



**Asia-Pacific
Economic Cooperation**

2015/SOM3/CONF/001

Programme

Submitted by: Philippines



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**Regional Conference of Services Coalitions
Cebu, Philippines
7 September 2015**



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Regional Conference *of* Services Coalitions

Charting a New Course on Services: A Call to Action in APEC

In partnership with

the APEC Business Advisory Council (ABAC)
and the Pacific Economic Cooperation Council (PECC)

and with the support of the

International Trade Center (ITC)
and the Department of Foreign Affairs and Trade of Australia (DFAT)

**07 September 2015
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REGIONAL CONFERENCE OF SERVICES COALITIONS

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Services are now at the center of a major business transformation in APEC. The role of services as a game changer in domestic and regional development has been the subject of Public-Private Dialogues which were held on the margins of APEC Senior Officials' Meetings in Clark and in Boracay, The Philippines. Much interest has been generated by these dialogues, with services coalitions and business organizations joining the chorus of stakeholders seeking to broaden and deepen the discussions on services trade with the view to maximizing the development gains that the sector can bring.

It is for this reason that the Regional Conference was conceived as a pioneering effort that will bring together service-related enterprises, small enterprises, users of services, and other relevant sectoral groups from APEC economies that are focused on the services sectors. The goals of the conference are threefold:

- To introduce the concepts of a new APEC services agenda to business stakeholders;
- To enable the representatives of business organizations focused on services to share views and experiences on how their organizations operate domestically and internationally; and
- To hold a preparatory meeting to launch an APEC Coalition of Services Organizations.

The envisioned Asia Pacific Coalition of Services is intended to promote an effective consultative process at the domestic and regional level that will help elicit views and draw expertise of business, government, and other stakeholders.

PROGRAMME

REGIONAL CONFERENCE OF SERVICES COALITIONS

8:30—8:35

Session I. Opening Session

Welcome Remarks

Undersecretary Laura Q. Del Rosario
APEC 2015 SOM Chair

Opening Remarks

Secretary Arsenio M. Balisacan
Chair, Structural Reform Ministerial Meeting

8:35—9:45

Session II. Panel Discussion on Structural Reform and Services: Drivers to Shape 21st Century APEC

Structural reforms are vital to improving institutional frameworks, regulations and government policies with the view to achieving efficient functioning of markets and reducing behind-the-border barriers. These efforts are vital to boosting trade and prosperity in the Asia-Pacific region. This session will examine the relationship between services trade and structural reform. It will look at how structural reform can help economies and the region take advantage of the massive opportunities for the services sector. Key considerations, challenges, and opportunities will be discussed.

Moderator/Reactor: Amb. Manickam Supperamaniam
Former Ambassador of Malaysia to the WTO

Speakers:

Secretary Arsenio M. Balisacan
Chair, Structural Reform Ministerial Meeting

Hon. Steven Ciobo, MP
*Parliamentary Secretary to the Minister for Foreign Affairs
and the Minister for Trade and Investment, Australia*

Mr. Ho Meng Kit
*ABAC Member, Singapore
CEO, Singapore Business Federation*

Mr. Anthony Nightingale, CMG, SBS, JP
*ABAC Member, Hong Kong, China
Director, Jardine Matheson Holdings Limited*

Open Forum / Q&A

9:45—10:00

Coffee Break

<p>10:00—10:45</p>	<p><u>Session III. Why Business Needs More Competitive Services</u></p> <p><i>This session will discuss the role of competitive services in addressing business needs and in building competitive advantages in businesses. It will examine how competitive services help create jobs, produce quality goods, widen choices for consumers, harness opportunities for businesses, improve standards of living, and spur economic growth. The session will look at how competitive services contribute to building strong, competitive, and resilient supply chains.</i></p> <p>Moderator: Mr. Peter Allgeier <i>President, US Coalition of Service Industries</i></p> <p>Speakers:</p> <p>Prof. Christopher Findlay <i>Executive Dean, The University of Adelaide, Australia Vice-Chair, Australia Pacific Economic Cooperation Council (AUSPECC)</i></p> <p>Dr. Ernesto Ordoñez <i>President, Alyansa Agrikultura President, Cement Manufacturers of the Philippines</i></p> <p>Mr. Guillermo Manuel Montinola Luz <i>Private Sector Co-Chairman, National Competitiveness Council Lead Coordinator for Private Sector, APEC National Organizing Council Chief Operating Officer, APEC 2015 CEO Summit Host Committee</i></p> <p>Ms. Vivianne Arnold <i>President, Australian Services Roundtable</i></p> <p>Open Forum / Q&A</p>
<p>10:45—11:45</p>	<p><u>Session IV. Prospects for Services Trade</u></p> <p><i>This session will examine current challenges and opportunities, as well as prospects for services trade in the region.</i></p> <p>Moderator: Ms. Vivianne Arnold <i>President, Australian Services Roundtable</i></p> <p>Part I: Opportunities for Growth in Services through Global and Regional Initiatives in Trade and Investment</p> <p><i>Part I will focus on Opportunities for Growth in Services through Global and Regional Initiatives in Trade and Investment. This session will explore how global and regional initiatives can facilitate greater trade in services and boost regional and domestic economic growth. It will discuss how such initiatives can promote closer dialogue on trade in services, address relevant issues in the global and regional marketplace, and expand opportunities for services trade, among others, towards creating greater economic opportunities for the region.</i></p> <p>Speakers:</p> <p>Ms. Jane Drake-Brockman <i>Senior Services Advisor, International Trade Centre</i></p> <p>Mr. Ark-Boon Lee <i>APEC Senior Official, Singapore</i></p>

	<p>Mr. Pei-Yung Hsu <i>APEC Senior Official, Chinese Taipei</i></p> <p>Mr. Toshiyuki Sakamoto <i>APEC Senior Official, Japan</i></p> <p><i>Part II will focus on the slowdown in global trade and its implications for services trade. This session will explore the impact of the slow-moving rate of world trade in recent years on trade in services, assessing the challenges posed by the slowdown and propose strategies to utilize the opportunities to facilitate services trade.</i></p> <p>Speaker:</p> <p>Mr. Aaditya Mattoo <i>Research Manager, Trade and International Integration The World Bank</i></p> <p>Open Forum / Q & A</p>
11:45—12:30	<p><u>Session V. Cooperation and Coalitions: Mobilizing for Services Trade and Investment and Better Regulations</u></p> <p><i>This session will examine the role of services coalitions in expanding trade opportunities for trade in services. It will discuss how services coalitions can provide an effective voice for services firms in order to maximize growth opportunities. It will discuss how services coalitions can facilitate better business-government cooperation to foster competitive services industries. The session will also consider current issues and challenges facing services coalitions and explore how the establishment of an Asia Pacific Coalition of Services Organizations may offer opportunities for better facilitation of services trade and investment.</i></p> <p>Moderator: Ms. Sinta Sirait <i>President, Indonesia Services Dialogue</i></p> <p>Speakers:</p> <p>Mr. John Larkin <i>Chair, APEC Committee on Trade and Investment</i></p> <p>Mr. George Barcelon <i>Co-Chair, Philippine Services Coalition</i></p> <p>Mr. Don Campbell <i>Co-Chair, Pacific Economic Cooperation Council (PECC)</i></p> <p>Open Forum / Q&A</p>
12:30—12:45	<p><u>Session VI. Closing Session: The Next Steps</u></p> <p>Undersecretary Emmanuel F. Esguerra <i>Convenor, APEC Group on Services</i></p> <p>Mr. Ho Meng Kit <i>ABAC Member (Singapore) CEO, Singapore Business Federation</i></p>

12:40—14:00	<i>Luncheon</i>
14:30—18:00	<p><i>Meeting of Business Organizations and Services Coalitions *</i> Venue: Sta. Maria Ballroom 1, Radisson Blu Hotel</p> <p>Discussions on forming an Asia Pacific Coalition of Services Organizations and next steps.</p> <p><i>*This meeting is exclusive to services coalition members and business organizations.</i></p>

******END OF THE CONFERENCE******