



Microsoft®

Applying Technology to Promote Regional Integration in Support of Development in Southeast Asia

“Working with the private sector can help the region find new ways and resources to promote economic prosperity, social progress and cultural development. Our partnership with Microsoft provides opportunities for the ASEAN Secretariat to explore new ways of using technology to enhance cooperation and dialogue among Member States to strengthen service delivery for citizens and also to implement new programs that benefits populations directly. We welcome the opportunity to promote increased access to and use of technology tools in the region.”

Dr. Surin Pitsuwan,
the Secretary-General of ASEAN

ICT for Development

The Association of Southeast Asian Nations (ASEAN) was established in 1967 and is composed of 10 Member States, namely Brunei Darussalam, Cambodia, Indonesia, Lao PDR, Malaysia, Myanmar, the Philippines, Singapore, Thailand and Vietnam. ASEAN's mission is to:

- 1** Accelerate economic growth, social progress and cultural development in the region;
- 2** Promote regional peace and stability through abiding respect for justice and the rule of law in the relationship among countries in the region and adherence to the principles of the United Nations Charter.

The ASEAN Community comprises three pillars: Political and Security Community, Economic Community, and Socio-Cultural Community, under the goal of developing: “One Vision, One Identity, One Community.”

ASEAN and Microsoft have been working together on programs to benefit the region for a number of years, in particular in the areas of providing Information and Communication Technology (ICT) training to communities and government and capacity building. The two partners signed a formal Memorandum of Understanding in May 2008 at the Government Leaders Forum (GLF) Asia held in Jakarta, Indonesia.

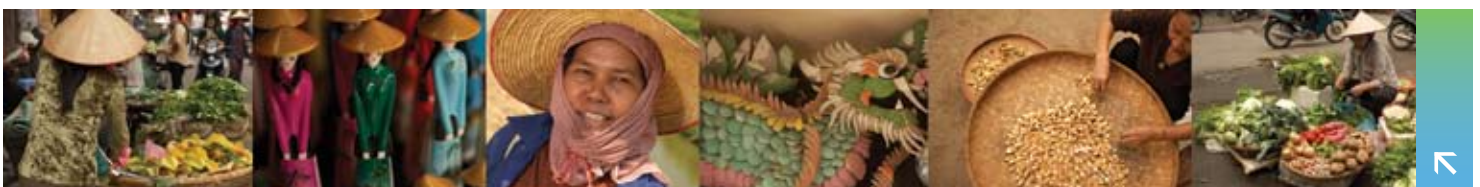
Under the new agreement, the partners will scale existing pilot programs and extend collaboration in four key areas:

- 1** Technology applications for economic & social growth;
- 2** Capacity building;
- 3** Youth empowerment; and
- 4** Disaster response relief.

Technology Applications for Economic & Social Growth

ASEAN and Microsoft are working together to identify areas where technology solutions can facilitate cooperation among ASEAN Member States, both at the economic level and in terms of helping to build a regional identity among citizens.

For example, Microsoft is supporting the ASEAN Secretariat in capacity building, exchange of experts and best practices for the Single Window portal initiative, aimed at improving the import/export and customs operations in Southeast Asia. The portal will provide a single hub available to intra-ASEAN members and external actors. It will expedite and simplify information flow between government and trade through e-declarations of imports and exports with customs, allowing for simplified duty procedures.





“Technology is first and foremost an enabler that allows people, governments and organizations to do more by enhancing their productivity, capabilities and reach. In our partnerships with organizations like ASEAN, our goal is to share the benefits of technology to make a difference for communities and in people’s lives, and for the organizations that support them.”

Craig Mundie, Microsoft Chief Research and Strategy Officer

The Single Window is also geared towards allowing for the application of permits from other government agencies (OGA) for controlled items and the creation of an integrated environment for cargo clearance. Each of the Member States will have to implement their internal Single Window and ultimately connect each other for more efficient import and export processing.

ASEAN and Microsoft are also discussing ways to use technology solutions to protect and promote ASEAN cultural identity by leveraging the existing ASEAN portals on culture and information. This would include revamping the sites and exploring how digital right technologies can be used to promote and protect digital content.

Capacity Building

Building capacity throughout the region by helping to develop ICT skills and knowledge among the population is one of the key objectives of the partnership.

In Indonesia, working with local NGO Formasi and the ASEAN Foundation, 120 Community Technology Centers have been created to provide localized curriculum delivered through a ‘Train the Trainers’ program.

The centers have benefited over 15,000 youth and local entrepreneurs enabling them to build new skills to enhance their lives and businesses. Through the centers, participants learn how to use computers, basic software and surf the Internet. Under the MOU, the hope is that this successful program will be extended to other countries in the region.

Microsoft has also worked on examining how ASEAN can reinforce network and data security to build a trustworthy computing environment in the region and combat Cyber Crime. To this effect, Microsoft and ASEAN jointly organized the Network Security Workshop for ASEAN Government Chief Information Officers, held throughout the region. Participants include ASEAN government officials and speakers from the region’s security elites and influencers, to address policy issues for enhanced security of data. Emphasis is placed on cross border sharing, trust, capacity building and public awareness-raising.

Youth Empowerment

Empowering youth is crucial to ensure a successful future for the region. The extension of the Community Technology Centers program currently in place in Indonesia will support this goal by providing youth with the technology skills that will enable them to compete in today’s globalised world.

Another project is to use technology to promote communication among the region’s youth to support the development of an ASEAN cultural identity and enable them to work together across borders. One way this identity will be promoted is through the Microsoft Imagine Cup, an annual worldwide competition organized by Microsoft for students to create technology innovations that make a difference in the world. The ASEAN Foundation and Microsoft are discussing staging a final for the Imagine Cup specifically for the ASEAN region to promote the creation of ideas and technology innovations in Member States.

Disaster Response Relief

The ASEAN-Microsoft partnership is also supporting regional integration in the areas of emergency preparedness and disaster relief. With concerns around increases in natural disasters affecting the ASEAN region, both parties will look to identify areas that would benefit from better integration in the region.

Collaboration will build on ASEAN’s work through the ASEAN Regional Program in Disaster Management (ARPDMD) which outlines key areas and activities for disaster reduction and management in the region from 2004 to 2010 and Microsoft’s involvement with the United Nations, the Asia-Pacific Economic Cooperation (APEC) and NGOs to support the Asia Emergency Preparedness and Response (AEPR) initiative. The partners will engage to share technology, tools, and practices that will enhance response capacities, including threat assessment, contingency planning, and response simulations.



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