

MEDIA ADVISORY



U.S. APEC AMBASSADOR TO ADDRESS ASIA PACIFIC BUSINESS LEADERS ON FINANCIAL CRISIS

Honolulu, October 9, 1998 - Ambassador John Stern Wolf, the U.S. Ambassador to APEC, will be addressing a gathering of leading corporate executives from throughout the Asia Pacific, at a conference on the Asian financial crisis to be held on October 19th in Los Angeles.

The conference, entitled "The Asian Financial Crisis: A Focus on Solutions", will bring together key leaders from business, government, and international institutions, to focus on solutions, and strategies to turn the situation around. This conference is presented by the Pacific Basin Economic Council (PBEC) and will be held at the Westin Century Plaza Hotel.

Ambassador Wolf was designated as APEC Coordinator in 1996, and confirmed as Ambassador to APEC in 1997. Prior to his present assignment, he served as Ambassador to Malaysia from 1992-95. Ambassador Wolf has also served in Australia, Vietnam, Greece, and Pakistan, as well as in Washington.

Ambassador Wolf will be participating in a panel discussion entitled "Meeting the Crisis: What Should Governments Do?" He will be sharing his thoughts on the role of governments in addressing the current economic difficulties.

This one of a kind event includes a full day of substantive, solution-oriented panel discussions, lively debate, and audience interaction. Rarely before has such a select group of influential economic and business leaders been gathered in Los Angeles, at such a critical and precarious point in the evolution of the global economy.

PBEC is an international association of senior business leaders representing more than 1,100 major corporations in 20 economies around the Pacific, which account for more than US \$4 trillion in global sales and employ more than 10 million people. The unprecedented scope of PBEC's membership constitutes a broad and balanced reservoir of international business knowledge, unmatched in credibility and expertise. PBEC is the voice of business in the Pacific.

Register now for this "can't miss" event, and check the PBEC website (www.pbec.org) for conference updates, and registration materials.

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October 14th-20th:
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The Voice of Business in the Pacific