



NEWS RELEASE

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Kuala Lumpur

UNVEILING OF THE NEW ACASIA

*Unique integrated communications provider within the ASEAN region
Launches ASEAN Market Place as one-stop community portal to spur business expansion
opportunities and market regionalisation for ASEAN SMEs*

Realising the importance of telecommunications towards business growth of ASEAN business communities, telecommunications players in the region have unanimously collaborated to establish reliable and seamless connectivity among the countries.

The collaboration between seven (7) major ASEAN telecommunications companies - Communications Authority of Thailand (CAT) from Thailand, PT Indosat (INDOSAT) from Indonesia, Philippine Long Distance Telephone Company (PLDT) from the Philippines, Singtel Group (SINGTEL) from Singapore, Telekom Brunei Berhad (TELBRU) from Brunei, Telekom Malaysia Berhad (TM) from Malaysia and Vietnam Posts and Telecommunications Group (VNPT) from Vietnam - brings to the birth of ACASIA Communications Sdn Bhd (ACASIA), a company that is committed in assisting ASEAN in its goals of becoming an integrated ASEAN community alongside a more dynamic and competitive region by capitalising the use of information and communications technology (ICT). ACASIA firmly believes that through ICT, ASEAN will be able to accelerate its vision of becoming a region with single market and production base characteristics.

After 20 years of its incorporation, ACASIA has received a corporate facelift and the new look was officially launched by YB Dato' Sri Mustapa Mohamed, Minister of International Trade and Industry, Tan Sri Dr Mohd Munir Majid, Chairman of ASEAN-BAC Malaysia, Syed Nabil Aljeffri, Secretary-General of ASEAN-BAC, Eric R. Alberto, Chairman of ACASIA together with Azmal Yahya, Chief Executive Officer of ACASIA.

Azmal Yahya when met after the re-launch of ACASIA said, "The re-launch of ACASIA signifies a new corporate facelift for the Company as well as new business initiatives while continuing to be an organisation built by the people of ASEAN for ASEAN, in line with our tagline "One ASEAN One Service". The new ACASIA is fully equipped to serve multitude of verticals within the ASEAN region ranging from small medium enterprises (SMEs), larger enterprises, multinationals, broadcasters, telcos, financial institutions, education sectors and government agencies via its seamless connectivity services and revolutionary ICT solutions."

ACASIA has crafted revolutionary ICT solutions and initiatives to cater to businesses and communities in the ASEAN region. There are five (5) initiatives that ACASIA embarks on for 2015 and all these initiatives are masterfully crafted to be derivatives from the foundations and pillars of ASEAN ICT Masterplan 2015. Among the initiatives include ASEAN Market Place (aMP), ASEAN Regional Connectivity (aRC), ASEAN Broadcast Hub (aBH), ASEAN Internet Exchange (aIX) and ASEAN Command Centre (aCC).

One of the initiatives, ASEAN Market Place (aMP), which was jointly developed by ASEAN Business Advisory Council Malaysia (ASEAN-BAC Malaysia) and ACASIA was launched by YAB Tan Sri Dato' Haji Muhyiddin Yassin, Deputy Prime Minister of Malaysia today at the opening ceremony of the ASEAN SME Showcase & Conference 2015 organised by SME Corporation Malaysia (SME Corp).

aMP is designed as a one-stop community portal to create vast business expansion opportunities for ASEAN SMEs via business matching and market regionalisation. aMP contains comprehensive information needed to assist any ASEAN SME to expand regionally. Using one single portal, aMP houses multiple ICT solutions that digitise the traditional way of doing business. It features a robust e-directory of SMEs from the 10 ASEAN countries to catalyse business-to-business (B2B) partnerships and forge business relationships within the ASEAN SME communities. It will soon store basic ICT applications and cloud services, online advertisement as well as financial information and services. In the future, aMP will continue to evolve to meet demands of ASEAN SMEs.

“The launch of the ASEAN Market Place (aMP) will certainly provide competitive edge to ASEAN SMEs in their pursuit of regional expansion. Ultimately, aMP will amplify ASEAN SMEs throughout ASEAN, connecting ASEAN businesses and community as One ASEAN – a truly “people-centred ASEAN” initiative,” Azmal added.

To know more about ACASIA and initiatives that it embarks on, visit www.acasia.net.

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About ACASIA

Incorporated in 1995 in Kuala Lumpur, Malaysia, ACASIA Communications Sdn Bhd is a unique ASEAN collaboration among 7 leading telecommunications provider in the region, and they are TM from Malaysia, CAT from Thailand, Indosat from Indonesia, PLDT from the Philippines, Singtel from Singapore, Telbru from Brunei and VNPT from Vietnam.

In the spirit of One ASEAN One Service, ACASIA is fully equipped to serve multitude of verticals within ASEAN ranging from small medium enterprises (SMEs), multinationals, broadcasters, telcos, financial institutions, education sectors and government agencies via our seamless connectivity services and revolutionary ICT solutions.

Made by the people of ASEAN, ACASIA fully understand the ASEAN business landscape and strives to take your business to the next level. We aim to improve the quality of life of ASEAN communities by connecting ASEAN through information and communications technologies.

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