

From: art 4(1)(b)
Sent: 02 March 2017 16:35
To: art 4(1)(b)
Subject: invitation to a book launching
Attachments: art 4(1)(b).pdf

Indonesian Embassy in Brussels cordially invites you to a
Book Review “Doing Business in ASEAN Markets”
on Thursday, 23rd March 2017, from 11.00 – 12.30
at Rajawali hall, Indonesian Embassy, Avenue de Tervuren 294, 1150 Brussels

Program

- 11.00 – 11.20 Remarks from Ambassador Yuri O. Thamrin
- 11.20 – 11.40 Book presentation by Prof. Peter Verhezen
- 11.40 – 12.30 Discussion with expert panel from European Institute for Asian

Studies, art 4(1)(b) and art 4(1)(b) from University of Liege

Moderator art 4(1)(b) Visiting Fellow from European Institute for Asian Studies

“The authors of this important book analyse the pitfalls and risks of doing business in ASEAN countries that are mostly absent in Western markets, covering various strategic, external, operational, and legal-cultural challenges for international companies. Doing Business in ASEAN Emerging Markets crucially addresses how to resolve those barriers.....” The book highlights the need to create an international diverse and unified leadership team that will take better decisions and effectively deal with risks, and apply best corporate governance practices within an Asian context.

The event will invite experts from European Institute for Asian Studies and University of Liege to share their broader understanding of business opportunities in ASEAN and particularly Indonesia to add to your interest.

Please confirm your attendance to economic.affairs@embassyofindonesia.eu before 20 March 2017.

Attendance to the event is free of charge. At the end of the event, a traditional Indonesian buffet will also be served.

I am looking forward to your active participation in the discussion.

Best Wishes,

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Economic Affairs – Embassy of the Republic of Indonesia

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and Mission to the European Union
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