



**Asia-Pacific
Economic Cooperation**

2015/SOM1/ECSG/012

Agenda Item: 4

APEC 2015 Theme and Priorities

Purpose: Information
Submitted by: SOM Chair



APEC
PHILIPPINES
2 0 1 5

**31st Electronic Commerce Steering Group Meeting
Subic, Philippines
3 February 2015**

The APEC 2015 Theme and Priorities

Undersecretary Ferdinand Cui Jr.
SOM Vice Chair



APEC
PHILIPPINES
2 0 1 5

Outline

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

I. The 1996 APEC Leaders' Vision

A decorative graphic consisting of a solid teal horizontal bar at the top, followed by a white horizontal bar, and then three thin, parallel teal horizontal lines on the right side of the white bar.

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.”*

—APEC Economic Leaders' Declaration: From Vision to Action, 25 November 1996, The Philippines

II. The Hosting Theme





APEC
PHILIPPINES
2 0 1 5

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

What is Inclusive Growth?

Everyone benefits.

Everybody contributes.

III. The APEC 2015 Priorities



APEC 2015 Priorities

Inclusive
Growth
for the Asia
Pacific
Community

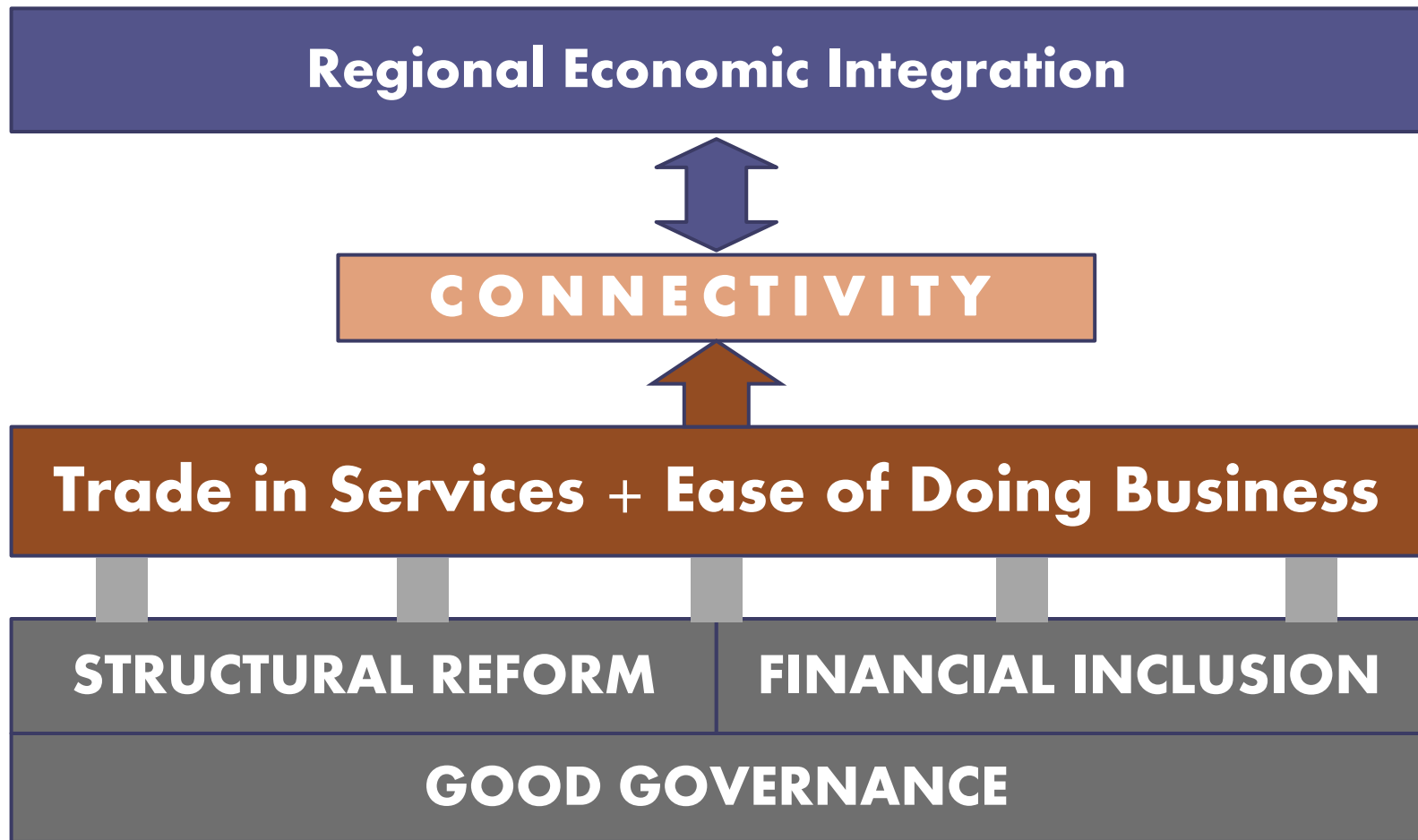
Enhancing the
Regional
Economic
Integration
Agenda

Building
Sustainable
and Resilient
Communities

Fostering the
Participation of
SMEs in
Regional and
Global Markets

Investing in
Human Capital
Development

Enhancing the REI Agenda



Fostering the Participation of SMEs in Regional and Global Markets

Small and Medium Enterprises (SMEs)

- Generate employment;
- Catalyze inclusive growth; and
- Serve as an engine of development.

Fostering the Participation of SMEs in Regional and Global Markets



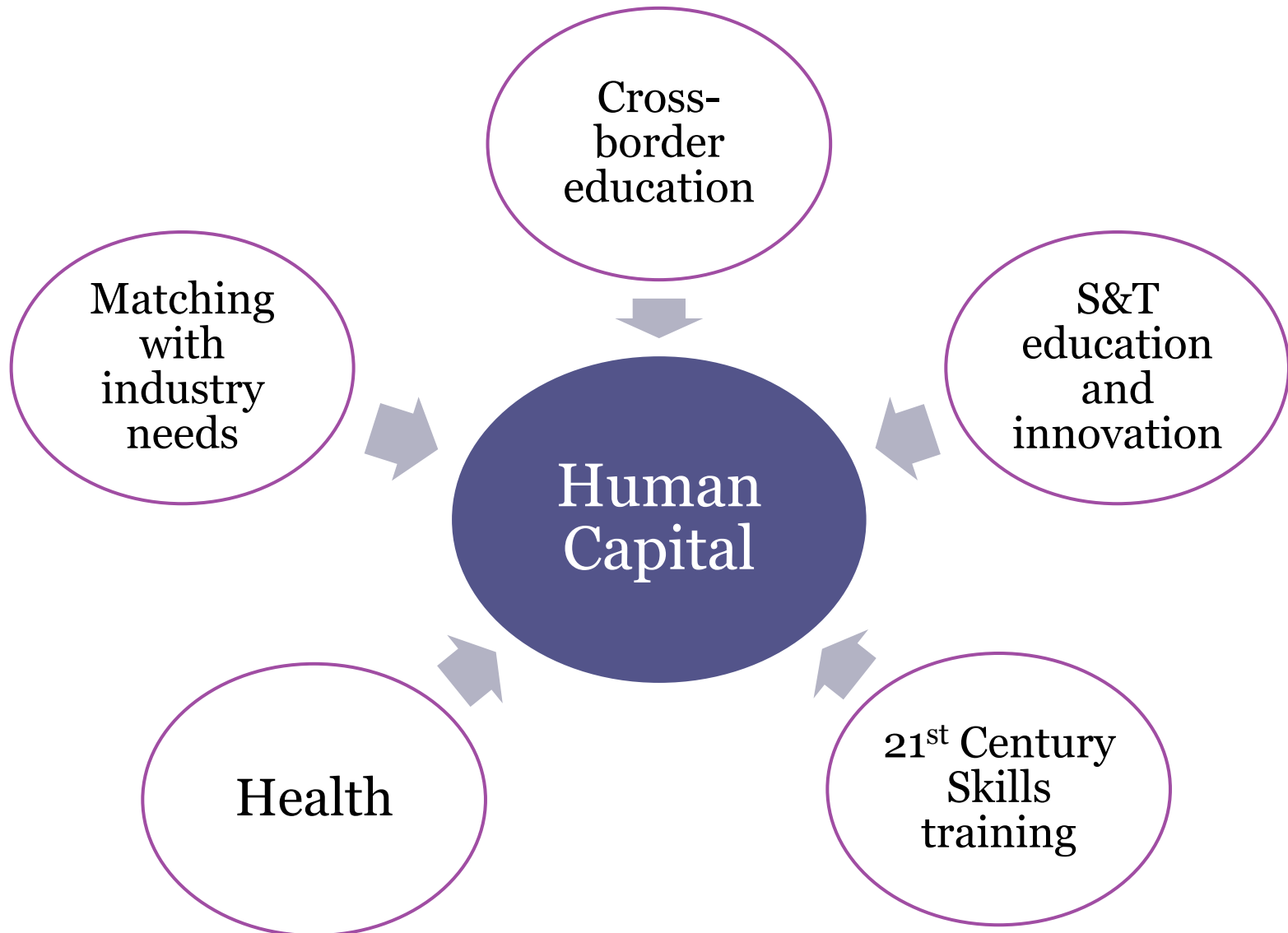
Investing in Human Capital Development

Competitiveness + Sustainable Growth



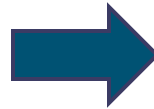
Quality human resources

Investing in Human Capital Development



Building Sustainable and Resilient Communities

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



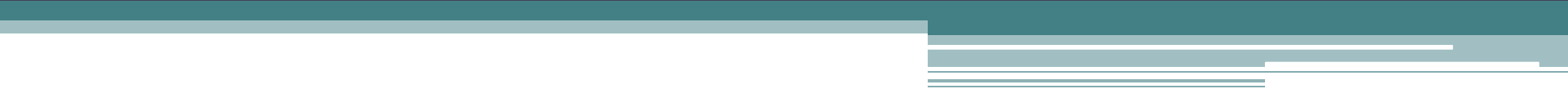
Increasing vulnerability
of Supply & Demand of
goods and services
across borders

Building Sustainable and Resilient Communities

Greater need for and urgency of APEC regional mechanisms and contingency measures to foster:

- ✓ Resilient infrastructure;
- ✓ Risk reduction and management;
- ✓ Resilient SMEs; and
- ✓ Business continuity.

IV. Outcomes-Orientation for APEC 2015 and Beyond

A decorative graphic consisting of a solid teal horizontal bar at the top, followed by a white horizontal bar, and then three thin, parallel white lines on the right side of the white bar.


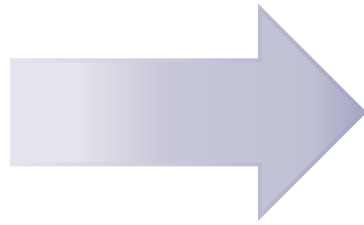
The 1996 Leaders' Vision for APEC

*“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.”*

—APEC Economic Leaders' Declaration: From Vision to Action, 25 November 1996, The Philippines

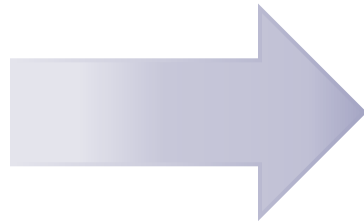


?



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. Will lead to tangible results that the communities of the Asia-Pacific region can feel;
- Measurability. Has Qualitative, Quantitative, and Timeliness (QQT) indicators; and
- Baseline and Milestone. Indicates the baseline of the proposed initiative and intended result by yearend (or milestone if not doable by end-2015).

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 doubling the share of renewables in the APEC energy mix, including in power generation, from 2010 levels by 2030

Examples of Outcomes-Oriented APEC Initiatives

- Aspirational goal of increasing forest cover in the region by at least 20 million hectares of all types of forest by 2020
- Conserve at least 10% of coastal and marine areas, including through effectively managed marine protected areas (MPAs) and other area-based conservation measures by 2020

THANK YOU
AND
HAVE A PLEASANT STAY!

