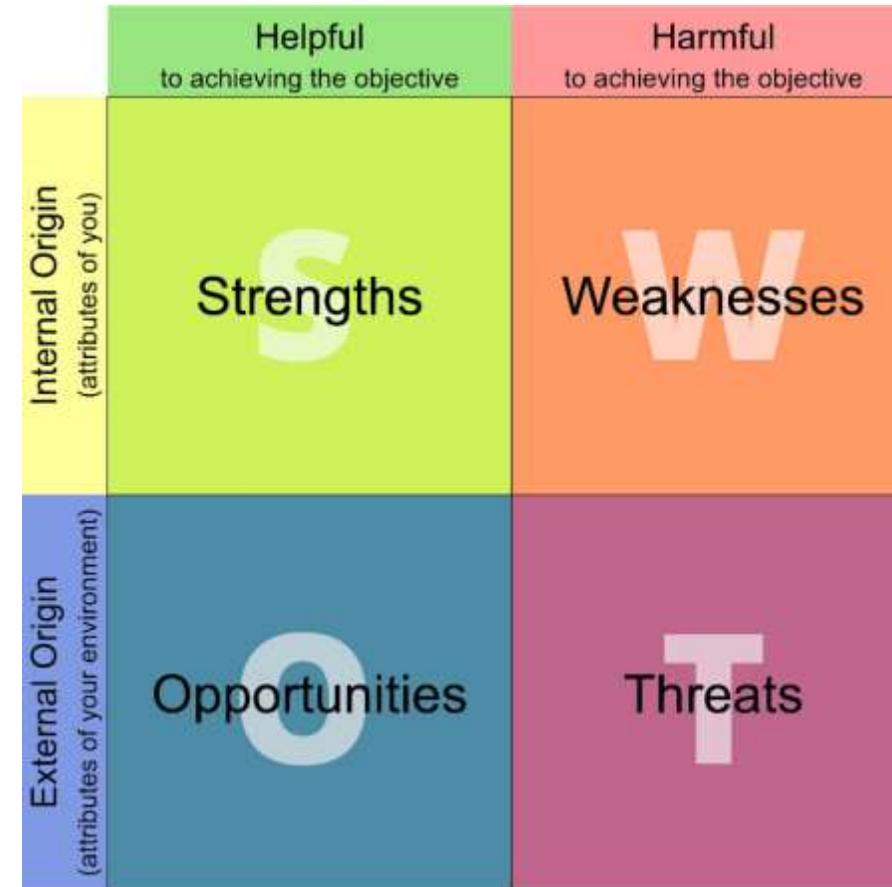


ASEAN COMMUNITY VISION 2025 WITH SWOT MATRIX

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WHAT IS THE SWOT MATRIX?

- Historical framework of SWOT matrix
- SWOT analysis assists in the identification of environmental relationships as well as the development of suitable paths for countries, organizations, or other entities to follow (Proctor, 1992).
- Glaister and Falshaw (1999) agree SWOT analysis is one of the most respected and prevalent tools of strategic planning. Dickson (2002) agrees the traditional SWOT analysis can be re-conceptualized in terms of the direction and momentum where the market can still be changed. This provides insight into teaching marketing strategy and competitive rationality skills. Valentin (2001) advocates SWOT analysis as the traditional means for searching for insights into ways of crafting and maintaining a profitable fit between a commercial venture and its environment. SWOT is used to identify cultural impediments and advantages and external governmental roles as well as internal company issues. Glaister and Falshaw (1999) found SWOT analysis one of the highest ranked set of tools and analysis techniques used in strategic planning in companies in the UK. Panagiotou (2003) contends SWOT analysis is used more than any other strategic planning tool.
- Why I choose it for understanding ASEAN 2025 Vision?



WHAT IS ASEAN 2025 MISSION AND WHY IT IS IMPORTANT?

- The ASEAN Leaders meeting in Kuala Lumpur for the 27th ASEAN Summit laid down yet another important marker for ten member states by adopting the ASEAN 2025: Forging Ahead Together document as the referent point for the next phase of community-building. This document encapsulates the Kuala Lumpur Declaration on ASEAN 2025: Forging Ahead Together, the ASEAN Community Vision 2025, the Political-Security Community Blueprint 2025, Economic Community Blueprint 2025 and the Socio-Cultural Community Blueprint 2025.
- The ASEAN 2025 agenda primes the ten member states for enhanced regional cooperation and it needs to be complemented with a robust discussion on ASEAN's strategic direction and institutional development.

ASEAN POLITICAL SECURITY (APSC) BLUEPRINT 2025

- APSC Blueprint contains interesting additions and omissions. One change is the aspiration of becoming a “rules-based, people-oriented, people-centred community.”
- The blueprint contains eight action lines to “instil the culture of integrity and anti-corruption” as part of the aspiration to “strengthen democracy, good governance ... as well as combat corruption”.
- The promotion and protection of human rights garnered the highest number of action lines at 15.
- The new Blueprint contains 14 action lines on the South China Sea.

ECONOMIC COMMUNITY 2025

Characteristics and Elements of AEC 2025 and 2015 Blueprints

AEC 2025	AEC 2015
<p>A Highly Integrated and Cohesive Economy</p> <ul style="list-style-type: none"> • Trade in Goods • Trade in Services • Investment Environment • Financial Integration, Financial Inclusion, and Financial Stability • Facilitating Movement of Skilled Labour and Business Visitors • Enhancing Participation in Global Value Chains 	<p>Single Market and Production Base</p> <ul style="list-style-type: none"> • Free flow of Goods • Free flow of Services • Free flow of Investment • Freer flow of Capital • Free flow of skilled labour • Priority Integration Sectors • Food, Agriculture and Forestry <p><i>(Financial sector integration was dealt with separately)</i></p>
<p>A Competitive, Innovative, and Dynamic ASEAN</p> <ul style="list-style-type: none"> • Effective Competition Policy • Consumer Protection • Strengthening Intellectual Property Rights Cooperation • Productivity-Driven Growth, Innovation, Research and Development, and Technology Commercialisation • Taxation Cooperation • Good Governance • Effective, Efficient, Coherent and Responsive Regulations, and Good Regulatory Practice • Sustainable Economic Development • Global Megatrends and Emerging Trade-Related Issues 	<p>Competitive Economic Region</p> <ul style="list-style-type: none"> • Competition Policy • Consumer Protection • Intellectual Property Rights • Infrastructure Development • Taxation • E-Commerce
<p>Enhanced Connectivity and Sectoral Cooperation</p> <ul style="list-style-type: none"> • Transport • Information and Communications Technology • E-Commerce • Energy • Food, Agriculture and Forestry • Tourism • Healthcare • Minerals • Science and Technology 	<p>Equitable Economic Development</p> <ul style="list-style-type: none"> • SME Development • Initiative for ASEAN Integration
<p>A Resilient, Inclusive, People-Oriented, and People-Centred ASEAN</p> <ul style="list-style-type: none"> • Strengthening the Role of Micro, Small, and Medium Enterprises • Strengthening the Role of the Private Sector • Public-Private Partnership • Narrowing the Development Gap • Contribution of Stakeholders on Regional Integration Efforts 	<p>Integration into the Global Economy</p> <ul style="list-style-type: none"> • Coherent approach towards external economic relations • Enhanced participation in global supply networks
<p>A Global ASEAN</p> <ul style="list-style-type: none"> • Talks about ASEAN's efforts in integrating itself with the global community. • Develop a strategic and coherent approach when dealing with external parties. 	<p>---</p>

ASEAN SOCIO-CULTURAL COMMUNITY

- The ASCC's path towards 2025 would be one that engages and benefits the people, and is inclusive, sustainable, resilient, and dynamic.
- Since its establishment in 1967, ASEAN's social and cultural priorities have progressed from a general mention in the early ASEAN documents to more specific highlighting of the social development agenda. In the aggregate, ASEAN has fared better than other developing regions. But income inequality remains high. A large number of ASEAN workers are in the informal economy, in vulnerable employment situations, and women are more affected than men.
- ASEAN's community-building efforts towards 2025 are finding a renewed focus on forging more people-to-people connections, in order to bring ASEAN outside of the intergovernmental circles and closer to the people.

SWOT ANALYSIS IN MID POINT

STRENGTHS

- increasing economic and soft power
- well-structured organization

WEAKNESSES

- no common policies in some crucial hot issues in the region
- conflicts related to hybrid identities in the region
- ASEAN identity still as a question mark

OPPORTUNITIES

- new regional dynamics (FOIP, BRI, PACINDO)

CHALLENGES

- changing demography
- inclusive growth and sustainable development

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