

The Board of Directors of the
US-ASEAN Business Council
invites you to participate in



U.S. Ambassadors Tour

Featuring the U.S. Ambassadors and
Senior Commercial Officers posted in the
Association of Southeast Asian Nations (ASEAN)

Seminar Dates

■
JUNE 1

Phoenix, Arizona

■
JUNE 4

Kansas City,
Kansas and Missouri

■
JUNE 8

Greenville, South Carolina

Half-Day Programs

■
JUNE 11

Fairfax, Virginia

■
June 15

New York City

The premier program in
the United States to assist
American companies
in advancing their
business interests in
Southeast Asia

Presented by the:

US-ASEAN Business Council

U.S. Department of Commerce/
U.S. & Foreign Commercial Service

U.S. Department of State

with the support of the:

U.S. Trade and Promotion Coordinating Committee

Arizona State Department of Commerce

Kansas Department of Commerce and Housing

Missouri Office of International Marketing

South Carolina State Department of Commerce

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Post-it Fax Note	16/1	To: <i>Lady Flanagan</i>	From: <i>Co</i>	Phone #	Fax #



**1998 U.S. Ambassadors Tour
June 1-15, 1998
Delegation***

The Honorable Glen R. Rase
U.S. Ambassador to Brunei Darussalam

The Honorable J. Stapleton Roy
U.S. Ambassador to Indonesia

The Honorable Wendy Chamberlin
U.S. Ambassador to Laos

The Honorable John R. Malott
U.S. Ambassador to Malaysia

The Honorable Thomas C. Hubbard
U.S. Ambassador to the Philippines

The Honorable Steven J. Green
U.S. Ambassador to Singapore

The Honorable William C. Itoh
U.S. Ambassador to Thailand

The Honorable Douglas "Pete" Peterson
U.S. Ambassador to Vietnam

Mr. Laron Jensen
Senior Commercial Officer - Indonesia

Mr. Michael Hand
Senior Commercial Officer - Malaysia

Mr. Carmine D'Aloisio
Senior Commercial Officer - Philippines

Mr. Jonathan Bensky
Senior Commercial Officer - Singapore

Mr. John Wood
Senior Commercial Officer - Thailand

Mr. Kenneth Moorefield
Senior Commercial Officer - Vietnam

Mr. Ernest Z. Bower
President/Tour Leader
US-ASEAN Business Council

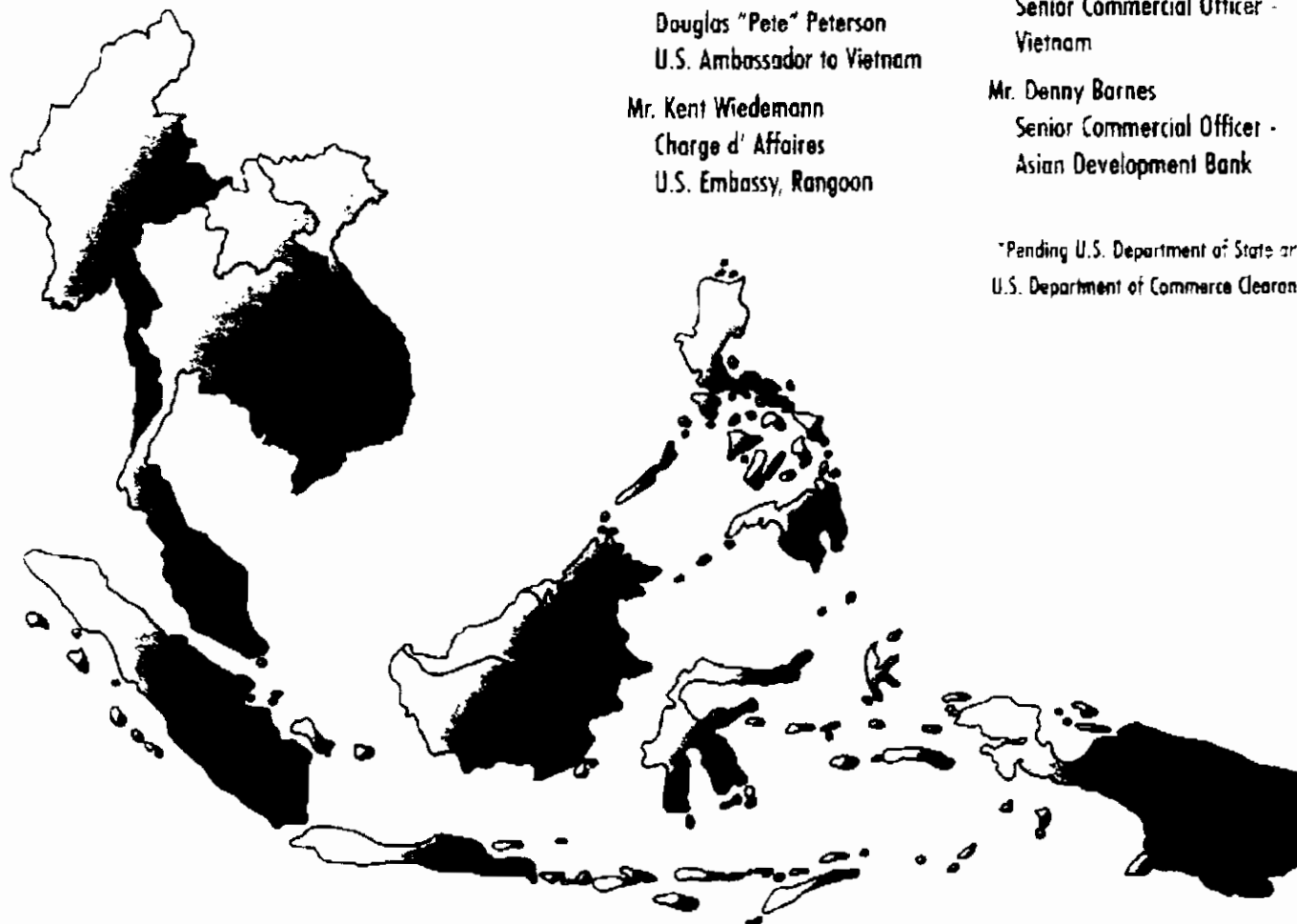
* Pending U.S. Department of State and U.S. Department of Commerce Clearance

U.S. The Sixth Annual Ambassadors Tour

The U.S. Ambassadors Tour is designed to enhance America's competitiveness in Southeast Asia. Emphasizing the commitment and leadership of the U.S. government and private companies, the Tour aims to expand the U.S. presence in ASEAN.

The Tour seminars provide information on marketing opportunities and strategies to a diverse cross-section of small, medium and new-to-market companies throughout the United States.

The Ambassadors and Senior Commercial Officers from the U.S. Embassies in ASEAN will discuss the rapidly changing situation in the region. As ASEAN steps into its fourth decade amidst a financial crisis and political change, the Tour will brief participants on effective ways to help revitalize the region's economy and play a role in ASEAN's future prosperity.



The Ambassadors*

The Honorable Glen R. Rose
U.S. Ambassador to
Brunei Darussalam

The Honorable J. Stapleton Ray
U.S. Ambassador to Indonesia

The Honorable Wendy Chamberlin
U.S. Ambassador to Laos

The Honorable John R. Makott
U.S. Ambassador to Malaysia

The Honorable Thomas C. Hubbard
U.S. Ambassador to the
Philippines

The Honorable Steven J. Green
U.S. Ambassador to Singapore

The Honorable William C. Itoh
U.S. Ambassador to Thailand

The Honorable
Douglas "Pete" Peterson
U.S. Ambassador to Vietnam

Mr. Kent Wiedemann
Charge d' Affaires
U.S. Embassy, Rangoon

The Senior Commercial Officers*

Mr. Laron Jensen
Senior Commercial Officer -
Indonesia

Mr. Michael Hand
Senior Commercial Officer -
Malaysia

Mr. Carmine D'Aloisio
Senior Commercial Officer -
Philippines

Mr. Jonathan Bensky
Senior Commercial Officer -
Singapore

Mr. John Wood
Senior Commercial Officer -
Thailand

Mr. Kenneth Moorefield
Senior Commercial Officer -
Vietnam

Mr. Denny Barnes
Senior Commercial Officer -
Asian Development Bank

*Pending U.S. Department of State and
U.S. Department of Commerce Clearance

U.S.-ASEAN Business Council Members

February 1998

Chairman's Council

Air Products and Chemicals, Inc.
American Express Company
American International Group, Inc.
The Boeing Company
Caltex Petroleum Corporation
Citibank, N.A.
Edison Mission Energy
Exxon Company International
Freeport McMoRan Copper & Gold Inc.
General Electric Company
H & Q Asia Pacific

Harris Corporation
IBM World Trade Asia Corporation
McDonald's International
Mobil Corporation
NIKE, Inc.
Northwest Airlines
Raytheon Engineers & Constructors
United Airlines
United Parcel Service
United Technologies Corporation
Unocal Corporation

Corporate Members

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AT&T Company
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C & M International, Inc.
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Cambridge Energy Research Associates
Campbell Soup Company
Cargill, Inc.
Caterpillar, Inc.
CH2M Hill International
The Chase Manhattan Bank
Chevron Petroleum, Inc.
Chicago Bridge & Iron Company
Chrysler International Corporation
The Chubb Corporation
Cigna International
Cleary, Gottlieb, Steen & Hamilton
CMS Energy Asia Pte Ltd
CNA Financial
CNG International
Coastal Power Corporation
The Coca-Cola Company

Comdisco
COMSAT RSI
Cooper Cameron Corporation
Culligan
Digital Equipment Company
Dow Chemical Company
Duke Energy International
Eastman Kodak Company
Enron Corporation
ENSERCH Development Corp
Energy Power Asia
Federal Express
First Union National Bank
Fluor Daniel, Inc.
Ford Motor Credit Corporation
Fosbel Corporation
Fuller Company
General Motors Corporation
Global Industries, Ltd
Goldman Sachs & Co.
Goodyear Tire & Rubber Company
Greenstreet Partners
GTE/Hawaiian Telephone Inc.
Guardian Industries, Inc.
Harley-Davidson Motor Company
Harsco Corporation
Herbalife Corporation
Hills Enterprises, Inc.
Honeywell Corporation
Hughes Electronics International
Iridium LLC
Johnson Matthey Catalytic Systems
Jordan Industries
Kellogg Company
Keystone Foods
Korn-Ferry International
Levi Strauss & Co.
Lockheed Martin
Lucern Technologies
M.W. Kellogg
Marriott International, Inc.

Mars Incorporated
McDermott/Babcock & Wilcox
Mosbacher Energy Companies
Motorola, Inc.
NationsBank
Newmont Gold Company
Northrop Grumman
Occidental Petroleum
Oracle Corporation
Ormat, Inc.
OSI International Foods
Oxbow Energy Corporation
Parsons Corporation
Pennzoil Corporation
Pfizer International, Inc.
Philip Morris International, Inc.
Phoenix International
Pioneer Hi-Bred International Inc.
Polaroid Corporation
Praxair, Inc.
The Procter & Gamble Company
Pure Energy
R J Reynolds Tobacco International
Rockwell
Rodel Corporation
The Shorenstein Company
Southern Electric International
Spacehab, Inc.
State Street Corporation
Sverdrup Corporation
The Telos Corporation
Tenneco, Inc.
Tetra-Tech EMI, Inc.
Texaco, Inc.
Textron, Inc.
TRW Overseas, Inc.
Triton Energy
Varian Associates
Virginia Indonesia Company
Warnaco, Inc.
Whirlpool Corporation
Worldwide Associates, Inc.



Registration

Please register:

Attendee LA RENEE M. FLANAGAN
 Title _____
 Company _____
 Address _____
 City, State, Zip _____
 Telephone _____
 Fax _____
 Email Address _____

For the U.S. Ambassadors Tour Seminar in:

☐ Phoenix, AZ ☒ Kansas City, KS/MO ☐ Greenville, SC

☐ Please send more information regarding the One-on-One Meetings with the Senior Commercial Officers (available during above full-day programs)

☐ Fairfax, VA ☐ New York, NY

Seminar Fees/Payment Methods:

Full-Day Programs: (Phoenix, Kansas City, Greenville)

☐ Participant Fee: \$200.00/attendee
☒ Discounted Fee: \$100.00/attendee Discount Code: _____

Half-Day Program: (Fairfax, New York)

☐ Participant Fee: \$100.00/attendee
☐ Discounted Fee: \$75.00/attendee Discount Code: _____

*Discount available to U.S.-ASEAN Business Council and local organization members.
 Discount code necessary for reduced rates. Please contact your affiliated organization.

Payment Methods:

☐ Check: Please make payable to the US-ASEAN Business Council
☐ Credit Card: American Express Visa Mastercard

Name on Card LAWRENCE M. FLANAGAN Total Amount \$ _____

Card Number _____ Exp. Date _____

Signature _____

Return via fax to 202.289.0519 or mail to:

Ms. M. Christina "Tina" Valdecantos
 U.S. Ambassadors Tour 1998
 US-ASEAN Business Council
 1400 L Street, NW, Suite 375
 Washington, DC 20005-3509

Tel: 202.289.1911; Fax: 202.289.0519; Email: tvaldecantos@usasean.org

Seminar fee is non-refundable, but is transferable to a substitute if you are unable to attend. (Individuals with disabilities requiring special accommodations should contact the local contact in their seminar city (please see registration information), or contact Mong Tieu at 202.289.1911.

Business Survey

Business Industry Sector:

☐ Aerospace/Airline Technologies ☒ Health Care/Medical Equipment
☒ Agriculture ☐ Information Technologies
☒ Energy/Electric Power ☐ Telecommunications
☐ Environmental Protection ☐ Auto/Auto Parts
☒ Food Processing/Packaging ☐ Other (specify) _____

Business Interest:

☐ Investment ☒ Joint Venture
☒ Export ☐ Agent/Distributor
☒ Import ☐ Consulting (specify) _____
☐ Other (specify) _____

Type of Business:

☐ Manufacturer ☐ Industry Assoc./Private Non-Profit
☒ Project Developer ☐ Government
☒ Service Provider ☐ Other (specify) _____

In which countries do you currently have business?

☐ Brazil ☐ Malaysia ☐ Singapore
☐ Indonesia ☐ Myanmar ☐ Thailand
☐ Laos ☒ Philippines ☒ Vietnam

Which countries are of most interest?

☐ Brazil ☐ Malaysia ☐ Singapore
☐ Indonesia ☐ Myanmar ☐ Thailand
☐ Laos ☒ Philippines ☒ Vietnam

Does your company export? Yes No
 Does your company import? Yes No
 Have you travelled on business to ASEAN? Yes No
 Does your company have a relationship with an ASEAN business partner? Yes No
 Would you be interested in information about the US-ASEAN Council? Yes No
 Would you be interested in a list of US-ASEAN Council publications? Yes No

What question would you like the speakers to address during the seminar?

What would best support your plans to do business in ASEAN?

Please continue on a separate sheet, if necessary, and include with registration



Sixth Annual US-ASEAN Business Council US Ambassadors Tour - June 1-15, 1998

Phoenix, Arizona, June 1-3
Kansas City, Kansas, Kansas City Missouri, June 3-6
Greenville, South Carolina, June 6-10
Washington, DC/Fairfax, VA, June 10-12
New York, NY, June 14-15
Director: Ms. M. Christina "Tina" Valdecabras

Special US Ambassadors Tour Sponsorship for New Members = \$12,000

For bottom line conscious companies, this high profile sponsorship is a powerful opportunity for a new member to build important relationships, network with the leading companies in ASEAN and access experts for insights and information to advance business objectives for Southeast Asia.

Includes:

- ◆ **Corporate membership:** first year dues (\$6,500)
- ◆ **Council Host Committee sponsorship:** choice of one city (\$7,500)
- ◆ **Site Visits:** Preferential consideration for proposals to host the Ambassadors and Senior Commercial Officers for company site visits, private receptions/dinners in or near the sponsored city. (Not available for Washington, DC due to full schedule - Ambassadors Congressional breakfast and White House debriefing)
- ◆ **Seminar participation:** complimentary seminar passes for 3 attendees (\$600)
- ◆ **Roundtable participation:** for 2 at the city you sponsor, if desired.
- ◆ **Case Studies:** of your company's experiences in ASEAN to be included in Ambassadors Briefing Book and distributed to over one thousand corporate executives and officials. Contact the Council for outline and details
- ◆ **Washington Closing Ceremony/Dinner:** shared corporate table for 4 (\$1,500)
- ◆ **Private Breakfast with members of Congress and the Ambassadors delegation in Washington** or with local government officials in other cities
- ◆ **Special Luncheons:** in each city (not available in Fairfax, tentative for NYC). a corporate table of 6, preferred seating, recognition at luncheon (\$2,500)
- ◆ **Acknowledgments:** in printed materials, including the ASEAN Report and signage for seminars and events.
- ◆ **One on one meetings with senior commercial officers:** in city of sponsorship

Choose Council Host Committee sponsorship from among the following five Tour locations:

Phoenix, AZ = \$7,500 - Environmental Technologies and Aerospace/Aviation

Kansas City, KS = \$7,500 or Kansas City, MO = \$7,500 - Infrastructure/A&E and Food & Agriculture

Greenville, SC = \$7,500 - Health Care/Pharmaceuticals and Manufacturing

Fairfax, VA/Washington, DC = \$7,500 - Information technology/Telecommunications

New York City = \$7,500 - Financial Services

NOTE: Seminars are not industry specific. Industry Roundtables are in addition to the seminars and special events. Locations of industry roundtables are tentative subject to confirmation.



US-ASEAN
BUSINESS COUNCIL, INC.

The US-ASEAN Business
Council would like to
thank the many
organizations and
chambers that served on
the local organizing
committees for the 1998

*U.S. Ambassadors
Tour*

U.S. Department of
Commerce/
Foreign and Commercial
Service

Phoenix Export
Assistance Center

Kansas City Export
Assistance Center

Upstate and Columbia
Export Assistance Centers

KANSAS

DEPARTMENT OF COMMERCE & HOUSING
TRADE DEVELOPMENT DIVISION



The University of Kansas



14 Concord Street Greenville, South Carolina 29601



The State of Missouri



The
COMMERCIAL
SERVICE
United States of America
Department of Commerce



THUNDERBIRD
THE AMERICAN GRADUATE SCHOOL
OF INTERNATIONAL MANAGEMENT



THE CHAMBER
Greater Phoenix U.S. Chamber of Commerce



ARIZONA DEPARTMENT OF COMMERCE
INTERNATIONAL TRADE
& INVESTMENT DIVISION



South Carolina

ANSWERING THE CALL OF BUSINESS

FURMAN
UNIVERSITY



INTERNATIONAL TRADE CENTER
1100 South Main Street, Suite 100
Greenville, SC 29601



US-ASEAN Business Council
1400 L Street, NW, Suite 375
Washington, DC 20005-3509

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One-on-One Meetings

During the Phoenix, Kansas City, and Greenville stops, the Senior Commercial Officers will be holding one-on-one meetings with individual companies.

The meetings will be available on a first come-first serve basis for registered participants. If you are interested in scheduling a one-on-one meeting, please indicate so on the registration form.



The US-ASEAN Business Council One Council - Ten Countries

The US-ASEAN Business Council is the premier national private organization in the United States representing private-sector interests in ASEAN, the Association of Southeast Asian Nations. ASEAN currently comprises Brunei Darussalam, Indonesia, Laos, Malaysia, Myanmar, the Philippines, Singapore, Thailand and Vietnam. Cambodia holds observer status.

With nearly two decades of building strategic alliances and working relationships with the ASEAN government and private sector leaders, the Council provides bottom-line business development support. Through its corporate members and powerful bi-lateral business committees, the Council:

- impacts trade and investment policy to expand the U.S. competitive position in the region;
- provides timely critical information;
- organizes programs and events that educate;
- increases the profile of member companies within the region; and
- provides access to government and private sector decision makers at the highest levels.

US-ASEAN Business Council Board of Directors

Chairman
Mr. George David
Chairman and CEO
United Technologies Corporation

Air Products and Chemicals, Inc.

American Express Company

American International
Group, Inc.

The Boeing Company

Caltex Petroleum Corporation

Citibank, N.A.

The Coca-Cola Company

Edison Mission Energy

Exxon Corporation

Fluor Daniel, Inc.

Freeport McMoan
Copper & Gold Inc.

General Electric Company

General Motors Corporation

Greenspring Partners

Goldman Sachs

M&O Asia Pacific

Harris Corporation

Hills Enterprises, Ltd.

Hughes International

IBM Corporation

Metall Corporation

NACE, Inc.

Raytheon Engineers
& Constructors

United Airlines

United Parcel Service

United Technologies Corporation

Unocal Corporation

Registration Information

Phoenix June 1, 1998

Venue: The American Graduate School of Int'l Management
15249 North 59th Avenue, Glendale, AZ
Roundtable Subjects: • Aviation/Transportation
Local Organizing: U.S. Department of Commerce Export Assistance Centers
Groups: Arizona Department of Commerce
The American Graduate School of International Management
World Trade Center Arizona
Local Contact: Mr. Frank Woods, Director
Phoenix Export Assistance Center
Tel: 602.640.2513; Fax: 602.640.2518
Email: fwoods@doc.gov

Kansas City June 4, 1998

Venue: The Marriott Downtown
200 West 12th Street, Kansas City, MO
Roundtable Subjects: • Food/Agribusiness
• Infrastructure/Engineering
Local Organizing: U.S. Department of Commerce Export Assistance Centers
Groups: Kansas Department of Commerce and Housing
Missouri Department of Agriculture
Missouri Department of Economic Development
Greater Kansas City Chamber of Commerce
International Visitors Council
University of Kansas
International Relations Council
International Trade Club of Greater Kansas City
University Of Missouri - Kansas City
Local Contact: Mr. Tom Holden, Executive Director
International Trade Club of Greater Kansas City
Tel: 816.444.3500; Fax: 816.444.0330

Greenville June 8, 1998

Venue: Furman University
3300 Poinsett Highway, Greenville SC
Roundtable Subjects: • Manufacturing
• Energy/Power Generation
Local Organizing: U.S. Department of Commerce Export Assistance Centers
Groups: South Carolina Department of Commerce
Greater Greenville Chamber of Commerce
Society of International Business Fellows
Furman University
Local Contact: Mr. Denis Czismad, Manager
Upstate Export Assistance Center
Tel: 864.271.1976; Fax: 864.271.4171
Email: dczismad@doc.gov

In addition to the full-day programs listed above, the tour will include the special programs listed below:

Fairfax June 11, 1998

Focus on information technology in the lead-up to the World Congress on Information Technology in 1998

New York June 15, 1998

Focus on financial situation in ASEAN and Industry
Roundtable discussions on Financial Services and
Healthcare & Pharmaceuticals

For a complete agenda of the Fairfax and New York programs, including venues, speakers, and agenda information, please contact the US-ASEAN Business Council at 202.289.1911

Why Attend?

1998 will be a year of challenge for ASEAN. Economic instability and various political transitions will have a tremendous impact on the business climate in the region. The coming year of change demands that American business stays the course and continues to be engaged in ASEAN.

The U.S. Ambassadors Tour is designed to assist companies understand the predicament faced by ASEAN and in doing so, enhance America's competitiveness in Southeast Asia. Emphasizing the commitment and leadership of the U.S. government and U.S. companies, the Tour aims to ensure that the U.S. private-sector remains at the forefront in ASEAN.

During each stop of the U.S. Ambassadors Tour, the Ambassadors and Senior Commercial Officers from U.S. Embassies in ASEAN will discuss the current business environment in the region and methods for optimizing business opportunities in ASEAN. In addition, the delegation will highlight key sectoral markets and areas of opportunity for American business. The Senior Commercial Officers will provide one-on-one consultations for interested companies.

Gain a larger understanding of

- Industry specific information to support business pursuits in Southeast Asia
- The current situation in each country
- How to get started, resolve difficulties, and find answers to your unique questions

Receive information

- ASEAN Overview and Economic Outlook
- Individual country overviews
- Information on federal, state and local trade financing, and other assistance programs
- Promotional information provided by the ASEAN governments

First-hand discussions with

- U.S. Ambassadors and Senior Commercial Officers
- International trade specialists
- Regional business leaders doing business in ASEAN
- Local and Congressional leaders

Why ASEAN?

- Despite recent economic difficulties, still one of America's fastest growing export markets
- A consumer market of nearly 500 million people with a growing middle class
- Regional preference and affinity for American partnerships, investments, goods and services
- Long track-record of successful partnership between U.S. and ASEAN companies

Full-Day Seminar Agenda

am

- 8:00 Registration
- 9:00 Welcome and Opening Remarks
- 9:30 Analysis of the ASEAN Market
Ernest Z. Bower, President,
US-ASEAN Business Council
- 9:45 Guest Speaker: Presentation & Discussion
- 10:30 Break
- 10:45 Ambassadors' Country Presentations
and Discussion
- 11:45 Success Story

pm

- 12:30 Luncheon
- 2:00 Concurrent sessions
A. Country Briefings,
Senior Commercial Officers
B. US-ASEAN Business Council Briefing
- 3:15 Concurrent sessions
A. Industry Roundtables I & II
B. New-to-Market Orientation
- 5:00 Seminar Adjourns
- 5:00 Reception

For agenda information on the programs in Fairfax or New York, phone the US-ASEAN Business Council at 202.289-1911.

Industry Roundtables/General Meetings

Each venue has unique industry dialogue opportunities which seek to strengthen the business-government relationship. The sessions are as follows:

Phoenix: Aviation/ Transportation	Kansas City Food/Agriculture/ Infrastructure/ Engineering	Greenville Manufacturing Energy/ Power Generation	Fairfax Information Technology	New York Financial Services Healthcare & Pharmaceuticals
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General Meetings:

For those participants wanting a broader discussion of commercial dealings in ASEAN, a new-to-market panel comprised of trade promotion agency representatives and professional consultants will be organized to give the strategies of doing business in the region.