

Asia-Pacific Economic Cooperation (APEC)

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**Ambassador
Robert Holleyman**

*President & CEO, C&M International
(former Deputy U.S. Trade Representative)*

“In my roles in both government and the private sector, I have seen the unparalleled opportunities that APEC offers governments and enterprises to jointly address a variety of challenges. From strengthening health systems to promoting environmental sustainability – as well as transforming digital divides into digital opportunities – APEC is the premier forum for political and business leaders to join in creating the solutions that will promote growth and progress in the region for many years to come.”

Helping Clients Engage with the World’s Most Dynamic Economies

The Asia-Pacific Economic Cooperation (APEC), comprised of 21 of the world’s most dynamic, high-growth markets, is the premier economic organization in the Asia-Pacific region. Engagement in APEC enables companies to work directly with governments to collaboratively advance and secure policy outcomes and develop partnerships in support of commercial objectives.

APEC’s working groups, conferences, and technical capacity-building projects occur throughout the year – many with private sector involvement and leadership – culminating in the annual APEC Leaders’ Meeting, where heads of state collectively endorse initiatives, recognize outcomes, and set policy priorities for the future. From traditional commercial sectors to the emerging high-tech industries driving the digital transformation of the global economy, APEC is shaping a pro-growth, innovation-enabling policy and regulatory environment for the region.

C&M International puts our clients into the center of this process. We have been involved in APEC since its inception nearly three decades ago and our team includes former U.S. government officials with direct responsibility for APEC matters. We design and implement initiatives that advance our clients’ corporate objectives in ways that are aligned with the economic and policy objectives of governments in the region. We have spearheaded initiatives in sectors including health care and medical devices, food safety, air services, chemicals, biotechnology, and information technology, as well as on issues such as digital skills preparedness, women’s economic participation, business ethics, and regulatory harmonization.

MARKET POWER

APEC has **21 Member Economies** that collectively account for:

- **More than 40% of the World’s Population**
- **60% of Global GDP**
- **50% of Global Trade**

in the fastest-growing, most dynamic region in the world.

Why Should Your Company Engage in APEC?

- **APEC convenes the stakeholders who matter.** The region’s heads of state and ministers of finance, trade, health, energy, transportation, and environment, among others, are all closely involved in APEC’s activities, along with a broad range of international organizations, multilateral agencies and development banks, academic institutions, industry representatives, and other stakeholders.
- **APEC is focused on business and economic growth.** The organization’s core mission is to break down barriers to doing business and to liberalize trade and investment.
- **APEC actively engages the private sector.** It is one of the only global intergovernmental organizations where industry has a dedicated seat at the policy-making table. The annual APEC CEO Summit is an opportunity for business executives from around the world to engage directly with the region’s heads of state, key ministers, high profile CEOs, and other thought leaders.
- **APEC is recognized as an innovation-friendly policy incubator.** Its voluntary and non-binding structure gives governments the political cover to engage on issues on which there has been only deadlock in other international trade forums.

What We Do in APEC

- Concept creation & proposal writing
- Stakeholder mapping
- Policy guidance
- Partnerships & coalition building
- Outreach to influencers & governments

APEC's Breadth and Scope

financial inclusion

SME access and integration

digital connectivity & infrastructure

business ethics

intellectual property

health outcomes

supply chain efficiency

regtech

clean energy

regulatory harmonization

digital upskilling

enabling entrepreneurship

women in the economy

and much more....

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Here's Another Reason: APEC Gets Results

APEC's unique approach has helped create space for the innovation and creativity that enable governments and other stakeholders to be more ambitious with their commitments – and to carry them through to implementation and success. As a result, many see APEC as the world's most dynamic and impactful trade and economic policy forum.

Charting a course for the digital economy: Multiple APEC working groups are undertaking analysis, developing policy frameworks, and supporting pilot projects around the innovative industries that will shape the 21st-century global economy. From blockchain and artificial intelligence to digital health and autonomous vehicles, APEC is a key forum to address nascent policy challenges and work directly with governments to ensure an enabling business environment for innovative technologies in the Asia-Pacific.

Making it easier to do business in the region: APEC leaders endorsed a policy framework in 2009 to make it cheaper, easier, and faster to do business in the region by 2015. In that time, due to a series of APEC-led regulatory reforms and capacity building programs, the time to start a business in the region dropped from 29 days to 15 days, the minimum capital required to start a business was reduced by 84 percent, and numerous efficiencies in licensing, permitting, and other entrepreneurial hurdles were introduced.

APEC environmental goods list: APEC economies made a commitment in 2011 – after years of no progress in the WTO – to dramatically phase down tariffs on environmental goods. APEC heads of state endorsed a list of 54 targeted product lines, including solar cells, wind turbines, biogas generating sets, water purifiers, and sorting and recycling equipment, and met their commitment by 2015. The APEC list became the starting point for the WTO Environmental Goods Agreement negotiations.

Streamlining customs procedures to facilitate trade: APEC has promoted a “single window” approach, a virtual system for companies to submit relevant import/export information, payments, and customs documentation one time, from anywhere – enabling government agencies to electronically process permits and fees, resulting in faster clearance and release times and thereby speeding up the supply chain. Two-thirds of APEC countries have adopted the system, with region-wide participation projected by 2020.

With Our Longstanding Involvement in APEC, C&M International Gets Results, Too

Trade and Chemicals. C&M International worked with APEC governments and industry organizations to develop the Chemical Dialogue, a public-private forum that is considered a key industry success in harmonizing chemicals management and regulation, addressing non-tariff barriers, and reducing business costs in the region.

Public Health and Food Safety. Following several high-profile incidents, C&M International worked with a U.S. industry group to create a first-of-its-kind, tripartite industry-government-academia model to help build the capacity of APEC's 21 governments to improve food safety. The World Bank is replicating the model through the first-ever multi-donor trust fund and global partnership dedicated to food safety capacity building.

Business Ethics. C&M International launched the world's largest public-private partnership to promote ethical business practices for the medical device and biopharmaceutical sectors in the Asia-Pacific. Convening over 1,500 collaborating organizations from across the public and private ecosystem, the partnership has resulted in high-standard codes of ethics in 10 countries where they did not previously exist, and the model is being expanded and replicated in Latin America, the Middle East, and beyond.

