



**Asia-Pacific
Economic Cooperation**

2022/CTI/WKSP2/001

Agenda

Submitted by: Japan



**Workshop on New-Normal Model of Trade
Promotion in the Post Pandemic Era
4 March 2022**

WORKSHOP

“New-Normal Model of Trade Promotion in the Post Pandemic Era” ~ Friday, 4 March 2022* ~

As economies have established restrictions to cross-border movements to contain the COVID-pandemic, conventional methods of promoting trade and investment have also been halted. As a response, some economies have employed new digital approaches to promote trade in spite of travel restrictions. However, progress has been uneven, as some governments and businesses are facing difficulties in preparing their organizations to adopt new technologies.

This online workshop aims to introduce best practices for the use of digital technologies to enhance trade promotion, particularly in the fields of business exhibitions and business meetings. These events play a key role for trade promotion as the first step of business communication. The workshop will also explore the role of governments in digitalizing trade promotion, as well as challenges, opportunities, and success factors they face in these efforts.

The workshop will provide useful policy recommendations for officials of APEC member economies and members of business communities in charge of trade promotion in the APEC region in the post-pandemic era. The result of the workshop will be consolidated into an APEC publication.

#	Begin*	End*	Duration	Description
1	9:00	9:05	5 min	Housekeeping Announcements
2	9:05	9:10	5 min	Welcome and opening remark Mr NIIKURA Takayuki, Director for the APEC office, Trade Policy Bureau, Ministry of Economy, Trade and Industry – Japan
3	9:10	9:25	15 min	Study presentation Mr KANEBAKO Kentaro, Assistant Director for the APEC office, Trade Policy Bureau, Ministry of Economy, Trade and Industry – Japan
4	9:25	9:55	30 min	Expert Presentations ➤ Dr Scott HARRISON, Senior Program Manager, Engaging Asia, Asia Pacific Foundation of Canada (APF Canada) ➤ Dr Christian VOLPE MARTINCUS, Principal Economist, Integration and Trade Sector (INT), Inter-American Development Bank (IDB)
5	9:55	10:05	10 min	Audience Q & A
	10:05	10:10	5 min	Break
6	10:10	10:55	45 min	Expert Panel Discussion ➤ Mr Kotaro KODAMA, Director General, Mr Takashi TSUNEMI, Director Mr Yusaku OSADA, Staff Market Development and Trade Fair Department, JETRO, Japan ➤ Ms Helena HSU, Manager, Ms Lily LIN, Project Manager, Department of Digital Commerce, TAITRA, Chinese Taipei ➤ (Moderator) Mr Peerachai ASADACHATREEKUL, Senior Innovation Manager, MICE Innovation & Intelligence Department (M2I), Thailand Convention & Exhibition Bureau (TCEB)
7	10:55	11:25	30 min	Discussion among panelists, answering moderator and audience questions.
8	11:25	11:30	5 min	Summarizing and closing note from the organizer
9	11:30	11:35	5 min	Closing Remark Mr NIIKURA Takayuki, Director for the APEC office, Trade Policy Bureau, Ministry of Economy, Trade and Industry – Japan

* Note: program dates and times are shown in Singapore Standard Time (UTC+8:00).