



**Asia-Pacific
Economic Cooperation**

2015/SOM1/EC/043

Agenda Item: 4

APEC 2015 Theme and Priorities

Purpose: Information

Submitted by: SOM Vice Chair



APEC
PHILIPPINES
2 0 1 5

**First Economic Committee Meeting
Clark, Philippines
4-5 February 2015**

The APEC 2015 Theme and Priorities



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Undersecretary Ferdinand Cui Jr.
SOM Vice Chair

Outline

- I. The 1996 APEC Leaders' Vision
- II. The Hosting Theme
- III. The APEC 2015 Priorities
- IV. Outcomes-Orientation for APEC 2015 and Beyond

The 1996 Leaders' Vision for APEC

*“We came to Subic [...] to reaffirm that the **ultimate objective** of our individual and collective endeavors is to enrich the lives and **to improve the standards of living of all our citizens** on a substantial basis.”*

*—AELM Declaration: From Vision to Action
25 November 1996
Subic, Philippines*

The Hosting Theme



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**BUILDING INCLUSIVE
ECONOMIES,
BUILDING
A BETTER WORLD**

Inclusive Growth means...

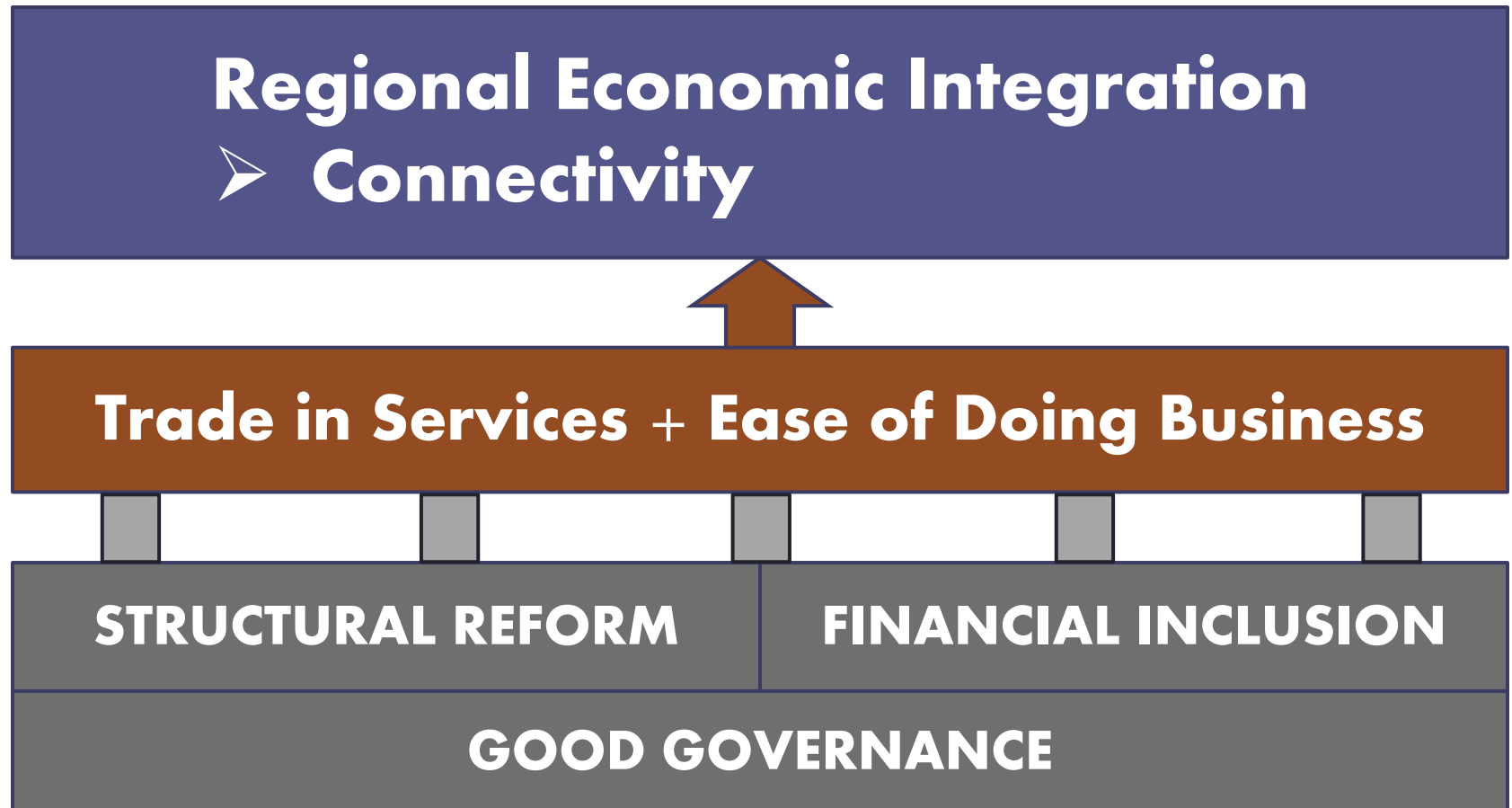
Everyone benefits.

Everybody contributes.

APEC 2015 Priorities



Enhancing the REI Agenda



Fostering the Participation of SMEs in Regional and Global Markets

Small and Medium Enterprises (SMEs)

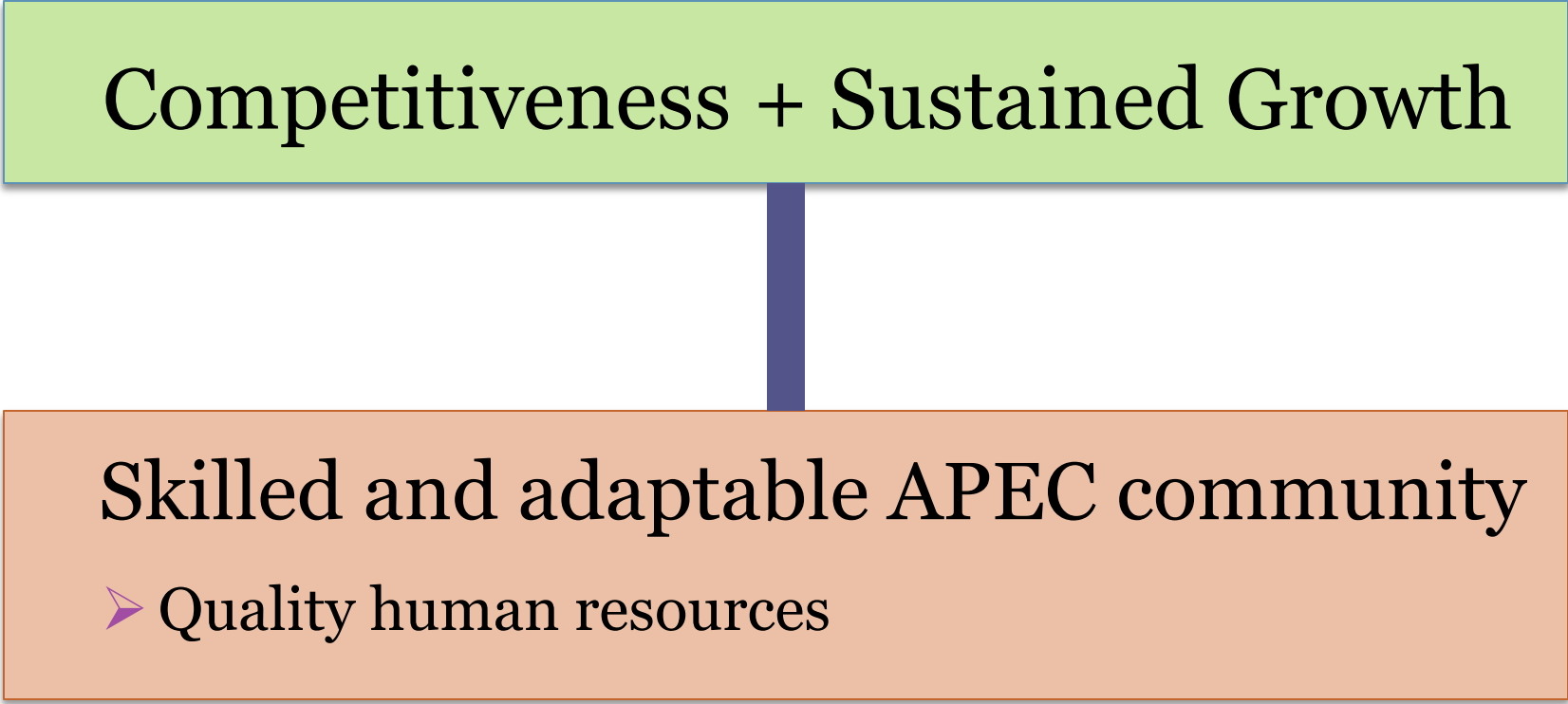
- Generate employment;
- Serve as sources of innovation and new technologies;
- Catalyze inclusive growth; and
- Enhance social integration.

Fostering the Participation of SMEs in Regional and Global Markets



Investing in Human Capital Development

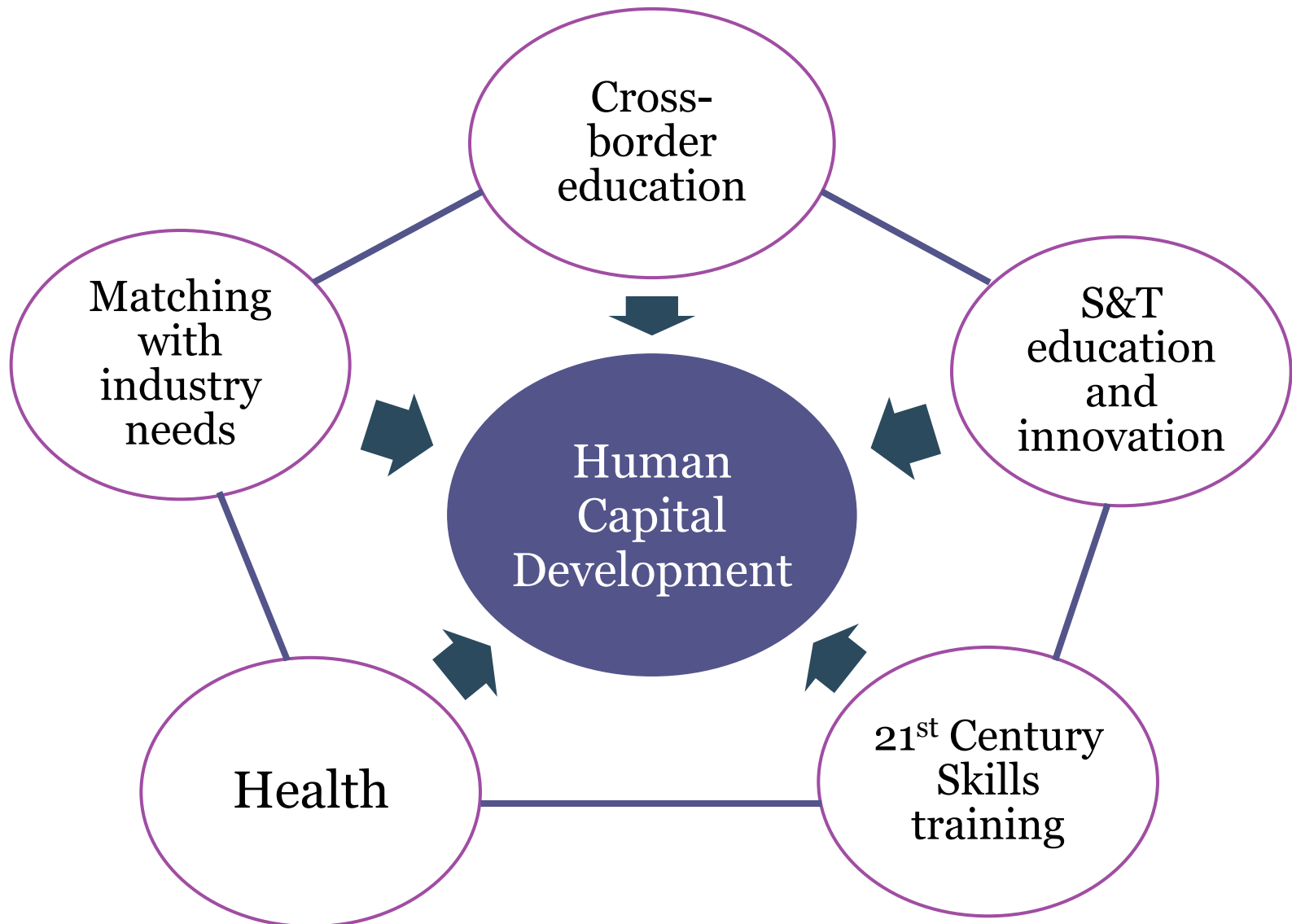
Competitiveness + Sustained Growth



Skilled and adaptable APEC community

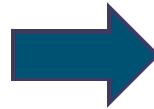
➤ Quality human resources

Investing in Human Capital Development



Building Sustainable and Resilient Communities

- Increasingly integrated Asia-Pacific, i.e., interlinked supply & demand of goods and services
- Increasing impact and frequency of natural disasters & health pandemics



- Increasing vulnerability of production and supply chains across borders; and
- Greater challenges to Food Security

Building Sustainable and Resilient Communities

Greater urgency for regional mechanisms to:

- Build resilient infrastructure;
- Promote risk reduction and management;
- Build SMEs' resilience to disaster; and
- Foster business continuity.


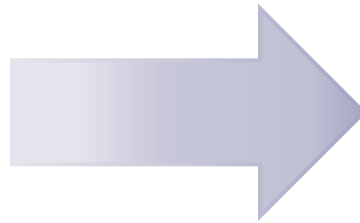
Outcomes-Orientation for APEC 2015 and Beyond

***“... to improve the standards of living
of all our citizens on a substantial
basis.”***

*—AELM Declaration: From Vision to Action
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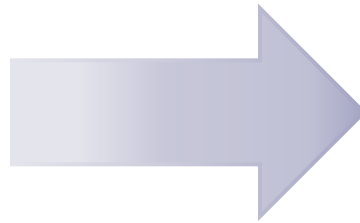


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Relevant,
outcomes-
oriented
APEC 2015
Leaders'
Declaration

Clear, relevant,
and measurable
set of APEC 2015
Initiatives



Relevant,
outcomes-
oriented
APEC 2015
Leaders'
Declaration

Elements of an Outcomes-Oriented APEC Initiative

- Relevance → leads to tangible results that are beneficial to Asia-Pacific communities;
- Measurability → Qualitative, Quantitative, and Timeliness (QQT) indicators; and
- Baseline and Milestone → starting point and annual accomplishments leading to end-result.

Examples of Outcomes-Oriented APEC Initiatives

- 10% improvement in APEC supply chain performance by 2015 in terms of time, cost, and uncertainty using 2009 as a base
- Aspirational goal of a 25% improvement on “Ease of Doing Business” by 2015, taking 2009 as a base in five priority areas: starting a business, getting credit, trading across borders, enforcing contracts, and dealing in permits

ON A LIGHTER NOTE...

NOT FOR CIRCULATION TO OTHER SUB-FORA (as of 04 Feb)



STAY HEALTHY FOR SOM 1

GET LEAN FOR SOM2





KEEP FIT FOR SOM3

ALL THE BEST
AND
THANK YOU!

