



# Promoting a Fair Business Environment in ASEAN

2018-2021

## FAIR BIZ AT A GLANCE

UNDP, in cooperation with the UK government, aims to promote fair, transparent and predictable business environments in dynamic ASEAN countries by working with governments, civil society and the business sector.





The project strives to foster a level playing field for business competition where:

-  A culture of transparency and integrity in the public and private sectors is nurtured.
-  Responsible and sustainable business practices are encouraged.
-  Corruption risks are minimized and the application of justice is fair.

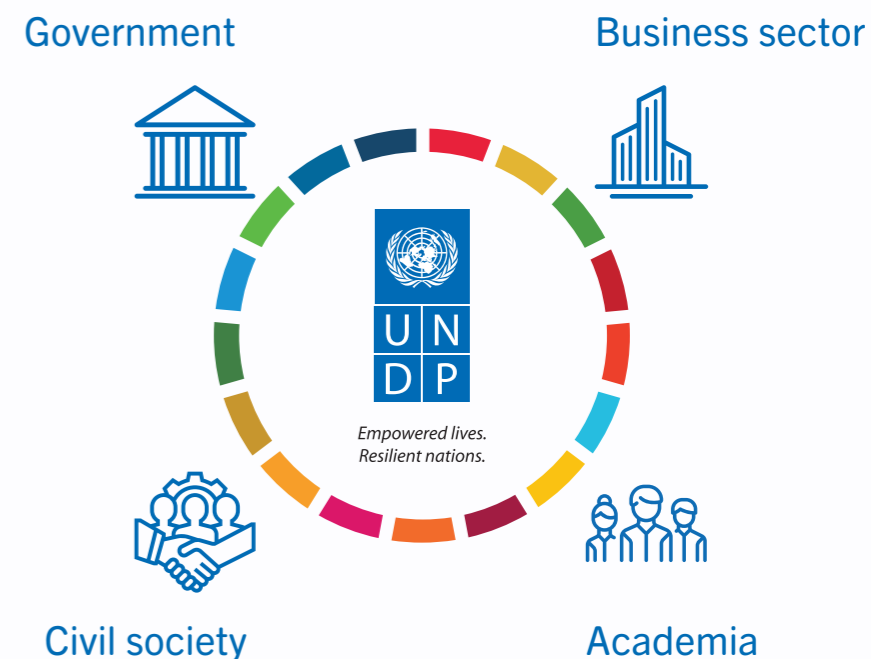
## TARGET COUNTRIES

- |   |   |
|---|---|
|  Indonesia |  Malaysia        |
|  Myanmar   |  The Philippines |
|  Thailand  |  Viet Nam        |

## SOME OF OUR PARTNERS

- |  |  |
|--|--|
|  Infrastructure Transparency Initiative |  OECD                         |
|  Open Government Partnership            |  Open Contracting Partnership |

## A MULTI-STAKEHOLDER APPROACH IS REQUIRED TO CREATE A FAIR BUSINESS ENVIRONMENT



## A FAIR BUSINESS ENVIRONMENT CAN CATALYZE:

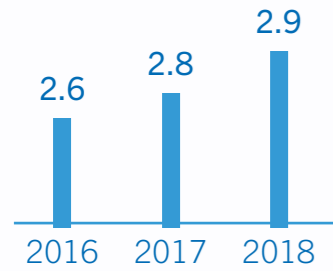
-  Decent work and inclusive growth
-  Innovative and sustainable business practices
-  Quality infrastructure and public services
-  Increased Foreign Direct Investment with sustainable impacts
-  More equitable distribution of opportunities, especially among women and youth

And progress towards the SDGs, in particular:



# WHY IN ASEAN?

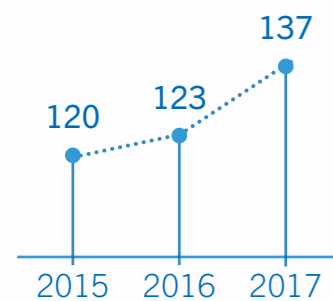
ASEAN is one of the largest economies in the world



With a combined Gross Domestic Product of US\$2.9 trillion, ASEAN is the **sixth largest** economy worldwide.

GDP, Current prices, trillions of USD (IMF, 2018)

A leading destination for Foreign Direct Investment



FDI flows to ASEAN rose to a record level of \$137 billion in 2017. The region is the **fourth most popular** investment destination globally.

FDI flows in ASEAN, billions of USD (UNCTAD, 2017)

However, **poor governance and corruption** represent a threat to sustained economic and social development in the region.

# 41.6/100

**8 out of 10** ASEAN countries score **below 50** on the Corruption Perception Index, with 100 being the optimal. ASEAN's average score is 41.6.

Corruption Perception Index 2018 (Transparency International, 2019)



Survey results show that widespread corruption and ineffective laws and regulations are the **greatest concerns** for business leaders across ASEAN.

ASEAN Business Outlook Survey 2018

# FAIR BIZ'S FOUR PILLARS

