

## ASEACC Media Brief with African Journalists

05 June 2014



From Left: Mr. Kelvin Tan, Treasurer of ASEACC; Mr. Kola Adediji, Secretary General of ASEACC, Mr. Paulo Gomes, Chairman of Advisory Board for ASEACC

As part of the African Journalist Visit Programme 2014 organized by the Singapore Ministry of Trade and Industry (MTI), the Africa-South East Asia Chamber of Commerce (ASEACC) hosted a media brief session with the group of journalists from six influential African business publications, with a combined circulation of more than 400,000 copies annually. Officials from the MTI and International Enterprise (IE) Singapore also attended the media brief session.

Mr. Paulo Gomes hosted the session together with Mr. Kola Adediji and Mr. Kelvin Tan, highlighting the vision for the Chamber to forge trusting relationships among a small yet selected group of enterprises between Africa and South East Asia, and to facilitate a supportive environment for 'Champion' enterprises in both regions.

The media brief session received active participation from the journalists. ASEACC representatives highlighted the private-sector focus and exclusive membership positioning of the Chamber. They also emphasized the growing trade and investment exchange between Africa and South East Asia, as well as the regional outreach of the Chamber. Mr. Paulo Gomes pointed out that South East Asian countries such as Malaysia, Indonesia and Thailand have all created strong presence in many African countries in sectors range from manufacturing, energy and mining, to food and retailing. He also discussed the vital role of policies and the public sector in trade facilitation.

The journalists attended a corporate presentation by Pacific International Lines (PIL) – a founding member of the Chamber – after the media brief session.

### Publication Representatives

#### **African Business**

Anver Versi  
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Saliba Manneh  
*Business Development*

#### **Afrique Business Challenge**

Julienne Chan  
*Assistant Writer*

#### **Afrique Business Journal**

Alioune Gueye  
*Editor-in-Chief*

#### **Business and Financial Times (Ghana)**

Evans Boah Mansah  
*Deputy News Editor*

#### **This is Africa**

Adrienne Klasa  
*Staff Writer*

#### **Ventures Africa**

Ehis Okpamen  
*Staff Writer*



Top: Mr. Paulo Gomes greeting and welcoming the visiting journalists

Bottom: Visiting Journalists attending corporate presentation conducted by PIL