



REGISTER NOW!

Industry Leaders Wanted for Asian-Pacific Economic Cooperation 2017 APEC CEO Summit

- Manila, The Philippines & Da Nang, Socialist Republic of Vietnam
- November 3-11, 2017

The California Asian-Pacific Chamber of Commerce is seeking candidate delegates to accompany chamber officials to the 2017 APEC CEO Summit in Da Nang, Vietnam.

Over the past 20 years, the APEC CEO Summit has become one of the most important events held during the APEC year. The summit brings together more than 1,000 senior business executives from international enterprises across Asia-Pacific—as well as senior political leaders from the 21 APEC economies.

Anyone with export interest in the Asia-Pacific region who wants to meet business leaders in one place—this is event to attend! The APEC CEO Summit is similar in scope to the World Economic Forum annual meeting of global political and business elites in Davos, Switzerland.



“The CalAsian Chamber is delighted to be invited to the APEC CEO Summit,” said CalAsian Chamber President & CEO Pat Fong Kushida. “We will be able to tell the story that California is open for business while helping our members and clients connect at a high level to business leaders and trade officials from foreign governments.

CLIMATE CHANGE IS A CONFERENCE PRIORITY

With the U.S. federal government altering its policy on trans-Pacific trade, attendance by U.S. companies—and especially those from California—takes on greater importance. California is assuming even a greater role globally on important matters that affect business and the environment.



The CalAsian Chamber is specifically recruiting industry leaders who are clean-tech sector, green tech, infrastructure and sustainable agricultural experts as well as related state agency officials for the 2017 APEC CEO Conference. The chamber has partnered with Gov. Brown's Office of Business and Economic Development (GO-BIZ) on previous trade missions that focused on clean-tech and the governor's priorities.

Conference host Vietnam has in fact called out climate change and food security as a major priority of the 2017 conference, saying "In recent years, APEC has increased its focus on addressing the negative impact that climate change has had on efforts to improve food security and achieve sustainable agriculture. Linking food security with sustainable agriculture in response to climate change is aimed at helping APEC respond more effectively to the ever intensifying impacts of climate change in the region."

This year, the APEC CEO Conference is an opportunity for leaders in Asia-Pacific to meet California representatives and industry representatives who are leaders in their fields and committed to responding to climate change. This is a singular moment for California.

BENEFITS OF THE APEC CEO SUMMIT

- Asia-Pacific's premier business event—invitation only.
- APEC—comprised of 21 member economies from around the Asia-Pacific region—represents upwards of 2.8 billion people, 59 percent of world gross domestic product and 49 percent of world trade (in 2015).
- Engage in dialogue with APEC economy leaders, ministers, high-level government officials.
- Discover business opportunities through networking with CEOs from hundreds of top Asia-Pacific companies.
- Forge connections with thought leaders and media outlets from around the region and the world.
- One-to-one meetings with foreign industry executives and government officials, pre-screened to match your specific business objectives whether for representation, direct sales or joint ventures in the local market—upon request.

WHO SHOULD ATTEND

- CEOs & NGO Leaders
- Economic Developers
- Pacific Rim Export Small Minority Enterprises
- Public Policy Thought Leaders
- Educators & Cultural Leaders

WHY BUILD RELATIONSHIPS IN THE ASIA-PACIFIC ECONOMIES

The APEC CEO Summit keynote address will be delivered by Vietnam's Deputy Prime Minister, H.E. Pham Binh Minh, who previously noted that:

- The global economic power is shifting to Asia-Pacific, with emerging economies in the region expected to drive regional and global growth. The outlook for the region remains robust—the strongest in the world.

- The region is a powerhouse of new technologies, skilled workforce and burgeoning middle class.
- Asia-Pacific's share of the global GDP is expected to rise to almost 70% of the GDP of the world by 2050.
- Ten out of 20 world's largest economies are in the Asia-Pacific region.
- Asia-Pacific is the only region that has not suffered from a single armed conflict since the end of the Cold War.

KEY THEMES FOR THE 2017 SUMMIT

- Regional Economic Integration
- Food Security, Agricultural Development & Climate Change
- Sustainable, Innovative and Inclusive Growth
- Small Minority Enterprises and Innovation

ONGOING APEC INITIATIVES

- Digital Economy
- Services & Infrastructure
- Health & Financial Services
- Trade Facilitation
- Energy Security & Mining
- Women's Issues & Anti-Corruption

OTHER TRADE MISSION HIGHLIGHTS

- **Manila, The Philippines**—U.S. Embassy briefing and Asian Development Bank meetings; business development meeting between the CalAsian and Philippines chambers of commerce.
- **Ho Chi Minh City**—The CalAsian Chamber will sign an agreement with the American Chamber of Commerce-Ho Chi Minh City to open up commerce ties between businesses in California and Vietnam. The agreement—called a memorandum of understanding—is one of many which the CalAsian Chamber has concluded in the last few years with chambers and agencies in other Pacific Rim cities. The agreement with Ho Chi Minh's American Chamber will deepen the 'circuitry' that the CalAsian Chamber is creating across the Asia-Pacific region with other chambers of commerce.
- **Vietnam Business Summit**—Business-to-business conference held a day prior to APEC CEO Summit. Organized by Vietnam Chamber of Commerce and Industry—the VBS will be an excellent opportunity for international and local potential investors to get updated with Vietnam's new incentive policies for investment. California businesses can also meet Vietnamese businesses wanting to reach out to potential global partners.

ITINERARY

Friday, Nov. 3	Depart San Francisco or Los Angeles
Saturday, Nov. 4	Arrive in Manila, Philippines/Hotel Check-in
Sunday, Nov. 5	Free Day
Monday, Nov. 6	U.S. Embassy briefing/Asian Development Bank meetings; Contract Signing; Check-out of Hotel; Fly to Da Nang Vietnam

Monday, Nov. 6	Arrive Da Nang, Vietnam/Hotel Check-in
Tuesday, Nov. 7	Vietnam Business Summit
Wednesday, Nov. 8	NCAPEC Luncheon/CEO Summit begins
Thursday, Nov. 9	APEC CEO Summit
Friday, Nov. 10	APEC CEO Summit
Saturday, Nov. 11	Depart Da Nang, Vietnam transit in Manila
Saturday, Nov. 11	Arrive San Francisco or Los Angeles

COST

\$8,000: Includes international flight, hotel, APEC CEO meeting badge, transportation, meals etc. Nonrefundable deposit of \$1,000 USD.

REGISTRATION IS OPEN!

For further details, visit the CalAsian Chamber [website](#) or contact:

- Henan Li, Global Initiatives Project Manager, 916-389-7478, hli@calasiancc.org
- Sam Driggers, Global Initiatives Director, 916-389-7463, sdriggers@calasiancc.org
- Please fill out and submit the participation information and company profile form PDF.