



**Asia-Pacific  
Economic Cooperation**

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**2012/CTI/WKSP/002**

## **Speakers' List**

Submitted by: Japan



**Workshop on Increasing Free Trade  
Agreement Utilization by SMEs  
Tokyo, Japan  
7 August 2012**

# APEC Workshop “Increasing FTA Utilization by SMEs”

August 7, 2012

Tokyo, Japan

## SPEAKERS LIST \*In alphabetical order



### **Paula CARRION**

Manager  
Market Intelligence Coordination Division  
PROMPERU, Peru

Session 2

### **Paula CARRION**

Paula Carrión is Manager of the Market Intelligence Division at the Direction for Export Promotion - Commission on the Promotion of Peru for Export and Tourism (PROMPERU). This Division is responsible of the planning and development of market research and prospective activities. Past positions included her participation as member of the Peruvian agricultural technical team in the negotiations of the Free Trade Agreement with the United States and EFTA, while she worked at the Ministry of Agriculture. Ms. Carrion received her B.A. in Economics from the Pontificia Universidad Católica del Perú in 2001 and her M.A. in Globalization and Economic Development at the University of Antwerp – Belgium in 2003.



### **Hiroshi, HIRAIZUMI**

Director for FTA/EPA Negotiations,  
Trade Policy Bureau, Ministry of Economy, Trade  
and Industry, Japan

Session 2 and 3

### **Hiroshi HIRAIZUMI**

Hiroshi Hiraizumi joined the Ministry of International Trade and Industry (MITI) in 1994 and has been serving as a Director for Economic Partnership in its successor, the Ministry of Economy Trade and Industry (METI) since April 2012.

Mr. Hiraizumi held several positions in planning small and medium-sized enterprises (SME) policies in METI. In addition, he served as an executive officer responsible for the local economic policy in Yamaguchi and Miyagi prefectures. Throughout his career, he obtained extensive expertise and experience in SME policy as well as innovation policy under cooperation among academia, industry and government.

From 2004 to 2005, Mr. Hiraizumi served as a deputy-director in FTA/EPA Division in METI, where he formulated and implemented Japan’s Economic Partnership Agreements (EPAs) policy. From 2005 to 2008, he worked as a commercial officer in the Embassy of Japan in South Africa, focusing on economic cooperation and investment promotion. With these experiences, he acquired extensive expertise on Trade Policy including EPA/FTA and foreign investment.



### **Samuel H. KIDDER**

Executive Director, American Chamber of Commerce in Japan

Session 3

#### **Samuel H. Kidder**

Samuel H. Kidder was appointed as Executive Director of the American Chamber of Commerce in Japan (ACCJ) in June 2006. With about 2,700 members and a staff of 25, the ACCJ is one of the largest and most influential Chambers outside of the United States. Prior to this appointment, Mr. Kidder served as Minister-Counselor for Commercial Affairs of the U.S. Embassy in Tokyo from 1997 to 2001 and 2003 to 2006. Having entered the U.S. Department of Commerce in 1983, he also served in Seoul and New Delhi. Mr. Kidder, a native of New Jersey, earned a bachelor's degree in Political Science at Beloit College, Wisconsin, and graduated from Harvard University with Master of Arts in Regional Studies (East Asia). He also completed graduate work in East Asian history at University of Washington and studied at Yonsei University in Seoul, South Korea, as a Fulbright Fellow.



### **Taewan KIM**

Director, FTA Industrial Support Division  
Ministry of Strategy & Finance, Korea

Session 2

#### **Taewan KIM**

Mr. Tae wan KIM was Coordinated Technology Marketing & Intelligent Transport System, Presidential Committee on National Competitiveness from Feb 2010 through Oct 2011. Before that, Mr. Kim was Present, Director, Ministry of Knowledge Economy since Dec 2009, Deputy Director. Between Apr 2000 to Dec 2009, Mr. Kim worked in several divisions in MKE (Former Ministry of Commerce, Industry and Energy), such as, Regional Economic Policy Division, Public Innovation & Planning Division, Europe & America's Division, Industrial Complex Division, Foreign Investment Policy Division and Industrial Policy Division.

Mr. Kim hold the MBA, Thunderbird School of Global Management, Glendale, Arizona, USA (Aug 2007 to May 2009), and graduated from Graduate School of Public Administration, Seoul National University (Mar 1998 to Feb 2000). Mr. Kim has MA in Economics (Mar 1995 to Feb 1998) and BS in Chemistry (Mar 1991 to Feb 1995) in Seoul National University



**Youngdal, LEE**  
Deputy Director, Korea Customs Service

Session 2

**Youngdal LEE**

Mr. Youngdal Lee works for mplementation & support of Korea-US FTA, Korea-EU FTA, Korea-ASEAN FTA etc.

He was the Assistant Director, Korea Customs Service and performed customs mission such as audit, passenger clearance from 1998 to 2006. During1989 to1997, he was Customs officer of Branches of Korea Customs Service, and performed several customs matters such as import clearance, cargo inspection&surveillance, investigation etc.

He hold MA in Public Policy Management in University of Pittsburgh in US (2005-2007), and BA in Economics of Korea National Open University (1994-1997). He studied in National Tax Colledge, Korea (Major in Customs) during 1987-1989.



**Bee Suan LIM**  
Divisional Director  
Free Trade Agreement and Representative Office  
Division  
Trade Services & Policy Group  
International Enterprise Singapore

Session 2

**Bee Suan LIM**

Bee Suan is in-charge of promoting FTA awareness and utilisation through active participation in speaking events, training, one-to-one company consultations and gathering feedback/reviews for new FTAs or FTA Reviews. With her in-depth knowledge and technical expertise in FTAs, she has assisted many Singapore-based companies resolve FTA export-related issues such as refund of overpaid duties, non-granting of preferential tariffs and tariff classification issues.

From 2004 to 2007, she was seconded to the Ministry of Trade and Industry where she was Singapore's key representative to various ASEAN Committees including the ASEAN Rules of Origin Task Force and ASEAN-China and ASEAN-Korea FTAs Working Groups on Rules of Origin. In addition, she was Singapore's Lead Negotiator for the ASEAN-India FTA Working Group on Rules of Origin.

Bee Suan has received several awards such as the National Day Efficiency and Commendation Medals, PS21 Star Service Award, MTI's GEMS Award and Outstanding WITs Leader Award.



## **Tadaatsu MOHRI**

Director, APEC Division, Economic Affairs Bureau,  
Ministry of Foreign Affairs, Japan

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### **Tadaatsu MOHRI**

Tadaatsu Mohri is Director of APEC Division, Ministry of Foreign Affairs of Japan. Before assuming the current post, he was Professor of public international law at the Graduate School of International Cooperation Studies, Kobe University. He is a career diplomat since 1991 and has experienced various posts such as Senior Coordinator for Intelligence and Analysis Service, Principal Deputy Director of Legal affairs Division and the WTO affairs Division. He also served as Counselor for political affairs at Embassy of Japan in Moscow (2008-2009) and as Counselor for economic affairs at Embassy of Japan in Washington DC (2006-2008). In 2009 he was Visiting Fellow at Center for Northeast Asian Policy Studies, the Brookings Institution.



## **Yoshiaki MUTO**

Partner,  
Baker & McKenzie GJJJ  
Tokyo Aoyama Aoki Koma Law Office  
(Gaikokuho Joint Enterprise)

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### **Yoshiaki MUTO**

### **Yoshiaki MUTO**

Yoshiaki Muto has two decades of experience handling international corporate transactions and dispute matters. He is currently the Managing Partner and Dispute Resolution Practice Group leader of the Firm's Tokyo office, and a member of the Asia Pacific Regional Council and the Global Policy Committee of Baker & McKenzie. Mr. Muto was recommended as a dispute resolution practitioner in Japan by *PLC Which Lawyer* and *Global Counsel 3000*, and was recently named a leading individual in the dispute resolution field by *Chambers Asia*. Mr. Muto focuses his practice in the areas of domestic and international dispute resolution, including litigation and arbitration, corporate investigation and compliance. He also advises on international trade, corporate and commercial matters, including those pertaining to corporate, contract and competition laws. His recent publications include "New Legislation on International Jurisdiction of the Japanese Courts – Practitioner's Perspective," (co-author), *Shoujihoumu*, January 2012, and co-author and editor, "Asian Legal & Tax Overview - from business start-up to expansion and withdrawal," *Chuokezai-sha*, August 2011.



### **Hidehiro OKAYAMA**

General Manager for Economic Affairs, International Division  
The Japan Chamber of Commerce and Industry

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### **Hidehiro OKAYAMA**

Hidehiro Okayama is the General Manager for Economic Affairs of the International Division at the Japan Chamber of Commerce and Industry. He joined the Tokyo Chamber of Commerce and Industry in 1982 and has since been posted in a variety of Chamber divisions. He has been participating in various projects related to trade and investment liberalization initiated by APEC, the Japanese government, quasi-government agencies, and research institutions. Such projects include the Industry-Government-Academia Joint Study for an FTA among China, Japan, and Korea. He served as an alternative member of the APEC Business Advisory Council (ABAC) from 2001 to 2005.



### **Senen M. PERLADA**

Director  
Bureau of Export Trade Promotion  
Department of Trade and Industry, Philippines

Session 2

### **Senen M. PERLADA**

Director Perlada leads the Bureau of Export Trade Promotion (BETP), the focal Export Promotion Agency of Department of Trade and Industry (DTI), in providing enabling services to the Philippine exporting community through business intelligence and strategic knowledge management supportive of product and market diversification. He is concurrently the Executive Director of the Export Development Council (EDC) the apex Public Private Partnership (PPP) organization for export policy and development in the Philippines. He has more than 20 years of international marketing experience and business development work in the private sector, having held various senior management positions in a number of Filipino and internationally-engaged firms. He was the DTI's Trade Representative assigned to the Philippine Consulate General, Kobe, Japan from 1988 to 1992 and was instrumental in enhancing trade flows between the Philippines and the Kansai region as well as inward investments from the area of Western Japan. In 2010, Director Perlada was also designated Program Director of DTI's Doing Business in FTAs' (DBFTA) Program, a massive information campaign to increase awareness and utilization of the FTAs which the Philippines has entered into.

He continues to be a part-time lecturer at the John Gokongwei School of Management of the Ateneo de Manila University and the Program Director for International Business Minor. Mr. Perlada is married and has three children.



## **Ken SASAJI**

Director, APEC Office, Trade Policy Bureau,  
Ministry of Economy, Trade and Industry, Japan

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### **Ken SASAJI**

Mr. Sasaji serves as Director of the APEC Office at the Ministry of Economy, Trade and Industry (METI), the Government of Japan. He has held this position since January 2011. In this capacity, Mr. Sasaji is responsible for laying out and developing Japan's international economic and trade policy towards the Asia-Pacific region, and particularly the economic, trade and investment agenda in the Asia-Pacific Economic Cooperation (APEC) forum. Mr. Sasaji represents the Government of Japan at APEC's Committee on Trade and Investment (CTI), and he has been leading discussions on international trade and investment policy such as the next-generation trade and investment issues including effective, non-discriminatory and market-driven innovation policy and green growth agenda.

Before becoming APEC Director, Mr. Sasaji served as Director of the Energy Research and International Strategy Office from 2009. He successfully laid out the Strategic Energy Plan for Japan's comprehensive energy policy in June 2010. Since joining Ministry of International Trade and Industry (MITI) in 1993, Mr. Sasaji has held a number of positions for key policy issues including international economy, foreign exchange and trade finance, international security and industrial policy.

From 2005, Mr. Sasaji was posted to the Embassy of Japan in Germany, where he led coordination efforts and negotiations on a variety of economic issues between the Japanese and German Governments on G8 Summit in Heiligendamm in 2007, under the G8 presidency of Germany.

From 2000, Mr. Sasaji was sent by METI to the Cabinet Secretariat, where he was responsible for international security issues on Okinawa related to the Japan-U.S. Security Treaty. Mr. Sasaji was engaged in U.S.-Japan trade negotiations on flat glass from 1998 to 2000, and from 1995 to 1996 he led METI's initiatives in cooperation with the private sector to promote greater liberalization of foreign exchange markets and regulations in Japan.

Mr. Sasaji received his Masters Degree in Public Administration from the Harvard Kennedy School in 2003, and his B.A. in Law from the University of Tokyo in 1993. He is married and has one daughter.



## **Samuel David SCOLES**

Regional Director Asia, International Trade Advisory  
Services  
White & Case, Singapore

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### **Samuel David SCOLES**

Samuel Scoles provides strategic advice to clients on market access opportunities, trade and customs duty incentives available in regional and bilateral free trade agreements (FTA), and implementation of customs and other internal procedures to ensure efficient movement of goods and services. He has over fifteen years of experience in Asia in both the private and non-profit sectors. Prior to joining White & Case as an international trade analyst in 2001, he worked in business and e-commerce development for Astaga.com, a leading Internet company in Jakarta, Indonesia. He also spent over four years in Thailand working as both a university lecturer and an assistant coordinator for a French non-governmental organization (NGO) focusing on primary health care and SME development in Chiang Mai and along the Thai-Burmese border. Mr. Scoles is a frequent speaker at regional conferences and an author and co-author of several trade-related articles and papers, including "Navigating Rules of Origin: A Look at ASEAN," presented in Hawaii at a 2006 APEC Workshop on Capacity Building for the New International Architecture in Trade and Investment. He was appointed to the Free Trade Agreement Panel of Advisors in 2007, formed by International Enterprise (IE) Singapore, an agency under the Ministry of Trade & Industry. Mr. Scoles graduated from Westmont College in Santa Barbara, California with a B.A. in History and from the Johns Hopkins School for Advanced International Studies (SAIS) in Washington, D.C. with an M.A. in International Economics and Southeast Asian Studies. He is proficient in French, Indonesian and Thai.



## **TRAN Ba Cuong**

Director of WTO Division, Multilateral Trade Policy  
Department,  
Ministry of Industry and Trade of Vietnam

Session 2

### **TRAN BA Cuong**

Mr. Tran holds an MBA and LLB. He is in charge of Market Access negotiation in many FTAs joined by Vietnam, i.e. ASEAN-Japan Comprehensive Economic Partnership (AJCEP), ASEAN-China Free Trade Agreement (ACFTA), Vietnam-Japan Economic Partnership Agreement (VJEPA), ASEAN-Australia-New Zealand Free Trade Agreement (AANZFTA), ASEAN-India Free Trade Agreement (AIFTA), Vietnam – Chile Free Trade Agreement (VCFTA) and recently Trans-Pacific Partnership Agreement (TPP). He also covers WTO issues such as agriculture, investment, services, government procurement, rules of origin.

Additionally, Mr. Tran has been the Chairman of the Rules of Origin Sub-committee under the Joint Committee for ASEAN-China Free Trade Agreement (ACFTA) since 2007. He also successfully finished his chairmanship for the ATIGA Rules of Origin Sub-committee (SCAROO) in the year of 2011. Furthermore, he is frequently invited to deliver lectures by local authorities, relevant ministries for workshops, seminars and training classes on Utilization of FTAs, Tariff Reduction Schedule commitments in the FTAs, Rules of Origin and other FTA issues designed for SMEs, government officials and business associations.

Mr. Tran has also written articles for some newspapers and magazines. It could be highlighted some of his works as “*Boosting the import – export of Vietnam after joining the WTO*”, the National Committee of the International Economic Cooperation – 2006; “*Substantial differences between the Rules of Origin of the ASEAN-Korea FTA and AFTA*”, Vietnam Trade Review, No 30 (440) – 2006, page 24-26 and No 31 (441) – 2006, page 18 and 23; “*The TBT Notification Point of China and the experiences applied to Vietnam*” on the Vietnam Trade Review, No 40 (450) – 2006, page 16-17 and 27; “*Establishing the network of issuance and verification of the electronic Certificate of Origin in Vietnam*” on the Vietnam Trade Review, No 42 (452) – 2006, page 24-26; and on many other papers.



## **Pitak UDOMWICHAIWAT**

Director of the Bureau of Trade Preference  
Department of Foreign Trade , Ministry of Commerce of  
Thailand

Session 2

### **Pitak UDOMWICHAIWAT**

Mr. Pitak Udomwichaiwat is Director of the Bureau of Trade Preference, Department of Foreign Trade, Ministry of Commerce of Thailand. He received B.A. in Economics with honors from Thammasat University, Bangkok, Thailand in 1982 and M.A. in Economics (Royal Thai Government Scholarship) at Hitotsubashi University, Tokyo, Japan in 1990. He had held a number of notable professional positions as Economist at Department of Business Economics, First Secretary, Permanent Mission of Thailand to the World Trade Organization (WTO) in Geneva, Head of Working Group of Negotiations on Agriculture and Environment, Minister Counselor (Commercial) at Office of Commercial Affairs in Washington, D.C. He also has professional skills on WTO issues, GSP Scheme, Rules of Origin and AFTA (AEC) and FTAs.





## Shujiro URATA

Professor of Economics,  
Graduate School of Asia-Pacific Studies, Waseda  
University

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### Shujiro URATA

Shujiro Urata is Professor of Economics at Graduate School Asia-Pacific Studies, Waseda University. He is also Research Fellow at the Japanese Centre for Economic Research (JCER) and Senior Research Adviser for the Executive Director of the Economic Research Institute for ASEAN and East Asia (ERIA) in Jakarta. Professor Urata received his B.A. in Economics from Keio University in 1973 and his M.A. and Ph.D. in Economics at Stanford University in 1976 and 1978. He is a former Research Associate at the Brookings Institution, an Economist at the World Bank. He specializes in International Economics and Economics of Development. He has held a number of research and advisory positions including senior advisor to the Government of Indonesia, consultant to the World Bank, OECD, the Asian Development Bank and the Government of Japan. He published and edited a number of books on international economic issues and is an author and co-author of numerous articles in professional journals. His book publications in English include *Competitiveness, FDI and Technological Activity in East Asia*, co-editor, Edward Elgar, 2003, *Bilateral Trade Agreements: Origins, evolution, and implications*, co-editor, Routledge, 2005, *Multinationals and Economic Growth in East Asia*, co-editor, Routledge, 2006, *Free Trade Agreements in the Asia-Pacific*, co-editor, World Scientific, 2010, *Economic Consequences of Globalization: Evidence from East Asia*, co-editor, Routledge, and others.



## Wilf C. WAKELY

President, Canadian Chamber of Commerce in  
Japan

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### Wilf C. WAKELY

Wilf Wakely was elected President of the Canadian Chamber of Commerce in Japan in September of 2011. He previously served as Governor and Corporate Secretary on two separate occasions since 1982.

Wakely is Japanese-speaking Canadian lawyer and admitted to practice in Japan as a registered foreign law solicitor.

Born and raised in Vancouver Canada Wakely developed a strong interest in Japan since arriving as a student in 1965. Over the past 35 years his career in Japan has included experience in media, law and government.

Since 2006, Wakely's practice **Wakely Foreign Law Office** has been in a qualified joint venture with **TMI Associates**, one of Japan's top 5 law firms, with over 280 professionals, allowing **Wakely Foreign Law Office** to offer a wider range of Japanese legal services.

Wakely is active in community efforts presently serving as the Honorary Representative and Special Correspondent of the Vancouver Board of Trade in Japan. He also is active on issues relating to the rights of children, including parental child abduction



## **Ganeshan WIGNARAJA**

Director of Research,  
Asian Development Bank Institute

**Session 1**

### **Ganeshan WIGNARAJA**

Ganeshan Wignaraja is Director of Research at the Asian Development Bank Institute in Tokyo. His main research interests are in trade and competitiveness, regional integration, macroeconomic forecasting, technology and foreign aid. He has published 12 books in these areas (including *Asia's Free Trade Agreements* and *Competitiveness Strategies in Developing Countries*) and is an Executive Editor of the *Journal of Asian Economics*. Formerly, he was Principal Economist in the Asian Development Bank's Office of Regional Economic Integration, Chief Programme Officer in the Commonwealth Secretariat and a manager in a leading UK economics consulting firm. He has also held research positions at Oxford University, the OECD and the United Nations University Institute for New Technologies. His doctorate in economics is from Oxford University.