

ASEAN FRAMEWORK AGREEMENT FOR SERVICES (AFAS)

How to Use the Agreement for Your Business Growth



The ASEAN Framework Agreement on Services (AFAS) is the region's action roadmap to open up the services industries and create an integrated market of 570 million consumers. In order to take advantage of new market opportunities, full understanding of how AFAS works is critical for companies to maximize business growth in the ASEAN services sector. Empower yourself today with the technical expertise to identify where growth opportunities lay in different ASEAN countries. Apply the operational mechanisms of AFAS to navigate your way successfully!

Reap the Benefits of AFAS!

- Expand Market Space & Increase Sales
- Reduce Barriers to Regional Expansion
- Secure Head Start over Competitors

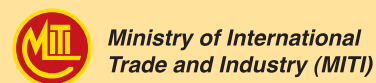
Master AFAS' Operational Framework in a Day!

- What does AFAS Cover & Who are Eligible to Benefit?
- How does Market Liberalization Work in Actual Practice?
- How to Settle Corporate Disputes and Seek Compensation?

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Pre-registration required
No Admission Fee

Programme Content

- 1) Dissecting the ASEAN Framework for Services (AFAS)**
 - what are the purpose, scope & benefits? who can benefit?
 - AFAS' importance for & impact on Malaysia's services industry
- 2) How Trade Liberalization Works in the Services Sector?**
 - how are service sectors differentiated & categorized under AFAS?
 - how can Malaysian service providers benefit in real business sense?
- 3) Analyzing AFAS Benefits for Various Services Sectors**
 - interpret actual AFAS official documents
 - analyze applicable liberalization measures for different sectors
 - ** Hands-On Practical Session **
- 4) ATA Carnet System**
 - a service for businessmen and exhibitors travelling with samples and exhibits
(remark: at Kuala Lumpur, Penang, Johor Bahru and Kuching only)
- 5) Identifying Areas Excluded from AFAS Liberalization**
 - which industry sectors are exempt from liberalization?
 - role of government and protection against 'disguised' protectionism
- 6) Making Use of AFAS Mutual Recognition Agreements**
 - what agreements are in force and which service sectors they affect?
 - how can Malaysian service providers benefit from these agreements?
- 7) Implications of AFAS for Intra-ASEAN Labour Deployment**
 - how does AFAS affect services staff in ASEAN countries?
 - how are Malaysian operations with ASEAN subsidiaries affected?
- 8) AFAS Dispute Settlement Channels & Procedures**
 - what to do when ASEAN government fails to liberalize as promised?
 - how does dispute settlement initiate & proceed? what is the timeline?
- 9) Accessing to AFAS Resources & Technical Assistance**
 - where & how to obtain official AFAS documents?
 - what are the technical assistance channels available in Malaysia?