



ASEAN ACCESS USER MANUAL

ASEAN Access user manual for Service Providers (SP): Distributors / Business Matchmakers / other Service Providers

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Chapter 1: About us

1.1 Background

Since 1995, ASEAN Member States (AMS) – Brunei Darussalam, Cambodia, Indonesia, Lao PDR, Malaysia, Myanmar, the Philippines, Singapore, Thailand and Vietnam have been working together to develop the economy of their countries through cooperation on Micro, Small and Medium Enterprises (MSMEs) development. There are over 70 million MSMEs in the region and they are making a considerable contribution to GDP, employment and exports of each AMS.

However, many ASEAN enterprises have limited information on how to access new markets, and are often not aware of the issues related to international requirements. A lack of technical knowledge, international contacts and networks prevent these enterprises from participating in cross-border trade and SME contributions to overall export numbers remain small, compared to the total number of SMEs in ASEAN.

1.2 Mission of ASEAN Access

International trade has been shown to increase efficiency, competitiveness and innovation of businesses, as well as increase wages and employment, and therefore participating in export-import activities can be instrumental to business growth. Information platforms and networks can play an important role in enhancing both regional and international market access and facilitating SME participation in international trade. Therefore, the ASEAN Coordinating Committee on Micro, Small and Medium Enterprises (ACCMSME), with the support from the German Development Cooperation (GIZ), has launched **ASEAN Access**, as the international trade promotion portal of ASEAN. It is a “one-stop-shop” for SMEs and Service Providers in ASEAN that are interested in doing business within the region, and beyond, and that would like to find opportunities and business partners in international markets.

1.3 Using ASEAN Access

Through their local market penetration and expertise in international business, trade and market entry, Service Providers are crucial to the success of ASEAN Access. The ASEAN Access user manual outlines the detailed functionalities of using the portal as a Service Provider:

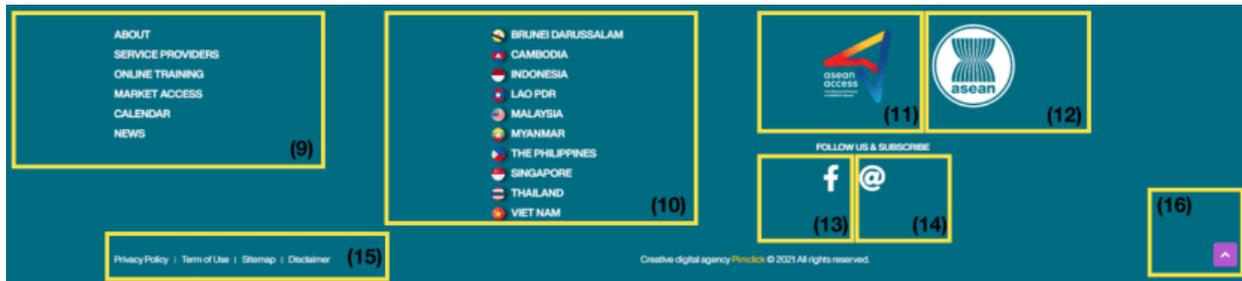
- How to register and sign in to the portal
- How to manage your account
- How to create and update your profile and services.



Chapter 2: Introduction of www.aseanaccess.com

2.1 Screenshot of the homepage of www.aseanaccess.com and the menu components

The screenshot displays the homepage of www.aseanaccess.com. The layout includes a header with the logo (1) and a navigation menu (4) containing links for ABOUT, TRADE, SERVICE PROVIDERS, ONLINE TRAINING, MARKET ACCESS, CALENDAR, NEWS, and SELECT COUNTRIES. A registration/sign-in area (3) is also present. The main banner features the text "WELCOME TO ASEAN ACCESS, YOUR BUSINESS GATEWAY TO ASEAN AND BEYOND" and "The first stop Service Centre towards the ASEAN market and beyond". Below the banner is a grid of service icons (5) including International market access, Trade in goods, Trade in services, Events calendar, Service provider databank, Trading beyond ASEAN, Online training, and News. The lower section contains an "EVENTS CALENDAR" (6) listing ASEAN Strategic Action Plans for Brunei, Brunei, and Myanmar. A search interface for the "ASEAN Service Provider Databank" (7) is shown with search by country and category options. A featured event banner (8) for the "ASEAN-KOREA SUMMIT. K-BEAUTY CONNECTS KOREA, ASEAN" is also visible, including details about an SME Workshop.



2. 2 Structure of the ASEAN Access homepage and the menu components

Number	Menu/Function	Number	Menu/Function
(1)	ASEAN Access logo / Home button	(2)	Register
(3)	Sign In	(4)	Main menu
(5)	Main menu (shortcut) (block style)	(6)	Events calendar (latest events)
(7)	Service Provider databank (shortcut)	(8)	News (shortcut)
(9)	Main menu (shortcut) (link style)	(10)	Country profile (shortcut)
(11)	ASEAN Access logo / Home button	(12)	ASEAN logo (with hyperlink to ASEAN website)
(13)	Link to web portal social media: Facebook	(14)	Email function
(15)	Policy, Term of Sse, Site Map, Disclaimer	(16)	Navigation arrow

- (1) The ASEAN Access logo functions as the ‘home’ button and navigates users back to the homepage when browsing any of the other pages on the portal.
- (2) - (3) When clicking on ‘Register’ or ‘Sign In’ the “Sign In/Register” window slides out and allows registered users to sign in and new users to register as:
 - (a) Normal user - you are interested in getting 100% of the benefits of ASEAN Access and/or are an SME who is looking for support to enter new markets.
 - (b) Service Provider - you are interested in getting 100% of the benefits of ASEAN Access you are a business, organisation or association that can help and support SMEs to enter or do business in new markets, such as a distributor, business matchmaker, export consultant, or you work with logistics, shipping, translation, marketing, legal, market research, soft landing, IPR etc.
- (4) The main menu consists of:
 - (4.1) About
 - (4.2) Trade
 - (4.2.1) Trade in goods
 - (4.2.2) Trade in services
 - (4.2.3) Trading beyond ASEAN
 - (4.3) Service Providers
 - (4.4) Online training
 - (4.5) Market access
 - (4.6) Calendar
 - (4.7) News
 - (4.8) Select countries
 - (4.8.1) - (4.8.10) Each of the 10 countries listed navigate users to the dedicated country pages.



- (5)** The main menu shortcut (block style) consists of:
 - (5.1) International market access
 - (5.2) Trade in goods
 - (5.3) Trade in services
 - (5.4) Events calendar (*incl. filter by country*)
 - (5.5) Service Provider databank (*incl. filter by country*)
 - (5.6) Trading beyond ASEAN
 - (5.7) Online training
 - (5.8) News (*incl. filter by country and the option of multiple countries*)

- (6)** The “Events calendar” shortcut on the homepage lists the next three (3) events by month and year of the event. Within the “Events calendar” shortcut, there is a country filter incl. virtual and outside ASEAN events.
- (7)** The “ASEAN Service Provider databank” shortcut on the homepage allows to pre-filter Service Providers by country and by category. When launching the search, users will be automatically directed to the dedicated Service Provider databank page with the pre-set filters.
- (8)** The “News” shortcut on the homepage lists three (3) latest news with the option on each news item to click on ‘SHOW MORE’ to land on the detailed news page.
- (9)** The footer offers a shortcut to the main components of the menu by linking to:
 - (9.1) About
 - (9.2) Service Providers
 - (9.3) Online training
 - (9.4) Market access
 - (9.5) Calendar
 - (9.6) News
- (10)** The footer links to each of the 10 countries which navigate users to the dedicated country landing pages.
- (11)** The ASEAN Access logo in the footer functions as the ‘home’ button and navigates users back to the homepage when browsing any of the other pages on the portal.
- (12)** The ASEAN logo in the footer links to <https://asean.org/>.
- (13)** The footer links to the web portal’s Facebook page.
- (14)** The ‘@’ sign in the footer opens users’ default email account and allows them to send an email to aseanaccess@sme.go.th.
- (15)** The footer links to the privacy policy, terms and conditions, site map and the disclaimer of the web portal.
- (16)** The navigation arrow in the bottom right corner of the page navigates users back from the bottom to the top of the page.



Chapter 3: Menu functions of www.aseanaccess.com

3.1 Screenshot and structure of the ‘About’ page

ABOUT ASEAN ACCESS (1)

"YOUR BUSINESS GATEWAY TO ASEAN AND BEYOND"

The Association of Southeast Asian Nations, or ASEAN, was established on 8 August 1967 in Bangkok, Thailand, with the signing of the ASEAN Declaration (Bangkok Declaration) by the Founding Fathers of ASEAN, namely Indonesia, Malaysia, the Philippines, Singapore and Thailand. Brunei Darussalam then joined on 7 January 1984, Viet Nam on 28 July 1995, Lao PDR and Myanmar on 23 July 1997, and Cambodia on 30 April 1999, making up what is today the ten Member States of ASEAN.



(2)

About ASEAN Access (1)

ASEAN Access, with the tagline Your Business Information Gateway to ASEAN and Beyond, is an online portal serving as a first port of call for ASEAN SMEs and other businesses for information on trade and market access in ASEAN. ASEAN Access provides businesses interested in the ASEAN region with trade and market related information, and access to support services necessary to penetrate new markets.

The portal is overseen by the ASEAN Coordinating Committee on Micro, Small and Medium Enterprises (ACCMSME) and implemented under the mandate of the ASEAN Strategic Action Plan for SME Development 20156 – 2025, specifically to support MSMEs with ambitions to go international. It receives strategic guidance from the ASEAN Task Force on SME Service Centre Web Portal (ASEAN Access), managed by the Office of SMEs Promotion, Thailand (OSMEP), and is developed with the support of the German Development Cooperation (GIZ).

About the Office of SMEs Promotion, Thailand

The Office of Small and Medium Enterprises Promotion (OSMEP) is the primary governmental organisation formulating policies and strategies for SME promotion and support in Thailand, as well as the focal agency coordinating the public and private networks between Thailand and ASEAN. As the Thai representative and a member in ACCMSME, OSMEP is also the lead project proponent of ASEAN Access.

Number	Menu/Function	Number	Menu/Function
(1)	Static content (text)	(2)	Static content (video)

- (1) Static text content to introduce ASEAN Access and the Office of SMEs Promotion, Thailand.
- (2) Static video to introduce ASEAN Access in an animated form.

3.2 Trade

The “Trade” pages are divided into three (3) parts: trade in goods, trade in services and trading beyond ASEAN.



3.2.1 Screenshot and structure of the 'Trade in goods' page

TRADE IN GOODS (1)

The ASEAN Trade in Goods Agreement (ATIGA) aims to achieve the free flow of goods within the ASEAN region, removing barriers to trade, lowering costs of trade and deepening economic linkages between member states. The agreement means that tariffs have been removed on nearly all products for trade between Brunei Darussalam, Cambodia, Indonesia, Lao PDR, Malaysia, Myanmar, Philippines, Singapore, Thailand and Viet Nam.

ASEAN Trade Repository (1)

The ASEAN Trade Repository (ATR) provides a single point of access to all trade-related information of ASEAN Member States. The ATR is an ASEAN-level IT interface linked by hyperlinks to a series of Interoperable National Trade Repositories (NTRs) that provide and maintain the national-level trade related information and the actual contents.

The trade-related information accessible through the ATR is organised on the basis of nine 'topics' in line with Article 13 of the ASEAN Trade in Goods Agreement (ATIGA). All the actual information is available on NTRs of the ASEAN Member States and duly maintained by their respective governments.

ATR SEARCH FUNCTION (2)

ASEAN Trade in Goods Agreement (ATIGA) e-FormD (1)

The ASEAN Trade in Goods Agreement (ATIGA) aims to achieve the free flow of goods within the ASEAN region, removing barriers to trade, lowering costs of trade and deepening economic linkages between Member States. The agreement means that tariffs have been removed on nearly all products for trade between Brunei Darussalam, Cambodia, Indonesia, Lao PDR, Malaysia, Myanmar, the Philippines, Singapore, Thailand and Viet Nam.

From the end of 2019, cross-border trade using the Electronic Certificate of Origin (ASEAN Trade in Goods Agreement (ATIGA) e-Form D) will be given preferential tariffs within the region.

Further documents will also be added in future including:

- ASEAN Customs Declaration Document (ACDD)
- Electronic Phytosanitary Certificate (e-Phyto)
- Electronic Animal Health Certificate (e-AH)
- Electronic Food Safety Certificate (e-FS) Certificate

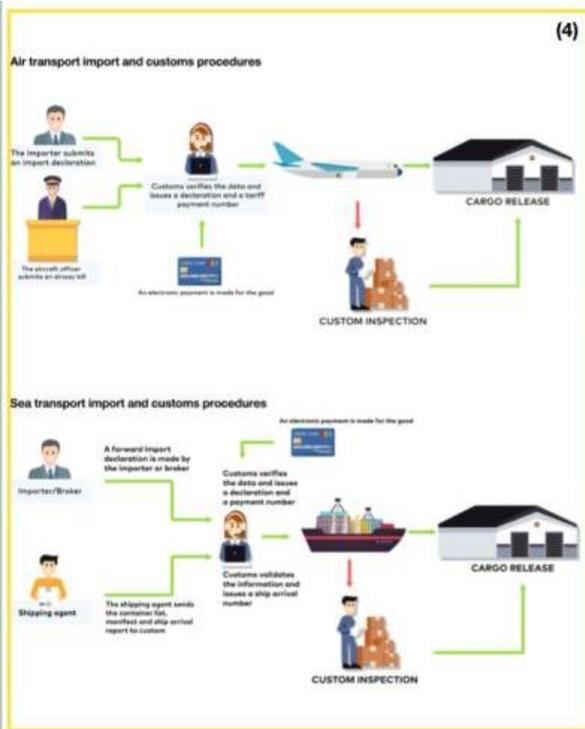
HOW TO COMPLETE? (3)

PDF Form D (ATIGA) or PDF filler

(1)

Success factors for internationalisation

There is significant research from major trade agencies across the world showing that businesses which export, have much higher growth, durability, and profitability than those that don't. Figures from the UK for example showed that exporting companies are 59% more productive than non-exporting companies. Another survey from UKTI (UK Trade and Investment) showed that 78% of exporting companies claimed that operating internationally led them to new ideas and innovation, while 70% said that this helped improve their own products and services. A 2015 study by Industry Canada found that exporting companies, have on average over twice the annual revenue of non-exporting companies. These figures are also confirmed by global accounting company Deloitte which found that exporters earn three times the average three-year cumulative return of non-exporters.



(1)

Processes clearing goods/custom clearance

Customs' clearance involves preparation and submission of documentation for exporting or importing into the country, and may include payment of duty/tariffs, as well as taking delivery of goods from customs after clearance. Some of the documents involved in customs clearance typically include purchase orders from the buyer, sales invoices, packing lists, shipping bills, bills of lading/airway bills, Certificate of Origin depending on the country, product or buyer.



(5)

Regulations for trade with ASEAN

More detailed information on laws and procedures, rules, and regulations for trade within ASEAN can be found on the individual national trade repository websites.

Country:

Number	Menu/Function	Number	Menu/Function
(1)	Static content (text/images)	(2)	ATR search function
(3)	Form D (ATIGA) and PDF Filler	(4)	Infographics

(5)	Filter		
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- (1) Static content on various trade in goods sections such as: ASEAN Trade Repository, ASEAN Trade in Goods Agreement (ATIGA) e-FormD, success factors for internationalisation and processes for clearing goods/customs clearance.
- (2) The button 'ATR search' function navigates to the ATR search <https://atr.asean.org/links/search>.
- (3) The 'Form D (ATIGA)' button and the 'PDF Filler' button navigate users to the form and the PDFfiller.
- (4) The infographics explain the air, sea, and land transport import and customs procedures. Each of the three (3) infographics are clickable and open in a PDF.
- (5) The filter allows users to navigate through the regulations for trade with ASEAN by country.

3.2.2 Screenshot and structure of the 'Trade in services' page

(1)

TRADE IN SERVICES

While the ASEAN region has long been considered a leading global region in terms of trade in goods, there is also a fast-growing trade in services, which has developed in line with manufacturing. Logistics and transport services are needed to move goods in and out of countries, often combined with legal, accountancy and tax advisory services. Increasingly, in an effort to move up the global value chain, countries are increasingly focusing on research and development, design, and intellectual property, which are increasingly traded internationally. At the same time, global trade has been facilitated by electronic communications and payment systems and internet banking.



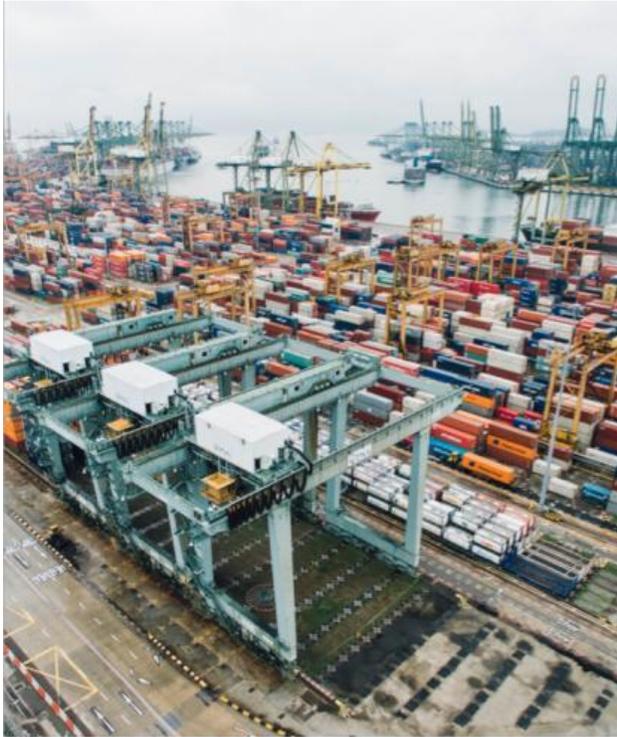
Within ASEAN, the ASEAN Framework Agreement on Services (AFAS) was signed in 1995 to be used as a framework to guide and gradually open the trade in services. AFAS adopted the WTO General Agreement on Trade in Services (GATS) as a baseline for integration, with ASEAN members agreeing to apply Most-Favoured-Nation (MFN) and National Treatment (NT) to cross-border services trade. Despite this, there was little change in intra-ASEAN service trade, which remained relatively constant at around 17% over the next two decades.

Download the ASEAN integration in Services publication [here](#) (2)

Recognising the growing importance of services, the ASEAN Economic Community (AEC) in 2015 included the goal of free flow of services as part of plans for a single market and production base. This was to be achieved through the progressive liberalisation of the services sector within ASEAN as well as with seven key partners - Australia, China, India, Japan, New Zealand, South Korea and Hong Kong. This led to the ASEAN Trade in Services Agreement (ATISA), which was finally signed in April 2019, replacing the original AFAS agreement.

ATISA builds upon the existing agreements made under AFAS, at the same time committing Member States to targets set under the AFAS. A major change is that ATISA works on a "negative list" approach. Countries may list sectors or sub-sectors, which they wish to exclude from the agreement, but the default setting is that all services are considered liberalised.





Status

The ten ASEAN Member States have now concluded 10 packages of commitments under AFAS. Each of the packages provides details of commitments of each state in various service sectors. A further seven packages of commitments covering financial services, and eight packages covering air transport services have also been signed. During each of the packages, ASEAN has moved towards a progressively more liberalised service and investment sector, which now covers:

- Air transport, including sales and marketing of air transport services, computer reservation, aircraft repair and maintenance.
- Business services, including IT, accounting, and auditing, legal, architecture, research and development, advertising, etc.
- Construction, including civil engineering, engineering, installation works, and rental of construction equipment.
- Distribution, including commission agencies, wholesale and retail trade.
- Education, from primary to adult education.
- Environment, including water, wastewater, household and industrial waste, noise abatement, nature, and landscape protection services.
- Financial services, including banking, insurance, and capital markets.
- Healthcare, including medical and dental services, hospitals, ambulances etc.
- Telecommunication, including telecommunication and mobile phone services, business network services, data and message transmission, e-mail, etc.
- Transport services, including international passenger and freight transport, maintenance and repair of transport equipment and vehicles, storage and warehousing, freight forwarding, etc.
- Tourism, including hotel, restaurant and catering services, tour operators and travel agencies.

More detailed information on the commitments to date, can be found [here](#). (3)

(4)

Mutual Recognition Arrangements

ASEAN has undertaken a number of initiatives to facilitate mobility of people related to cross-border provision of services, which is a prerequisite for many aspects of trade in services. The Mutual Recognition Arrangement (MRA) allows the mutual recognition of professional qualifications within the ASEAN Member States, which will facilitate the mobility of service providers in the region.

Seven MRA have been concluded to date :

- ASEAN Mutual Recognition Arrangements on Engineering Services (2005)
- ASEAN Mutual Recognition Arrangement on Nursing Services (2006)
- ASEAN Mutual Recognition Arrangement on Architectural Services (2007)
- ASEAN Mutual Recognition Arrangement on Dental Practitioners (2009)
- ASEAN Mutual Recognition Arrangement on Medical Practitioners (2009)
- ASEAN Mutual Recognition Arrangement on Tourism Professionals (2012)
- ASEAN Mutual Recognition Arrangement Framework on Accountancy Services (2014)

A further framework arrangement is in place for surveying qualifications:

- ASEAN Framework Arrangement on Mutual Recognition of Surveying Qualifications (2007)



(3)



ASEAN Qualifications Reference Framework (AQRF)

Endorsed finally in 2016, the ASEAN Qualification Reference Framework (AQRF) is a common reference framework to compare qualifications throughout all education and training sectors across ASEAN. Using this system, Member States can reference their national-level qualifications and compare them with other ASEAN regions, obtaining a common understanding and mutual recognition of the qualifications. Not only does this increase the opportunities for increased worker mobility, but it enables the Member States to learn from the experience of others, to develop higher quality education systems and encourage lifelong learning.

More detailed information on the AQRF can be found [here](#).

(5)

Movement of Natural Persons (MNP)

In November 2012, the ASEAN Economic Ministers (AEM) signed into effect the [ASEAN Agreement on Movement of Natural Persons \(MNP\)](#), which was designed to replace earlier elements within the AFAS. MNP is intended as a legal framework towards the elimination of nearly all restrictions in the temporary cross-border movement of natural persons involved in the provision of trade in goods, trade in services and investment. It covers only the types of services actively named in the schedules including Business Visitors (BV), Intra-Corporate Transferees (ICT), and Contractual Service Suppliers (CSS), and does not cover permanent immigration to seek work, or unskilled labour. Over the longer term, the MNP is intended to be a mechanism to facilitate a free flow of skilled labour in ASEAN, engaged in the conduct of trade in goods, services, and investments.

(6)



Regulations for trade with ASEAN

More detailed information on laws and procedures, rules, and regulations for trade within ASEAN can be found on the individual national trade repository websites

Country:

(7)

Number	Menu/Function	Number	Menu/Function
(1)	Static content (text/images)	(2)	Static content (text) linking to ASEAN integration in Services publication
(3)	Static content (text) on the status of trade in services in ASEAN linking to the commitments to date	(4)	Static content (text) linking to the mutual recognition arrangements
(5)	Static content (text) linking to AQRF	(6)	Static content (text) linking to MNP
(7)	Filter		

- (1) - (6) Display static content and useful links on trade in services within ASEAN.
- (7) The filter allows users to navigate through the regulations for trade with ASEAN by country.



3.2.3 Screenshot and structure of the 'Trading beyond ASEAN' page



How to start trading beyond ASEAN?

You have done your research and there is a market for your product or service in countries beyond ASEAN, or, there is room on the domestic market for the international product you would like to import. You have found a foreign distributor, or a supplier, and are ready to execute the trade. When it comes to trading goods and services internationally, there are several important things to consider. Here is a snapshot of them:

Checklist	Free Trade Agreements	Customs (tariffs, taxes)	Rules of Origin	Export controls (i.e. sanctions list, dual-use products, etc.)	Certifications, product/technical standards, health and safety rules	Visa	Any requirements arising from the form of services provision (i.e. local employment laws)
Trade in:							
Goods	•	•	•	•	•		
Services	•				•	•	•

Please consult the various trade support organisations and resources for additional guidance.

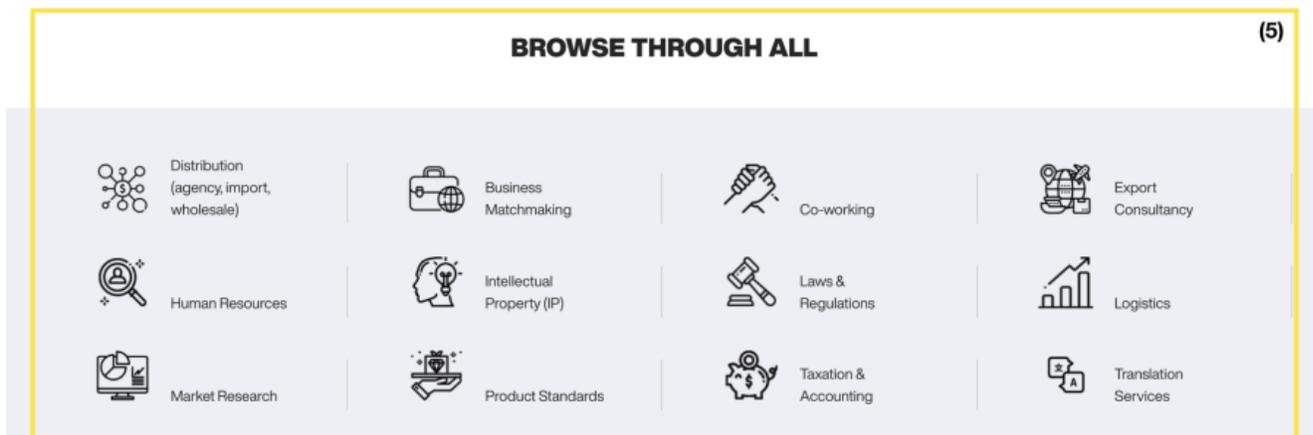
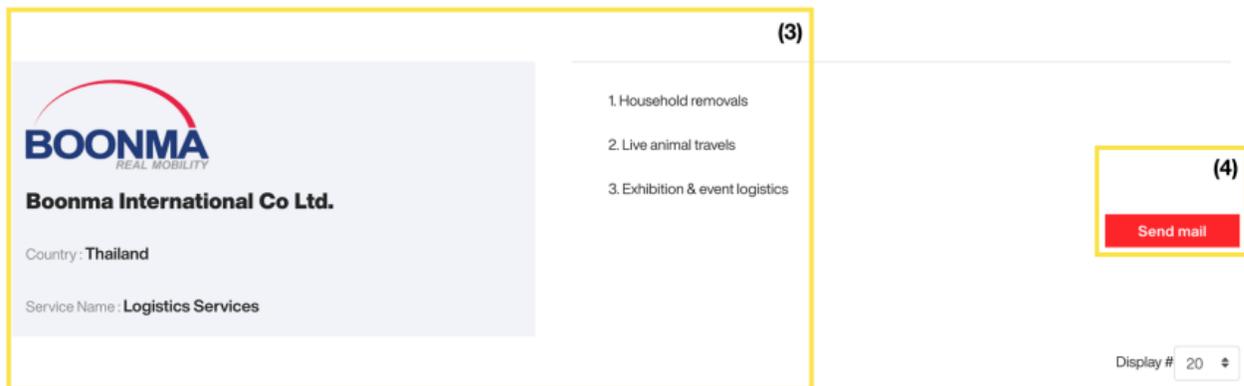
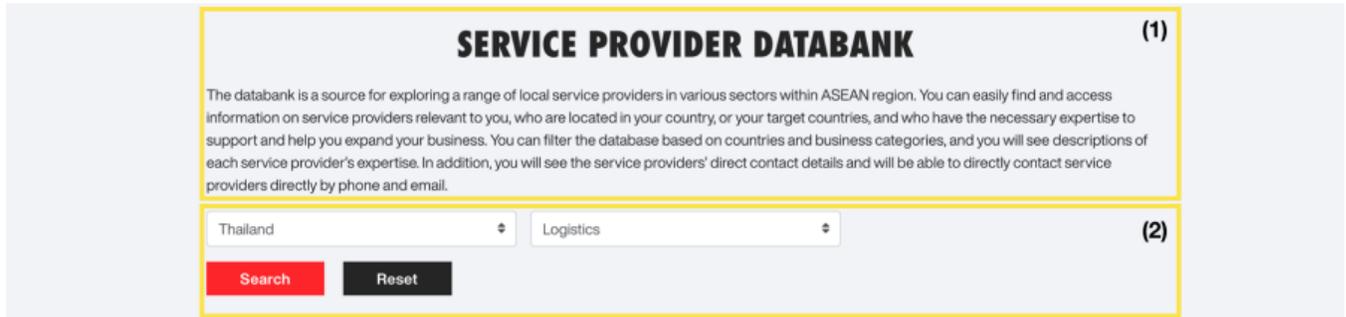


Number	Menu/Function	Number	Menu/Function
(1)	Static content with links to the overview of Free Trade Agreements	(2)	Static content with links to trade regulations and market information
(3)	Static content with links to key ASEAN trade support organisations	(4)	Static content with links to key international trade support agencies
(5)	Static content with links to International Property	(6)	Static content with links to international and ASEAN trade and technology transfer support organisations.
(7)	Static content with links to international trade fairs, matchmaking events and business opportunities databases		

(1) - (7) Display static content and useful links on trade in services within ASEAN.



3.3 Screenshot and structure of the ‘Service Providers’ page



Number	Menu/Function	Number	Menu/Function
(1)	Static content (text)	(2)	Filter
(3)	Service provider details	(4)	Email function
(5)	Browsing function		

- (1) Static content to introduce the “Service Providers” page.
- (2) The filter function enables users to filter the Service Provider details by:
 - (a) Country
 - (b) Category
 - Distribution (agency, import, wholesale)



Business Matchmaking
Co-working
Export Consultancy
Human Resources
Intellectual Property (IP)
Laws & Regulations
Logistics
Market Research
Product Standards
Taxation & Accounting
Translation Services

- (c) Exclusively for (i) Distributors (agency, import, wholesale) and (ii) Business Matchmaking by industry sector
- (3)** Service Provider details consist of logo, company name, country, service name and a description of the company and the service.
- (4)** The 'Send mail' button opens users' default email account and allows them to send an email to selected Service Providers (exclusively for signed in users). Users who are not signed in have to sign in or register first, before being able to see Service Providers' email addresses.
- (5)** The browsing functionality at the bottom of the page allows users to browse all Service Providers, regardless of country, by the category.



3.4 Screenshot and structure of the 'Online training' page



Number	Menu/Function	Number	Menu/Function
(1)	Switcher to switch to ASEAN SME Academy	(2)	Switcher to switch to ITC SME Academy
(3)	Filter	(4)	Static content

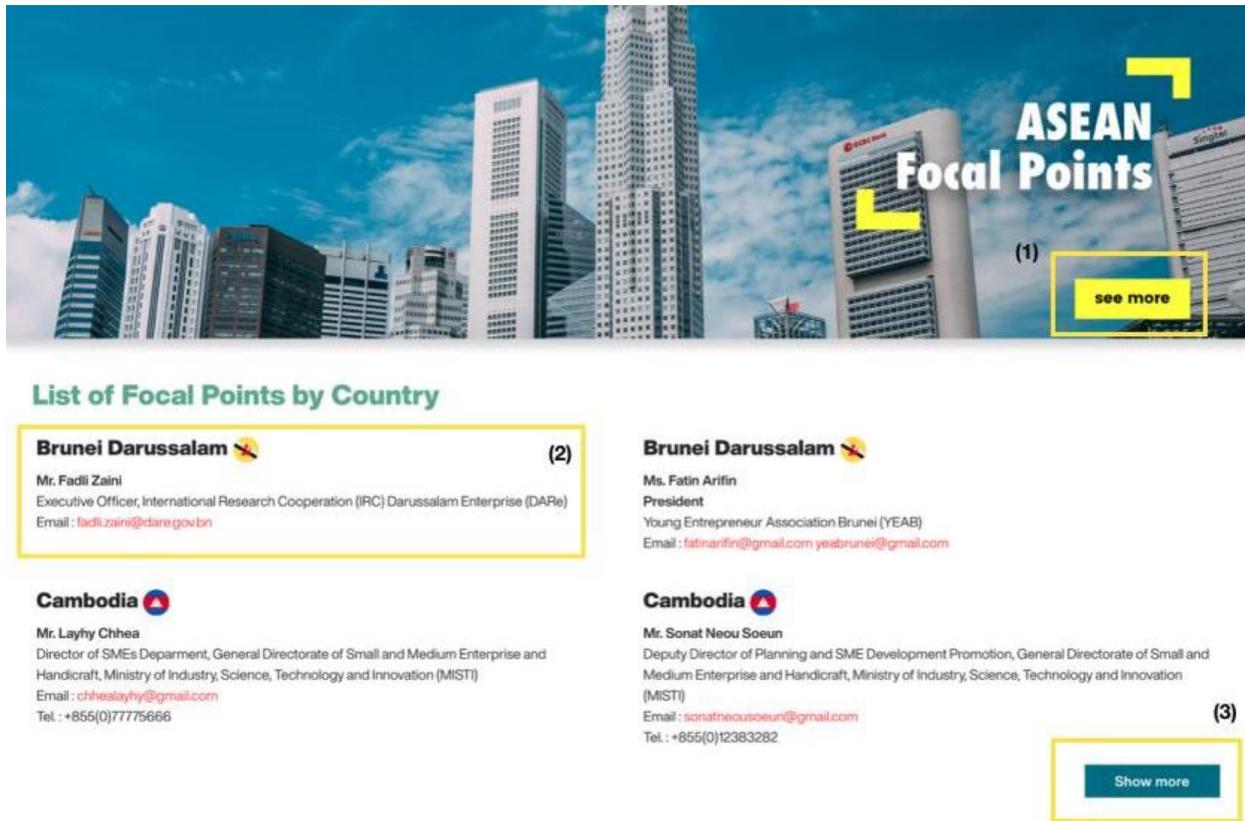
- (1) - (2) The two (2) switch buttons allow users to stay on the same page, while being able to switch between the ASEAN SME Academy and ITC SME Trade Academy.
- (3) The filter allows users to filter by (a) course type and (b) course level. Once the search is launched, users will be directed to the ASEAN SME Academy website with their pre-selection saved: https://www.asean-sme-academy.org/course_type/finance-accounting/?course_level=growing&post_types=sfwd-courses.
- (4) Depending on the selected switch, the static content will change and link to (a) the ASEAN SME Academy and (b) the ITC SME Trade Academy.



3.5 Market access

The market access page is divided into three (3) parts: ASEAN Focal Points, ASEAN market information and ASEAN sector briefs. By clicking on ‘See more’ each of the three sections will extend with additional information and filters.

3.5.1 Screenshot and structure of the ‘Market access - ASEAN Focal Points’ section

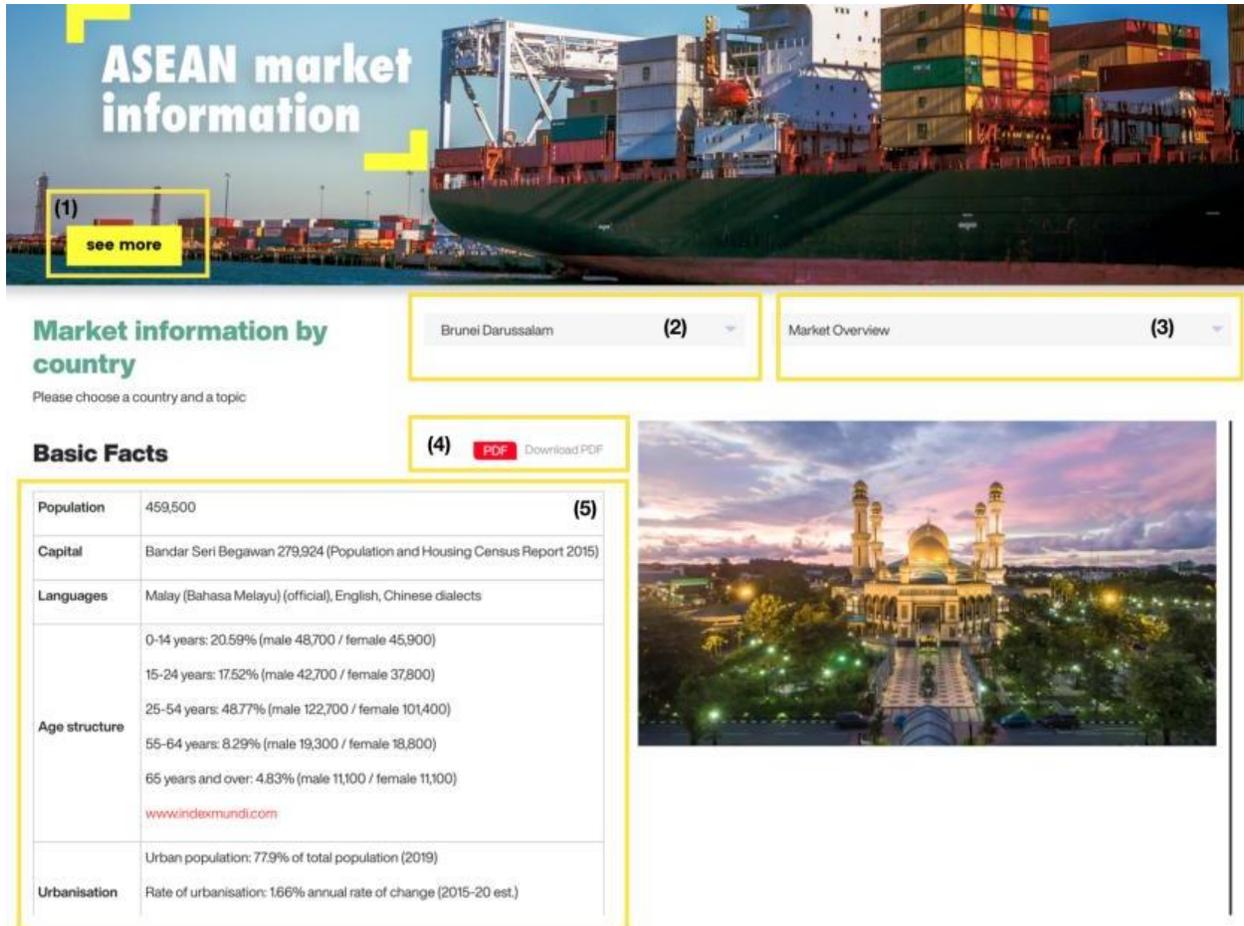


Number	Menu/Function	Number	Menu/Function
(1)	See more	(2)	Focal points details
(3)	Show more		

- (1) The ‘See more’ button will expand and collapse the ASEAN Focal Points details.
- (2) The ASEAN Focal Points’ details consist of:
 - (2.1) Name
 - (2.2) Position/role
 - (2.3) Email address where appropriate
 - (2.4) Phone number where appropriate
- (3) The ‘Show more’ button expands all the ASEAN Focal Points’ details.



3.5.2 Screenshot and structure of the ‘Market access - ASEAN market information’ section



Number	Menu/Function	Number	Menu/Function
(1)	See more	(2)	Country filter
(3)	Topic filter	(4)	PDF Country profile
(5)	Static content (text)		

- (1) The ‘See more’ button can expand and collapse the ASEAN market information details.
- (2) The “Country” filter allows users to filter by country (a country in this filter has to be selected to see the content).
- (3) The “Topic” filter consists of:
 - (2.1) Market Overview
 - (2.2) Opportunities and Challenges
 - (2.3) Trade Figures
 - (2.4) Restrictions and Ease of Doing Business
 - (2.5) Summary
 (a topic in this filter has to be selected to see the content)
- (4) The “PDF country profile” can only be downloaded by users who are registered and signed in. If users who are not signed in click on the PDF download, the “Register/Sign In” window slides out.
- (5) The static content changes depending on the filter selection.



3.5.3 Screenshot and structure of the ‘Market access - ASEAN sector briefs’ section



Sector briefs by country

Please choose a sector, a country and a topic

Agriculture (2)	Brunei Darussalam (3)	Country Overview (4)
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COUNTRY OVERVIEW (5)

In 2008, Brunei Darussalam began its journey towards its national vision, Wawasan Brunei 2035, where it aspires to become a country recognised for its educated, highly skilled and accomplished people, with high quality of life and a dynamic, sustainable economy by 2035. This vision remained as Brunei Darussalam’s guiding principle for its development strategies and policies, which has also incorporated sustainable development perspectives.

In ensuring the economy is sustainable for future generations, the third goal aims to transform the country into a developed nation with a high income, utilising knowledge and technology as the basis for development and boosting private sector involvement, while strengthening the public sector’s role in realising the country’s economic potential. Therefore, diversifying its economy away from the oil and gas sector is among the main agenda in the nation’s economic development.



Number	Menu/Function	Number	Menu/Function
(1)	See more	(2)	Sector filter
(3)	Country filter	(4)	Topic filter
(5)	Static content (text)		

- (1) The ‘See more’ button can expand and collapse the ASEAN market sector brief details.
- (2) The “Sector” filter consists of:
 - (2.1) Agriculture
 - (2.2) Food & Beverage
(a topic in this filter has to be selected to see the content)
- (3) The “Country” filter allows users to filter by country (a country in this filter has to be selected to see the content).
- (4) The “Topic” filter consists of:
 - (2.1) Country Overview
 - (2.2) Sector Overview
 - (2.3) Regulations
 - (2.4) Market Entry
 - (2.5) Recommendations and Trends
(a topic in this filter has to be selected to see the content)
- (5) The static content changes depending on the filter selection.



3.6 Screenshot and structure of the 'Calendar' page

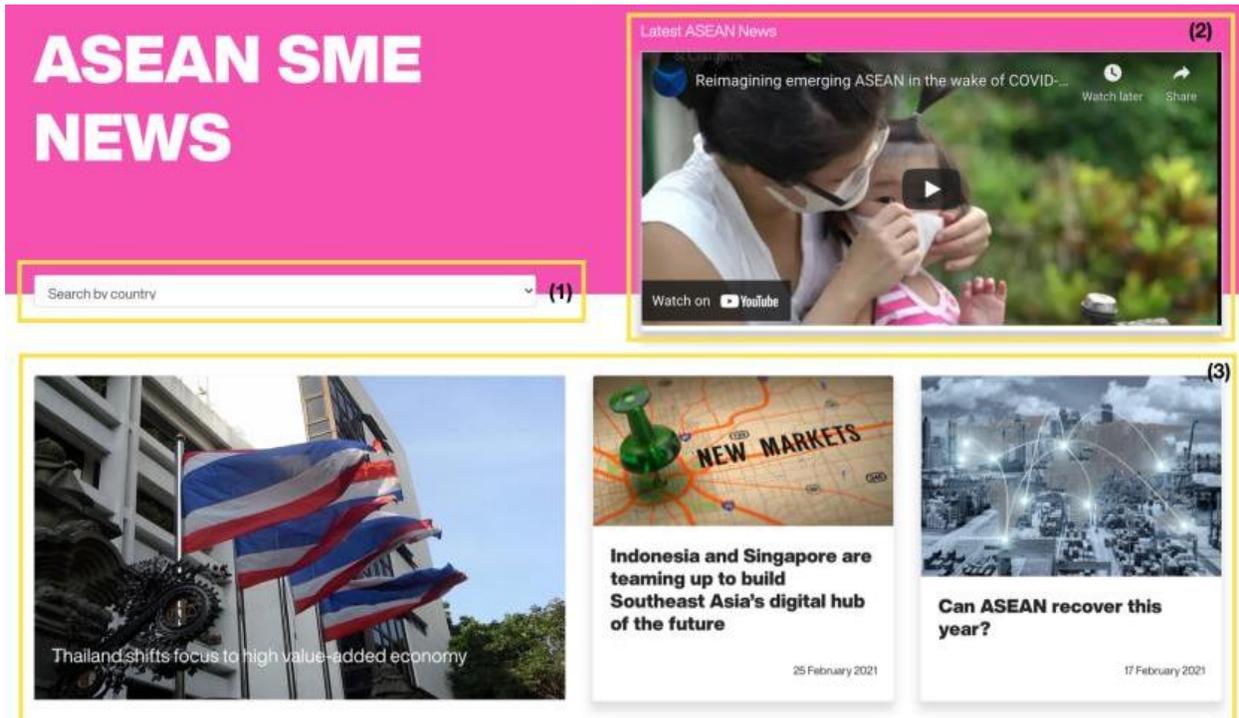
Number	Menu/Function	Number	Menu/Function
(1)	Event dashboard view	(2)	Event listing view
(3)	Event filter	(4)	Page display

- (1) The event dashboard view presents the next six (6) upcoming events, incl.:
- (1.1) Event date
 - (1.2) Country / indication whether the event is virtual
 - (1.3) Event name
 - (1.4) 'See more' button which allows users to click into the event and see more details
- (2) The "Event listing" view presents all events, incl.:
- (2.1) Event date
 - (2.2) Country / indication whether the event is virtual
 - (2.3) Event name
 - (2.4) Each event is clickable to read more details



- (3) The event filter allows users to filter the events by:
 - (3.1) Date from / date to
 - (3.2) Country, incl. events outside ASEAN
 - (3.3) Switch to select whether the search should include or not include virtual events
 - (3.4) The filter has to be launched with the 'Apply' button
- (4) The page display allows users to select how many events should be displayed on one (1) page.

3.7 Screenshot and structure of the 'News' page

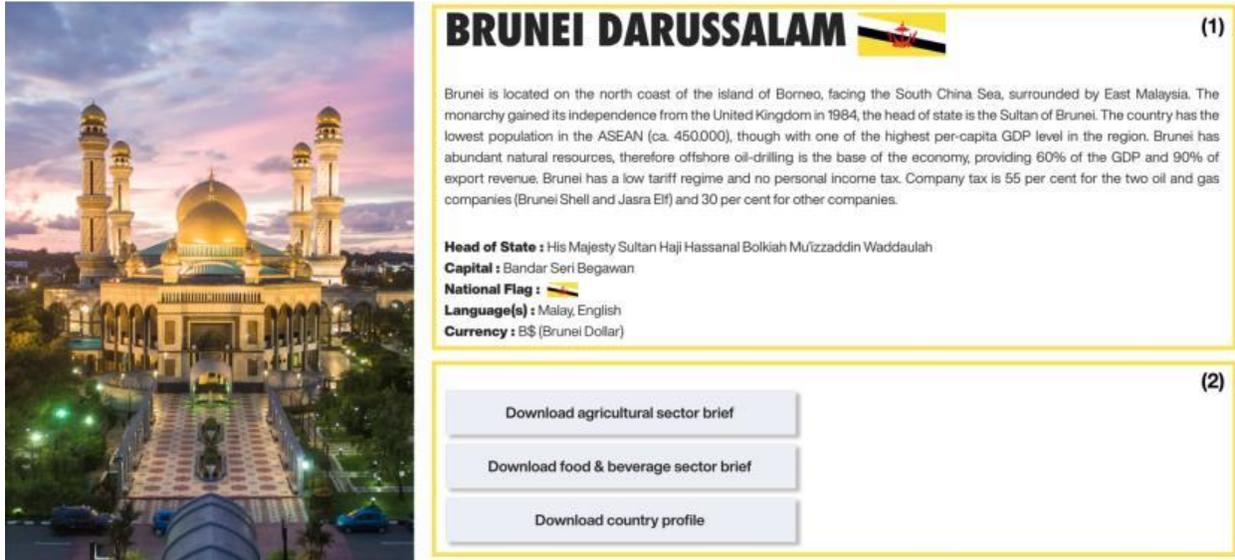


Number	Menu/Function	Number	Menu/Function
(1)	Country filter	(2)	Static video
(3)	News dashboard		

- (1) The "Country" filter allows users to filter news by country, incl. the option of multiple countries.
- (2) The video is part of the static content.
- (3) The news dashboard lists the latest news with the thumbnail, title and date. All news are clickable and allow users to click into each news item to read more.



3.8 Screenshot and structure of the dedicated country landing pages



Number	Menu/Function	Number	Menu/Function
(1)	Static content (text)	(2)	Downloadable PDF

- (1) The static content consists of introductory information for each country.
- (2) The downloadable PDFs are exclusively available for users who have signed in. If a user who is not signed in tries to download any of the PDFs the “Register/Sign In” window slides out. The PDFs consist of:
 - (2.1) Agricultural sector briefs
 - (2.2) Food & beverage sector briefs
 - (2.3) Country profiles



Chapter 4: How to use www.aseanaccess.com as a Service Provider

4.1 How to register

- (0) First, go to website www.aseanaccess.com.
- (1) Click on “Register” in the upper right corner.
- (2) The “Register/Sign In” window will slide out.



To register, users will be asked to fill all required fields:

- (3) User registration: users will be asked to fill in first name, last name, username and password for the web portal.
- (4) Contact details: country of residence and email address are required fields, and address and phone number are optional fields.
- (5) Additional information: users will need to identify whether they would like to register as (a) a normal user or (b) a Service Provider:
 - (a) Normal user - you are interested in getting 100% of the benefits of ASEAN Access and/or are an SME who is looking for support to enter new markets.
 - (b) Service Provider - you are interested in getting 100% of the benefits of ASEAN Access you are a business, organisation or association that can help and support SMEs to enter or do business in new markets, such as a distributor*, business matchmaker**, export consultant, or you work with logistics, shipping, translation, marketing, legal, market research, soft landing, IPR etc.

For (a) normal users, the registration process ends here, and they can click on “Register” after accepting the Terms and Conditions of the web portal (see point 7).

- (6) Organisation information: company name, country of company, company registration number and the local business support network where users are coming from are required fields. Organisation type, tax number and the number of employees, are optional fields.
- (7) After accepting the Terms and Conditions of the web portal, users click on “Register”.

*Distributor - under ASEAN Access, distributor is a company (agent, wholesaler, or importer) that buys different products from abroad and sells them on the local market, based on terms of a negotiated contract/agreement. Under ASEAN Access distributors are **not** companies that have their own brand/manufactured products or technologies that they are offering for sale.

*Business matchmaker – under ASEAN Access, business matchmaker is a public or private organisation that can “match”, introduce or bring two companies together, and offer networking opportunities, based on their expertise, requirements, interests, for potential business collaboration.

IMPORTANT: *Users will receive a confirmation email to the email address provided, containing an activation link (as in screenshot below). Only once users have clicked on the activation link, has the registration process been successfully finalised and users are able to sign into the web portal.*



Account Details for chaimae mahfoud at asean >



asean
para mí ▾

dom, 28 feb 12:00 ☆ ↶ ⋮

🌐 inglés ▾ > español ▾ Traducir mensaje

Desactivar para: inglés ×

Hello chaimae mahfoud,

Thank you for registering at asean. Your account is created and must be activated before you can use it.

To activate the account select the following link or copy-paste it in your browser:

<http://asean-dev.cloudaccess.host/register-2.html?task=registration.activate&token=376c9392d3d56d2edb4b48d2ac665826>

After activation you may login to <http://asean-dev.cloudaccess.host/> using the following username and the password you entered during registration:

Username: chaimae2021

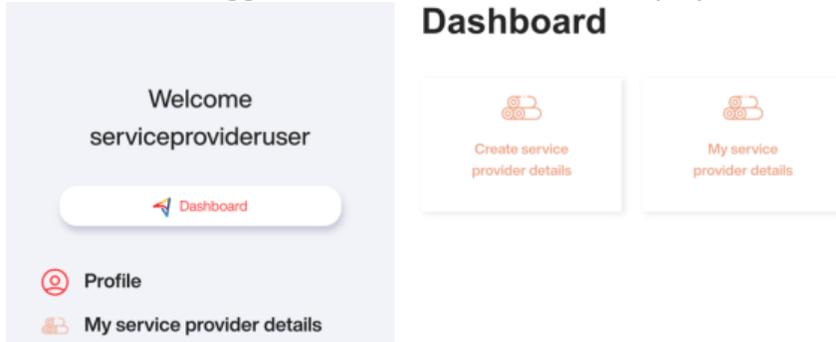
4.2 How to sign in

- (0) First, go to website www.aseanaccess.com.
- (1) Click on “Sign In” in the upper right corner.
- (2) The “Sign In/Register” window will slide out.
- (3) Registered users will be asked to enter their username and password to sign in (“Remember me” option is available).

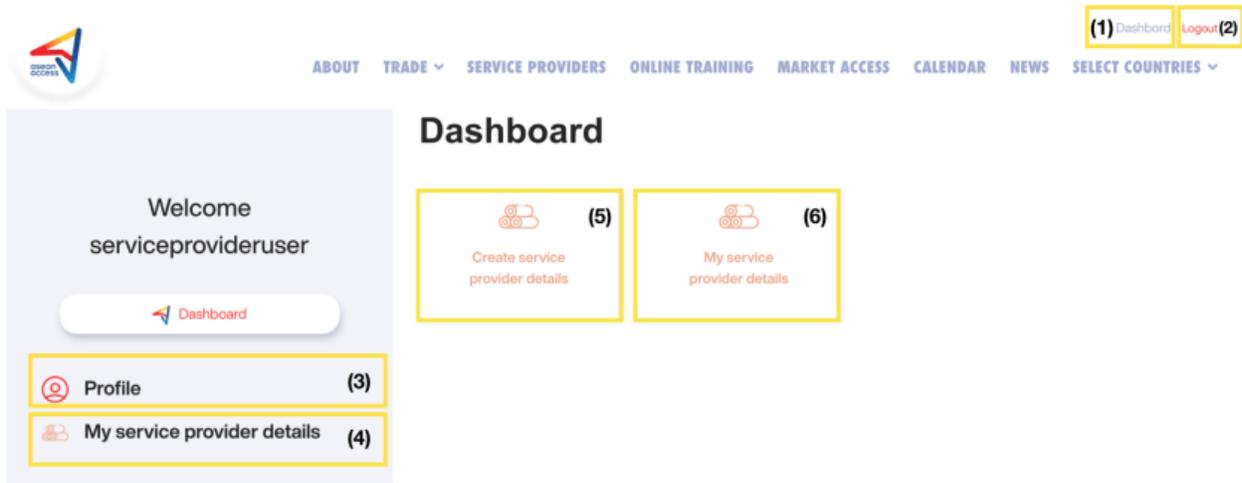


- (4) The sign in process is finalised once users click on “Log in”. If users forget their username or password, they can reset these by entering their email address linked to their user account and the username and/or password will be sent to their email address.

Once users are logged in, the dashboard will be displayed:



4.3 Service Provider user account dashboard



Number	Menu/Function	Number	Menu/Function
(1)	Dashboard	(2)	Logout
(3)	Profile	(4)	My service provider details
(5)	Create service provider details	(6)	My service provider details

- (1) The ‘Dashboard’ button functions as the profile button and navigates users back to their profile when browsing any of the other pages on the portal.
- (2) The ‘Logout’ button allows users to log out of their account.
- (3) Under profile, users can manage their account (please see details under 4.4).
- (4) Under “My service provider details” users can find all their submitted service provider details.
- (5) Under “Create service provider details” users can submit their details (please see details under 4.5).



- (6) Under “My service provider details” (same as under (4) users can find all their submitted service provider details.

4.4 How to manage the account

Number	Menu/Function	Number	Menu/Function
(1)	Dashboard	(2)	Basic profile details
(3)	Contact details	(4)	Organisation information
(5)	Submit / cancel button		

- (1) The dashboard for service providers consists of:
- (1.1) Profile details
 - (1.2) Service provider details



To start editing the profile details click on 'Profile' followed by 'Edit Profile':

Profile [Edit Profile](#)

Name: Teerana
Username: thailand1
Registered Date: Friday, 26 March 2021
Last Visited Date: Thursday, 13 May 2021

Contact details

Inside the profile details, the following fields can be adjusted by Service Providers:

- (2) Basic profile details can be updated at any time and consist of:
 - (2.1) Title
 - (2.2) First name / last name
 - (2.3) Username
 - (2.4) Password
 - (2.5) Email address
- (3) Contact details can be updated at any time and consist of:
 - (3.1) Street and zip code
 - (3.2) City and country
 - (3.3) Country code and phone number
- (4) Organisation information can be updated at any time and consist of:
 - (4.1) Organisation type
 - (4.2) Company name
 - (4.3) Country of residence
 - (4.4) Number of employees
 - (4.5) Tax number
 - (4.6) Company registration number
 - (4.7) Network



4.5 How to submit Service Provider details

Create Service Provider details

Welcome serviceprovideruser

[Dashboard](#)

[Profile](#)

[My service provider details](#)

(1) [Create service provider details](#)

(2) Name of the service *

(3) Description *

(4) Country *
Select an option

(5) Type of service *
Select an option

(6) Organisation name *

(7) Email *

(8) Phone *

9 The company logo*
 No file chosen

(10) Maximum upload size: 1 MB

Service Providers can submit their Service Provider details to be displayed to users of the web portal. Users who are not registered and signed in will not be able to see their email addresses and phone numbers. All signed in users will be able to view all Service Providers' details, including email addresses and phone numbers, on the "Service Provider" page (see 3.3).

- (1) Click on "Create service provider details".
- (2) Enter the name of the service.
- (3) Enter the description of the service*.
- (4) Enter the country where the company is registered.
- (5) Choose the type of service offered from the dropdown menu:
 - (5.1) Distribution (agency, import, wholesale)

Only for "Distribution" and "Business Matchmaking" specific sector will be entered:

Agriculture
Food & Beverage
Health & Wellness
Consumer Goods



Halal Products: food and non-food

(5.2) Business Matchmaking

Only for “Distribution” and “Business Matchmaking” specific sector will be entered:

Agriculture

Food & Beverage

Health & Wellness

Consumer Goods

Halal Products: food and non-food

(5.3) Co-working

(5.4) Export Consultancy

(5.5) Human Resources

(5.6) Intellectual Property (IP)

(5.7) Laws & Regulations

(5.8) Logistics

(5.9) Market Research

(5.10) Product Standards

(5.11) Taxation & Accounting

(5.12) Translation Services.

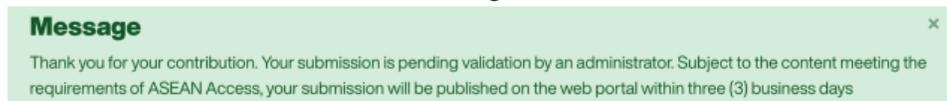
(6) Enter the organisation name.

(7) Enter the email address that will be displayed only to users who are signed in.

(8) Enter the phone number that will be displayed only to users who are signed in.

(9) Upload the company logo (up to 1 MB).

(10) By clicking on the ‘Save’ button all details will be submitted to the administration team and Service Providers will see the below message:



NB!

*Distributor - under ASEAN Access, distributor is a company (agent, wholesaler, or importer) that buys different products from abroad and sells them on the local market, based on terms of a negotiated contract/agreement. Under ASEAN Access distributors are **not** companies that have their own brand/manufactured products or technologies that they are offering for sale.

*Business matchmaker – under ASEAN Access, business matchmaker is a public or private organisation that can “match”, introduce or bring two companies together, and offer networking opportunities, based on their expertise, requirements, interests, for potential business collaboration.



4.5.1. Service Provider description guidelines

***SERVICE PROVIDER DESCRIPTION SUBMISSION GUIDELINES**

What to include in the description?

Please write at least 200 characters:

1. Brief history of the company (when was it established, how big is the company)?
2. Which markets is the company active in?
3. What are the services you offer?
4. If you are a distributor, which products do you distribute and what are your sales channels i.e., supermarkets, health shops, hotels, petrol stations, department stores, B2B, B2C?
5. Bonus question! What makes you different from competition or what are the advantages of using your company's services?

IMPORTANT: *The administration team will validate all details and make them visible within three (3) working days on the Service Provider page of the web portal.*

Once Service Provider details are submitted, Service Providers are not authorised to edit or delete the details through the portal. A manual request for edit or deletion needs to be made with the relevant National Focal Point.
