

Opening Remarks for Dato' Tajuddin Atan
Chief Executive Officer, Bursa Malaysia Berhad
ASEAN CAPITAL MARKET CEO Summit 2015

12 Feb 2015 | Majestic Hotel | Kuala Lumpur
9.30am - 9.40am

Assalamualaikum warahmatullahi wabarakatuh

Yang Amat Berhormat Dato' Sri Mohd. Najib
Tun Haji Abdul Razak,
Prime Minister of Malaysia

Yang Berhormat Dato' Sri Mustapa Mohamed,
Minister of International Trade and Industry,
Malaysia

Yang Berhormat Senator Dato' Sri Abdul Wahid
Omar,
Minister in the Prime Minister's Department -

Economic Planning Unit, Malaysia

Yang Amat Berbahagia Tun Mohamed Dzaidin
Abdullah, Chairman of Bursa Malaysia

Yang Berbahagia Tan Sri Megat Zaharuddin
Megat Mohd. Nor,
Chairman of Maybank Group

Yang Berbahagia Datuk Abdul Farid Alias,
President and CEO of Maybank Group

Mr. Roberto Tan,
National Treasurer of The Philippines

Dr. Surin Pitsuwan,
Former Secretary General of ASEAN

Distinguished guests,

Members of the Media,
Friends,
Ladies and gentlemen.

A very good morning and welcome to the ASEAN
Capital Market CEO Summit 2015 or simply the
ASEANCAP10!

1. We are witnessing a convergence of events that will change the face of ASEAN:
 - The realisation of the ASEAN Economic Community
 - the rise of a new urban consumer class
 - the power of disruptive technology that will drive connectedness in a region of 600 million consumers

2. Notice I said witnessing, present tense, and not about-to-witness.
3. Right now, in the world of economic opportunity, we in ASEAN are on centre-stage. The world is watching, but the world is not waiting for us to begin our act.
4. Talk to most global multinational companies today and you will find they have a plan for capitalising on the ASEAN opportunity. Many of them are already years into the execution of their plan.
5. Over the past few months, there has been much discourse on the prospects and challenges in the realization of the ASEAN Economic Community.

6. In fact, the Honourable Prime Minister of Malaysia, who is our distinguished guest today, has recently returned from Davos where he held conversations about the ASEAN opportunity.

7. Competitive cooperation is a unique characteristic of ASEAN. A prime example of this unique competitive cooperation is sitting right here in the front row, my friends and peers [slight chuckle] from the ASEAN Exchanges.

8. Through the ASEAN Exchanges Collaboration that we launched in 2011, we have a unison goal of creating ASEAN as an asset class. In

fact, we had just concluded our quarterly ASEAN Exchanges CEOs meeting yesterday where we further discussed how we can bring greater visibility and familiarity about ASEAN.

9. We are all working together to bring a greater share of global investment flows to ASEAN, but rest assured we are all also working independently to grow investment into our own markets. And in the true spirit of being ASEAN, we provide each of our fellow exchanges rooms to promote their markets to a predominantly Malaysian-based businesses.

10. We have on the table so many opportunities and possibilities when you see ASEAN as a single market:

- 90 million new urban consumers by 2030
- 163 million consuming class households by 2030
- Third largest travelling consumers in the world
- Fifth largest vehicle consumers in the world

And these consumers are rapidly connecting via disruptive technology.

11. Ladies and Gentlemen, having set that context, I am glad to welcome you our first ASEAN CEO Summit for the Capital Market.

12. Our call to “Be ASEAN” means that as leaders of our markets, communities and the millennials, our urgent mission is to shift our thinking from “IF” we can and will

achieve an ASEAN Community to “HOW” we will inspire the world to be part of our dynamic marketplace.

13. Today, the discussions are not about what if or why. Those conversations are behind us. Today the conversations will be about starting, right now, to capitalise on the rise of ASEAN.
14. Leveraging our demographic dividend and using disruptive ideas to move our marketplace forward fast.
15. We have brought together an unlikely combination of thought leaders to drive unlikely conversations. The pace will be fast, conversations will be sometimes

confrontational and the output needs to be actionable.

16. There are three takeaways I wish you come away with are:-
17. Firstly, that the ASEAN opportunity from the Rise of the ASEAN Consumers simply cannot be ignored, including the ASEAN Millennials. This is because, we have a formidable demographic dividend headed our way; a socio-economic event unlike any other in the world today; or perhaps for the next 20 years for that matter.
18. Secondly, that disruptive technology will enable businesses to grow exponentially, especially on the back of the ASEAN

Millennials being one of the highest digital consumers in the world.

19. And social tech is what you will see being used today. Twitter is the communication tool of choice today at the CAP10 Summit.
20. It is not just a Millennials only tool, but it has rapidly become the tool of choice for media, businesses and of course CEOs.
21. For those of you on Twitter, you will see our Hashtags all around. #aseanCAP10 for conversations about the summit and #beASEAN, our call-to-action to effect a mindset shift amongst the people of ASEAN.

22. Ladies and Gentlemen, in 1967, five men came together as signatories to the founding ASEAN Declaration. The proud son of one of those founders of ASEAN is with us today.

23. Prime Minister, I welcome you here as not only the Honorable Prime Minister of Malaysia, but also as the Chair of ASEAN for this pivotal year in its development.

24. Under your watch the AEC2015 will officially come into being and I know from our conversations that you have an ambitious agenda for all those who are prepared to accelerate progress and a

tough word for any who might be slowing it down.

25. I welcome you to our Summit as the one who will inspire the leaders of ASEAN's capital markets to Stop talking and Start Being ASEAN.

Wabillahiitaufig Walhidayah Wassalamualaikum Warahmatullahi Wabarakatuh.

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