



Speakers' Biography

ASEAN-Japan Insights Webinar

THE ROLE OF AI GOVERNANCE IN TRADE: LESSONS FROM ASEAN AND JAPAN

Thurs, 11 Dec. 2025 | 15:00-16:30 JST Zoom webinar (English, Japanese)

AI Governance and Digital Trade: Lessons from Japan and the ASEAN Region

Catherine Setiawan | 2025 Research Fellow, ASEAN-Japan Young Experts



Catherine Setiawan holds a Master of Public Administration from Cornell University, USA, supported by a full scholarship from USAID Prestasi, and a Bachelor of Law degree from the University of Pelita Harapan (UPH), Indonesia. Her current Research at the ASEAN Japan Center focuses on the intersection of AI Governance and Digital Trade Southeast Asia and Japan. Previously, Catherine worked as a Country Researcher at the Global Index for Responsible AI and as a Project Coordinator for AI and Gender initiatives at the International Telecommunication Union. Her research interests primarily revolve around digital policy, especially concerning AI, and trade agreements in Southeast Asia. Outside of her professional life, Catherine enjoys traveling, reading, and practicing yoga and meditation.

Implications of AI Governance to Business: The Japanese Government's Efforts and Policy

Shiho NAGANO | Director for Information and Policy Planning, Commerce and Information Policy Bureau, Ministry of Economy, Trade and Industry (METI)



NAGANO Shiho joined the Japan Patent Office in 2003 and engaged in examination and trial work in the field of information technology. She later worked in the Patent Strategy Planning Office of the Policy Planning and Coordination Division, the Standards and Certification Policy Division of the Industrial Science and Technology Policy and Environment Bureau at the Ministry of Economy, Trade and Industry (METI), and the Technology Strategy Office of the Manufacturing Industries Bureau. She also served at Osaka University and subsequently as Director of the Patent Information Division in the General Affairs Department of the Japan Patent Office. She has held her current position since April 2025.

Operationalizing Japan AI Guide for Business in Southeast Asia: Opportunities and Challenges

Rifki Weno | Executive Director, ASEAN Business Advisory Council



Rifki Weno has over a decade of experience in policy advocacy across Southeast Asia. His background spans in-house government relations at Tokopedia, public policy consulting, and regional engagement roles within foreign embassies and the ASEAN Secretariat. His expertise covers digital technology, e-commerce, sustainability, and regional economic integration. He currently serves as Executive Director of the ASEAN Business Advisory Council (ASEAN-BAC), advancing private sector recommendations and supporting regional cooperation on digital transformation.

Bridging the AI Governance Gaps in Southeast Asia: Future Collaboration with Japan

Dr. Lili Yan Ing | Lead Advisor (Southeast Asia Region), Economic Research Institute for ASEAN and East Asia (ERIA)



Dr. Lili Yan Ing is the Secretary General of the International Economic Association (IEA), a global institution dedicated to advancing economic research and addressing major policy challenges. She also serves as Lead Advisor for Southeast Asia at the Economic Research Institute for ASEAN and East Asia (ERIA) and is a Distinguished Fellow of the United Nations Sustainable Development Solutions Network (UN-SDSN).

From 2017 to 2019, Dr. Ing was Lead Advisor to the Minister of Trade of Indonesia, and from 2015 to 2017, Senior Advisor on Trade and Investment at the President's Office. During this period, Indonesia advanced key trade initiatives, including the Regional Comprehensive Economic Partnership (RCEP), the Indonesia-Australia CEPA, the Indonesia-Korea CEPA, the Indonesia-EFTA CEPA, and reactivated negotiations on the Indonesia-EU CEPA. She also represented Indonesia at the G20 Trade Ministers Meeting and the WTO-OECD Trade Ministers Meeting in 2018.

Dr. Ing is widely published on trade, economic policy, AI, and digital governance. Her recent works include *The New Global Economic Order* (with Dani Rodrik), *Robots and AI: A New Economic Era* (with Gene Grossman), and *Regional Integration and Non-Tariff Measures in ASEAN*. She received the IEA Fellow Award in 2022.