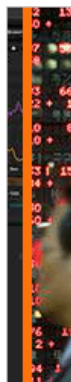




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GCEL Asia Advisory Board Led by Former ASEAN Secretary General Advocate Empowering the Digital Economy in Asia and the World

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Sun Jun 23, 2013 12:06pm EDT

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The Asia Logistics Council Advisory Board Meeting chaired by Dr. Surin Pitsuwan. (Photo: [Business Wire](#))

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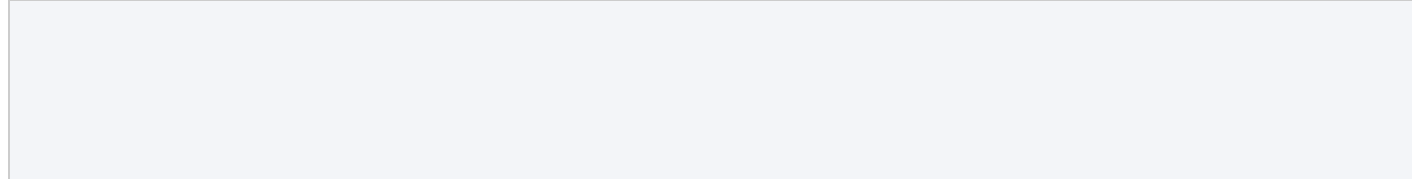
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PRESS RELEASE | June 23, 2013, 12:11 p.m. ET

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Text



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GCEL Asia Advisory Board Led by Former ASEAN Secretary General Advocate Empowering the Digital Economy in Asia and the World

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Business Wire - The Asia Logistics Council Advisory Board Meeting chaired by Dr. Surin Pitsuwan.



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June 23, 2013, 12:06 p.m. EDT

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GCEL Asia Advisory Board Led by Former ASEAN Secretary General Advocate Empowering the Digital Econo

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GCEL Asia Advisory Board Led by Former ASEAN Secretary General Advocate Empowering the Digital Economy in Asia and the World High-level Asia-Pacific economic development experts and dignitaries convened a GCEL Asia Advisory Board session to back the strategic deployment of the **Digital Economy Platform** in Asia through **GCEL's HumaWealth Program**. HumaWealth is a comprehensive economic development program maximizing on 21st century technology, projected to reduce Asia's annual trade costs by USD 194 billion, increasing trade by USD 288 billion, and creating 29.7 million jobs.



The Asia Logistics Council Advisory Board Meeting chaired by Dr. Surin Pitsuwan. (Photo by Business Wire)

H.E. Dr. Surin Pitsuwan, former ASEAN Secretary General, former Thailand Minister of Foreign Affairs, and newly elected to chair GCEL's Asia Advisory Board stated, "This is a major initiative that places a significant responsibility in our hands. We must present this opportunity to our respective countries to benefit from trade cost reduction, trade increase and the millions of jobs it will generate." Dr. Surin further stated, "GCEL's Digital Economy Platform will empower Asia service industries and quickly generate a tremendous number of well paid jobs at the required speed to meet the ambitions of our youth."

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The custodians of the global economy have turned to the Digital Economy without identifying what it should do, where to start and what it would cost. They understand that the actual objective is not the pursuit of the digital economy, but restoring global economic health. Experts worldwide agree that trade is a key factor to sustain economic growth.

Captain Samuel Salloum, GCEL Co-Chairman, said, "The marine container was a key factor to make trade more secure and efficient thus contributing to trade increase and economic prosperity. We must learn from history while leveraging 21st century tools by integrating e-commerce, e-finance, e-insurance and e-logistics, maintained and deployed by the world's top technology firms and available at no cost to end users. GCEL's initiative delivers a new paradigm shift toward sustained economic growth."

H.E. Tan Sri Abdul Rahman, GCEL Asia's Board of Directors Chairman and former Secretary General of Malaysia's Ministry of International Trade and Industry added, "In Asia we have conducted **trade efficiency assessments** with governments and associations representing more than 20% of the world's population confirming GCEL's proposed trade cost savings. The assessments indicated that more than 80% of trade industry participants in these countries have no system and demand that the Digital Economy Platform be rapidly available. We look forward to empowering the Digital Economy, starting from the East as this is the next big thing the world is looking for."

The Advisors discussed how HumaWealth will advance the goals of the Regional Comprehensive Economic Partnership (RCEP) of 16 Asian nations and create 15 million high-paying Asia service industry jobs.

The East has embraced HumaWealth's deployment of the Digital Economy Platform through formal MOUs and **joint publications** with pan regional organizations including ASEAN-BAC, G20 countries India and Indonesia, League of Arab States, African Union and OIC through ICDT. This exemplifies that HumaWealth has the required foundations to deliver sustained economic growth with defined economic targets, a roadmap to reach the proposed targets, and the needed innovative tools all validated through global consensus.

The Digital Economy Platform will be revealed for the first time this Fall at major international events planned for India and Indonesia thereby positioning Asia to occupy the place it deserves in the global innovation and service industry arena.

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