



**Asia-Pacific
Economic Cooperation**

2012/SOM1/CPLG/025a

Agenda Item: 9

APEC Communications and Public Affairs Update

Purpose: Information
Submitted by: APEC Secretariat



**Competition Policy and Law Group Meeting
Moscow, Russia
12-13 February 2012**

APEC Communications and Public Affairs Update

February 2012

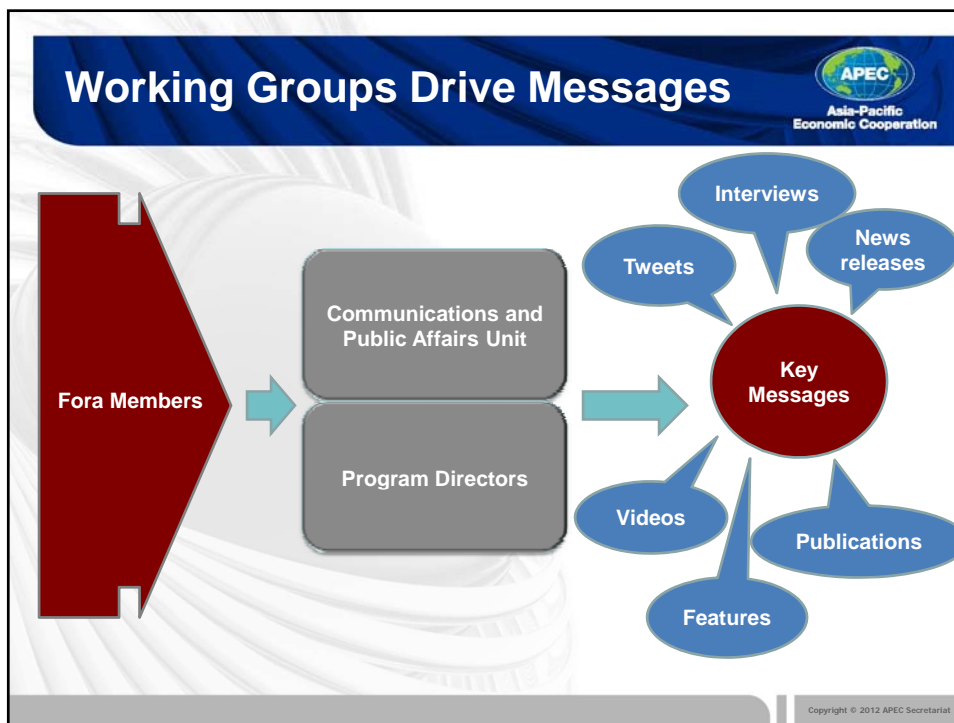
Michael Chapnick
Director, Communications and Public Affairs
APEC Secretariat



Asia-Pacific Economic Cooperation

Advancing Free Trade for Asia-Pacific Prosperity

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CPAU Operational Plan - 2012



Objective

Enhance awareness, understanding and support of APEC's role, agenda and achievements through a range of communications, outreach and media activities targeted at key stakeholders.

Tools

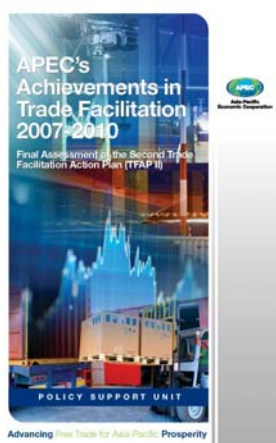
1. News, Media and Op-Eds
2. Outreach: Private Sector, Policymakers and APEC host
3. Online Communications: Social Media and Mobile Apps

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News, Media and Op-eds



- Launch of APEC Policy Support Unit (PSU) report

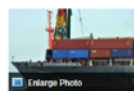


APEC saves \$60 bn as transaction costs ease: study

AFP News - Wed, 20/9, 2011

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Import and export costs in the Asia-Pacific region fell five percent between 2006 and 2010, resulting in savings of nearly \$60 billion, a research paper said Tuesday.

The decline offered a promising sign trade facilitation measures were bearing fruit and showed that further easing of barriers could help sustain the region's growth amid the shaky global economy, the research team's head said.

The study carried out for the Asia-Pacific Economic Cooperation (APEC) forum showed that while fees and charges for traded goods rose during that period, the time it took to clear transactions was cut by two days.

This resulted in a five percent drop in trade transaction costs, said the paper to be circulated among APEC trade ministers and officials meeting in Honolulu this week ahead of a weekend leaders' summit.


"The reduction is good news for businesses and economies in the Asia-Pacific region," said Denis Hew, director of the APEC Policy Support Unit which did the research.

"Given the uncertainty of the global economy, trade facilitation is now even more crucial to supporting sustainable economic growth," he said in a statement.

The International Monetary Fund last month trimmed its growth forecasts for Asia this year and next, and the Pacific Economic Cooperation Council think-tank said there was a "growing sense of


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News, Media and Op-eds



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- Op-ed articles on APEC initiatives
- Video coverage of APEC meetings
- Interviews for Ministers with international and local media



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ISLAND VOICES

Making regulations consistent is a key to APEC countries ensuring sustainable economic growth

By Mohamed Hour

POSTED: 01:02 PM, WED, NOV 29, 2011

With the global economy still reeling in uncertainty, reform of trade regulations is crucial. Although stimulus packages, increased cash aid and assistance to governments have had some impact since the global financial crisis, growth remains sluggish in many, particularly developed, economies.

Shaping up regulation reform across the Asia Pacific region will also be efforts to build a sustainable economic recovery. Overhauling laws and procedures in that goods, services and investment markets, more efficiently across borders, will help boost returns for exporters, grow businesses and generate jobs.

Asia-Pacific Economic Cooperation leaders and ministers gathering in Honolulu this week will seek updates from officials on progress in this vital area. With access to recent years on removing tariff and other "white-tariff" barriers to trade, APEC has formed to helping these nations and more.



Abdullah
Minister of
Malaysia's minister
director of the Asia

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Outreach: Private Sector, Policymakers and APEC host



Asia-Pacific
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- Building knowledge and support for APEC
- Publishing informational pamphlets
- Archiving records for APEC CEO Summit






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APEC and Social Networking




Asia-Pacific Economic Cooperation



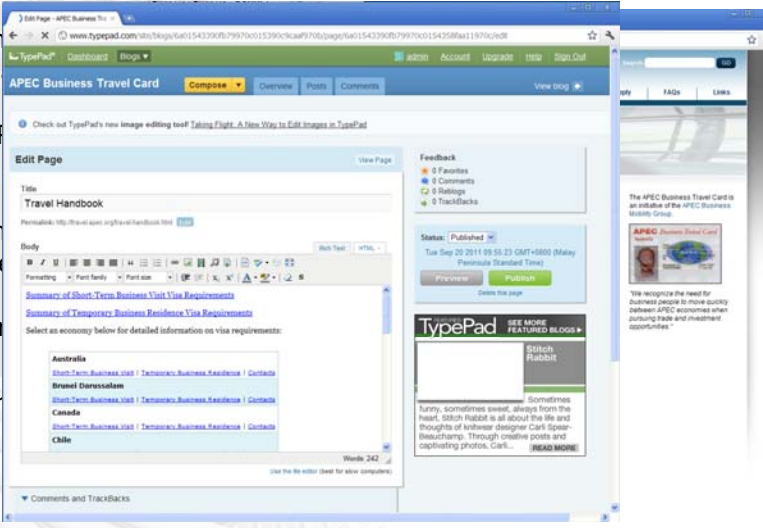
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