

RE-DRAWING THE ASEAN MAP

HOW COMPANIES ARE CRAFTING NEW STRATEGIES IN SOUTH-EAST ASIA

If ASEAN were a single economy

The ASEAN Economic Community is based on a vision of an economically integrated region in South-east Asia. Many companies are already preparing to make that vision a reality. What would ASEAN look like re-imagined as a single country and what characteristics would it have if all 10 countries were aggregated into an economic unit?

ECONOMICS

If it were a single entity, ASEAN's GDP would be the 7th largest in the world. Thanks to robust growth, ASEAN's share of global GDP is growing.

3.23%
Current GDP

3.97%
GDP in 2018

625m

The region would have the 3rd-largest population in the world if it were a single country and would be relatively youthful compared with advanced economies.

INDUSTRY



ASEAN airports in 2013 generated the third-most flights in the world. Boeing estimates the region's air traffic is growing 6.6% annually vs a global rate of 5%.

162.9m

More people in ASEAN use Facebook on a monthly basis than any other country except the US.



ASEAN is the fifth-largest market in the world for sales of cars, trucks and buses.



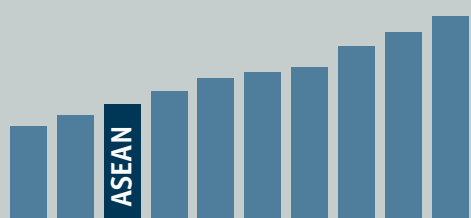
If ASEAN were a single market, it would rank only behind China and India for mobile phones in use.



2nd

US\$125.4bn

The region attracted the second-highest amount of inbound foreign direct investment in 2013 compared with other countries.



ASEAN's equity market capitalisation in aggregate worth around US\$2.2trn would rank in the world's top 10 markets.

3rd



The ASEAN region would be the third-largest producer of both natural gas and coal in the world.



A combined ASEAN could have a much stronger influence on oil markets, as the world's third-largest consumer.

MARKETS & INVESTMENT

RAW MATERIALS

Sources: Economist Intelligence Unit; IMF; UNCTAD; IATA; BP Statistical Review of Energy 2014; OICA; AAPA World Port Rankings; Pew Research Centre; World Bank; ASEAN Secretariat; CIA World Fact Book; FAO; ITU; Facebook; WIPO; Tholons; Forbes; US Department of Agriculture; MIFC; World Federation of Exchanges

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