

# National Center for APEC

## 2020 Informal Senior Officials Meeting Report



## OVERVIEW

Surrounded by blue seas and carpeted with lush forest, Malaysia's Langkawi Island served as a dramatic backdrop for the Informal Senior Officials' Meeting (ISOM), the first of more than 100 meetings and workshops that will be held in Malaysia between now and November of next year. 2020 will mark Malaysia's second hosting of APEC, the first being in 1998. Several economies have hosted APEC twice, but Prime Minister Mahathir will become the only APEC Leader to have personally chaired the forum multiple times. When he returned to the post of prime minister in May of 2018, Mahathir indicated an intent to step down after two years. However, a December 12 announcement stating that he would extend his remit through the end of 2020 has put him on course to reach this particular APEC milestone.

Leading the discussions at the ISOM was Mr. Hairil Yahri Yaacob, a senior official with the Ministry of International Trade and Industry who was tapped by Malaysia's government to lead APEC 2020. In Langkawi, Hairil presented Malaysia's ambitious agenda - details outlined below – which ranges from tackling the massive task of finding consensus on a post-2020 vision for APEC, to considering indicators of economic health that could supplement traditional measures like GDP. Much of the rationale behind the 2020 agenda was foreshadowed in Prime Minister Mahathir's speech at the 2018 APEC CEO Summit where he touched on the need for developing economies to focus on policies to deal with disruption, ensure equality and promote shared prosperity. Evidence of Malaysia's domestic focus on "shared prosperity" is apparent not only in the overall theme of APEC 2020, but throughout the specific deliverables it has proposed, as well.

The ISOM was also an opportunity for APEC Business Advisory Council (ABAC) Chair for 2020 Dato Rohana Tan Sri Mahmoud to present ABAC's priorities for next year. Details on the Council's proposed work under the theme of *Integration, Inclusion and Innovation* appear below. In 2020, Nate Gatten of American Airlines will be joined by Peggy Johnson of Microsoft in representing the United States on ABAC. Peggy will serve as chair of ABAC's Digital and Innovation Working Group which will focus on the policy implications of artificial intelligence among other emerging issues.

Malaysia executed the logistical elements of the ISOM, including transportation, on-site meeting operations, and social events in a remarkably efficient manner. Organizers even deployed facial recognition technology to manage venue access. This is likely a first for APEC. Successful execution this early in the APEC year bodes well for Malaysia's capacity to manage the more complicated arrangements required for APEC Leaders' Week in November.

NCAPEC's upcoming Executive Roundtable will be an excellent opportunity for member companies to learn more about Malaysia's APEC and ABAC priorities and engage directly with Mr. Hairil and Dato Rohana who will both be in attendance.

## SUMMARY OF MALAYSIA'S APEC 2020 PRIORITY AREAS

Malaysia's APEC 2020 theme is: "Optimizing Human Potential towards a Future of Shared Prosperity." It has selected three key priority areas to achieve this goal.

### PRIORITY AREA 1: IMPROVING THE NARRATIVE OF TRADE AND INVESTMENT

| Proposed Initiatives   | Proposed Activities and Deliverables   |
|--|--|
| Complementary Indicators - Beyond Gross Domestic Product (GDP) | <p><b>Commence</b> discussions on Beyond GDP at the Economic Committee (EC) at SOM1 and continue throughout 2020.</p> <p><b>Convene</b> a dialogue on Complementary Indicators - Beyond GDP at the margins of SOM2.</p>  |
| Inclusive and Responsible Business                             | <p><b>Convene</b> a Public-Private Dialogue on Inclusive and Responsible Business at the margins of SOM3</p> <p><b>Strengthen</b> collaboration and partnership between different APEC fora, ABAC and private sector to ensure continuation of the discussion in the coming year</p> <p><b>Make</b> Inclusive and Responsible Business and Investment a permanent agenda of APEC's Investment Experts' Group</p> |
| APEC Post-2020 Vision  | <p><b>Convene</b> a dialogue on APEC Post-2020 Vision at the margins of SOM1</p> <p><b>Formulate</b> the APEC Post-2020 Vision together with the other economies.</p>  |

### PRIORITY AREA 2: INCLUSIVE ECONOMIC PARTICIPATION THROUGH DIGITAL ECONOMY AND TECHNOLOGY

| Proposed Initiatives                      | Proposed Activities and Deliverables  |
|---|---|
| APEC Virtual Institute of Digital Economy | <p><b>Establish</b> a Virtual Institute of Digital Economy in the second quarter of 2020</p>  |
| Women's Empowerment and Leadership        | <p><b>Develop</b> an implementation plan for the Santiago Roadmap for Women and Inclusive Growth</p> <p><b>Conduct</b> Women and Technopreneurship - Digital Agility for Women in Leadership: Capacity-building Program to Shape Women Leaders and Role Models for Industry 4.0</p> |

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|   | <p><b>Conduct</b> Symposium on Gender Mainstreaming and Women Empowerment to Fight Corruption</p> <p><b>Conduct</b> Developing Community-Based Entrepreneurship (CBE) in Rural Tourism through Digital Empowerment</p> <p><b>Conduct</b> Sharing of Best Practices on Returning of Women Talent in Work Force (Career Comeback Program)</p>  |
| Future of Work  | <p><b>Develop</b> APEC Strategies on Future of Work in the Digital Age</p> <p><b>Conduct</b> #mydigitalmaker APEC Challenge</p> <p><b>Conduct</b> APEC Expert Meeting and Workshop on Gig/Freelance Economy and its impact to cross-border economic system</p> <p><b>Conduct</b> Workshop on Innovative Regulatory Policy Development: APEC Economies' Approaches on Sharing Economy</p>                       |
| Conducive Ecosystem for Start-ups and Social Enterprises                  | <p><b>Conduct</b> APEC Startup Investment Forum: Building a Holistic Startup Funding Landscape to Boost Economic Growth</p> <p><b>Conduct</b> Workshop on Crowdfunding: An Alternative Economic Tool to Promote Innovation in this Digital Era for Inclusive Growth</p> <p><b>Conduct</b> APEC Policy Dialogue on Social Enterprise Framework: Creating Social Impact Catalyzing Inclusive and Sustainable</p> |
| Promoting Smart Living for Aging Population                               | TBD  |
| Development of Work Program for APEC Internet and Digital Economy Roadmap | <b>Prepare</b> a comprehensive work program on future implementation of the Roadmap with contributions from the Committees and sub fora, as appropriate.   |

**PRIORITY AREA 3: DRIVING INNOVATIVE SUSTAINABILITY**

| <b>Proposed Initiatives</b>                          | <b>Proposed Activities and Deliverables</b>   |
|--|---|
| Innovative Waste Management through Circular Economy | <p><b>Hold</b> a Multi-Year Policy Dialogue on Innovative Waste Management in August 2020</p> <p><b>Hold</b> a Policy Dialogue on usage of STI in Circular Economy in PPSTI in SOM3</p> <p><b>Conduct</b> a stocktake study on the waste management methodology facilitated by technology and circular economy</p> <p><b>Produce</b> a set of recommendations on Innovative Waste Management and Circular Economy on Food and Energy Sector for reference</p> |

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|---------------------------------------|--|
| Advancing the agenda on Food Security | <p><b>Organize</b> the High Level Policy Dialogue on Food Security and deliberate on the outcomes of the review and identify way forward</p> <p><b>Conduct</b> a review of the APEC Food Security Roadmap towards 2020</p> |
| Sustainable and Clean Energy          | <p><b>Organize</b> a Policy Dialogue on Renewable Energy Transition for Sustainable Growth</p>   |

## APEC BUSINESS ADVISORY COUNCIL 2020 PRIORITIES

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| <p><b>Integration</b></p> <ul style="list-style-type: none"> <li>– Accelerating trade and Investment Liberalization by enabling FTAAP.</li> <li>– Strengthening APEC’s commitment to the Rules-Based Multilateral Trading System.</li> <li>– Promoting Trade and Services Competitiveness and Facilitation.</li> </ul>   |
| <p><b>Innovation</b></p> <ul style="list-style-type: none"> <li>– Shaping a versatile and sustainable APEC Innovative Society through Digital Transformation, notably through Artificial Intelligence (AI) adoption.</li> <li>– Maximizing Human Capital Potential for the Digital Future.</li> <li>– Advancing Digital Transformation, including the shift to a low-carbon economy.</li> </ul>  |
| <p><b>Inclusion</b></p> <ul style="list-style-type: none"> <li>– Promoting Inclusive Economic Growth for MSMEs, Social Enterprise, Women, Youth and Underrepresented Groups via facilitating entry into global markets and new innovation in the Digital Era.</li> <li>– Building Resilient and Sustainable communities by promoting Green Growth, addressing climate change, and strengthening Food and Energy Security.</li> <li>– Driving a seamless and comprehensively connected Asia-Pacific balanced on physical connectivity, institutional connectivity and people-to-people connectivity.</li> </ul> |