



APEC 2001

Business and Policy Strategies in the Asia-Pacific

APEC has evolved into a unique international organisation. Each year it regularly brings together Leaders, Ministers and officials from its 21 member economies to discuss ways of promoting mutual growth and economic development across the Asia-Pacific. Apart from the annual Leaders' and Ministerial Meetings, activity at the official level often does not attract headlines. But a great deal is being achieved in a wide range of areas. From trade liberalisation and facilitation to the 'new economy', APEC aims to align policy and business strategies in the Asia-Pacific.

To ensure it remains focused on practical, 'nuts and bolts' measures to lower business costs, APEC provides numerous opportunities for public-private dialogue where business can inject its views into the APEC policy process. Business has always been the driver of economic growth in the Asia-Pacific and APEC recognises that creating an environment in which business can flourish is vital to generating jobs and raising living standards.

APEC's trade facilitation agenda is designed to reduce transaction costs of cross-border trade, improve access to trade information and thereby make markets

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more open. APEC is seeking to simplify, reduce, harmonise or eliminate regulatory, administrative and other impediments to trade in a diverse range of areas including standards; customs processes; recognition of qualifications; and various visa, investment and other controls.

APEC is also supporting the 'new economy' and ways to overcome the digital divide. APEC has identified infrastructure issues (such as reform of the telecommunications sector), market fundamentals (including intellectual property and competition policy) and human resource development as areas in which it can contribute to the information revolution.

In 2000, APEC Leaders launched an action agenda for the 'new economy', including a commitment to trebling regional Internet access by 2005. This will be good for Australian exporters – online export opportunities will expand as more firms in the region become connected to the Internet.

Meanwhile progress on achieving free trade under the ambitious Bogor Goals continues as APEC economies reduce tariffs and non-tariff barriers across a wide range of sectors. In 2000, for example, Japan eliminated tariffs on 576 pharmaceutical products. Chile has reduced its across-the-board applied tariff rate by one percentage point to nine percent, and has committed to reduce it further to six percent by 2003. Indonesia reduced tariffs on 940 lines, bringing nearly two-thirds of its tariffs to five percent or less. At the same time, China has replaced quantitative restrictions on sugar, natural rubber and cotton with tariff quotas. Finally, extensive privatisation and deregulation has been undertaken in telecommunications, financial services and air services across a range of economies. These developments all underpin APEC's strong support for the early launch of a new WTO round of multilateral trade negotiations.

With a focus on Australia's contribution, this brochure describes some of APEC's broad range of work to ensure that policies facilitate business across the Asia-Pacific.

For further information: www.apecsec.org.sg www.BizAPEC.com

"APEC remains an important part of our regional focus. It continues to play an important role in helping to deliver freer trade and investment both through building support for the WTO agenda and through tangible trade facilitation initiatives which lower costs for business."

The Minister for Trade, Mr Mark Vaile





APEC China 2001

“Meeting New Challenges in the New Century”

As the APEC chair for 2001, the People's Republic of China is hosting a range of meetings for Leaders, Ministers, senior officials and business people throughout the year, culminating in the APEC CEO Summit and the APEC Economic Leaders' Summit in Shanghai from 18-21 October.

China has chosen the broad theme of “Meeting New Challenges in the New Century: Achieving Common Prosperity through Participation and Cooperation”. There are also three sub-themes:

- Sharing the Benefits of Globalisation and the New Economy, focusing on Ecotech, digital opportunities, human resource development, and corporate governance
- Advancing Trade and Investment, with the aim of promoting trade facilitation and a new WTO round
- Promoting Sustained Economic Growth, covering enhanced financial cooperation, macroeconomic policy dialogue and structural reform.

China's impressive economic growth and reform underpin its credentials to pursue an active APEC agenda. High-level meetings on human capacity building, trade, finance and other areas will be held. China is also hosting two key events for the business community, the 2nd APEC Investment Mart in Yantai (9 -15, June) and APEC Technomart IV in Suzhou (21-25, September).

Pictures of Shanghai courtesy of China National Tourist Office, Sydney



The first major activity, the APEC High Level Symposium on E-Commerce and Paperless Trading, took place in Beijing in February and attracted over two hundred industry representatives and officials from APEC economies. Jointly organised by China and Australia, this Symposium developed a number of specific measures to assist APEC members develop electronic trade administration systems.

Against the backdrop of China's expected accession to the WTO, APEC will continue to promote its trade and investment liberalisation and facilitation agenda by working for a new WTO round and by building developing economies' capacity to participate in and benefit from the WTO.

For further information: www.apec-china.org.cn.

Business sector advises APEC

APEC emphasises participation by the business/private sector in its activities. The APEC Business Advisory Council (ABAC) is the private sector arm of APEC and advises APEC Economic Leaders and their governments on issues of interest to business.

Established in 1995 as a permanent forum, ABAC comprises up to three senior business people appointed by APEC Leaders from each APEC economy. ABAC members come from a wide range of industry and service sectors and seek to represent the broad spectrum of business interests. One member from each economy generally comes from a small or medium-sized enterprise, and SME interests are actively promoted by ABAC.

With China as APEC chair in 2001, Mr Qin Xiao, Vice-Chairman, China International Trust & Investment Corporation (CITIC) will Chair ABAC.

Australia's members of ABAC are appointed by the Prime Minister, Mr Howard. Current members are Mr David Murray, Managing Director of the Commonwealth Bank of Australia, Mr Malcolm Kinnaird, founder and retired Chairman of Kinhill Pty Ltd and Mr Michael Crouch, Chairman and CEO of Zip Industries.

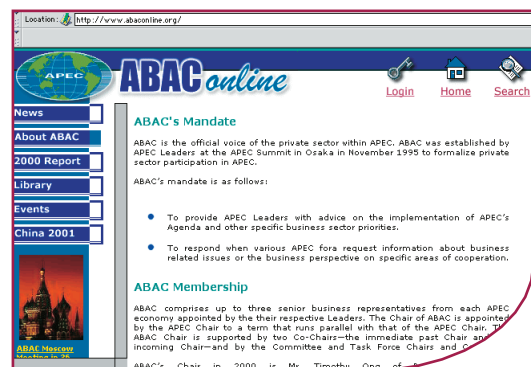
ABAC provides real-time advice to APEC policymakers and offers feedback from a business perspective on the quality of APEC action plans. In 2001 three task forces are developing policy recommendations. The Trade and Investment Task Force will push for a new round of multilateral trade negotiations in the WTO, call for continuing simplification and harmonisation of customs procedures and standards and conformance, and monitor implementation of the APEC Food System.

The Finance Task Force will continue its work on the adoption of internationally-accepted standards, capacity-building, and strengthening of the international financial system and will also continue to explore ways in which to develop domestic capital markets in the Asia-Pacific.

The Technology Task Force will build on earlier work in e-commerce readiness and seek to develop steps to reduce the "digital divide" among APEC economies. The Action Plan Monitoring Committee will monitor implementation of APEC's electronic Individual Action Plans.

There is also a Small and Medium Enterprises Caucus which focuses on major issues such as access to financing, information and communication technology and strengthening linkages with the SME ministerial meeting.

For further information: www.abaconline.org





APEC supports the WTO

At the APEC Meetings in Brunei in November 2000, Australia worked successfully to secure APEC Leaders' agreement to push for the launch of a new round of WTO negotiations in 2001. Leaders agreed that a successful launch required an agenda that was sufficiently balanced and broad based to respond to the interests and concerns of all WTO members.

APEC Leaders and Ministers encouraged meaningful progress in the mandated WTO negotiations on agriculture and services and urged WTO members to contribute positively to preparatory work in the WTO on industrial tariffs. They also reaffirmed their commitment made at the June 2000 Darwin Trade Ministers' meeting to the APEC-wide moratorium on custom duties on electronic transactions.

APEC has undertaken several confidence-building programs aimed at improving the capacity of developing economies to participate in and benefit from the WTO. These include a technical seminar to prepare developing countries for a new round of WTO industrials negotiations, and APEC seminars for developing economies on intellectual property, investment and competition policy.

In 2001, APEC will continue to build momentum for a new round in advance of the 4th WTO Ministerial meeting in Qatar from 9-13 November through concrete initiatives that contribute substantially to that end.

The Government is seeking a WTO round which achieves results within a time span that provides real gains for business and which is particularly focused on agricultural, services and industrials negotiations.

The potential benefits of a new WTO round are enormous, for both developed and developing economies. An Australian study in 1999 estimated that global welfare gains from only a fifty per cent reduction in existing trade barriers would be worth around US\$400 billion annually. A new round of multilateral trade negotiations would also ensure that countries continue to wind back global protection.

For further information: www.wto.org/

Recent market access gains

The Government's multilateral trade policy aims to expand the number of countries subject to WTO rules. Australia's bilateral agreement with China on market access elements of its WTO accession was a major breakthrough in 1999. Over the past two years, the Government has also successfully concluded WTO accession-related market access packages with six trading partners: Saudi Arabia, Oman, Jordan, Croatia, Moldova and Vanuatu. These have provided secure market access for Australian exporters in key areas of commercial interest.

Strengthening financial markets

Through the work of its Finance Ministers, APEC aims to strengthen financial markets and develop robust, open economies in the Asia-Pacific region. APEC Finance Ministers have adopted initiatives to promote stable and efficient financial markets and sound and credible economic policies, thereby contributing to strong business links in the APEC community.

The APEC Financiers Group (AFG) and APEC Business Advisory Council regularly advise APEC Finance Ministers on private sector views and concerns. APEC has identified structural and institutional reform and human resource development as key areas where it can contribute most effectively to enhance business opportunities.

“By helping to build stronger regional financial systems and more transparent financial markets, APEC can contribute to a more stable environment for all businesses in the region with more readily available and reasonably priced capital.”

David Murray, Managing Director,
Commonwealth Bank of Australia

Australia has taken a leading role to implement the Finance Ministers' agenda in several ways. One of these is the Taskforce on Company Accounting and Financial Reporting, which promotes high quality, internationally acceptable standards of accounting, disclosure and auditing practices.

Two Australia based life insurance companies - AXA and Colonial - have launched an initiative on Managing Regulatory Change in Life Insurance and Pensions. The initiative delivers symposia and training courses for regional regulators and supervisors focusing on prudential supervision of the life insurance industry in the region.

AXISS Australia is supporting an APEC Future Economic Leaders Think Tank to build relationships and networks among the future financial and economic leaders in APEC. The Think Tank encourages private sector participation from all APEC economies.

Australia is actively involved in many other APEC Finance Ministers' initiatives. These range from insolvency reform and financial crimes to positive measures to achieve 'paperless trading' by utilising the benefits of Information Technology and to improve human resource skills by training staff at all levels.

APEC is also pursuing a policy dialogue on good economic management to promote freer and more stable capital flows. Corporate governance in the APEC region is being enhanced through the development of effective structures and practices tailored to individual APEC economies. Finally, credit rating agencies are being supported to provide greater effectiveness, transparency, disclosure and quality of ratings.

For further information: www.apec2001fm.gov.cn



E-Commerce & Information Technology

Electronic commerce has enormous potential to create business efficiencies and boost economic growth, and is transforming what it means to do business today. The National Office for the Information Economy (NOIE), in cooperation with other government agencies, represents Australia in world forums where decisions are made that affect the growth of the information economy, and manages Australia's international work on information economy issues.

Within APEC, Australia leads and supports a number of activities to encourage the application of information technology and to support sustainable investment in electronic commerce. APEC promotes collaboration needed for effective cross-border transactions. It shares information and advice on issues including e-security, critical information protection, legal and regulatory matters, paperless trading, interoperability and e-government.

Australian agencies also lead cooperative efforts to support electronic business transactions in areas as diverse as customs, quarantine, transport, financial transactions, energy, trade promotion, consumer protection and tourism.

The online world is global by nature and there has been a rapid uptake of electronic commerce and information technology within APEC economies. But there remains a significant 'digital divide', which APEC is also addressing. This divide reflects differences in the relative cost of information technology and vastly different levels of access to basic telecommunications (see Table).

For further information: www.noie.gov.au

	Telephone Density	PC Penetration*	Internet Penetration	Wireless Penetration
Australia	52.12	47.06	40.54	34.28
Brunei	24.68		1.19	20.52
Canada	65.45	36.08	42.8	22.65
Chile	20.7	6.66	4.12	15.05
China	8.58	1.22	1.34	3.42
Hong Kong, China	57.57	29.76	26.0	63.61
Indonesia	2.91	0.91	0.18	1.06
Japan	49.4	28.69	21.38	44.94
Korea	44.14	18.29	32.31	50.03
Malaysia	20.3	6.87	6.88	13.7
Mexico	11.22	4.42	2.49	7.94
New Zealand	49.03	32.65	35.08	23.01
Peru	6.69		0.04	0.15
Philippines	3.95	1.69	1.5	4.02
PNG	1.14		0.62	3.66
Russia	20.64	3.74	6.3	0.09
Singapore	48.2	43.66	41.91	41.88
Chinese Taipei	54.52	19.7	28.84	52.24
Thailand	8.57	2.27	1.65	3.84
USA	68.18	51.05	53.72	31.15
Vietnam	2.68		0.13	0.04

Figures are percentages per population – except for * which is percentages per household.



Agri-business agenda

Australia is ensuring that the food sector is fully integrated into APEC initiatives for economic and trade reform and that APEC outcomes support our wider objectives in the WTO, through negotiations on agricultural trade reform.

APEC Food System

The APEC Food System focuses on development of rural infrastructure, promotion of trade in food products and dissemination of technological advances in food production and processing.

Progress in reducing barriers to trade in food products has proven difficult, particularly in the absence of a comprehensive WTO round. Some APEC economies have adopted a cautious approach to trade liberalisation in the agricultural sector. Nevertheless APEC economies have made some progress towards achieving the Bogor Goals in the food sector.

Steps taken include restructuring import tariffs, eliminating unnecessary impediments to trade in food and strengthening cooperation in the area of agricultural technology. Member economies are also working to improve educational facilities to provide training in rural areas.

Agricultural Technical Cooperation Working Group

The Agricultural Technical Cooperation Working Group (ATC) has seven priority areas:

- conservation and utilisation of plant and animal genetic resources
- research, development and extension of agricultural biotechnology
- production, processing, marketing, distribution and consumption of agricultural products
- plant and animal quarantine and pest management
- cooperative development of an agricultural finance system
- agricultural technology transfer and training
- sustainable agricultural and related environmental issues.

The ATC has been active in the biotechnology field as it shares information on the environment, food and feed safety, risk assessment and the harmonisation of regulations. It has also developed communications tools such as its, "Communicating About Agricultural Biotechnology in APEC Economies: A Best Practices Guide". In addition, the ATC has conducted workshops on agricultural technology transfer and training, on factors affecting the supply and demand for food and on agricultural finance.

For further information: www.apecsec.org.sg



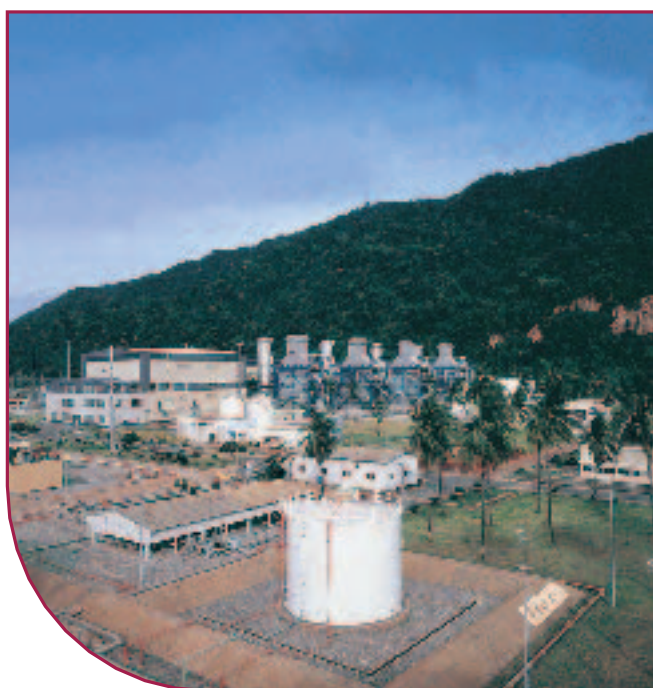
APEC establishes an industry-government Chemical Dialogue

At the November 2000 Joint Ministerial Meeting in Brunei, APEC Ministers welcomed an ABAC initiative to establish an APEC Chemical Dialogue. The Chemical Dialogue will involve a formal exchange between key private sector chemical industry representatives and relevant government officials from APEC member economies. The Dialogue will discuss trade and trade-related regulatory issues affecting the competitiveness of the industry, including non-tariff measures, trade facilitation, and economic and technical cooperation related to the chemical industry in the Asia-Pacific region. The Dialogue will also develop appropriate policies facilitating such trade, including issues such as harmonisation of standards and the streamlining of regulatory procedures.

The Dialogue will comprise a steering group and a high level annual meeting. The steering group, including private sector and government representatives, will define the agenda, assess policy progress and report to the APEC Committee for Trade and Investment. The annual high level meeting (the official

'Dialogue' meeting) will involve representatives of the chemical sector at the CEO or very senior level and representatives of APEC member economies at Ministerial or very senior level.

The first steering group meeting will be held in conjunction with the APEC Senior Officials Meeting in Shenzhen, from 26 May - 3 June, 2001. The Chemical Dialogue will meet in conjunction with the APEC Joint Ministerial Meeting in Shanghai, 15 - 21 October 2001. The Australian Government will be represented at the meetings by Mr Ken Pettifer from the Department of Industry, Science and Resources.



For further information: email chemplas@isr.gov.au,
www.isr.gov.au/agendas/sectors/chemicals/index.html

APEC Automotive Dialogue

The APEC Automotive Dialogue is a unique sectoral forum with senior government and industry involvement. It was tasked by APEC Ministers Responsible for Trade to map out strategies for increasing integration and development of the regional automotive industry.

The Dialogue has achieved a lot in the short period since its establishment through a highly effective and cooperative government/industry partnership. There have been three Dialogues to date – Indonesia in July 1999, the Philippines in April 2000 and, most recently, in Bangkok in April 2001.

It has an extensive work program which addresses not only broader policy issues affecting the auto sector but also matters relating to assistance to suppliers, standards, customs, traffic congestion and environmental issues, and e-commerce and other electronic networking.

Mr Ian Grigg AM, the Australian chair of the Dialogue said “The success of the third APEC Automotive Dialogue was due to the substantial and broad-ranging work program and the active leadership by and involvement of the Australian automotive industry”.

The forward work program identified in Bangkok emphasised practical outcomes with market relevance and included responses from participating economies to comprehensive joint industry recommendations to Governments on effective automotive policies and barriers to growth and assistance to ASEAN automotive suppliers.

There is an impressive level of regional industry involvement in the Dialogue process that provides an opportunity for direct input by the industry into regional Governments’ policy formulation as well as good networking opportunities.

For further information: www.apecsec.org.sg/committee/auto/auto.html



“The success of the third APEC Automotive Dialogue was due to ... the active leadership by and involvement of the Australian automotive industry”

Ian Grigg
Australian Chair
APEC Automotive Dialogue



Cutting conformance costs

Among the many transaction costs associated with trade is the need to meet the importing destination's certification and standards requirements. APEC is seeking to reduce these costs by simplifying administrative procedures, making different systems more compatible and providing information relevant to traders. Much of this work is achieved through APEC's Mutual Recognition Arrangements on Conformity Assessment (MRAs).

MRAs facilitate trade by allowing local testing and certification to meet the regulatory requirements of the importing destination, prior to export. This can deliver significant benefits for exporters. Product testing in the export destination to obtain regulatory approval can be both costly and time consuming. By allowing for this testing to be done locally, time delays and costs commonly associated with overseas testing are eliminated.

An essential precondition for mutual recognition is confidence in the importer's ability to correctly assess that a product conforms to the importing destination's standards. APEC seeks to assist this confidence building process through technical cooperation and assistance.

Two current APEC MRAs are the Electrical MRA and the Telecommunications MRA. The Electrical MRA, which is in three parts, covers electrical and electronic goods. Fourteen APEC economies have agreed to participate in the first part of this MRA, which involves an exchange of information on each economy's regulatory systems. The other two parts will involve the mutual recognition of testing facilities and the mutual recognition of product certification, including initial testing and ongoing surveillance of product quality.

The APEC Telecommunications MRA will streamline the conformity assessment procedures for a wide range of telecommunications and telecommunications-related equipment. This MRA is an expression of intent by the participating economies to work together, in their mutual interests, to accept test reports and/or equipment certifications provided by Conformity Assessment Bodies but will not displace private sector arrangements.

Electrical and telecommunications equipment and information technology comprise one of the most highly traded sectors within APEC. Annual intra-APEC trade in these sectors is in excess of US\$275 billion. The APEC Electrical MRA, together with the APEC Telecommunications MRA, will achieve substantial cost savings in these industries.

For further information: www.isr.gov.au/industry/tbt/apec/index.html



Intellectual Property enforcement

Australian businesses exporting products with a substantial Intellectual Property (IP) content to the Asia-Pacific region, or investing in IP-rich industries in the region, have a strong interest in safeguarding the IP involved. Consequently, it was not surprising when around 70 Australian IP practitioners, business people and officials gathered with an equal number of counterparts from APEC member economies in March 2001 at an APEC Workshop on strengthening regional enforcement of IP rights.

“The Workshop... gave business and practitioners an excellent insight into the difficulties of IP enforcement... and hopefully will lead to stronger enforcement measures”

Charles Alexander, Partner,
Minter Ellison Lawyers

Focus groups at the Workshop examined specific IP issues for computer software, branded goods and collective management of copyright for musicians, authors and publishers. A fourth group discussed the broader issue of IP enforcement as part of the strategic management of IP rights.

Charles Alexander, Partner, Minter Ellison Lawyers said: “The Workshop was extremely illuminating. It gave business and practitioners an excellent insight into the difficulties of IP enforcement experienced in the Asia Pacific Region and hopefully will lead to stronger enforcement measures through cooperation and the sharing of ideas as to how enforcement policies can be put into practice.”

The Workshop is part of a broader initiative by APEC’s IP Experts Group (IPEG) aimed at establishing more coordinated and effective mechanisms for industry and government cooperation on IP enforcement. Launched in 2000, this initiative remains one of IPEG’s key priorities, together with strengthening IP legislation and administration in the region.

Many key Asia-Pacific economies have recently upgraded their IP legislation to comply with the obligations of the WTO Agreement on Trade-Related Aspects of Intellectual Property (TRIPS), which establishes standards for IP protection across the range of IP sectors, including copyright, patents, trademarks and designs. The implementation and enforcement of IP laws in the region continues to be a key priority of Australia’s international IP policy.

Photo courtesy of the National Aboriginal Cultural Institute Tandanya (Adelaide), and the Australian Tourist Commission



For more information: www.dfat.gov.au/ip; or e-mail ip@dfat.gov.au.

Business travel: cut through the red tape



APEC recognises the need for business people to move quickly when pursuing trade and investment opportunities. APEC members are making it easier for business people to travel through the region and get rapid access to APEC economies through practical initiatives such as the *APEC Business Travel Card scheme* and the *APEC Business Travel Handbook*.

The *APEC Business Travel Card* ends the time consuming need for cardholders to visit visa offices each time they need to travel to certain Asia Pacific destinations. The card offers generous stay provisions with a three year validity, multiple entries, and up to three months' stay on each arrival – this is better than is generally available for other business travellers.

Cardholders also enjoy faster immigration processing on arrival and departure through special lanes for APEC cardholders. The card is now being used by over 3000 business people from Australia, Brunei Darussalam, Chile, Hong Kong SAR, Republic of Korea, Malaysia, New Zealand, Peru, the Philippines and Thailand with more APEC members expected to join during 2001.

Mr Jeffrey Tan, Managing Director of Australian Premier Foods Pty Ltd has been an APEC Business Travel Cardholder since 1997. Australian Premier Foods is a multi-million dollar business exporting fine food and wine to more than 16 countries. With offices across the APEC region, Mr Tan is a frequent traveller and a strong advocate of the benefits of the *APEC Business Travel Card*.

Mr Tan appreciates the flexibility that the *APEC Business Travel Card* provides because he knows that he has been pre-cleared for entry to participating APEC destinations. "The *APEC Business Travel Card* has been such an important tool for me. There is not always time to apply for visas and entry permits. Without my APEC card, I may have missed out on opportunities by not being able to travel immediately," he says.

The *APEC Business Travel Handbook* is another valuable resource for the business traveller. The Handbook sets out the short-term business and temporary residency visa and entry requirements of APEC members. It also contains contact details for offices that issue visas across the region.

For further information: Department of Immigration and Multicultural Affairs - Tel (02) 6264 2783, or Email - apec@immi.gov.au; www.BizAPEC.com

"The APEC Business Travel Card has been such an important tool for me. Without my APEC card, I may have missed out on opportunities by not being able to travel immediately."

Jeffrey Tan, Managing Director,
Australian Premier Foods

Open Economies Delivering to People: APEC's Decade of Progress

APEC's experience with globalisation shows that, managed correctly, opening markets to international competition creates jobs and improves the livelihood of ordinary citizens.

During the last decade, with APEC economies lowering trade and investment barriers and opening their economies to increasing international competition, 195 million jobs were created and poverty was slashed by a third – that is 165 million people in the region were lifted out of poverty.

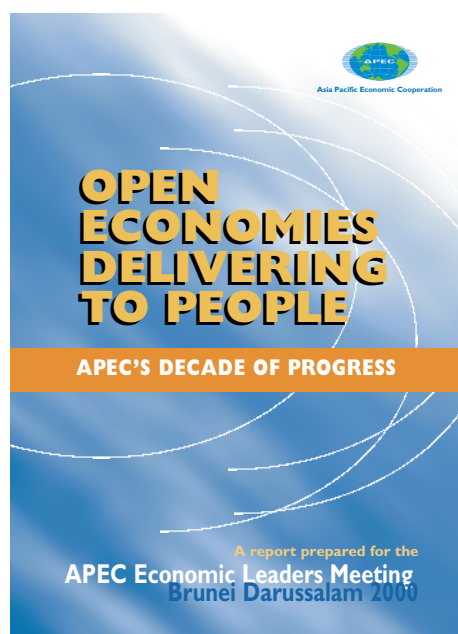
APEC economies have generated nearly 70% of global growth; exports have increased by 113% to nearly A\$5 trillion; and foreign direct investment in APEC economies has grown by 201% - and by 475% in lower income APEC economies.

The wealth generated by this impressive economic performance has underpinned a substantial improvement in a range of key social indicators, enabling for example, strong investments in health and education. The UNDP's Human Development Index for lower income APEC economies improved by nearly 18 percent.

Trade and investment liberalisation are not enough for sustained economic development. Wide-ranging domestic economic reform and strong institutions are needed for economies to reap the full benefits of open market policies. Economies with strong institutions and open policies have grown at nearly eight times the rate of those with weak institutions and closed policies. APEC is focused on corporate and economic governance, financial sector restructuring and regulation and strengthened economic legal infrastructure – underpinned by strong social safety nets.

In Brunei in November 2000, APEC Leaders stated their conviction that “the movement towards global integration holds the greatest opportunity to deliver higher living standards and social well-being for our communities”. Leaders also recognised that “in all our economies, there are people who have yet to gain the benefits of economic growth, especially in rural and provincial communities”. Leaders resolved to address the wide disparities in wealth and knowledge and bring the benefits of globalisation to all our people.

The Open Economies Delivering to People: APEC's Decade of Progress report was launched by the Minister for Trade, Mark Vaile, at the 2000 APEC Ministerial Meeting in Brunei. The full report is available on the DFAT Website at www.dfat.gov.au/apec.





BizAPEC.com

Business information on-line

Today, business runs on information. APEC is breaking new ground for business through the provision of a vast range of business information on-line. APEC's new business website, BizAPEC.com, provides business with access to information to help identify and access regional markets more easily and quickly, and cut through bureaucracy to save valuable time and money.

BizAPEC.com will enable an APEC exporter to explore business opportunities, compare export markets, check tariff levels, customs and standards requirements, access relevant laws and regulations, find business visa information and make contact with government agencies and industry associations around the region, all through a single APEC web address.

BizAPEC.com will be a particular asset for small and medium business exporters who often lack the resources needed to track down information and cut through government bureaucracy in diverse markets around the region.

Information available through BizAPEC.com includes:

- Business Opportunities: business matching, government procurement, industry specific opportunities, business advice.
- Industry Information: accounting, agriculture, architecture, automobiles, banking and finance, biotechnology, e-commerce, electrical goods, energy and mining, engineering, fisheries, food, science and technology, services, shipping, SMEs, telecommunications, tourism, toys, transport.
- Getting Goods to Market (rules and regulations): business travel, competition laws, customs procedures, dispute resolution, e-commerce, import regulations, intellectual property, investment, standards, rules of origin, services, tariffs, transport.
- Regional Export Markets: business opportunities, industry information, rules and regulations, economic indicators, economy contacts, individual progress towards meeting APEC's trade liberalisation and facilitation goals.
- Business Involvement in APEC: APEC events and contacts, rules for non-member participation, business relations in member economies.
- Small and Medium Enterprises: SME meetings and fora, business opportunities, advice and training.



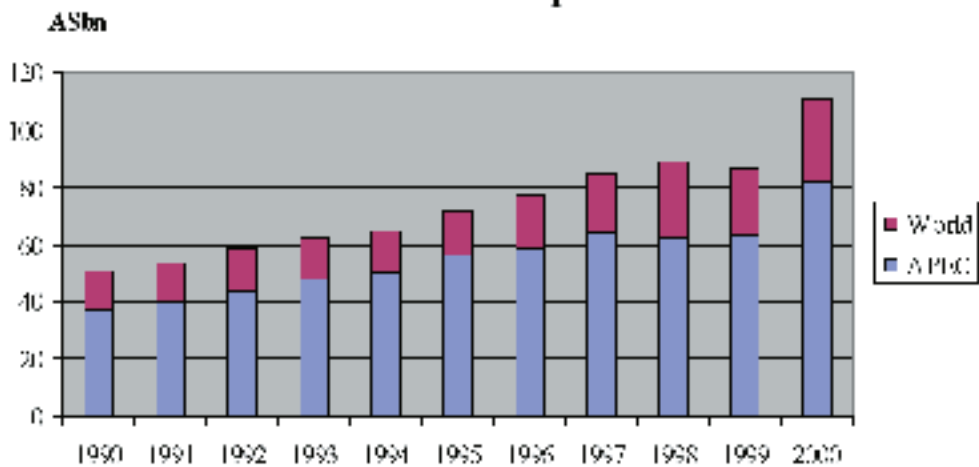
Australia's Trade with the APEC Region

In 2000, APEC accounted for 74% of the value of Australia's total exports. Although the share has fallen from a high of 78% in 1995, the value of Australian exports to the APEC region grew to A\$82 billion in 2000, almost 25% higher than the previous record. Growth in exports to APEC reached 29% in 2000, with much of this growth occurring within the Asian region. In fact, exports to both North Asia and South East Asia rose by more than 30% in 2000. Australian exports to North America also recorded growth of 29%.

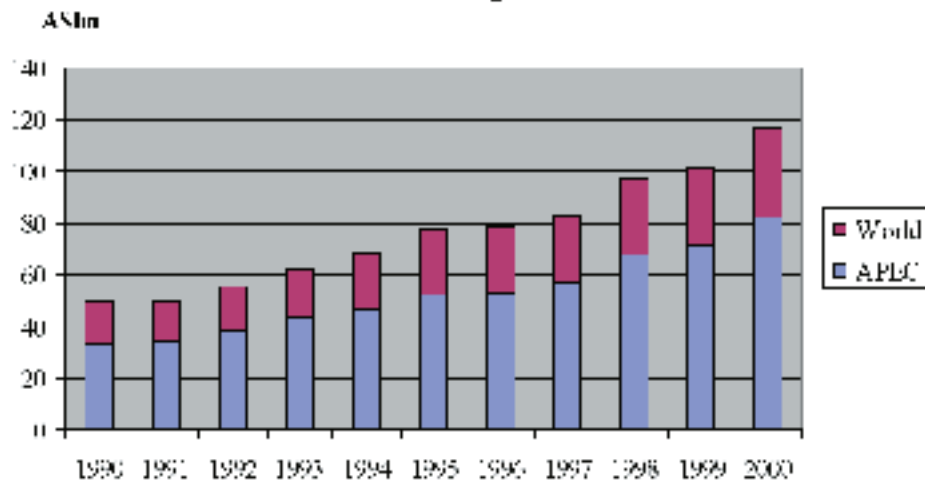
Australia's exports to APEC were almost exactly equal to Australia's imports from APEC in 2000. The proportion of imports from APEC, as a percentage of Australia's total imports, has remained steady at 70% since 1998. In 2000, imports from APEC grew by 16% and reached a record A\$82 billion. Imports from Asia played a significant role in this growth, rising by 21% during 2000.

Australia's Merchandise Trade with APEC

Merchandise Exports



Merchandise Imports





TradeWatch

A service for Australians doing business overseas

www.TradeWatch.dfat.gov.au

Register online
to receive
regular updates

Save yourself time
and effort. Use the
free TradeWatch
**on-line
registration
service**
to get automatic
electronic updates
on trade and
economic issues of
interest to you.

What is TradeWatch?

- *TradeWatch* is a free, online market access service providing business with up-to-date product and market information for their overseas commercial activities.
- *TradeWatch* is an interactive service which facilitates business input into the Government's bilateral trade negotiation strategies.

What does TradeWatch offer you?

- A feedback facility so that you can advise us of your specific market access concerns.
- A quick response enquiry service.
- Free registration enabling you to receive updates of material you specify as soon as it becomes available.
- Useful contacts and a set of upcoming bilateral trade and economic meetings.

TradeWatch country coverage

TradeWatch coverage will be progressively expanded. The economies *TradeWatch* currently covers include: Brazil; Brunei Darussalam; Canada; Chile; China; the European Union; France; India; Indonesia; Japan; Korea; Malaysia; Mexico; New Zealand; Papua New Guinea; Philippines; Russia; Singapore; Taiwan; Thailand; United Arab Emirates; United States of America; and Vietnam.

About APEC



The Asia-Pacific Economic Cooperation (APEC) forum was established in 1989 to promote growth and economic development in the Asia-Pacific region. Since its inception, APEC has grown to become the premier organisation for promoting open trade and practical economic cooperation in the region.

The combined output of APEC members accounts for around half of world exports and more than half the world's economic output (GDP). Its membership, numbering 21 economies spanning the Asia-Pacific, gives it a size and diversity that rivals other major international forums.

APEC's work covers three main areas: trade and investment liberalisation, trade facilitation, and economic and technical cooperation. In 1994 in Bogor, APEC set itself the ambitious goal of achieving free trade and investment between APEC members by 2010 for developed economies and 2020 for developing ones. It is a leader in building a better environment for doing business in the region through its business facilitation work.

APEC is also helping to strengthen the institutional capacity of its developing member economies. By promoting long-term sustainable economic growth, APEC is making a valuable contribution to creating jobs and raising the living standards of the people of the region.

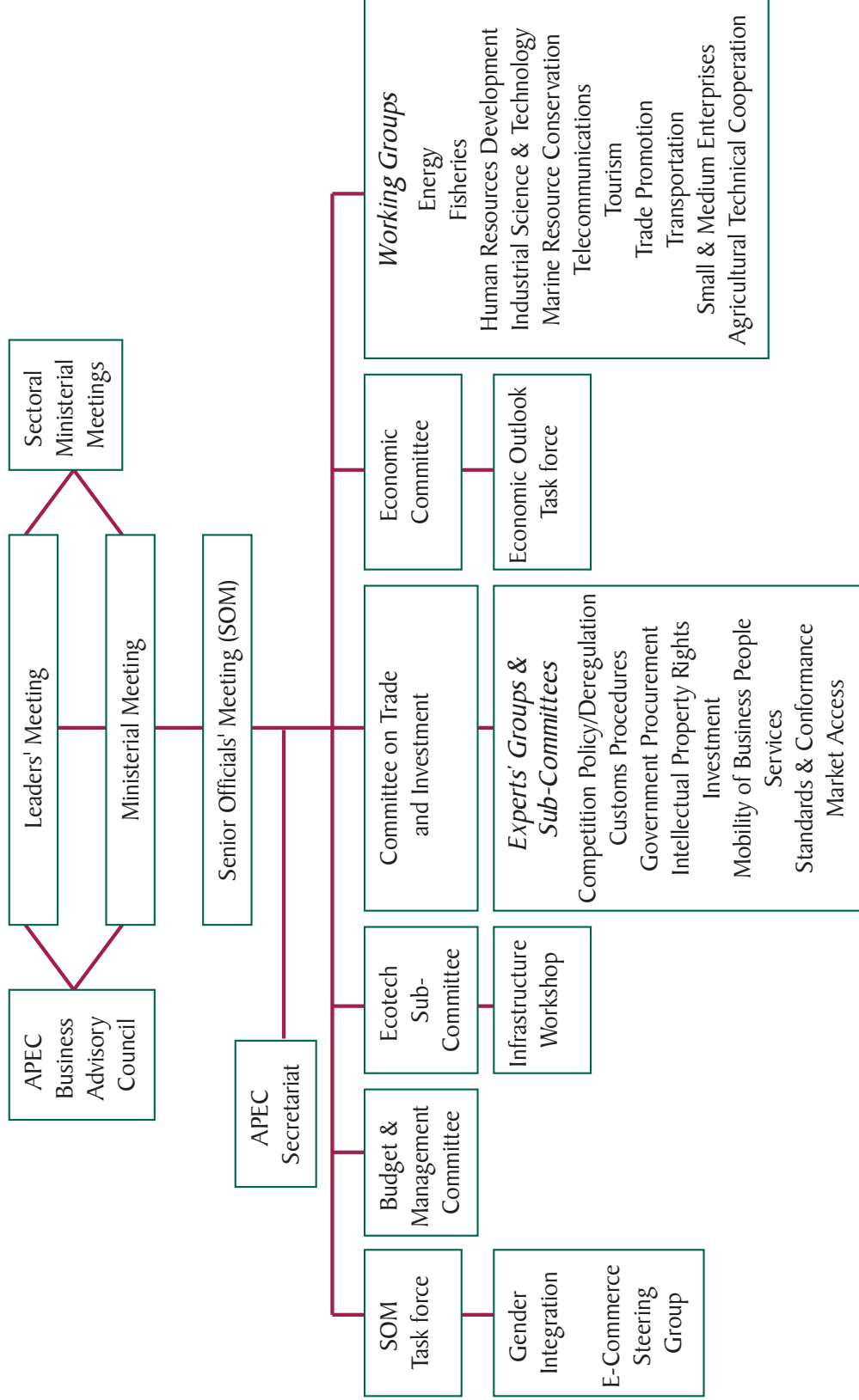
The APEC economies are:

Australia; Brunei Darussalam; Canada; Chile; People's Republic of China; Hong Kong, China; Indonesia; Japan; Republic of Korea; Malaysia; Mexico; New Zealand; Papua New Guinea; Peru; Republic of the Philippines; Russia; Singapore; Chinese Taipei; Thailand; United States of America; Vietnam.

APEC 2001 Key Dates of Interest

14-16 May	Beijing, China	High Level Meeting on Human Capacity Building
6-7 June	Shanghai, China	Meeting of APEC Ministers Responsible for Trade
9-10 June	Yantai, China	APEC Investment Mart
26-31 August	Shanghai, China	APEC Small and Medium Enterprises Ministerial Meeting
6-9 September	Suzhou, China	APEC Finance Ministers Meeting
21-25 September	Suzhou, China	APEC Technomart IV
17-18 October	Shanghai, China	13th APEC Ministerial Meeting (involving Foreign and Trade Ministers)
18-20 October	Shanghai, China	CEO Summit
18-21 October	Shanghai, China	ABAC Meeting
20-21 October	Shanghai, China	9th Informal APEC Economic Leaders' Meeting

APEC Structure



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With operations throughout the Asia-Pacific region, we are committed to the development of our business by continuing to provide new and innovative products as well as ensuring the best levels of service from our advisers.

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Ansett Australia is proud to be the carrier and sponsor for the APEC Australian Business Forum 2001. Ansett Australia offers customers access to an extensive domestic network flying to more Australian destinations than any other airline. Now, together with our partner Air New Zealand and the Star Alliance Network, we can take you across the world with seamless travel on all our partner airlines.

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Leading Australia in APEC

The Department of Foreign Affairs and Trade, through Australia's Ambassador for APEC, Ms Pamela Fayle, and the APEC and Regional Trade Policy Branch, leads Australia's active participation in APEC.

The APEC and Regional Trade Policy Branch develops initiatives aimed at creating more effective trading and investment arrangements within the region and ensures consistency in Australia's approach to APEC's trade liberalisation and facilitation agenda across 25 Working Groups, Sub-Committees and Experts Groups. It provides the primary point of contact for the business community, government agencies in Australia and other APEC economies. For further information contact the Director of APEC Business Relations (tel: 02 6261 3822, fax: 02 6261 3009, email: apec@dfat.gov.au)

Department of Foreign Affairs and Trade www.dfat.gov.au