

## ABAC Document Overview

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### **ABAC for Trans Pacific Partnership (TPP) Meeting**

7:00-8:00 a.m., Monday 21 January 2013  
Pasay Room A, Level 3  
Shangri-La Hotel, Manila

#### **Background**

ABAC for TPP was established in May of 2012 under the leadership of Tony Nowell of New Zealand and Juan Raffo of Peru. ABAC has long been supportive of initiatives that can serve as pathways or building blocks toward a Free Trade Area of the Asia Pacific (FTAAP), but Members had been reluctant to indicate more support for one initiative over another (i.e. TPP over an ASEAN-led initiative). In this respect the establishment of a group of ABAC Members focused on support for TPP was somewhat remarkable.

ABAC USA has been supportive of ABAC for TPP's activities, but has not taken an active role in the group. There is scope for ABAC USA to take a more active role should there be interest among US members.

#### **Objective**

The group's main objectives are to leverage the ABAC to advocate for the early conclusion of the TPP and share information among private sector stakeholders. ABAC for TPP meetings are open to ABAC members from non-TPP countries as well, making it an opportunity to share information with business people from economies that could potentially join negotiations in the future.

#### **Activities**

The group has met on the margins of every ABAC meeting since it was established to discuss how Members can support efforts to conclude the TPP. It is likely that it would be difficult to find agreement among ABAC members on highly technical or controversial issues. In 2012, ABAC for TPP sent a letter to trade ministers from TPP economies calling for negotiating countries to conclude the agreement in a timely manner and ensure that the TPP is high quality, comprehensive and inclusive. At the APEC meetings in Vladivostok, ABAC for TPP arranged a meeting with TPP trade ministers to reinforce these messages, however logistical issues forced the cancellation of the meeting.

#### **January 21 Meeting**

The ABAC for TPP meeting in Manila will include a report out on the activities in Vladivostok, a summary of progress at the December round of negotiations and outlook for the next round in Singapore in early March. This will be followed by a discussion of what ABAC for TPP can do to support the negotiations, including possibly releasing an open letter or statement to trade ministers.

Additionally, ABAC for TPP meetings have only been attended by private sector participants to date, however there will likely be a number of APEC officials in attendance, including Atul Keshap from the US State Department.

**ABAC for TPP meeting**

**0700-0800, Monday 21 January 2013**

**Pasay Room A, Level 3  
Shangri-La Hotel, Manila**

**Proposed Agenda**

- |   |                        |
|---|------------------------|
| 1. Feedback on Vladivostok                                    | Tony Nowell/Juan Raffo |
| 2. Outcome of 15th TPP Round in Auckland and outlook for 2013 | Stephen Jacobi         |
| 3. ABAC for TPP role and strategy                             | Tony Nowell/Juan Raffo |

**Note:**

*This is an ABAC side meeting, not part of the ABAC-SOM dialogue. Senior Officials are welcome to attend as guests and participants along with interested ABAC Members and staffers.*





Media release

6 December 2012

## **Businesses in Australia, Canada, New Zealand and United States call for urgent action to conclude TPP in 2013**

Business representatives from four economies have met in Auckland to press for more urgency in concluding the Trans Pacific Partnership (TPP) negotiations currently underway.

“In September business representatives from across the TPP member economies urged governments to conclude an ambitious, comprehensive and high standard outcome in 2013,” said Cal Cohen, President of the Emergency Committee for American Trade (ECAT) speaking on behalf of the US Business Coalition for TPP.

“We are glad this call has been taken on board and we express our strong support for this goal. It is now time for negotiators to tackle the more sensitive issues to ensure this deadline can be met.”

“TPP has the capacity to change the way business is done in the Asia Pacific region. This is what is needed to grow economies and create jobs,” said Stephen Jacobi, Executive Director of the NZ US Council and NZ International Business Forum.

“We appreciate the task is complex but we urge negotiators meeting in Auckland this week to accelerate their efforts and narrow their differences so the benefits of TPP can be brought forward at a time of increasing economic difficulty.”

“Canada is joining the TPP negotiations for the first time here in Auckland and is determined to participate in a way that builds consensus for a strong outcome,” said Kathleen Sullivan, Executive Director of the Canadian Agri-food Trade Alliance (CAFTA).

“Our immediate priorities are addressing the proliferation of non-tariff barriers which impede trade and issues like rules of origin that can prevent trade occurring even when FTAs are put in place. There is a lot at stake for Canada in TPP and we are glad to be participating as one of eleven APEC economies.”

“Australia has a lot to gain from a successful outcome to TPP which can provide an opportunity to reduce the complexity associated with the noodle bowl of over-lapping and contradictory FTAs in the region,” said Bryan Clark, Director, Trade and International Affairs, Australian Chamber of Commerce and Industry (ACCI).

“Simplification of the supply chain will translate into reduced business costs and increase the time in which products move around the region. That can only advantage businesses and consumers and lead to better economic outcomes for all member economies.”

Asia Pacific business organisations have earlier reaffirmed their view that a successful TPP will be:

- **Comprehensive** – with no product exclusions and with commercially meaningful and flexible rules of origin.
- **High quality** – with strong standards across all main areas, from transparency, investment and government procurement to intellectual property, e-commerce and sanitary and phytosanitary measures.
- **Ambitious** – with the elimination of tariffs and non-tariff barriers on trade in goods and services and investment no later than 2020, the deadline set for free and open trade and investment in the Bogor goals.
- **Innovative** – with concrete new commitments on new generation and behind the border issues, including eliminating chokepoints in the operation of regional supply and value chains, fostering small and medium-sized business participation in expanding trade, facilitating regulatory coherence, and promoting and protecting innovation.
- **Enforceable** – with clear commitments, and strong and transparent state-to-state and investor-to-state dispute settlement mechanisms.
- **A living agreement** – open to accession by other Asia-Pacific economies, provided these economies share TPP's ambitious vision and can demonstrate their ability to accede to an agreement with the characteristics described above.

Business representatives from TPP member economies will join government negotiators and other representatives of civil society at a Stakeholder Forum in Auckland on 7 December.

ENDS

**For further information:**

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## ABAC Meeting Overview

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### Overview of ABAC Women's Forum (AWF) Events

#### ABAC Women's Forum Outreach Event - AWF brunch meeting with Women's Business Council of the Philippines

Sunday, January 20, 9:30 – 11:00 a.m.

Shang Palace, Shangri-La Hotel Makati

This is the first of the AWF's regular business community outreach events that take place on the margins of each ABAC meeting throughout the year. The brunch will be an opportunity for ABAC delegates to meet women business leaders in the Philippines who can share the challenges and opportunities of women engaged in business in the economy, both in corporate work and personal business.

#### ABAC Women's Forum Luncheon

Monday, January 21, 12:00noon – 1:30pm

Venue: Pasay Room B, Level 3, Shangri-La Hotel

This meeting will serve as a working luncheon for the ABAC Women's Forum to plan ahead and set deliverables for the 2013 year. Although primarily attended by female staffers and ABAC members, the Women's Forum is open to everyone. Topics discussed will include background on the impact of (Science, Technology, Engineering, and Mathematics) STEM education and mobile learning platforms, as well as the results of an informal diversity survey that was circulated to the ABAC. In addition, ABAC USA will propose that the ABAC adapt a precedent set by the OECD's Business and Industry Advisory Council (BIAC – roughly ABAC's counterpart) and develop a report that highlights the "business case" for the increased participation of women in the economy.



**APEC BUSINESS ADVISORY COUNCIL WOMEN'S FORUM**  
**First Meeting for 2013**  
**Manila, Philippines**  
**12:00-13:30 January 21, 2013**

**AGENDA**

- |                    |   |
|--------------------|---|
| <b>12:00-12:10</b> | <b>Opening Remarks from Chair</b> <ul style="list-style-type: none"><li>- Endorsement of Vladivostok meeting minutes</li><li>- 2013 Work Plan &amp; Objectives Setting</li></ul>                          |
| <b>12:10-12:30</b> | <b>More women in STEM</b> <ul style="list-style-type: none"><li>- Whitepaper discussion</li><li>- Maxine's experience-sharing</li></ul>   |
| <b>12:30-12:50</b> | <b>More mobile learning for women</b> <ul style="list-style-type: none"><li>- Whitepaper discussion</li><li>- Diane's e-learning portal in China</li><li>- Other e-learning tools and platforms</li></ul> |
| <b>12:50-13:10</b> | <b>More women in the corporate pipeline</b> <ul style="list-style-type: none"><li>- Review survey results</li><li>- How to effect change?</li></ul>   |
| <b>13:10-13:20</b> | <b>More exposure for women issues</b> <ul style="list-style-type: none"><li>- Commissioning an ABAC-endorsed report</li></ul>   |
| <b>13:20-13:30</b> | <b>Any other business &amp; Closing remarks</b>   |





## ACTIVITY PROPOSAL

Event: AWF brunch meeting with Women's Business Council of the Philippines  
 Date: 20 January 2013, Sunday  
 Time: 9:30 – 11:00 a.m.  
 Venue: Shang Palace, Shangri-La Hotel Makati  
 \*seat arrangement: banquet

### Purpose of Meeting

The goal of this meeting is to introduce the ABAC/AWF delegates to the women business leaders in the Philippines who can share with them the current state, the challenges and opportunities of women engaged in business in the country, both in corporate work and personal business. This will also give ABAC/AWF the opportunity to share to the WBCP the ABAC and AWF initiatives, policy advocacies and responsibility in the APEC fora. Lastly, this shall serve as a good networking opportunity for all participants.

### Proposed Program

Welcome Remarks and Introduction	Ms. Doris Magsaysay-Ho ABAC Philippines, host
ABAC Women's Forum: <b><i>Giving a voice to women in APEC</i></b>	Ms. Cher Wang AWF Chair 2013
Women's Business Council of the Philippines: <b><i>Helping women through business-focused solutions</i></b>	Ms. Pacita Juan WBCP President 2013
<b>ABAC Initiatives and Contributions in APEC</b>	*speaker from ABF/ABAC
<b>Women in Philippine Business: challenges and opportunities</b>	*speaker from WBCP
<b>Open Forum: Sharing of stories and Q&amp;A</b> Moderated by Pearly Chen	
<b>Closing Remarks</b>	Ms. Cher Wang

### Participating Groups

The **ABAC Women's Forum** comprises senior women executives from around the APEC region who are working to promote policy recommendations that enhance opportunities for women in business, and inspire the next generation of women entrepreneurs.

*For more information: [www.abacwomen.org](http://www.abacwomen.org)*

The **Women's Business Council of the Philippines (WBCP)** was established in 1997 through the endorsement of then President Fidel V. Ramos and then Trade Secretary Ernesto V. Ordenez. It was formed to provide a platform to hear about women's issues in business and to discuss possible policies that could be endorsed to government bodies to help women in general, through business-focused solutions.

As an advocacy group composed of the country's top women business leaders and entrepreneurs, the WBCP is an active force in looking for solutions to challenges women generally face in the conduct of their business. Further, it seeks to promote women-led and women-owned enterprises through networking and through the use of technology. *For more information: [www.wbcp.ph](http://www.wbcp.ph)*

# ABAC Meeting Overview

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## **APEC SME Summit: Breaking Barriers Through Innovation**

**Sunday, January 20, 2013, 12:30 – 3:45pm**

Host economies of ABAC meetings often organize an SME Summit on the margins of the ABAC Meeting. Typically the summits involve a series of panel discussions on the subject that feature a combination of local SME representatives, leading business figures in the host economy and ABAC members. The panel discussions for the ABAC Philippines SME Summit will be divided into three themes:

- Breaking Mindsets;
- Breaking into New Markets; and
- Breaking Traditional Business Models.

Generally attendance is optional for ABAC members and staff.



**APEC SME Summit: Breaking Barriers Through Innovation**  
**January 20, 2013**  
**Manila**

**PROGRAM**

<b>TIME</b>		<b>PROGRAM</b>
<b>12:30 - 13:00</b>		<b>Registration</b>
<b>13:05</b>		<b>Official Start of Program</b>
<b>13:05 - 13:10</b>	Welcoming Remarks	<b>Ms. Doris Magsaysay-Ho</b> President & CEO, A. Magsaysay Inc
<b>13:10 - 13:15</b>	Introductory Remarks	<b>Hon. Greg Domingo</b> Secretary, Department of Trade and Industry of the Philippines
<b>13:15 – 13:20</b>		<b>Ms. Teresita Sy- Coson</b> Chairperson, Banco de Oro Universal Bank
<b>[PART 1: Breaking Mindsets]</b>		
<b>13:25 – 13:35</b>		<b>Ms. Cher Wang</b> Chairman, VIA Technologies Inc. HTC Group
<b>13:35 – 13:45</b>		<b>Mr. Vincent Lo</b> Founder & Chairman, Shui On Group
<b>13:45 – 13:55</b>		<b>Mr. Dado Banatao</b> Managing Partner, Tallwood Venture Capital
<b>13:55 – 14:05</b>		<b>Mr. Tony Tan Caktiong</b> President & CEO, Jollibee Foods Corp.
<b>14:05 – 14:25</b>		<b>BREAK</b>
<b>[PART 2: Breaking Into New Markets]</b>		
<b>14:30 – 14:40</b>		<b>Ms. Diane Wang</b> Founder, DHGate.com
<b>14:40 – 14:50</b>		<b>Ms. Sheila Marcelo</b> President, Care Services on Line
<b>14:50 – 15:00</b>		<b>Mr. Winston Damarillo</b> Chief Executive Officer and Co-founder, Morphlabs

### [PART 3: Breaking Traditional Business Models]

<b>15:05– 15:15</b>	<b>Mr. Aris Alip</b> Founder & Managing Director, Center for Agriculture and Rural Development Mutually Reinforcing Institutions
<b>15:15- 15:25</b>	<b>Ms. Anna Meloto-Wilk</b> President & Co-founder, Gandang Kalikasan Inc.
<b>15:25 – 15:35</b>	<b>Mr. Bambang Ismawan</b> Co-founder & Chairperson, Bina Swadaya ( <i>Social Entrepreneur from Indonesia</i> )
<b>15:35 – 15:45</b> <i>End of Program</i>	<b>Moderator*</b> <b>Mr. Coco Alcuaz</b> <i>* Tentative</i>

#### Session 1: Breaking Mindsets

<b>Cher Wang</b> Chairman, VIA Technologies, Inc., HTC Group	Chinese Taipei	Will speak about her personal experience founding and building Via Technologies and HTC to become a global company
<b>Vincent Lo</b> Founder and Chairman, Shui On Group	Hong Kong	Will speak about his personal experience developing the Xian Tiandi in Shanghai and taking the risk on real estate developments around heritage
<b>Diosdado “Dado” Banatao</b> Managing Partner, Tallwood Venture Capital	U.S.A.	Will speak about his personal journey to become one of the great success stories in Silicon Valley
<b>Tony Tan Caktiong</b> President and CEO, Jollibee Foods Corporation	Philippines	Will speak about his story building Jollibee Foods Corporation

#### B. Session 2: Breaking Into New Markets

<b>Diane Wang</b> Founder, DHGate.com	China	Will speak about the power of e-markets and giving SME’s the ability reach their customers with an all in connectivity model
<b>Sheila Marcelo</b> President, Care Services Online	U.S.A	Will speak about her personal motivation to build a B to C marketplace for care services
<b>Winston Damarillo</b> Chief Executive Officer and Co-founder, Morphlabs, Inc.	U.S.A.	Will speak about his track record in building successful technology start-ups and cloud computing

### C. Session 3: Breaking Traditional Business Models

<b>Aris Alip</b> Founder & Managing Director, Center for Agriculture and Rural Development Mutually Reinforcing Institutions	Philippines	Will speak about his experience in providing micro finance to over 1 million people and how this has contributed to women empowerment
<b>Anna Meloto-Wilk</b> Co-Founder and President, GawadKalinga (GandangKalikasan)	Philippines	Will speak about the development of the brand 'Human Nature' into profitable business while transforming the lives of communities
<b>Bambang Ismawan</b> Co-Founder and Chairman, BinaSwadaya	Indonesia	Will speak about his leadership of empowering self-sustaining 100,000 rural farmers through printing, publishing, eco-tourism and agriculture

# ABAC Meeting Overview

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## Background

At the ABAC IV meeting in Vladivostok, Russia, ABAC convened a side meeting to discuss the issue of cross-border data flows. Following this meeting, ABAC Members recommended convening a roundtable on the margins of the ABAC I meeting in Manila and inviting subject experts from the private sector to discuss how businesses currently utilize cross-border data flows.

## Agenda

### **Dialogue and Partnership on Promoting Regional Data Flows**

*Pasay Room A, Level 3, Shangri-La Hotel*

*January 21, 2013*

12:00 – 12:05

#### **Introduction and scene-setter**

Speaker: *Alex Parle, National Center for APEC (TBD)*

12:05 – 12:40

#### **Speakers 1/2 – What is the role of data flows in commerce: how does the private sector utilize cross-border data flows?**

Information technology has created a more competitive, efficient, and flexible commercial landscape. Speakers will discuss the benefits and challenges of cross-border data flows, and how remote computing technologies are reshaping the commercial landscape.

Speakers: *Denis Curran, Technology Head of Strategy & Innovation, National Australia Bank*  
*Tom Clark, Board Member, National Center for APEC, Vice President, Government Relations – Asia, General Electric*

12:40 – 1:00

#### **Q & A**

1:00 – 1:20

#### **What are the security and privacy implications of cross-border data flows?**

A regulatory environment that allows the private sector to move business-related data across borders will be an important determinant of the financial service industry's ability to grow over the next decade, and is a key element of the region's ability to remain globally competitive. Despite the potential benefits of cross-border data flows, emerging technologies such as cloud computing have implications such as security, ownership, and privacy. These issues must be addressed in order for this new technology to flourish. How can APEC balance these concerns with the need to encourage growth?

Speaker: *Mr. David Katz, Board Member, National Center for APEC, Head of Government Relations, North Asia, VISA Worldwide Pte Limited*

1:20 – 1:30

#### **Q & A**

## ABAC Meeting Overview

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### **ABAC Investment Seminar – Investment and Business Opportunities in Chile, Mexico and Peru**

**Tuesday, January 22<sup>nd</sup> 2:15 – 4:15pm**

ABAC Chile, Mexico and Peru have regularly organized seminars to promote investment opportunities in their home economies. Typically the seminar consists of presentations delivered by representatives from local investment promotion authorities that highlight market opportunities and conditions that are favorable to investors. Although the presentations often touch on themes that are relevant to the ABAC's investment work (FTAs, infrastructure, legal environment etc.), typically they are meant to be promotional and are independent of ABAC's work on the subject.

Attendance is open to all interested ABAC members and staff.



# Investment and business opportunities in Chile, Mexico and Peru **THE MOMENT IS NOW**

**Tuesday,  
January 22<sup>nd</sup>  
14:15 - 16:15**

**Philippine Chamber of Commerce  
and Industry (PCCI) Office.**

\*Transportation will be provided from  
the Makati Shangri-La Hotel  
to the PCCI Office.

With sustainable economic growth, a modern, stable, and friendly legal framework, a powerful network of Free Trade Agreements, a strategic location, and vast natural resources, **Chile, Mexico and Peru** offer outstanding business and investment opportunities.

## **Opening:**

**Attorney Miguel Varela**, PCCI President.

## **Speakers:**

**Ambassador Roberto Mayorga**, Embassy of Chile in Philippines.

**ABAC Mexico**, (speaker to be determined).

**Mr. Enrique Gubbins**, ABAC Peru - Chairman of the Board, Sudamericana de Fibras.

Please RSVP to [lparedes@comexperu.org.pe](mailto:lparedes@comexperu.org.pe)

Special Thanks to ABAC Philippines and the Philippine Chamber of Commerce and Industry (PCCI).