

**Opening Remarks by Secretary-General of ASEAN,  
H.E. Le Luong Minh  
at the Launching of the ASEAN Communication Master Plan,  
11 November 2014, Nay Pyi Taw, Myanmar**

***Your Excellency U Wunna Maung Lwin, Minister for Foreign Affairs of the  
Republic of the Union of Myanmar***

***Excellencies, ASEAN Foreign Ministers,***

***Excellencies, Ambassadors, Members of the Committee of Permanent  
Representatives to ASEAN,***

***Excellencies, Ambassadors to ASEAN,***

***Distinguished Delegates,***

***Media Representatives,***

Good evening!

As ASEAN is moving towards the realisation of the ASEAN Community in 2015 and beyond to the celebration of ASEAN's 50<sup>th</sup> anniversary in 2017, the peoples of ASEAN need to understand what it means to be part of an integrated region where there are shared, equitable opportunities for personal, business, and community growth.

It is important for ASEAN to speak to our internal and external stakeholders with clear messages, and with One Voice, using traditional and non-traditional means of communication. It is for this reason that the ASEAN Communication Master Plan or the ACMP that we are launching today is of special significance.

***Excellencies,***

***Distinguished Delegates,***

With the theme of "ASEAN: A Community of Opportunities," the ACMP provides the framework to communicate messages about the character, structure, and overall vision of ASEAN and the ASEAN Community to key audiences, including local

communities, youth, women and children, governments, businesses, Civil Society Organisations, influencers, media and global audiences.

I congratulate the Committee of Permanent Representatives to ASEAN for having completed this important task successfully with the ASEAN Secretariat; I thank all Sectoral Bodies under the three ASEAN Community Pillars – for their invaluable inputs to this important document. I would also like to acknowledge the help of our consultants at Hill and Knowlton Strategies who worked with us on this project. Further, I extend my sincere appreciation to the Government of Japan for lending its tremendous support to our community-building efforts, including this important project through the Japan-ASEAN Integration Fund.

The ASEAN Communication Master Plan is not grounded in a single moment in time, but is designed to be a living Plan. We look forward to working closely with you in conveying our message that ASEAN is—indeed—A Community of Opportunities for all.

Thank You.

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