

## **ABSTRACT**

*This capstone study investigates the impact of geopolitical issues on the manufacturing sector in ASEAN, a region that is quickly rising as a global manufacturing hub. The study's fundamental topic is how ASEAN manufacturing enterprises can negotiate geopolitical challenges in the face of increased global uncertainty, trade disputes, and changing regional dynamics. The study takes a mixed-methods approach, combining literature review, expert interviews, and survey analysis to evaluate significant concerns such as regulatory inefficiencies, supply chain disruptions, regional trade imbalances, and the impact of US-China competitiveness. Case studies from Indonesia and Thailand are utilized to show distinct policy implications and growth plans in the region. The findings show that ease of doing business, supply chain adaptation, and regional cooperation are all important determinants in determining manufacturing resilience. The study emphasizes the importance of regulatory change, increased intra-ASEAN trade, and strategic market diversification to offset geopolitical risks. The study provides policymakers and business leaders with actionable ideas for building a strong and sustainable manufacturing environment in Southeast Asia.*

**Keywords:** *ASEAN, Manufacturing, Supply Chain Disruptions, Trade Disputes, US-China Competition, Geopolitical Challenges, Global Uncertainty.*

