

# ASEAN MATTERS FOR AMERICA MATTERS FOR ASEAN

## North Carolina and ASEAN

### EXPORTS

**\$3.9 B**

Total exports to ASEAN

**\$2.2 B**

Goods exports to ASEAN

**\$1.7 B**

Services exports to ASEAN



**6%**

of state exports globally go to ASEAN

**21%**

which is  
of state exports to the Indo-Pacific

### INVESTMENT

**\$6.2 B**

Invested by ASEAN greenfield projects since 2003

**6,510**

Jobs created by ASEAN greenfield projects since 2003

### EXCHANGES AND CONNECTIONS



**1**

Sister partnership with ASEAN



**2**

Universities with a Southeast Asia Studies Program



**9**

Majority owned enterprises from ASEAN countries

### JOB FROM EXPORTS

**19,324**

Total jobs supported by state exports to ASEAN

**10,439**

Jobs directly supported by state exports to ASEAN

**8,885**

Jobs indirectly supported by state exports to ASEAN

### EDUCATION



**659**

International students from ASEAN



**2.8%**

of all international students are from ASEAN



**\$23 M**

ASEAN student spending

### ASEAN AMERICANS

**125,988**

ASEAN Americans

Burmese	5,668
Cambodian	6,216
Filipino	44,488
Hmong	14,283
Indonesian	1,645
Laotian	7,120
Malaysian	634
Thai	6,229
Vietnamese	39,705

% of Population	% of Asian American Population
<b>1.2%</b>	<b>31.6%</b>

### TRAVEL AND TOURISM

**\$142 M**

ASEAN visitor spending

SOURCES: Exports, Jobs, Travel and Tourism: Estimated by the Trade Partnership (Washington, DC), 2022 data; Students: Institute of International Education (IIE), 2022/23 academic year data; Investment: fDi Intelligence (2003–2023); ASEAN Americans: US Census Bureau, American Community Survey, 2015-year Asian Alone or in Any Combination estimates; Exchanges and Connections: Uniworld Business Publications (accessed January 2024, data not available for Brunei, Laos, and Myanmar) and East-West Center research.

ASEAN Matters for America/America Matters for ASEAN is an interactive resource for credible nonpartisan information, graphics, analysis, and news on US-ASEAN relations at the national, state, and local levels. ASEAN Matters for America is a part of the Asia Matters for America initiative of the East-West Center.

For definition of the Indo-Pacific (39 countries) and other methodology visit: [asiamattersforamerica.org/sources-and-methodology](https://asiamattersforamerica.org/sources-and-methodology)

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