

# ASEAN-NORWAY BUSINESS CONFERENCE: INTRODUCING THE ASEAN ECONOMIC COMMUNITY

Monday June 15, 09:00 – 14:00  
(Registration from 08:15 and lunch from 12:30)  
Felix Konferansesenter, Bryggetorget 3, Oslo

## Program

Registration / Coffee

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*Moderator: Professor Torger Reve, BI Norwegian Business School*

### **“Where do we stand on ASEAN?”**

Welcoming Address by H.E. Monica Mæland, Minister of Trade and Industry

### **“Introducing the ASEAN Economic Community 2015”**

Keynote Address by H.E. Le Luong Minh, Secretary General ASEAN

### **“Realizing the ASEAN Economic Community”**

Michael G. Plummer, Director SAIS Europe

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Coffee Break

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### **“Doing business in ASEAN – Advise for Norwegian Companies”**

Oliver Tonby, Managing Partner, McKinsey Singapore

### **“Norwegian business perspectives on ASEAN”**

Anita Kronh Traaseth, CEO, Innovation Norway

### **“How will increased economic integration in ASEAN impact Norwegian businesses?”**

Panel of representatives from Norwegian companies:

**Morten Fon**, CEO, Jotun

**Håkon Bruaset Kjøl**, Senior Vice President, Telenor Group

**Geir Sviggum**, Partner, Wikborg Rein

**Jan Klingsholm**, Executive Vice President, Klaveness AS

Concluding remarks by moderator

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**Lunch:** Standing buffet and speed dating with  
Innovation Norway's experts on South East Asian markets