Addressing Challenges
Expanding Possibilities

7 – 8
SEPTEMBER
2012

Asia-Pacific
Economic
Cooperation

Call center: +7 495 648 7788
www.apec2012ceosummit.ru
Dear Colleagues,

It is my privilege and pleasure to invite you to the APEC CEO Summit 2012 that will be held on 7-8 September in the city of Vladivostok in the Russian Far East.

The theme of the Summit this year is “Addressing Challenges, Expanding Possibilities.”

The recent economic turbulence has clearly exposed inefficient business models and the limits of growth. The world is at a crossroads, while the “economic centre of gravity” is shifting eastward. However, the challenges only serve to highlight the immense potential of the Asia-Pacific region and the leading role our 21 economies are to play in the XXI century.

To create a prosperous and innovative future, integration is essential. Therefore, we have set an agenda for the APEC CEO Summit 2012 that addresses a vast range of issues related to trade liberalisation, safe food and water supply, infrastructure development, the fostering of innovation and new transportation routes.

Our gathering will take place on Russky Island, off the coast of Vladivostok, at the newly built campus of the Far Eastern Federal University. We hope “the campus spirit” we all once experienced will reunite us, while also highlighting the crucial role of education.

From the Russian perspective, the APEC chair is an honourable and important mission. In the coming years, Russia is to undertake large-scale transformation. To achieve this, it is absolutely necessary to involve the untapped natural resources of Siberia and the Russian Far East. We are looking forward to cooperating with our partners from the Asia-Pacific region.

The APEC CEO Summit has proven to be a highly effective, unique, high-profile forum for state and business leaders to exchange views and devise solutions through open multilateral dialogue and dynamic interaction. We firmly believe the 2012 CEO Summit will help us keep the Asia-Pacific region vibrant, innovative and closely connected.

The Vladivostok Summit will show a Russia that many of you have not seen yet. You will definitely be fascinated by the beauty of the region and by the open hearts and attitudes of people who live there.

We thank you, and cordially welcome you to Vladivostok in September.
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Andrey Kostin
Chairman, APEC CEO Summit 2012
The APEC CEO Summit brings together regional and global business community leaders for a candid and multifaceted debate on the objectives, opportunities, constraints, and policy choices we face today. Within the constraints set by natural resource availability, ecology, demography, and the financial capacities of each government, how can we expand the opportunities both for our regional economies and for the world economy at large? What can we do to remove or mitigate some of the constraints?

We will discuss the limits and unintended consequences of economic integration, as well as the challenges ‘globalization poses’ to economic and political stability. We will look at the future of flat currency regimes. We will examine ways to address resource limitations, to ensure energy and food security, to improve the reliability and robustness of global supply chains, and to realize the untapped potential of the more distant provinces and borderlands. We will also ask how governments can help their people prepare for new demands and new opportunities presented by this decade and the 21st century, and how new technologies will transform those opportunities and challenge established social structures.

The APEC CEO Summit is a forum to listen to views, share visions, challenge conventional wisdom. It is a forum to express bold opinions and propose innovative ideas for ways to address challenges and broaden opportunities for member economies and the world economy at large to restore and sustain growth. The 2012 APEC CEO Summit’s mission is to outline the path that businesses and governments, multinational companies and SMEs, advanced economies and developing markets can take to collaborate and make this happen.

Share the insight. Start the dialogue. Seize the common vision.

Addressing Challenges
Expanding Possibilities
Five years after the height of the global economic crisis, can we return to – or near to – pre-2008 growth trajectories? This year the 17th APEC CEO Summit will explore what can be done to make this challenging aspiration a possibility.

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We will discuss the limits and unintended consequences of economic integration, as well as the challenges ‘globalization poses’ to economic and political stability. We will look at the future of fiat currency regimes. We will examine ways to address resource limitations, to ensure energy and food security, to improve the reliability and robustness of global supply chains, and to realize the untapped potential of the more distant provinces and borderlands. We will also ask how governments can help their people prepare for new demands and new opportunities presented by this decade and the 21st century, and how new technologies will transform those opportunities and challenge established social structures.

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Day 1, Friday, September 7

**9:00 – 9:15**
Welcome and opening ceremony

Conducted by Andrey Kostin, APEC CEO Summit 2012 Chairman

**9:15 – 9:45**
Opening remarks

**Challenges of globalization:**

What effect does globalisation have on the world economy, the environment and society? While globalisation has, in general, been of benefit to the world, it also has negative aspects. Participants at the forum will discuss the advantages and disadvantages of globalisation for different nations.

**09:45 – 11:00**
Panel discussion:

**Economic integration: benefits and unintended consequences**

What gains do countries achieve by integrating their economies? Does economic integration contribute to sustainable economic growth? Are there limits to productive integration?

**Coffee break**

**11:00 – 11:30**
Panel discussion:

**Resources: what are the limits to growth?**

This discussion will focus on the availability and efficient use of resources in order to ensure sustainable growth. Participants will discuss current and secular trends in the availability of energy and energy efficiency, the capacity constraints in the supply chains of metals and bulk commodities, as well as the importance of ensuring that food and water supplies are used judiciously.

**11:30 – 12:45**
Panel discussion:

**How many currencies does the world need?**

The increased volatility of the major currency pairs since the 2008 crisis, as well as the growing evidence that policymakers in many countries are attracted to unconventional monetary policies, raises the issue of how reliable individual fiat currencies are as a store, and measure, of value. This naturally calls for corporations, households and official reserve managers alike to diversify their currency risk.

**12:45 – 14:30**
Networking lunch

**14:30 – 15:00**
APEC Leader interaction

**APEC CEO Summit 2012 Preliminary Program**
Interactive sessions convened concurrently:

Plenary session: Energy: sustainable and economical

This discussion will touch upon limited energy resources, improving energy efficiency and developing new sources of energy that will provide for sustainable momentum. The stable provision of energy aims to meet the needs of the present without compromising the ability of future generations to meet their needs. Can innovation provide society with new, efficient and safe sources of energy?

Session 1 - Food: feeding seven billion people

This discussion will focus on global food reserves and supply. The main question is, how long can a growing population survive on limited food reserves?

Session 2 - Water: new global strategic resource

This discussion will focus on the limited reserves of water on the Earth and the ways to prevent its irrational usage. It will touch upon the importance of water, not only for humans directly but also for agricultural and industrial production.

Coffee break

APEC Leader Interaction

Infrastructure for sustainable growth

What is the cost that economies incur from infrastructure bottlenecks? How severe are they now, and how severe will they be? What are the reasons for these shortfalls in infrastructure development? Countries face this issue due to inefficient public management, in terms of both appropriate long-term planning and the inefficiency of infrastructure spending.

Panel discussion:

Supply chains: ever more efficient, ever more vulnerable?

This discussion will focus on the current trends in supply chain management that have made delivery channels more efficient, but also more vulnerable, and ask how can we improve the efficiency and reliability of supply chains. Mostly, they are just-in-time practices, cost reduction, economies of scale, outsourcing non-core activities and consolidating suppliers. However, while these practices have a lot of successful examples, there are also risks emanating from the widespread adoption of these practices.

Session: Distant Provinces - the scale of opportunity

This discussion will touch upon untapped resources – natural, human and geographical – in different countries and the ways to put them to use for the benefit of the economy and those regions themselves. A number of distant regions are rich in natural resources, be they soil, water, minerals or energy resources such as oil and gas. They include the Russian Far East and Alaska, as well as parts of China and Australia.

Networking break

Dinners a la russe

Dinners with Leaders

Nightcap conversation

Capitalism: “generation next”

This discussion focuses on how traditional economic models and paradigms are set to evolve, given the significant advances in technology and the ways for people to collaborate and network. How can intellectual property rights evolve to achieve the optimum payoff with these new technologies? How do privacy considerations enter the equation? What are the social implications of these new cross-border connections between people?
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### People: cornerstone of development

09:00 – 09:30
This discussion will focus on education and social policy as an investment into sustainable growth, which is increasingly dependent on the availability of a qualified labour force and scientific advances. To what extent does the human factor influence economic growth? How do demographic changes, on the international and national levels, affect the returns on this investment in human capital?

09:30 – 09:45
Break

09:45 – 11:00
**Making cities fit for business, their people and the planet**

This discussion will focus on how cities develop and expand (what are the main forces behind urbanisation?), and the necessity for their infrastructure to meet the increasing needs of both business and society.

### Session: Education today, success tomorrow

09:00 – 11:00
The discussion will consider issues of education, both regionally and in terms of international cooperation. Participants will focus on the importance of new ideas and technologies for emerging countries to achieve sustainable growth. How can education help lead to progress? Developing education is of paramount importance for creating a modern, high-tech-oriented economy.

11:00 – 11:30
Coffee break

11:30 – 12:45
**Emerging multinationals: joining the club**

This discussion will focus on those emerging multinationals which are reshaping industries and creating new dynamics in the global landscape. They are rapidly-growing corporations that are from rapidly-growing EM countries such as Brazil, China, India, Mexico and Russia. Are they competitive on the world stage? Are they efficient allocators of capital? What are the similarities and differences between them and the previous generation of multinational champions?

### Session: Technologies: the next big thing

12:45 – 14:00
Networking lunch

14:00 – 15:15
**Emerging markets middle class: the new consumer**

This discussion will focus on the upcoming shift in consumption trends from developed to developing economies due to their growing middle class. The share of the middle-class population is increasing rapidly, not just in BRIC countries but in emerging nations worldwide.

### Session: Women in charge means fewer man-made disasters

15:15 – 15:45
Coffee break

16:00 – 16:30
Closing ceremony

16:30 – 19:00
Networking break

19:00 – 22:00
Closing reception for all participants
Day 2, Saturday, September 8

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Session: Technologies: the next big thing
What will be the technological breakthroughs of the early XXI century? This discussion is likely to touch upon the possible benefits to society and business of new technology. It helps to modernise existing businesses, create new production units, increase the efficiency of manufacturing processes and cut production time. Modern technologies make industrial processes more environmentally-friendly, making it possible to save energy resources or even renew them at some point.

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Session: Women in charge means fewer man-made disasters
The participants will discuss the increased role of women in the modern world. What social, political and commercial opportunities do women have in the 21st century that they did not have before? Has it brought any fruits? How does this compare with their ‘equal rights’ in the majority of developed and developing nations? What obstacles remain for women to succeed in politics or business?

15:15 – 15:45  Coffee break

16:00 – 16:30  Closing ceremony

16:30 – 19:00  Networking break

19:00 – 22:00  Closing reception for all participants
Registration fee

**Delegates**
$3,800 USD
- access to all program sessions, official documentation including program booklet and list of participants;
- access to social events including reception and networking sessions.

**Staff members**
$1,000 USD
- access to social events including reception and networking sessions;
- access to the staff CEO Summit viewing room.

**Accompanying person**
$900 USD
- access to all APEC CEO Summit 2012 social functions and Accompanying Person program that will include tours of Vladivostok’s sights and attractions.

**Venue**

The APEC CEO Summit 2012 will be held at the newly built campus of Far Eastern Federal University on Russky Island, off the coast of Vladivostok.

The accommodation for both CEO Summit Delegates and APEC Official Delegations will be made at the campus as well. The international hotel standards will be provided.

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