

## TERMS OF REFERENCE

### ASEM Day 2022

#### Talk Show Webinar

#### **“Digitalization of MSMEs: Bridging ASEM Economic Recovery During the Pandemic”**

18 March 2022

#### A. BACKGROUND

Annually, the Ministry of Foreign Affairs of Indonesia (MFA) as the national focal point of the Asia-Europe Meeting (ASEM) regional cooperation forum organizes ASEM Day to celebrate the establishment of ASEM, in order to socialize the existence of ASEM to national stakeholders as well as the wider community in Indonesia, as well as to inform the achievements that have been achieved through Indonesia’s participation in the forum which since its establishment in 1996 as the bridge of cooperation between countries in Asia and Europe.

Prior to the pandemic, ASEM Day would take a theme that is important for both regions and would also enlist the collaboration with various ASEM embassies in Indonesia through cultural and culinary exhibitions from each nation. However, since the pandemic, the activity’s format has been adjusted into virtual celebration.

In line with the agreement among ASEM Leaders at the 13<sup>th</sup> ASEM Summit in 2021 as well as Indonesia’s national priorities, ASEM Day 2022 will highlight two important issues of the Digital Economy and the role of Micro, Small and Medium Enterprises (MSMEs) in accelerating the post-pandemic economic recovery, thus set **“Digitalization of MSMEs: Bridging ASEM Economic Recovery During the Pandemic”** as the overarching theme for ASEM Day 2022.

ASEM Day 2022 will be held in an interactive talk show format featuring Ambassadors from Asia and Europe and entrepreneurs in the digital economy industry.

#### B. OBJECTIVES

1. Supporting the MFA’s agenda in disseminating information to the public regarding the implementation of Indonesia’s foreign policy in the region, as well as conducting dialogue and receiving constructive suggestions from the public.
2. Increasing public awareness, including youth and students, about ASEM, as well as promoting the existence of ASEM and the various programs and benefits of ASEM as a forum for comprehensive dialogue between countries in Asia and Europe, including Indonesia’s participation and role in ASEM.
3. Expanding network with various related stakeholders.

### C. PLATFORM & TIME OF ACTIVITY

**Platform** : FULL Online  
**Day / Date** : 18 March 2022  
**Time** : 14.00 – 15.30 GMT+7 (Western Indonesian Time)

### D. FORMAT OF ACTIVITY

#### I. ORGANIZER

MFA c.q. the Directorate of American and European Intraregional and Interregional Cooperation will be the organizer of ASEM Day 2022.

#### II. SPEAKERS

This activity will involve representatives from the Ministry of Foreign Affairs as the focal point of ASEM, ambassadors from Asia and Europe, and digital economy entrepreneurs.

#### III. PARTICIPANT

ASEM Day 2022 is open to all ASEM embassies in Jakarta, government agencies/ministries related to ASEM, as well as academics and students in Indonesia.

### E. WORKING LANGUAGE

ASEM Day 2022 will be conducted fully in English.

## F. RUNDOWN DAN ACTIVITY PROGRAM

### TENTATIVE PROGRAMME

#### ASEM Day 2022

#### Talk Show Webinar

#### “Digitalization of MSMEs: Bridging ASEM Economic Recovery During the Pandemic”

18 March 2022

13.30 – 14.00	<b>Preparation</b>
14.00 – 14.05	<b>Opening</b> by Moderator: Andini Effendi (Confirmed)
14.05 – 14.15	<b>Keynote Speech</b> by <b>Ambassador Ngurah Swajaya</b> , Director General of American and European Affairs MFA (Confirmed) – Indonesia’s role in ASEM.
14.15 – 15.15	<b>Interactive Talk Show</b> (led by the Moderator) <b>Speaker 1</b> <b>Ambassador Morikawa Toru</b> , ASEF Executive Director (Confirmed) – How ASEF can help strengthen ASEM’s connectivity and economic cooperation as well as how ASEM could forge stronger partnerships through areas such as the digital economy and MSMEs.  <b>Speaker 2</b> <b>Ambassador Lilla Karsay</b> , Ambassador of Hungary to Indonesia (Confirmed) – The best practices and challenges of the advancing the digital economy and MSMEs in Hungary.  <b>Speaker 3</b> , Entrepreneur 1 (Digital Marketplace) <b>Andreas Ardian Pramaditya</b> , Vice President of Galeri Indonesia, Blibli.com (Confirmed) – Sharing the challenges and success story in developing their digital marketplace as well as the importance of the digital economy and MSMEs toward the economic recovery after the pandemic.  <b>Speaker 4</b> , Entrepreneur 2 (Digital Entrepreneur) <b>Dimas Harry Priawan</b> , CEO and Co-Founder of Dekoruma.com (Confirmed)

- Sharing the challenges and success story in developing their business as well as the importance of the digital economy and MSMEs toward the economic recovery after the pandemic.

15.15 – 15.25      **Discussion / Q&A Session**

15.25 – 15.30      **Closing** by Moderator

## **G. FINANCING**

The cost of organizing this activity will be borne by the funding of the Directorate of American and European Intraregional and Interregional Cooperation.

**Jakarta, March 2022**  
**Directorate of American and European**  
**Intraregional and Interregional Cooperation**