

**36th INTERNATIONAL GENERAL MEETING
OF THE PACIFIC BASIN ECONOMIC COUNCIL**

**Managing Uncertainties:
Challenges and Opportunities for Corporate Leadership**

*May 9 - 13, 2003
Seoul, Korea*

Brochure Version –Revised January 21, 2003

The 21st century dawned upon a horizon gleaming with expectations of peace and global prosperity. It wasn't long, however, before political and economic uncertainties cast worrisome shadows upon our hopes. The Pacific Rim, now the most vibrant region on the globe, has not remained unaffected by the onset of this turbulent era. Meanwhile, recent revelations of management irregularities at the highest levels have constituted a rude awakening to business leaders and spurred them to re-establish their leadership and regain the public's trust. Business is operating on 'high alert,' looking for clues to the future.

Some rays of light, though, have penetrated the cloud cover. New technologies have proven themselves survivors of the dot-com New Economy bubble and continue to drive globalization – expanding business opportunities at a dizzying pace. We would be wise to remind ourselves that the Pacific Rim remains the most populous and fastest growing part of the world despite an array of daunting challenges. In short, this region will require a unique leadership with the ingenuity to identify and transform untapped and underutilized opportunities.

The 36th PBEC International General Meeting in Seoul will focus on bringing the principles of this type of leadership to the fore. The IGM will also provide a venue for key business and government leaders to enter a dialogue of rich diversity and explore strategies that address the compelling need of a greater shared prosperity for all who call the Pacific Basin their home.

Friday, May 9, 2003

1200-1800	Registration
0530-1500	PBEC Golf Tournament
1600-1900	Directors General Meeting
1915-2045	Directors General Working Dinner

Saturday, May 10, 2003

- 0800-1800 Registration
- 0800-1000 Working Committee Meetings I
- *Services*
 - *E-Business*
- 0800-1200 Working Committee Meetings II
- *Agri-Business and World Markets*
- 0800-0900 Special Fund Investment Advisory Committee Meeting
(Committee members only)
- 0915-1215 Strategy Committee Meeting (Committee members only)
- 1015-1215 Working Committee Meetings III
- *Foreign Direct Investment*
 - *Environment*
- 1230-1430 Luncheon for PBEC Officers and International Counselors
- 1445-1645 Finance Committee Meeting (Committee members only)
- 1445-1645 Working Committee Meetings IV
- *Transparency*
 - *Trade Impediments (Ad Hoc)*
- 1830-2100 International Officers' Dinner (By invitation only)

Sunday, May 11, 2003

- 0800-1800 Registration
- 0900-1300 Steering Committee Meeting (Committee members only)
**Followed by the Board of Directors Meeting*
- 1600-1815 **OPENING PLENARY SESSION**
- Call to Order
 - Welcoming Remarks
 - Chairman's Address
 - Opening Keynote Address
President of the Republic of Korea (TBC)
- 1900-2130 **OPENING GALA DINNER**
- *Keynote Speaker*
 - *Presentation of the 5th Annual PBEC Environmental Award*

Monday, May 12, 2003

0700-1800 Registration

0730-0845 **BREAKFAST DIALOGUE WITH GLOBAL PERSONALITIES**
(Limited seating. Please see IGM registration form.)

0845-0900 Break

0900-1030 **PLENARY SESSION I**
“PBEC Updates: Economy & Politics”

The dew is barely dry from the dawn of the 21st century, yet much has changed. The global economic outlook is tenuous at best. The current political and economic uncertainties raise serious questions about the future course of action that both businesses and governments should undertake. On the bright side, many hold a high hope of Doha Development Agenda (DDA), the new round of trade and investment liberalization, will boost further integration of the global economy. This session will explore projections of what lies ahead in the region’s economy and politics.

1030-1045 Break

1045-1215 **ROUNDTABLE DISCUSSIONS I**

- ***Corporate Governance***

Recent incidents of high-profile corporate failures and misdeeds have alerted the general public to the issue of corporate governance. Building on the work that has been done by PBEC working committees on Services and Transparency, this workshop will provide participants an opportunity to exchange views on the responsibility of corporate officers and directors on best practices with respect to independence of directors, conflicts of interest avoidance, and lessons learned from the Enron and WorldCom matters in the United States including legislation.

- ***Environment***

Sustainable Development has been the keyword ever since the Earth Summit and the signing of the Kyoto Protocol. Despite heightened awareness of its significance, a unified approach to environmental problems remains elusive. Commemorating the fifth PBEC Environmental Award, varying views on achieving sustainable development will be presented in this session and participants will discuss the implications for business.

Monday, May 12, 2003

1045-1215 **ROUNDTABLE DISCUSSIONS I (continued)**

- *Managing Water Scarcity*

Water use has been growing at more than twice the rate of population increase. According to the UN, approximately one-third of the world's population currently lives in countries or regions, which are experiencing, moderate to high water stress. By 2025, it is estimated that two-thirds of the world's population will be under stress. The World Bank anticipates that dwindling water supplies will be a major factor inhibiting economic growth. How can businesses and governments in the region best cope with the growing reality of water scarcity, and mitigate against its negative impact on economic growth?

1230-1415 **LUNCHEON**

Keynote Speaker on Security

1430-1600 **PLENARY SESSION II**

“Challenges for Leadership in an Era of Uncertainty”

What keeps today's leaders awake at night? What should the dialogue between business and politics be like? In this session, prominent figures from business and government will discuss the unique challenges now faced by them and brainstorm the kinds of strategies they will need to confront future challenges in a swiftly changing economic environment.

1600-1630 Break

1630-1800 **ROUNDTABLE DISCUSSIONS II**

- *“Success Stories: Winning in the Global Market”*

In these 3 separate concurrent sessions, global companies will present their strategies in overcoming major hurdles and developing their core competencies. These cases will highlight the best practices for capitalizing on opportunities in today's global market.

- *Session A*
- *Session B*
- *Session C*

Monday, May 12, 2003 (continued)

1630 – 1800 **ROUNDTABLE DISCUSSIONS II (continued)**

- *“CEO Safety – A Matter of Life and Death”*

In this security-conscious world, nothing is more important than personal safety that hits home. This interactive session will feature a world-renowned expert with advice on keeping you and your family safe from kidnappings, terrorism, and other corporate concerns.

1900-2100 **DINNER**

- *Keynote Speaker*
- *Korean Fashion Show*

Korean supermodels will hit the catwalk wearing the award-winning designs of Kay Kim. The presentation will feature Kay's trendsetting fashions seen frequently on Korean television. But what just might steal the show is the planned finale utilizing real-life role models.

Tuesday, May 13, 2003

0700-1800 Registration

0730-0845 **BREAKFAST DIALOGUE WITH GLOBAL PERSONALITIES**
(Limited seating. Please see IGM registration form.)

0845-0900 Break

0900-1030 **PLENARY SESSION III**
“China's Coming of Age in the Global Economy”

A variety of views exist regarding the future of the Chinese economy and its impact on the economies of Asia and the world. Can China enjoy stable growth in the wake of its entry into the WTO? How well can the Chinese economy sustain growth? What will be the social implications of its rapid growth and how should it manage the ongoing state enterprise and banking reforms? As the “factory of the world”, what changes will the emergence of Chinese economy bring to the structure of industrial cooperation now in place in Asia and globally?

1030-1045 Break

1045-1215 **ROUNDTABLE DISCUSSIONS III**

- ***Russia: Looking East into the Future***

Economic conditions in Russia have been improving during the past few years. As Russia is vigorously moving toward a market-based economy, a critical choice might still lie ahead, i.e. whether Russia should look east or west. Various views will be presented in this session on the future of Russia and its integration into the global economy.

- ***Latin America: Beyond the Economic Crisis***

In the wake of a decade of free-market reforms and relatively stable growth, the region appears once again to be on the edge of turmoil following the Argentine economic crisis. The region may need new impetus to revitalize the economy. Among the issues to be discussed in this session are: What is the near-term prospect of the region's economy? What measures will effectively address its economic problems? Where do the negotiations on the Free Trade Area of Americas stand?

- ***Energy: Ensuring Security of Supplies in a Volatile World***

The recent volatility in energy prices has served as a reminder that energy and natural resources are key variables of the global economy. Indeed, the competition for nonrenewable natural resources is intensifying - with four-fifths of the world's oil reserves lying in the politically combustible Middle East. In this session, a number of views will contribute to an active discussion of what the future may hold for this critically important industry sector during these tumultuous times.

- ***"Putting on Your Best Media Face"***

(Hands-on participation limited to 20, all other attendees will observe. Please see IGM registration form to sign-up as a participant.)

This unique interactive session will feature hands-on skills-building with three veterans of international journalism. Lorraine Hahn, Bill Hartley and James Hattori, all senior anchors who have served with CNN and CNBC, will guide the Chairmen, CEOs, presidents or any corporate officer who must deal with global media in interview role-playing. You have to know how to handle the hot seat for your company's positive image, and often survival.

1230-1400 **NETWORKING LUNCH**

Keynote Speaker

This year the Korean IGM Organizing Committee will feature a networking luncheon which will allow delegates to target directly the companies and industries they value most.

Tuesday, May 13, 2003 (continued)

1415-1545 **PLENARY SESSION IV**
“Market Trends: Creating Value in Turbulent Times”

The markets are undergoing a major transformation. Boundaries between industries are becoming blurred as companies enter new markets by delivering new and different values to customers. For decades companies have clearly understood their markets, but are increasingly discovering their previously stable environment to be in a state of flux. Competitive pressures are mounting - from traditional competitors to new players on the horizon. How can companies create value in these turbulent times?

1545 -1615 Break

1615-1730 **PLENARY SESSION V**
“North Korea: Looking Ahead on the Korean Peninsula”

Recent developments on the Korean peninsula and inter-Korean relations have often captured the headlines of world media. The region’s politics are evolving at a rapid pace, rendering the future of the Peninsula highly unpredictable. This session will feature experts on the DPRK and a discussion of its prospects for the future, including its potential for economic development.

- 1745-1825 **CLOSING PLENARY SESSION**
- Conference Statement
 - PBEC Chairman Address
 - Seoul IGM Committee Chairman Address
 - Invitation to the 2004 IGM

1825-1855 **PRESS CONFERENCE**

1915-2300 **FAREWELL DINNER**
Wine Tasting Event

In this friendly competition, a distinguished celebrity panel of judges will sample domestic wine from participating member economies. The winner will be awarded the *“PBEC Gold Medal”* and considered the PBEC Label until the 2004 IGM.