THE 4TH ASEAN EBS SUMMIT

Fostering Advancements in the ASEAN Region
Through Innovation And Unity

De La Salle University-Manila
MARCH 2-6, 2011
Greetings in Saint La Salle!

The Economics Organization (EconOrg) of the De La Salle University-Manila (DLSU) is cordially inviting your school to participate in the 4th ASEAN Economics and Business Students Summit, one of the major activities of EconOrg for the year. It is a 5-day event which will be held on March 2 to 6, 2011. The EBS Summit is an annual event participated by students from the ASEAN region, which entails interaction across nations through activities such as conferences, focused group discussions, creative presentation and paper presentation. This would be a good opportunity for your students to become exposed to the issues of not just the ASEAN region as a whole, but of each member country as well.

Included in this information sheet are the details of the program. If you wish to participate in this event, please read the details carefully and to register, please fill out the registration form attached. May we request for you to send the accomplished forms of participants via email to the4thaseanebss@yahoo.com, on or before January 15, 2011.

Should you have any concerns or inquiries, our representatives would be very willing to address them so please feel free to contact us anytime. Be rest assured of our utmost assistance. Thank you for your time and consideration. We are looking forward to your favorable response.

Respectfully,

Kriselle Sebastian
AVP - Externals, DLSU EconOrg
Participants Relations Head, 4th ASEAN EBS Summit

Ron Lester Yu
VP – Externals, DLSU EconOrg
Project Head, 4th ASEAN EBS Summit

Noted by:

Ms. Lorraine Nicole Tan
President, DLSU EconOrg A.Y. 10-11
Dear Students,

It is a pleasure for me to invite you to participate in the 4th ASEAN Economics and Business Students Summit to be held at De La Salle University-Manila from March 2 to 6, 2011. The De La Salle University School of Economics is pleased to host the conference in collaboration with our very own association of Economics students, the EconOrg.

The ASEAN EBS Summit was established just a few years ago to provide another venue for deepening the ties of friendship and solidarity among the youth of the region, promoting their understanding and appreciation of similarities and differences in the culture and history of the member nations, and fostering a greater sense of belonging with the ASEAN community. An important objective of the forum is to involve business and economics students, the movers and shakers of the future, in discussions and the exchange of views on how to accelerate ASEAN integration.

The theme of this year’s conference, “Fostering Advancements in the ASEAN Region through Innovation and Unity”, is most appropriate in the light of recent developments. In contrast to the major industrial economies, the economies of many of the ASEAN countries are vigorously and rapidly rebounding from the global economic crisis. The relatively fast growth of the region can be enhanced and sustained by innovative policies and strategies to promote even greater intraregional trade, investment, and the transfer of technology.

The organizers of the conference have invited a panel of distinguished speakers to share their views on the theme. There will be other interesting activities as well such as paper and other creative presentations by students, cultural presentations, and recreational activities. There will also be time allotted for the casual interaction of the participants.

We certainly hope you will enjoy your visit. On behalf of De La Salle University, let me wish you a pleasant stay and a fruitful conference.

Sincerely,

Winfred M. Villamil, Ph.D

Dean, School of Economics
The ASEAN EBS Summit is an annual conference participated by economics and business students from the Southeast Asian region. The program aims to forge friendship and solidarity among these youth who, throughout the 5-day activity, will incorporate the ASEAN’s goal of integration in the future.

Coordinated economic policies and more standardized business practices are just a few of the fundamental matters that make the assimilation of 10 different economies a great challenge. This only emphasizes the need for the establishment of a strong student network in the region, in order to build a solid ASEAN community and create sustainable plans students from each country may participate in.

All economics and business students in the ASEAN region share ownership of the ASEAN EBS Summit. The first two years of the conference were hosted by the Student Senate of the Faculty of Economics, University of Indonesia, and then by Prasetiya Mulya Business School (S1 Bisnis) on its third year. As the conference evolves, the ASEAN EBS Summit reaches Philippine shores on its fourth year.

**What is the ASEAN EBS Summit?**

To forge strong ties, friendship, and solidarity among ASEAN people, especially the youth

To share knowledge and experiences related to economic and business issues

To maintain the continuity of the Southeast Asian Economics and Business Students Network (SEACON)

To increase awareness on all ASEAN economies and cultures, with emphasis on the Philippines

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**Objectives**

1) To forge strong ties, friendship, and solidarity among ASEAN people, especially the youth

2) To share knowledge and experiences related to economic and business issues

3) To maintain the continuity of the Southeast Asian Economics and Business Students Network (SEACON)

4) To increase awareness on all ASEAN economies and cultures, with emphasis on the Philippines
The Association of Southeast Asian Nations, or commonly known as ASEAN, was established in Bangkok, Thailand on August 8, 1967. ASEAN, which is composed of 10 countries including Thailand, Malaysia, Myanmar, Singapore, Indonesia, Cambodia, Vietnam, Laos, Brunei and the Philippines, aims to build camaraderie and spread unity and prosperity among the Southeast Asian nations. The organization also strives for improvement and progress not only in an economic aspect but also in political, social, and cultural facets.

Since 1967, the Philippines has already been part of the Association of Southeast Asian Nation. Like any other ASEAN countries, the Philippines has been striving hard to build a better nation and a prosperous economy. In fact, despite the Ondoy and El Nino crises, there has been an increase in the GDP growth rate for the past quarters and would likely increase the full GDP growth target for this year. This goes to show that the Philippines has been doing a remarkable job in achieving its goals.

De La Salle University, a Catholic private university in the Philippines, is among the few Philippine universities selected by ASEAN to be part of the ASEAN University Network. It offers programs in undergraduate and graduate levels covering various fields in business and economics, law, engineering, the sciences, liberal arts, education and computer studies.

The De La Salle University (DLSU) School of Economics in partnership with the De La Salle University Economics Organization (DLSU Econorg) is greatly privileged to host the 4th ASEAN EBS Summit. Scheduled for the first quarter of 2011, DLSU EconOrg is tasked to plan and implement the 5-day activity.
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* The program is subject to changes.
CONFERENCE SESSIONS
The conference has two main sessions: Session 1 which would have policy makers talk about innovations in economic policies, and Session 2 which would have businessmen discuss about innovations in business strategies, all in relation to the summit’s theme “fostering advancement in the ASEAN region through innovation and unity.”

CREATIVE PRESENTATIONS
Delegates are requested to showcase their ethnic, traditional, or provincial cultures through creative presentations. They may choose to perform a song or dance number, present a short play, or deliver any performance with the objective of transcending borders among other countries’ cultural differences.

PAPER PRESENTATIONS
The paper presentation is open to all undergraduate students who may want to showcase their research papers, case studies, thesis, and other studies relevant to the summit’s theme on innovation in business strategies and/or economic policies.

FOCUS GROUP DISCUSSION
An integration activity wherein participants will be grouped together to discuss their significant learnings and insights on the various discussions. They will also be asked to come up with a commitment plan in efforts of putting into action their proposals.
Part of our journey of discovering the ASEAN is through artistic forms of dance or plays of different member countries. We have allotted some time for the purpose and in this we encourage all delegates to represent their hometown or home country through a short performance.

Objectives:
- To showcase the ethnic, traditional, or provincial cultures of the ASEAN countries.
- To be able to see and understand the cultures of the other member countries.
- To transcend borders between other countries’ cultural differences

Requirements and Guidelines:
1. All participants are highly encouraged to join this activity.
2. There must be only one entry per school.
3. For every school entry, all delegates from said institution must join.
4. The presentation must last for at least 5 minutes, but not any longer than 7 minutes, including entrance and exit. A point will be deducted from the final score for each minute overdue.
5. The presentation must be able to reflect the cultures of their respective countries/regions/provinces.
6. Modern presentations are acceptable, as long as the cultural aspect of the presentation is retained.
7. Performers would be required to submit at least 2 copies of the background music or video to be used, where 1 will be submitted to the 4th EBS Core Team on Day 2 of the Summit.
8. Each participating group will receive gifts from the 4th EBS Summit sponsors.

Awarding of Winners:
Three (3) outstanding presentations will be duly recognized with medals and special gifts during the 4th EBS Summit Gala Dinner.

Criteria for Judging:
- **Content, 30%**: This refers to the presentation’s ability to showcase the actual cultural presentations or rituals performed in their respective countries.
- **Organization and Choreography, 30%**: This refers to the organization of the performers and if their performance is in sync with their fellow performers. This would also include the originality of the presentation.
- **Creativity, 20%**: This refers to the creative factors of the presentation, such as Props, Design, Background, etc.
- **Audience Impact, 20%**: This refers to how the audience responds to the presentation.
Objectives:

- To be able to showcase research studies that are relevant to the summit’s theme
- To develop a deeper knowledge and better appreciation of significant studies related to innovations in business and economics

Mechanics and Requirements:

1. The paper presentation is open to all undergraduate students from any of the ASEAN member countries. Paper presenters must be official participants of the 4th ASEAN EBS Summit.

2. Papers related to the following topics may be qualified to enter the paper presentation:
   - Studies focusing on the ASEAN (e.g. Analysis of its regional integration, trade relations, investment opportunities, etc; Study of the effectivity or sustainability of its programs; etc.)
   - Innovation in Business Strategies
   - Innovation in Economic Policies

3. Submission of Entries must be done on or before January 3, 2011. Interested individuals or groups must submit an abstract of his/her/their paper following the format below:
   - Number of words must not exceed 200.
   - Includes name of author/s, name of college/university, country of origin
   - Must be saved in PDF format
*Submit entries to: the4thaseanebss@yahoo.com

4. Notification of accepted entries will be on January 17, 2011.

5. Deadline of submission of full drafts will be on February 2, 2011, with the following format:
   - Maximum of 15 pages (including tables, appendices, pictures, and references)
   - Single spaced
   - Font: Times New Roman, Size 12

6. Qualified individuals/groups will be given fifteen (15) minutes to present their paper. Five minutes will be allotted for question and answer. Students must secure a copy of their presentation in a flash disk.

7. The best paper presentation awardee/s will be given USD 100 in cash (per group) and certificates.
Requirements for Participants

In order for students to participate in this event, they must:
1. Be officially registered students of the Department of Business and/or Economics of invited colleges or universities belonging to the ASEAN region
2. Represent their school body or organization
3. Submit the completed registration form
4. Submit a recommendation letter from their university showing their student status
5. Bring a cultural outfit that would be worn during the farewell party

Registration Fees

A. International Delegates

The registration fee for international delegates is $150, inclusive of the accommodation, transportation and food during their 5-day stay in Metro Manila, Philippines for the event.

B. Domestic Delegates (within Metro Manila)

The registration fee for domestic delegates from schools within Metro Manila is Php 1000, which covers the fee for the 2-day conference (March 3 and 4) and the farewell party (March 4).

C. Domestic Delegates (outside Metro Manila)

The registration fee for domestic delegates from schools outside Metro Manila is Php 5000, inclusive of the accommodation, transportation and food during their 5-day stay in Metro Manila, Philippines for the event.

However, the registration fee is Php 1000 if the delegates prefer to be personally responsible for their accommodation, transportation and food outside the conferences.
Registration Form:

1. Each delegate must accomplish the registration form attached to this letter.
2. Each registration form must include:
   a. 1x1 picture
   b. Scanned copy of the delegate’s student I.D. or passport
3. The completed and scanned registration form must be sent via email to the4thaseanebss@yahoo.com on or before January 15, 2011.

Payment:

1. For international delegates, please transfer payments to:
   Bank: United Coconut Planters Bank (UCPB)
   Bank Address: Upper Ground Floor Lorenzo Tower Cor. Vito Cruz Malate, Manila
   Account number: 01-120-300035-8 (Dollar)
   Account Name: De La Salle University (DLSU)
   Address: 2401 Taft Ave., Manila, Philippines
   SWIFT Code: UCPB PHMM

2. For domestic delegates, please transfer payments to:
   Bank: United Coconut Planters Bank (UCPB)
   Bank Address: Upper Ground Floor Lorenzo Tower Cor. Vito Cruz Malate, Manila
   Account number: 120-114711-9 (Peso)
   Account Name: De La Salle University (DLSU)
   Address: 2401 Taft Ave., Manila, Philippines

3. The deadline for the registration fees is on January 19, 2011.
4. Please send a scanned copy of the transfer payment as proof via e-mail to the4thaseanebss@yahoo.com on or before January 22, 2011.
Accommodation and Transportation

Accommodations

- All the delegates who have registered and paid the fee ($150 for international delegates and Php5000 for domestic delegates outside Metro Manila) will be provided with accommodations for the duration of the event.
- Reservation of the hotel room is from the date of arrival (March 2) until the date of departure (March 6).
- The organizing committee will not be responsible for the additional costs of accommodations outside those dates. However, if the delegates wish to make arrangements outside of the dates specified in this letter, the committee would be willing to offer assistance.

Food

- Meals inclusive of the $150 for international delegates and Php5000 for domestic delegates:
  - Breakfast, lunch, snacks and dinner for March 3 and 4
  - Breakfast and dinner for March 5
  - Breakfast for March 6
- Meals inclusive of the Php1000 for domestic delegates:
  - Lunch and snacks for March 3 and 4
  - Dinner for March 5

Transportation

- The committee will not be responsible for the transportation expenses of delegates from their residence area to Metro Manila.
- For those who will be traveling by plane, transportation will be provided upon arrival from the airport to the hotel and for departure, from hotel back to the airport.
- Transportation will be provided to and from the hotel and the summit venue.
- The committee will not be responsible for the transportation of delegates outside the summit concerns.

It is important for the delegates to book their own trips to and from the Philippines. Any concerns about the accommodation and transportation should be forwarded to Kriselle S. Sebastian through 0916-6675458, or via e-mail to the4thaseanebss@yahoo.com.
Please indicate your chosen registration package:

- International Delegate ($150)
- Domestic Delegate outside Metro Manila (Php 5000)
- Domestic Delegate outside Metro Manila (Php 1000)
- Domestic Delegate within Metro Manila (Php 1000)

REGISTRATION DETAILS:

Full Name: ________________________________
Nickname: ________________________________
Sex: ________________________________
Country: ________________________________
University and Department: ________________________________
Organization: ________________________________
Position in organization: ________________________________
Mobile number: ________________________________
Email address: ________________________________
Passport no./ID No. ________________________________
Food Preference (Diet, Allergy, etc): ________________________________

ARRIVAL/DEPARTURE INFORMATION: (Domestic delegates need not fill this up)

Flight Number: ________________________________
Arrival (Date, Time, Place): ________________________________
Flight Number: ________________________________
Departure (Date, Time, Place): ________________________________

INSIGHTS ON THE 4TH ASEAN EBS SUMMIT

What made you join the 4th ASEAN EBS Summit?
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_______________________________________________________________
_______________________________________________________________

What do you expect from this event?
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_______________________________________________________________
_______________________________________________________________

What do you think you can contribute to this event?
_______________________________________________________________
_______________________________________________________________
_______________________________________________________________

Do you have any suggestions or insights for this event to be successful?
_______________________________________________________________
_______________________________________________________________
In order to build a strong and sustainable network among the Southeast Asian Economics and Business Students Network (SEACON) members, the 4th ASEAN EBS Summit will adapt the One Year Commitment Program which is designed to ensure the continuity of the network. This was passed on to our committee by the 3rd ASEAN EBS Summit organizing committee. Basically, the One Year Commitment Program is a program proposed by each student organization that will involve other student organizations in SEACON. Through organizing this program, we hope that the SEACON members will communicate actively with one another so that the network that would be built during the summit will always be maintained.

To prepare for this, each student organization participating in the 4th ASEAN EBS Summit must propose at least one program to be implemented as One Year Program in their respective university, which must fulfil the following requirements:

- The program must involve collaboration with other university partner(s). University partner(s) from a different country is preferred.
- Type of partnership among universities will not be specified by the committee. It will be free for the student organization to decide, as long as both parties can actively participate in the program.
- The proposed program must create value for all members of the university/ies in economics, social, cultural, and educational terms.

The program can be in the form of competition, exhibition, art performance, workshop, etc. It can also be a program that already exists in your student organization. Details about the program should be sent on or before January 15, 2011, via email to the4thaseanebss@yahoo.com. Any questions or concerns should also be forwarded to the said email address.
To prepare for the One Year Commitment Program, we require every student organization to write a Campus Profile, which consists of:

- List of things that your campus has that can be beneficial when organizing the One Year Commitment Program
  These things can be campus facilities, associations to certain institutions, existing partnership with other universities, etc.
- List of programs that your student organization or university has
  Please select a few programs that you feel can be explored further to accommodate partnerships with other student organizations. The programs can be existing ones or old programs that your organization used to have.
- Contact person and personal information
  The contact person will be responsible for organizing and finding partnership for One Year Program. Please state his/her position in the student organization, and provide his/her contact number (mobile phone) and email address.

The committee will then compile the Campus Profile of all student organizations participating in the 4th ASEAN EBS Summit and distribute it back to the contact person for consideration on doing partnership and choosing the type of program that is suitable for your university. A sample of the Campus Profile is attached to this email.

The Campus Profile, together with the details for the One Year Commitment Program and the registration forms must be submitted on or before January 15, 2011 via email to the4thaseanbss@yahoo.com.