Competitiveness of the ASEAN Countries

Corporate and Regulatory Drivers

New Horizons in International Business series

Edited by Philippe Gugler, Chair of Economics and Social Policy, Faculty of Economics and Social Sciences and Director of the Center for Competitiveness, University of Fribourg, Switzerland and Julien Chaisse, Professor, School of Law, City University of Hong Kong and Advisory Board Member, Asian Academy of International Law (AAIL)

In an age of increased necessity for competitiveness of nations and at a time when the world economy is facing recession, this book explores the possible trajectory of ASEAN – arguably one of the most dynamic areas in the world – as a regional economic and political bloc. The expert contributors address the industrial competitiveness of ASEAN and analyse the role of MNEs against the background of the challenges of integration. They illustrate that regional integration will only be a success if ASEAN’s linkages are broadened with global partners through negotiations of Free Trade Agreements. The book concludes that although much still remains to be done, and many promises are still to be unveiled, ASEAN’s ‘coming of age’ is an historic milestone.

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