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Tickets for CEO Summit start at \$4,000

Names of local attendees for two-day event still have not been released

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The Asia-Pacific Economic Cooperation CEO Summit is less than a week away, and names of the relatively small number of Hawaii executives who likely will be attending the exclusive, invitation-only event have not yet been made public.

One of the most sought-after events associated with the APEC Leaders' Week, the CEO Summit will give attendees access to some of the most powerful business and political leaders in the world.

The two-day summit, taking place Nov. 11-12 at the Sheraton Waikiki, is available only to those executives whose companies pay an entry or sponsorship fee that sources say starts at \$4,000.

It is expected to attract 1,500 high-level executives, including key leaders of global companies such as The Boeing Co., Microsoft Corp., General Electric, Johnson & Johnson, FedEx Express, Procter & Gamble and PriceWaterhouseCoopers, to name a few.

Also expected to attend are government leaders and the heads of state from at least 11 of the 21 APEC member economies, including U.S. President [Barack Obama](#).

And for those Hawaii executives lucky enough to have scored an invitation — mostly members of the APEC 2011 Hawaii Host Committee — it's no doubt their gateway to a collective brain trust they otherwise wouldn't have convenient access to here in Hawaii. It is unclear exactly how many Hawaii executives or government leaders will be at the CEO Summit.

"I'm most interested to hear what they're going to be talking about relative to trade and tourism, and I think it's an excellent opportunity by having 1,500 global CEOs here to see some of the business aspects that Hawaii has to offer," said [Jim Tolefson](#), president and CEO of The Chamber of Commerce of Hawaii and a member of the Hawaii Host Committee. "It is just a

great opportunity to plant the seed for future potential investment."

The summit is a prime venue for laying the foundation for future business relationships. While expectations are tempered for any sealed deals, agreements or contracts to come out of it, it's certainly an investment in future company growth, sources say.

"You should be looking forward to meeting the people and establishing the long-term relationships, and if you want to do things internationally, you should be here," Hawaii National Bank Chairman, President and CEO [Warren Luke](#) told PBN. "You cannot expect to play in the international arena and not put forward an effort. You have to be realistic."

The summit's agenda includes discussions on the globalization of trade, achieving sustainability in the global markets, building an effective and motivated 21st-century work force, identifying the new frontier in Asia-Pacific investment as well as game-changing technologies that will transform the region's business climate.

"The roster of participants at this year's APEC CEO Summit really exemplifies how the summit is unlike any other event in the world, allowing senior business executives to engage with world leaders to have an immediate impact on economic policy decisions," said [Monica Whaley](#), president of the Seattle-based National Center for APEC, in a statement. "These discussions move markets. The APEC CEO Summit is essentially the board meeting of the Asia-Pacific."

For the rest of the business community, the summit and the other APEC-associated events are expected to drive future interest, and perhaps, investment in Hawaii over the long haul.

"APEC will be an unprecedented gathering of public and private sector leaders in Hawaii [and] to have this occur in our state should have a profound and long-lasting effect on local business," said [Hawaii Pacific Health](#) President and CEO [Chuck Sted](#), who also is chairman of the Hawaii Business Roundtable.

APEC 2011 USA CEO Summit: The Future. Redefined. (Invitation only)

Nov. 11-12, Sheraton Waikiki

Website: www.apec2011ceosummit.com

The 11 government leaders scheduled to attend

United States: President Barack Obama

Russia: President Dmitry Medvedev

China: President Hu Jintao

Australia: Prime Minister Julia Gillard.

Indonesia: President Susilo Bambang Yudhoyono

Singapore: Prime Minister Lee Hsien Loong

Mexico: President Felipe Calderón

Chile: President Sebastián Piñera

Hong Kong: Chief Executive Donald Tsang

The Philippines: President Benigno Aquino

Vietnam: President Truong Tan Sang.

These executives are confirmed for event

- Johnson & Johnson CEO William Weldon
- Eli Lilly & Co. CEO John Lechleiter
- Google Executive Chairman Eric Schmidt
- Microsoft Chief Strategy Officer Craig Mundie
- The Boeing Co. Chairman, President and CEO W. James McNerney Jr.
- Wal-Mart Asia CEO Scott Price.

SOURCE: PBN RESEARCH

Linda Chiem covers tourism, hospitality, health care, law and advertising for Pacific Business News.

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