

# ASEAN CREATIVE ECONOMY & ENTREPRENEURSHIP

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10 Economic Strategic Directions  
Conference (10 ESD)

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Wisma MCA, KL, Malaysia



By Deborah Bottreau

# ABOUT ME!

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- Trained as a Graphic Designer
- MD & CD of **Sienna DMB Sdn Bhd** a creative digital agency.
- Was **Head of Production at Zalora MY** when it first started and went on to **Mexico** for **Latin America as Regional Head of Production** at Linio (Rocket Internet) LATAM.
- **President,** Malaysian Association of ASEAN Young Entrepreneurs (**MAAYE**)
- **Secretary General,** ASEAN Young Entrepreneurs Council (**AYEC**) & Council Member, Malaysia

# ABOUT MAAYE

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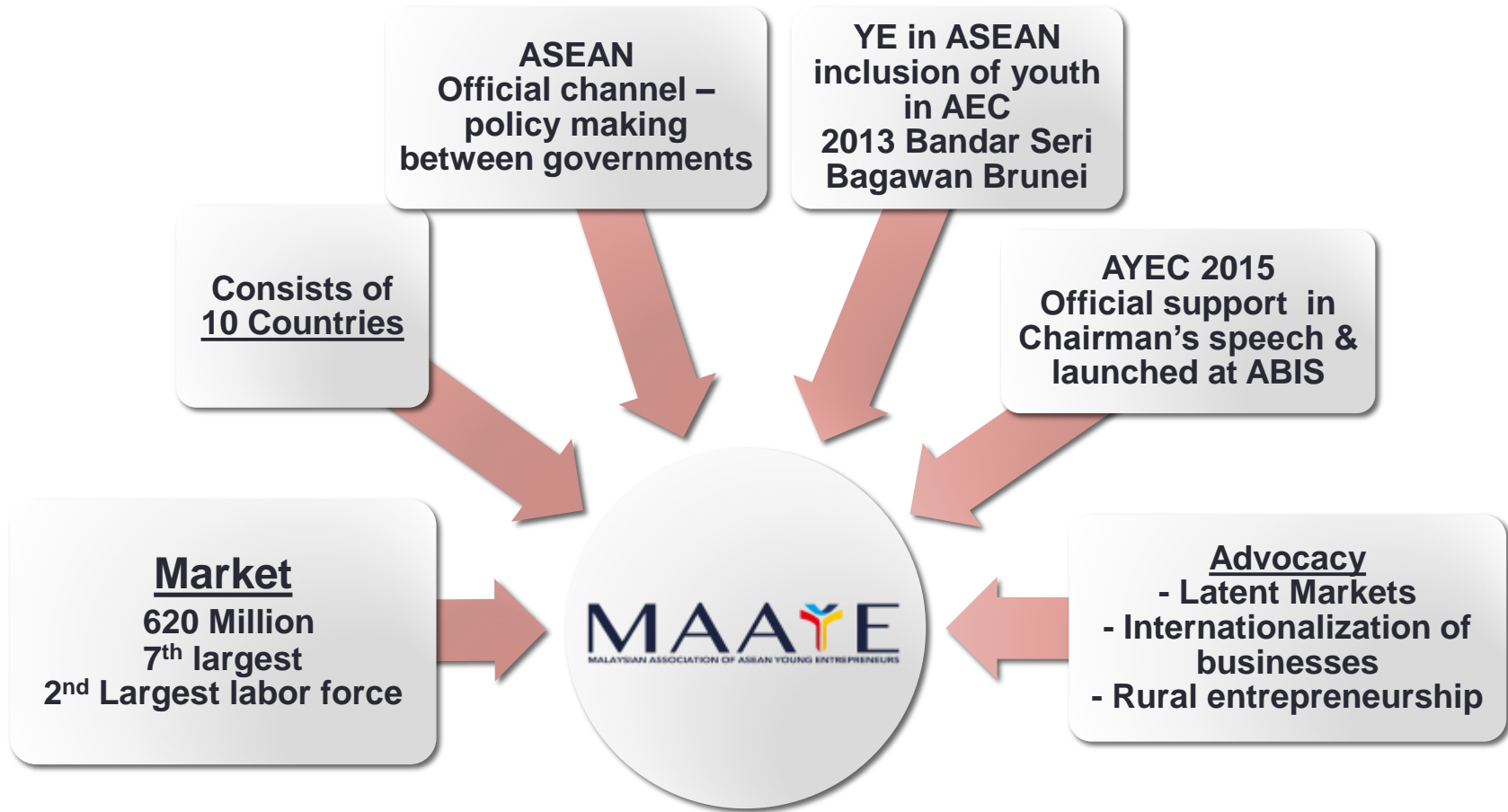
**The Malaysian Association of ASEAN Young Entrepreneurs (MAAYE)** is the official representative of Malaysia in the ASEAN Young Entrepreneurs Council (AYEC). Launched in commemoration of Malaysia's Chairmanship of ASEAN in 2015, MAAYE was founded with the foresight of the integral role of youth under the economic pillar of the ASEAN Economic Community (AEC). With the announcement of a single regional economic community at the end of 2015, issues affecting **youth in business and economic activity was officially included under the economic pillar of ASEAN, and entrepreneurship duly recognised and included in the ASEAN Strategic Action Plan.**

## Vision

“To have a proactive, aspiring and industrious committee to promote Malaysia as the regional hub for young entrepreneurs across ASEAN.”

## Mission

“Propelling Young Entrepreneurs towards ASEAN Economic Integration.”



# ASEAN

Young Entrepreneurs  
*Council*

- Successful ASEAN-BAC recommendation to ASEAN Leaders for inclusion of youth under the ASEAN Economic Pillar under the Bandar Seri Begawan Declaration 2013
- Support by 2015 ASEAN Leaders in ASEAN Summit Chair's statement for the setting up of National ASEAN Young Entrepreneurs Associations and the ASEAN Young Entrepreneurs Council (AYEC)
- Official launch of the AYEC at the 2015 ASEAN Business Awards by 2015 AEM Chair, **YB Dato' Sri Mustapa Mohamed**

# ASEAN

## Young Entrepreneurs



ASEAN

All national association members in the AYEC is by appointment of the respective national ASEAN Member State (AMS) government, with 3 appointed representatives from each member association to sit in the AYEC.

The member associations of AYEC are:

1. Young Entrepreneurs Association of Brunei (YEAB)
2. Young Entrepreneurs Association of Cambodia (YEAC)
3. Himpunan Pengusaha Muda Indonesia (HIPMI)
4. Young Entrepreneurs Association of Laos (YEAL)
5. Malaysian Association of ASEAN Young Entrepreneurs (MAAYE)
6. Myanmar Young Entrepreneurs Association (MYEA)
7. Philippines Young Entrepreneurs Association (PYEA)
8. Singapore Business Federation (SBF)
9. Thailand Young Entrepreneurs Chamber of Commerce
10. Vietnam Young Entrepreneurs Association (VYEA)

**ASEAN**  
Young Entrepreneurs  
*Council*

Besides participation in the ASEAN Economic Integration process, AYEC also serves as a young entrepreneurs network, with direct connectivity with the respective national level associations and the ASEAN Secretariat. AYEC is also provided a seat in the ASEAN Business Advisory Council Joint Business Councils (ASEAN-BAC JBCs), where proposals on young entrepreneurship is tabled to the official private sector representative in ASEAN.



**50% of the ASEAN market are below 30 years old**

60% are below 40 years old

60% of 620 million = ?

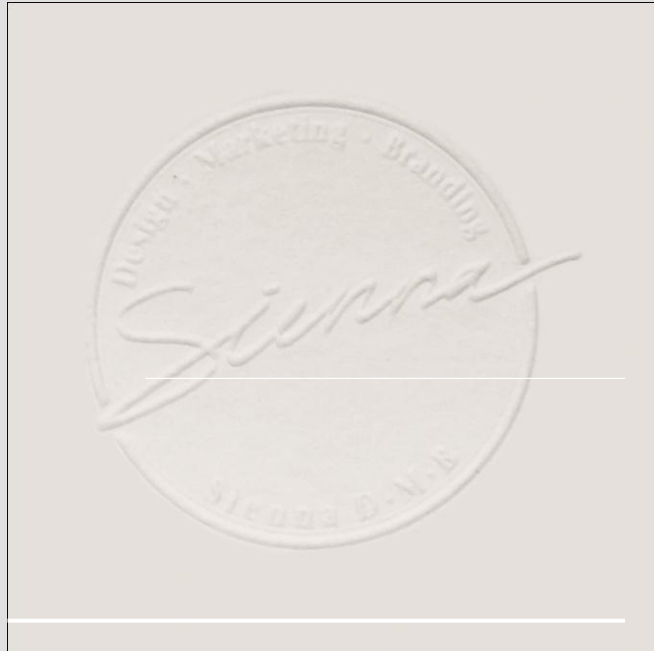
**350 million are youth!**

**Who can eventually do business with you.**

# Focus on Start ups and Micro businesses by persons under 40 years

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- The CPA Australia Asia-Pacific Small Business Survey 2015 – Malaysia reported:
  - On the AEC:
    - *“Only 5.5% of micro businesses would have a negative impact on their businesses.”*
  - On demographics:
    - “Malaysian small businesses and their owners are younger than the survey average (74.2% under 40 compared to survey average of 53.2%)
    - “ There is a strong correlation between younger business owners and those businesses that expect to grow, sell online, use social media, and innovation of business processes, products and services.”



Design Marketing Branding



*Sienna*

*Design • Marketing • Branding*

A LOGO

+

A NAME



***NIKE***

A LOGO

do not make a brand!  
(we tried)

***NIKE***

# Samples of some Good Branding



*Coca-Cola*

# Rebranding gone wrong



**Gap**



**BEFORE**



**AFTER**



# Importance of Branding

- Branding promotes **recognition**
- **Sets you apart** from competition
- It is your **image** as a Company
- Brands are **long lasting**
- Products have cycles
- Customers **relate to brands** not to products
- Creates **trust**
- **Do you want to be a faceless company?**

# ASEAN Brand



*Hard Work  
Research*

**Learn to THINK!**



# Online Brand

WHIPROUND



www.zero.com.my

# Branding is **misunderstood**

- The design industry is a **latent market** in ASEAN
- What is needed to develop and meet new demands?
  - Eg. E-commerce area?
  - Good understanding of your market..
  - Connecting to markets is not the issue but engagement is...
- MAAE's role in **connecting, supporting and facilitating** market access and **tools** needed to build online commercial businesses amongst other areas.

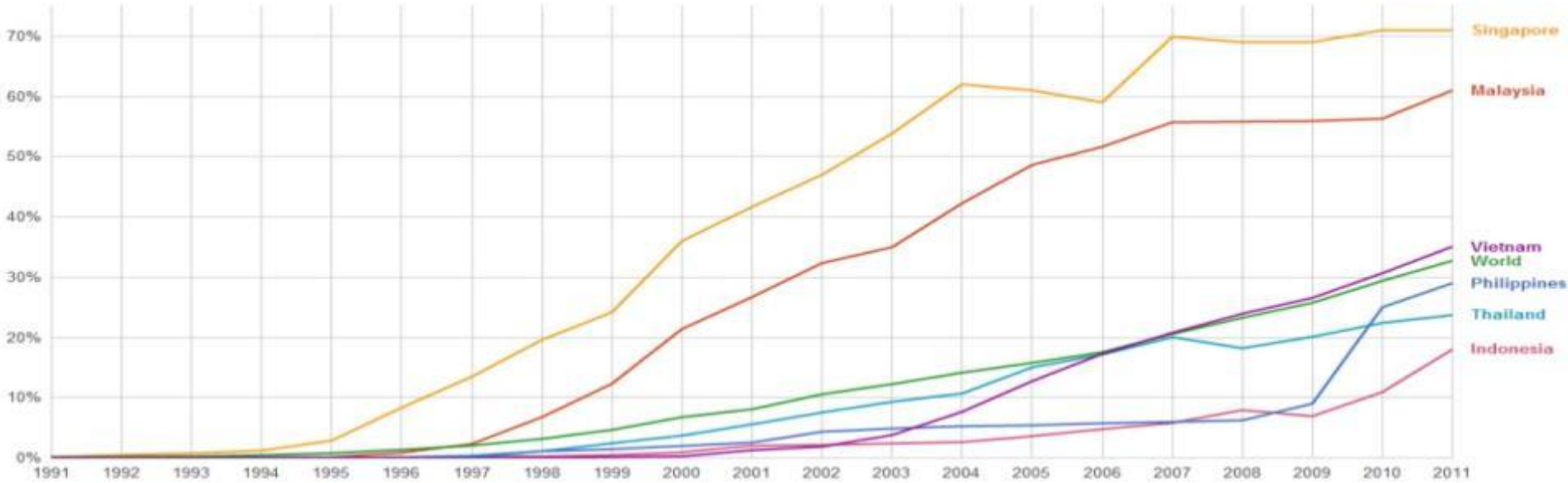
# Starting in E-Commerce

- The internet has become the **marketplace for the young**.
- Be it commerce, content, entertainment, fashion and even research, the internet **has allowed individuals to monetize their passion**.
- **E-commerce is a growing sector in ASEAN!**

**The ecommerce market in Asia-Pacific is one of the fastest growing in the world. It's expected to continue growing 20% annually until 2018 (at least...)**



# Internet penetration in Singapore, Malaysia, Vietnam is now growing faster than the world's average



**Branding is the single first  
most important factor  
separating you from the  
rest!**

You don't have to create a product but a service.

YOU MUST HAVE A **SKILL**



*unlocks entrepreneurship*



## **YOU NEED TO BE ADAPTABLE**

- Get Exposure
- Enrich yourselves
- Must have a skill
- Have a plan

**Learn how to think**

**Information is key!**

# THANK YOU!

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#maaye

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