness and understanding among journalists from the member countries of East Asia Summit on key issues affecting the ASEAN Community. The one-day roundtable also touched on the progress report of the Master Plan of Asean Connectivity and the prospect of Regional Comprehensive Economic Partnership.

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