

OFFICIAL GUIDELINES FOR USE OF THE NAME “ASEAN”

The following criteria have to be fulfilled before applicants submit their requests through the Accounting and Corporate Regulatory Authority Referral Authority System for permission to use the name “ASEAN”:

I. PRIVATE SECTOR

Business entities applying for the use of the name “ASEAN” have to fulfil the following requirements as adopted by the ASEAN Standing Committee, at its meeting in Jakarta on 10 January 1979.

1. The entity should be regional in character involving at least 5 members of ASEAN (i.e having business offices in at least 5 ASEAN Member States);
2. The entity should have a regional headquarters situated at least one of the 10 ASEAN Member States;
3. The name "ASEAN" should not be brought into disrepute by its usage;
4. The usage of ASEAN should not have any negative effect on the aims and objectives of ASEAN;

In addition to the guidelines listed above, applicants should also furnish the following documents;

1. a letter of undertaking which clearly states understanding;
 - a. of the responsibilities associated with using the name ASEAN and;
 - b. that any violation of the principles listed above on the part of the applicant will lead to withdrawal of such rights.
2. a detailed prospectus listing the nature, purpose and functions of the business.

Please note that the final decision on all such applications resides with the ASEAN National Secretariat of Singapore.