



# PACIFIC JOURNAL

VOLUME 3, NUMBER 1 ♦ 3RD QUARTER



*President Ramos praises PBEC for its pioneering efforts to foster economic cooperation among the Pacific region's economies.*

## Ramos Praises PBEC's Role

Region's top leaders join Philippine President in addressing IGM's *Pacific in Transition* theme

At PBEC's 30<sup>th</sup> International General Meeting in Manila, Philippines, President Fidel Ramos gave his resounding support to the Council's dedication to growth and prosperity in the Asia Pacific region. "PBEC led the way in the historic drive toward market liberalization. And it can take a fair share of the credit for the economic transformation that has made our region the fastest growing and most exciting in the world today," claimed Ramos, opening the IGM with his keynote address at the Shangri-La Hotel. He also noted PBEC's position in the Asia Pacific's future, "With thirty years of experience in bringing business and government together, you of this Council have a leading role to play in shaping our common future."

In addition to President Ramos, China's Vice Premier Li Lanqing, Malaysia's acting Prime Minister and Finance Minister Datuk Seri Anwar Ibrahim, Thailand's Deputy Prime Minister and Minister of Industry Korn Dabbaransi, Hong Kong's Chief Secretary Anson Chan, twelve ministerial level officials, and more than 90 senior leaders in business and government addressed the conference theme *Pacific In Transition: Adapting to a Changing Business Environment*. Well over six hundred and fifty delegates participated in this year's IGM, providing valuable insights to panel discussion topics on key business and trade issues affecting the Asia Pacific region.

See Ramos cont'd on pg. 3



*Malaysia's acting Prime Minister Anwar Ibrahim speaks at a breakout session with PBEC's leadership.*

## PBEC Adopts Three Timely Resolutions

On the eve of its historic 30<sup>th</sup> International General Meeting, PBEC generated substantive results from its internal working meetings by adopting three important resolutions.

The first resolution, entitled "APEC: Sharpening the Focus, Sustaining the Momentum", reviewed past recommendations made to APEC by various organizations and urged APEC to move in 1997 from an agenda setting body to an implementation body. The resolution highlighted several issues of high

See Resolutions cont'd on pg. 3

### IN THIS ISSUE

- 2  
PBEC Celebrates 30  
Years of History
- 2  
Working Committees  
Build Momentum
- 4  
Letter from the  
Chairman
- 5  
Santiago to Host  
31st IGM
- 6  
PBEC to Meet in Canada
- 6  
PBEC to Co-Sponsor  
CEO Summit
- 7  
Letter from the  
Secretary General
- 8  
Ecuador Becomes 20th  
Member
- 8  
Calendar of Events

*The Voice of Business in the Pacific*

# Working Committees Build Momentum



**Kosaku Inaba, Chairman and CEO of Ishikawajima-Harima Heavy Industries and Chairman of PBEC Japan, and Takeo Sakurai, Director General of PBEC Japan, participate in the Steering Committee Meeting in Manila.**



**Peter Jollie, Chairman of PBEC Australia, Dr. Helmut Sohmen, Vice Chairman of PBEC, and Mario Andrade, Chairman of PBEC Chile visit at the Chairman's Luncheon at the 30th IGM.**



**President Ramos and PBEC leaders enjoy the festivities at the Malacanang Palace, official residence of the President.**

PBEC's six working committees continued to build momentum. Each committee met during the 30<sup>th</sup> International General Meeting to discuss and create work programs that address the key policy issues identified in PBEC's five year plan, *PBEC 2000*.

The Working Committee on Administrative Barriers and the Working Committee on Food Products recently finished tabulating results of their surveys. The Working Committee on Administrative Barriers presented a report on the final results of its survey to the Steering Committee. The Working Committee on Food Products reviewed the preliminary results of its food safety survey in order to ascertain what further action should be taken. The Food Products Committee will have the final results compiled in early July.

After reviewing the preliminary results of its recent survey on the education and training needs of businesses in the Asia Pacific region, the Working Committee on Technology agreed to proceed with its project. The goals of the project are to define the relationships among technology transfer, intellectual property protection, and human resource development, to identify the specific training needs of companies in the region, and to stimulate cooperation among

governments, multilateral institutions, and industry in addressing those issues. At the Mid-term Steering Committee Meeting in November, the committee will present a report with recommendations based on survey data collected from businesses in the region.

The Working Committee on Services, which held its first formal meeting, decided to initially focus its efforts on financial and telecommunications services and formed two sub-groups to develop PBEC's positions in these sectors. The committee also agreed to develop a statement to support a successful conclusion of the GATS financial services negotiations. The committee will present the statement at the Mid-term Steering Committee Meeting in November.

Two other working committees continued to develop work programs that they began at the Mid-term Steering Committee Meeting in Kauai. The Working Committee on Environment discussed the development of an environmental award to be given to a company that has shown remarkable commitment to sustainable environmental protection, and reviewed a project that involves gathering information on environmental policies in PBEC's member economies for publication on the Internet. The Working Committee on Foreign Direct Investment (FDI) continued

discussions on developing an FDI Index and began discussions on developing a position regarding enhanced transparency in international business transactions.

As a result of the work of the Working Committee on Foreign Direct Investment, PBEC's Steering Committee established an Ad Hoc Committee on Transparency, which will work toward the drafting of a set of regional guidelines for business practices as called for in PBEC's policy paper, *"Implementing Free Trade and Investment in the Pacific Region."*

## PBEC Celebrates 30 Years of History

At its 30<sup>th</sup> annual International General Meeting, PBEC celebrated thirty productive years as the voice of business in the Pacific by launching a history book that recognizes PBEC's legacy and the business leaders who have made it the dynamic organization it is today.

After two years of intensive research, Esme Marris, former Director

**See History cont'd on pg. 6**



## Ramos *cont'd from page 1*

Hong Kong's Chief Secretary Anson Chan said during her luncheon speech concerning *The Future of Hong Kong: Beyond 1997* that there were two key fundamentals that would allow Hong Kong business to function as it normally would after July 1, 1997. China will not change the small port city's laissez-faire style of government, which is of crucial importance to Hong Kong's future growth. Also, senior civil servants will continue to hold their posts after the transfer of sovereignty from Great Britain to China. "We have a thoroughly professional, well motivated, apolitical civil service fully committed to serving the Hong Kong community after 1997 in the same way as we did before 1997," said the Chief Secretary, adding that the administration is committed

to continuing 36 years of market-oriented economic policies and prudent fiscal management to sustain uninterrupted growth well into the 21<sup>st</sup> century.

This year's IGM also featured the participation of WTO Director General, Renato Ruggiero. In his luncheon speech addressing *The Progress of the World Trade Organization*, Ruggiero said, "One of the major changes [in the past 30 years] is that the Asia Pacific region has emerged as a major economic pole, and this has been achieved because PBEC has made a significant contribution to this process."

At the conference, PBEC's Board of Directors adopted three resolutions. The Board urged APEC to move in 1997 from an

agenda-setting body to an implementation body. Another resolution adopted encouraged the World Trade Organization to admit China, Russia, and Chinese Taipei. "Membership in the WTO creates responsibility among its members to create and uphold policy that would otherwise be unobtainable," said PBEC Chairman Gary Tooker. Also, the Board recognized and congratulated all parties concerned with the smooth transition of Hong Kong's sovereignty from Great Britain to China.

Information regarding the final agenda, speeches, and other IGM matters can be obtained from the PBEC International Secretariat in Honolulu. An Executive Summary of the meeting will be published and distributed next month.

## Resolutions *cont'd from page 1*

priority, including the rapid elimination of administrative barriers to trade and investment, strengthening and implementing the APEC Non-Binding Investment Principles, and establishing effective regimes for the protection and enforcement of intellectual property rights. The resolution also applauded APEC's vision and stated that PBEC will work with APEC to ensure that tangible benefits are created for business and the region's people.

The second resolution urged the World Trade Organization's inclusion of

the People's Republic of China, Russia, and Chinese Taipei. Chairman Gary Tooker stated, "As the voice of business in the Pacific region and as one of the most powerful business organizations in the Pacific region, PBEC stands ready to support its applicant members with practical, technical assistance in joining the WTO."

The third resolution supported and congratulated all parties involved in the efforts toward a smooth handover of Hong Kong's sovereignty back to China. It also extended PBEC's

wishes to the authorities and the people of Hong Kong for a promising and successful future.

All three resolutions were well received by the international media, which frequently praised PBEC's development of substantive results at this year's meeting. The resolutions were also distributed to members of key international organizations, including APEC senior officials, APEC Business Advisory Council (ABAC) members, PBEC and APEC member economy governments, and the WTO.



*China's Vice Premier Li Lanqing meets with PBEC leaders at a breakout session during the 30th IGM.*



*Hong Kong's Chief Secretary Anson Chan meets the press after her speech, "The Future of Hong Kong: Beyond 1997".*



*The WTO's Director General Renato Ruggiero meets with PBEC leaders at a breakout session after his plenary speech.*

*The Voice of Business in the Pacific*

## Letter from the Chairman *Gary L. Tooker*

### *Pacific in Transition:*

### *Chairman's Reflection on a Successful 30th IGM*



*Pacific Basin Economic Council  
Chairman, Gary L. Tooker*

I am very pleased with the outcome of the International General Meeting in Manila and would like to thank each member committee and its delegates for taking the time out of their busy schedules to attend this important annual meeting. I would also like to thank the Philippines Host Committee for its extended efforts to provide what was regarded as one of the most successful International General Meetings to date. I am sure that most will agree that the warm hospitality shown by the Philippines Host Committee and the Filipino people helped make the meeting both a pleasurable and memorable experience.

President Fidel V. Ramos' praise of PBEC's efforts to promote free trade and investment in the Asia Pacific region, the attendance and participation of numerous government officials and business executives, and the large amount of quality international media attention that the meeting attracted, were indications of the growing

importance of the role PBEC plays in the Pacific region.

This year's IGM was not only special in marking thirty years since PBEC's founding, but also it was significant in addressing the timely issues and events taking place in the region today. The timeliness of the meeting, its agenda, and the important input on the relevant issues discussed provided valuable information to PBEC members.

With the historic handover of Hong Kong to follow a month and a half after the IGM, we were fortunate to have Hong Kong's Chief Secretary Anson Chan speak on the future of Hong Kong, as she urged continuity with regard to the handover to China. In concert with Chief Secretary Chan's participation, PBEC developed a resolution that supported and congratulated all parties involved in efforts toward a smooth reversion of Hong Kong to China.

On the eve of talks in Geneva on China's bid for WTO membership, we were privileged to have Vice Premier Li Lanqing of China and Director General Renato Ruggiero of the World Trade Organization speak on issues concerning conditions for China's WTO membership. Three days prior to Vice Premier Li's speech, the PBEC Board of Directors passed a resolu-

tion encouraging the World Trade Organization's inclusion of the People's Republic of China, Russia, and Chinese Taipei.

With a number of APEC Ministerial Meetings scheduled to take place between June and November, and PBEC's continued efforts to positively influence governments in the region, PBEC adopted a resolution urging APEC to move in 1997 from an agenda setting body to an implementation body. PBEC also applauded APEC's vision and stated that it will work with APEC to ensure that tangible benefits are created for business and the region's people.

Other recent developments in the region prior to the IGM also added to the timeliness of the meeting. We were fortunate to have Finance Minister, Deputy Prime Minister, and newly appointed acting Prime Minister Datuk Seri Anwar Ibrahim of Malaysia speak about the preconditions required by developing economies to remain competitive. We were also fortunate to have a high level security panel that included Secretary of Defense Renato De Villa of the Philippines, Deputy Secretary Yuri S. Deryabin of the Security Council of the Russian Federation, and Admiral Joseph V. Prueher, Commander-in-Chief of the United States Pacific Command, address the

pressing security issues in the region.

As mentioned in PBEC's five year development plan, one of PBEC's goals is to "make the IGM the premier Pacific business conference for top business and government leaders." With the hard work of the Philippines Host Committee, the valuable participation of the member committees, the strengthened capabilities of the International Secretariat, and an agenda consisting of the region's top experts, I strongly believe PBEC's progress toward this goal was exemplified in the overall success of this past IGM in Manila. Every aspect of the meeting, from the valuable insights provided by top level speakers to the cordial home dinners, was a positive example of this organization's commitment toward continual improvement of the IGM and the ever increasing value of PBEC membership.

With the growing participation and support the member committees have exhibited throughout the past year, I am confident that PBEC will continue to strengthen as we prepare for future challenges of the 21<sup>st</sup> century. As we look ahead to next year's IGM in Chile, it is important to build on our momentum, by continually improving our efforts to be heard as "the voice of business in the Pacific."



*President Ramos meets with conference co-chairmen, Oscar Hilado, Chairman & CEO of Philippines Investment-Management Consultants (PHINMA) Inc., and Ramon del Rosario, Chairman and CEO of AsianBank Corp.*



*PBEC Chairman Gary Tooker, Chairman of Motorola, honors the former International Presidents and Chairmen during the opening ceremonies of the 30th IGM.*



*H.E. Maria Emma Mejia, Colombia's Minister of Foreign Affairs, gives her presentation during the plenary session entitled "Asia Pacific and Latin America: Forging Ties."*



*Jaime Augusto Zobel de Ayala, President and CEO of Ayala Corporation, enjoys a light moment during the plenary session entitled "Technology and Business: Where are We Heading?"*

## Santiago to Host 31st IGM

PBEC's 31<sup>st</sup> International General Meeting will be held on May 8-13, 1998 in Santiago, Chile. The theme for the meeting is *"Pacific Prosperity: Sustaining Momentum Into the 21st Century."* Chilean President Eduardo Frei Ruiz-Tagle has confirmed that he will deliver the opening keynote

address during the meeting, at which top business and government leaders from around the region are expected to participate. Many issues of keen importance to Chile will be discussed during the meeting, including sessions on forestry, tourism, mining, and agriculture.

The PBEC Chile Member Committee and the International Secretariat have been working closely to develop an agenda and program that will not only address the business issues of concern to PBEC members, but also give members an enjoyable and memorable taste of Chilean hospitality and

culture.

Santiago, the capital of Chile, is a beautiful city at the foot of the snow-clad Andes mountains, with a population of more than five million people. Additional information regarding the 31<sup>st</sup> IGM is available at the International Secretariat in Honolulu.

*The Voice of Business in the Pacific*

## History *cont'd from page 2*

General of the PBEC New Zealand Member Committee, and Malcolm Overland, former Director General of the PBEC Australia Member Committee, developed a comprehensive book outlining the detailed history of PBEC's first thirty years. The book also includes many pictures of the organization's past and current leaders.

A very important, active force behind PBEC's accomplishments and success for the past thirty years has been the leadership of the past PBEC International Presidents and Chairmen, who have dedicated themselves to the PBEC process and have

kept the organization moving forward. PBEC was honored to have the participation of four of the past leaders, including Mr. Frederick B. Whittemore (U.S.), Dr. C.F. Koo (Chinese Taipei), Mr. Pyong-Hwoi Koo (Korea), and Mr. Russell J. Fynmore AO (Australia). (See picture page 6.)

These business leaders were honored at the Opening Plenary Session and during the launch of the History Book. They also took part in the International Officers Dinner and attended the home dinners hosted by some of the Philippines' top business leaders.

## PBEC to Meet in Whistler, Canada in November

PBEC's 1997 Mid-term Steering Committee Meeting will be held on November 19-21 in Whistler, Canada at the Chateau Whistler Resort. The meeting will coincide with the APEC Ministerial and Leaders meetings in Vancouver, and there will be many government and business meetings occurring in Vancouver during the week.

The Chateau Whistler Resort is a year-round resort complex located at the base

of North America's two largest ski mountains, Blackcomb and Whistler (75 miles north of Vancouver). Situated at an altitude of 2,175 feet above sea level, the Chateau Whistler is located in one of the world's most scenic destinations.

Additional information about the Mid-term Steering Committee Meeting and related events during APEC week will be distributed through member committees at a later date.

## PBEC to Co-Sponsor APEC CEO Summit

PBEC will co-sponsor the 1997 APEC CEO Summit, which will be held in Vancouver, Canada on November 21-24 at the Westin Bayshore Hotel, and will be opened by Canadian Prime Minister Jean Chretien. This meeting, a cooperative effort of PBEC and Canada's Business Council on National Issues (BCNI), is the only official private sector meeting during the APEC Ministerial and Leaders meetings.

The APEC CEO Summit will immediately follow PBEC's Mid-term Steering Committee Meeting, which will be held approximately 75 miles outside of Vancouver at the Chateau Whistler Resort.

Participation in this unique gathering is by invitation only, and will be limited to approximately 200 of the Pacific region's most influential chief executive officers. The formal agenda

will include keynote addresses from major government and business leaders, interactive plenary sessions, and CEO roundtables on the key strategic issues facing the region's business leaders.

**APEC  
CEO  
SUMMIT**

VANCOUVER CANADA  
NOVEMBER 21 - 24, 1997

The APEC CEO Summit will advance the momentum of business sector cooperation in the APEC process by including the participation of members of the APEC Business

Advisory Council (ABAC) and by focusing on many of the issues of keen importance to PBEC's members. It is expected that this high-profile event will attract the attention of the APEC governments that will be meeting in Vancouver, as well as the interest of the many international media representatives who will be covering the APEC meetings.



*Chateau Whistler Resort, Whistler, Canada, the site of the 1997 Mid-Term Steering Committee Meeting.*



## Letter from the Secretary General *Robert G. Lees*



*Pacific Basin Economic Council  
Secretary General, Robert G. Lees*

Since returning to the International Secretariat in Honolulu, I have been very pleased with the feedback we have received with regard to the 1997 IGM in Manila. The input we have received thus far have included compliments to the Philippines Host Committee and the Filipino people for their first class hospitality, acclaim of the well qualified speakers for providing valuable insights, praise of the new format of the roundtable sessions which increased interaction among participants, and a sense of satisfaction with the overall outcome of the meeting.

In recognizing PBEC, representing corporate members with net sales totaling \$4.25 trillion and employing 10.9 million people in the region, we are honored by the compliments made by a number of government leaders as they acknowledged the productive work PBEC continues to do in the region. Vice Premier Li Lanqing of China summed up PBEC's progress since its founding thirty years ago by saying, "The famous philoso-

pher of ancient China, Confucius, said that one becomes mature at 30. With the efforts made by the member committees in the last 30 years, PBEC has become an influential business organization, and has made contributions to the economic development and social progress in the region."

Other government leaders including acting Prime Minister Anwar Ibrahim of Malaysia, and President Fidel V. Ramos of the Philippines, also praised PBEC's productive efforts in the region. The recognition and praise by these government leaders is an example of the respect PBEC has gained as "The Voice of Business in the Pacific" and solidifies the momentum that PBEC has built since its founding thirty years ago.

At this year's meeting, we made good progress in our efforts to be seen by the local and international media. The meeting attracted the attention of some of the most respected media in the world, which included CNN, Far Eastern Economic Review, Asian Wall Street Journal, Financial Times, Asian Business News, the International Herald Tribune, and many other media outlets, as numerous articles were attributed to PBEC and its productive work at the IGM.

The presence of four of the past International Presi-

dents/Chairmen at this year's meeting also added to the historic 30<sup>th</sup> IGM. I was pleased to hear how honored the delegates were to have the participation of Mr. Frederick B. Whittemore of the United States, Dr. Chen-Fu Koo of Chinese Taipei, Mr. Pyong-Hwoi Koo of Korea, and Mr. Russell J. Fynmore AO of Australia. These International leaders are symbols of PBEC's successful and visionary past.

Now that the 1997 IGM has passed, we must continue our productive efforts toward the upcoming Mid-term Steering Committee Meeting in November. The time between the IGM and Mid-term Steering Committee Meeting, is a time when the Working Committees need to continue their focus on issues that are important to businesses in the region. The meeting in Manila produced the establishment of an Ad Hoc Committee on Transparency, which will work toward the drafting of a set of regional guidelines for business practices. With the presence of PBEC in November in Canada with our Mid-term Steering Committee Meeting and the co-sponsorship of the APEC CEO Summit, PBEC will be able to take full advantage of the momentum gained at the Manila IGM to impact the APEC process.

As the 31<sup>st</sup> IGM next May in Santiago, Chile approaches, it is important that we build upon the tremendous momentum gained at the IGM in Manila and focus on the November events as we aim to make substantial progress toward our goals and objectives as the premier business organization in the Pacific region. Within the next few years, all of us in PBEC will be challenged to continue to work toward building on this momentum as we prepare for a successful transition into the next century, and thus the theme for next year's IGM is "Pacific in Prosperity: Sustaining Momentum into the 21<sup>st</sup> Century."

As we look ahead, it is not only important for the Pacific region to sustain its economic growth into the 21<sup>st</sup> century, but also for PBEC to sustain its momentum, thus the theme is apt for the timing of next year's IGM in Santiago, Chile. Next year's IGM in Chile promises to address the pertinent issues that will allow for businesses in the region to prepare for a successful transition into the next century. With the 21<sup>st</sup> century rapidly approaching, PBEC, as the most experienced business sector organization in the Asia Pacific region, must also sustain its momentum by continuing its work toward its goals of free and open trade and investment in the region.

*The Voice of Business in the Pacific*

## Ecuador Becomes PBEC's 20th Member

At the 30<sup>th</sup> International General Meeting in Manila, the Pacific Basin Economic Council's Board of Directors admitted Ecuador as its 20<sup>th</sup> member committee. Nelson Guim, Executive President of Guimsa and chairman of PBEC Ecuador, led an eleven member delegation from Ecuador to Manila.

Also representing Ecuador at the IGM were The Honorable Dr. Jose Ayala, Minister of Foreign Affairs, who spoke at a plenary session entitled "Asia Pacific and Latin America: Forging Ties", and The Honorable Ing. Benigno

Sotomayor, Minister of Foreign Trade, who joined other panelists in a roundtable discussion entitled "Fueling Development: Energy Demands and Supply in the Pacific Region."

In addition, in recognition of his work as "honorary consul" of Ecuador in Manila over the past six years, PBEC Philippines Chairman Oscar Hilado was awarded the historic Order of Merit medal, "Order Nacional al Merito," by Ecuador's President Fabian Alarcon Rivera during a ceremony held earlier in the week.

## Mark your Calendar

PBEC will hold its 1999 IGM in Hong Kong and the 2000 IGM in Melbourne, Australia.

Immediately following the 30th International General Meeting in Manila, Secretary General Robert G. Lees flew to Hong Kong to visit the PBEC Hong Kong member committee and potential sites for the 32nd IGM in Hong Kong.

Mr. Lees reported that Hong Kong looks to be ideal for PBEC's annual gala event.

The International Secretariat and the Hong Kong Member Committee has begun working closely to organize a high quality event.

Pacific Journal is produced by the Pacific Basin Economic Council International Secretariat.

For more information contact  
Robert G. Lees  
Secretary General

PBEC International  
900 Fort Street Suite 1080  
Honolulu, Hawaii 96813  
USA

Tel: 1 (808) 521-9044  
Fax: 1 (808) 521-8530

E-Mail Address:  
pbecintl@pbec.org

World Wide Web Address:  
<http://www.pbec.org>

Editors  
Benjamin J. Brauer  
Baron Lee  
Jon P. Yankee

Layout  
Spence deValcourt

## Calendar of Events

### July 1997

*tbd* **PBEC Chile - Annual General Meeting**  
**24** **PBEC Australia - Executive Committee Meeting - Sydney**

### August 1997

*tbd* **PBEC Chinese Taipei - 14th Annual Meeting and Board Meeting**

### September 1997

*tbd* **PBEC Japan - Policy Committee meeting**  
*tbd* **PBEC Korea - Working Committee Meeting (typically during the last weeks of the month)**

*tbd* **PBEC Korea - Asia Pacific Economic Research Forum**

*tbd* **PBEC World Bank Environmental Conference**

**15** **PBEC USA - Board of Directors Fall Meeting, San Francisco, CA**

### October 1997

*tbd* **PBEC Australia - 30th Annual Meeting and Luncheon - Sydney**

*tbd* **PBEC Korea - Board Meeting (typically during the first weeks of the month)**

### November 1997

*tbd* **PBEC Japan - Policy Committee Meeting**  
**13** **PBEC Australia - Executive Committee Meeting - Melbourne**

**19-21** **Mid-term Steering Committee Meeting, Chateau Whistler Resort, Whistler, Canada**

**21-24** **APEC CEO Summit, Vancouver, Canada co-sponsored by BCNI and PBEC**

### December 1997

*tbd* **PBEC Japan - Policy Committee Meeting**  
*tbd* **PBEC Korea - Asia Pacific Economic Research Forum**

*tbd* **PBEC Chinese Taipei - 13th Seminar of Pacific Economic Community**