

**Artificial Intelligence can make digital trade more inclusive. AI as a catalyst for *Empowerment, Equity, and Ethics*.**

## ASEAN Foundation approach AI readiness through the “Go Digital ASEAN House”

A holistic model to build literacy, create opportunity, protect people, and nurture wellbeing.

### 1. AI & Productivity, Employment, Competitiveness

- **Productivity**
- **Employment:** AI transforms—not replaces—jobs → demand for digital & creative skills.
- **Competitiveness**

### 2. Where & How AI is Deployed

- Private – Public
- ASEAN Guide on AI Governance & Ethics
- ASEAN Responsible AI Roadmap 2025–2030
- ASEAN Declaration on the AI Safety Network

### 3. Affordable AI for MSMEs

- Accessible tools
- Use cases
- Challenge: Beyond cost → **Trust, Literacy, Protection.**

### AI must be Inclusive, Trusted, and People-Centered.

ASEAN Foundation is nurturing *AI citizens* — not just AI users — to ensure digital trade benefits all.

## 4. ASEAN Foundation’s “Go Digital ASEAN” House

Pillar	Programme	Purpose
 <b>Strong Foundation</b> (Literacy)	 ASEAN Digital Literacy Programme (ADLP), AI Ready ASEAN, ASEAN Data Science Explorers	Build basic & advanced digital/AI literacy for <b>5.5 Million+</b> ASEAN People
 <b>Doors &amp; Windows</b> (Economics)	 AI for MSMEs Advancement (AIM)	Empower <b>120,000+ MSMEs</b> to leverage AI for growth
 <b>Walls &amp; Roof</b> (Securities)	 Scam Ready ASEAN	Safeguard <b>3 Million+ ASEAN citizens</b> from scams & misinformation
 <b>Heart of the House</b> (People-Centered)	 Digital Wellness ASEAN	Promote responsible & mindful tech use (Project in Development)

**Community Building**, P2P, Networking | **Education**, Re-skill and Up-skill, Scholar Networks | **Media** and Media Engagement  
| **Environment** and Sustainable Development | **Art and Culture** | **Business** Community Engagement (MSMEs Development)



**ASEAN FOUNDATION**

To Raise **ASEAN** Awareness, Strengthen **ASEAN** Identity, and Build a Sustain and Prosperous **ASEAN** Community for All **ASEAN** citizens in Collaboration with **ASEAN** Secretariat and All Partners.