



Hong Kong Hosts Highly Successful IGM

More than 600 senior business and government leaders from 32 economies gathered at the Hong Kong Convention and Exhibition Centre May 14-19 for PBEC's 32nd International General Meeting. Under the theme "The Challenges of the Next Century for the Pacific Basin", delegates participated in a series of plenary sessions and roundtable discussions designed to address the wider issues likely to confront the Asia-Pacific region in the coming decades.

Two important themes emerged during the sessions. First, nascent economic recovery in the region must not dampen the commitment to reform. Despite some improvements in the region's economies, a commitment to continuing the needed reforms is necessary. Second, enhanced transparency is vital in order to maintain, and enhance, the gathering recovery.

Hong Kong Chief Executive Tung Chee Hwa delivered the opening keynote address. Tung emphasized the potential for Hong Kong, and indeed all of Asia, to rebound strongly from the Asian Financial Crisis. He spoke of the difficulties Hong Kong had experienced since the onset of the crisis, with falling GDP and unemployment on the rise. Years of double-digit inflation and high property prices during the 1990s had eroded the territory's competitiveness, he noted. An adjustment would have been necessary even without the regional turmoil. "At the end of the



The Honorable Tung Chee Hwa, Chief Executive of Hong Kong SAR, delivers the opening keynote address.

day, our cost structure will be that much more reasonable and will make us that much more competitive."

To return to economic prosperity, Tung said, the region must both build on its existing strengths and commit to critical structural reforms. The Asia Pacific remains a major exporting region, he noted, with its economies holding 37% of the world's non-gold reserves. However, he concluded, Asia must reform its banking and financial systems, find a way to manage short-term capital flows, while ensuring that free markets are maintained and encouraged, and ensure that the benefits of growth are



Philippine President Joseph Estrada speaks on "Markets and Good Governance: Toward Development with a Human Face".

more broadly shared.

Philippine President Joseph Estrada also addressed IGM delegates, echoing Tung's call for reform. Estrada emphasized that Asian economies must become more open and transparent. "If there is transparency, accountability and consistency in the government's rule-making and rule enforcement, there will be a level playing field in which the market can do what it does best: create wealth for all."

The aftermath of the financial crisis was far from the only topic on the conference agenda. PBEC leaders and guests also discussed

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economic globalization and its impact on emerging markets; the international financial system; the impact of technological innovation on labor and productivity; political stability and regional security; and the relationship between environmental issues and economic growth. The 32nd IGM also included a special focus on economic developments in China.

In addition to Chief Executive Tung and President Estrada, PBEC was honored to welcome an impressive group of business and government leaders from around the region. Speakers included IMF Managing Director Michel Camdessus, State Councillor Madam Wu Yi of the People's Republic of China, Korean Finance Minister Kyu-Sung Lee, Australian Treasurer Peter Costello, Ing Juan Jose Pons Arizaga, President of the National Congress of Ecuador, Transparency International Chairman Peter Eigen, Lachlan Murdoch of News Ltd., Australia, Professor Jagdish Bhagwati of Columbia University, Ernest Micek of Cargill Incorporated, and John R.H. Bond of HSBC Holdings plc, UK.

A highlight of the meeting was the presentation of the first ever PBEC Environmental Award to Green Island Cement (Holdings) Ltd. of Hong Kong. Green Island was recognized for its substantial and far-reaching contributions to global environmental preservation. (see article page 5)

During two days of internal working meetings, PBEC focused on strengthening the organization for the next millenium. Dr. Helmut Sohmen, Chairman of World-Wide Shipping Agency, Ltd. (and former chairman of PBEC Hong Kong, China) was re-elected Chairman of PBEC. Mr. Kosaku Inaba, Chairman & CEO of Ishikawajima-Harima Heavy Industries Co., Ltd. and Mr. S.R. Cho,



Madam Wu Yi, State Councillor of the People's Republic of China, delivers her keynote address at the gala opening dinner.



The Honorable Peter Costello, Treasurer of Australia, addresses delegates on "Reforms to International Financial Architecture."

Chairman of Hyosung Group, were elected Co-Vice Chairmen. PBEC also adopted several resolutions and policy statements addressing a wide range of pressing economic issues. (see article page 4) ♦



Lachlan Murdoch, Chairman and CEO of News Corp., Ltd., shares his thoughts on "Information and Imagination".



John R.H. Bond, Group Chairman, HSBC Holdings, addresses "Globalization" in his plenary keynote speech.



Columbia University Professor Jagdish Bhagwati considers "The Asian Economic Crisis in Perspective."

IMF Head Touts Transparency, Praises PBEC

Addressing delegates on the opening day of the 32nd IGM in Hong Kong, China, International Monetary Fund Managing Director Michel Camdessus made a strong plea for greater transparency, outlining reforms in the “architecture” of the international financial system.

“There is a strong consensus for making transparency the ‘golden rule’ of the new international financial system,” he stated. “[Transparency] is absolutely central to the task of civilizing globalization.” The lack of transparency has been chiefly responsible for recurring crises in emerging markets, he explained. While it is difficult to change the culture and attitudes that have existed for decades, considerable progress is being made in defining new international standards and practices.

Camdessus noted that there has already been substantial progress in defining and implementing new global standards in several areas, including transparency in fiscal and monetary policies, securities markets, accounting, bankruptcy, and corporate governance. “We are at a point now where — let me be a little impertinent — central banks no longer compete for a reputation of secrecy but for one of transparency.”

Camdessus called for fundamental reforms in three other areas as well. First, each economy must build up its social welfare system. Second, developing countries must be integrated into the globalized economy. And third, international institutions including the IMF must evolve along with the demands of the global economy, with all countries able to express their views on the direction of changes.

In his opening remarks, Camdessus praised PBEC for leading the drive toward market liberalization. Recognizing the organization’s ability to address emerging issues affecting the Pacific and global economies, he welcomed PBEC’s contributions to the process of reshaping the global financial system.

Michael Davies, Chairman of PBEC’s Transparency Committee, said that Camdessus’ remarks on the issue were “very pertinent and timely”. PBEC continues to take a leadership role on the issue of transparency, he noted. During internal meetings in Hong Kong, PBEC decided to upgrade the Ad-Hoc Committee on Transparency to full working committee status. The board also passed a resolution calling on the World Trade Organization to finalize an agreement on transparency in government procurement by the time of the ministerial meeting in Seattle in late November. ♦



IMF Managing Director Michel Camdessus updates delegates on efforts to reform the international financial architecture.

PBEC Takes Important Policy Actions

PBEC's Steering Committee and Board of Directors adopted several important policy statements and resolutions at this year's International General Meeting, further strengthening PBEC's role as the independent voice of business in the Pacific.

The *Resolution on Expanding the WTO Membership* states the organization's continued support for the expansion of the WTO to include China, Chinese Taipei and Russia, all member economies of PBEC. PBEC noted in particular the important window of opportunity for China's accession this year. Membership in the WTO will mark an important step in China's full integration into the world economy, and help contribute to stability and prosperity in the region and globally.

In the *Statement Regarding the WTO New Round*, PBEC voices its support for the new round of WTO negotiations due to begin in the year 2000. In light of recent trends and developments in the world economy, PBEC considers these upcoming negotiations to be of particular importance, and proposes the goal for completion of these negotiations be three years.

PBEC continues to play an active role on the issue of transparency, adopting a *Resolution on the WTO Agreement on Transparency in Government Procurement*. In this statement, PBEC calls on the WTO to finalize an agreement on transparency in government procurement by the time of the upcoming WTO Ministerial. The economic difficulties confronting many Pacific Rim economies highlight the need to ensure that government procurement projects are carried out on a fair and transparent basis. PBEC reiterated its belief that a multilateral agreement on transparency in government procurement will contribute directly to economic

growth and increased stability.

The *Resolution on Accelerated Tariff Liberalization* in the WTO urges the WTO to conclude an agreement on Accelerated Tariff Liberalization [ATL] by the end of 1999. PBEC is convinced that the momentum towards increased trade liberalization in the Asia Pacific and beyond must be maintained. Global trade and investment liberalization will help to restore stability and growth to the world economy, and will benefit workers, consumers and investors alike.

The board approved the *Executive Summary and Recommendations on the 'Value Chain for Poultry'* issued by PBEC's Working Committee on Food. This report contains recommendations on ways to improve the efficiencies of the poultry value chain and build a sustainable competitive poultry industry. The recommendations contained in the report are based on best practices and are identified from reviews of the poultry sector by industry participants in several economies. The long-term objective is to expand efficient poultry production in the region and eliminate tariff and non-tariff barriers, while maintaining scientifically justified sanitary and phytosanitary standards essential to consumer's health.

The board also passed a *Statement on Collaborative Efforts in Investment Liberalization*. Although negotiations on the Multilateral Agreement on Investment (MAI) have ceased, PBEC reaffirmed its support for the principles embodied in the MAI. PBEC will seek to initiate collaborative efforts, particularly with the WTO, to move forward investment liberalization provisions similar to those contained in the MAI. PBEC will also engage organizations such as APEC, PECC, and ABAC in these efforts. ♦

PBEC Hong Kong Announces New Chairman



PBEC welcomes Mr. David Eldon, Chairman of the Hongkong and Shanghai Banking Corporation, who will be succeeding Mr. John Strickland as Chairman of PBEC Hong Kong. Thanks to Mr. Strickland's leadership and guidance, the 32nd IGM in Hong Kong was a great success. We truly appreciate his longstanding commitment and service to PBEC.

Mr. Eldon was appointed Chairman of HSBC in January, 1999, having previously served the bank as Executive Director International and Chief Executive Officer. He is a non-executive chairman of Hang Seng Bank, a non-executive director of Swire Pacific Limited, and is a member of the Hong Kong General Chamber of Commerce and the Hong Kong Trade Development Council. ♦

Green Island Cement Honored by PBEC for Environmental Responsibility

Among the chief highlights of this year's IGM was the presentation of the first ever PBEC Environmental Award. The award honors PBEC member companies that have made particularly outstanding contributions to global environmental protection.

Presentation of the award reflects PBEC's commitment to promoting environmentally responsible business practices. By honoring these companies, PBEC hopes that their achievements will become broadly recognized by the international community, and will serve as a model for others to follow.

The winner, Green Island Cement (Holdings) Ltd. of Hong Kong, received the award during a special ceremony at the opening session of the IGM. Green Island is a division of CKI Materials, the materials arm of publicly listed Cheung Kong Infrastructure Holdings Ltd. The company is primarily engaged in the production and distribution of construction materials in Hong Kong SAR and the Guangdong Province of the PRC.

Green Island has been a leader in developing a comprehensive approach to environmental policy. As part of this long-term strategy, the company has integrated its production process with waste recycling in order to minimize its impact on the environment. The



Mr. Barrie Cook, Chief Executive of CKI Materials, parent company of Green Island Cement, accepts the first PBEC Environmental Award from PBEC Chairman Dr. Helmut Sohmen.

scope and diversity of the company's environmental activities is particularly noteworthy.

Green Island has established programs to develop and utilize alternative fuel sources, reduce waste and emissions, and employ recycled and waste materials as substitutes for raw materials. The company has earned high praise for its sustained and far-reaching contributions to environmental preservation.

CKI Materials CEO Barrie Cook was on hand to accept the award from PBEC Chairman Dr. Helmut Sohmen. In his remarks, Mr. Cook noted that going green had helped

reduce his company's costs, "a truly win-win situation." He cautioned, however, that as PBEC economies slowly emerge from recession, the environment is likely to come under renewed pressure. ♦

CHAIRMAN'S LETTER

I trust that those of you who were able to join us in Hong Kong for the IGM found that it fully met your expectations. Reactions from all the participants I spoke to were certainly very positive. The general tone reflected in many of the speaker's remarks seemed to be one of guarded optimism — that while there are some encouraging signs that the worst of the East Asian crisis is over, we cannot yet say that recovery is in full bloom. We must continue to stay the course in undertaking the difficult but necessary reforms.

For those of you who were unable to join us in Hong Kong, this newsletter as well as the PBEC website (www.pbec.org) should get you up to date on all the proceedings. A number of the speeches were very well received. Copies can be obtained at the website, along with the policy statements passed by the Board of Directors.

These statements ranged from support for the role of the World Trade Organization to investment and food. The common thread linking all these policy statements is the fundamental aversion to unnecessary government intervention in the affairs of business, and a firm commitment to open markets. This is one of the essential pillars upon which PBEC is built, and a primary theme which we continue to expound in our



public pronouncements to governments and governmental organizations throughout the region.

To the extent organizations like APEC and other fora share this view, and are committed to dismantling barriers, they will have PBEC's full support. But PBEC will continue to move forward, setting the pace, rather than waiting for governments to act. PBEC members — each day and in each of our 20 economies — will continue to go about the business of doing business, pursuing profits, and generating wealth and new job opportunities. As businessmen we do not have a choice.

PBEC has no regulatory authority; we cannot remove tariffs or eliminate the administrative barriers which have been put in place by governments. We can only pursue business opportunities within the regulatory and legal framework established by

HELMUT SOHMEN

PBEC CHAIRMAN

governments. But because we have so much at stake within that framework, it is both proper and necessary that we speak out with a loud voice.

PBEC will continue to encourage APEC and others to move forward. We will be acting as full co-sponsors for the APEC CEO Summit coming up this September in Auckland, New Zealand. Our Mid-term Meeting will be held in the same location immediately beforehand, which should facilitate PBEC's participation in both events.

On internal matters, we had some fairly intensive discussion at the Hong Kong IGM on the future direction of PBEC. We have agreed to focus on the International General Meeting, to shore-up our financial base, and to strengthen the center. The idea of centralizing the IGM in Hawaii should give us a chance to determine whether this approach will allow us increased operational and financial efficiencies, further improve the quality of the IGM, and draw our large and diverse membership even closer together.

An organization which presents itself as the independent voice of business in the Pacific must

have cohesion, discipline, and courage. But we must also have a strong financial base to ensure that we can retain our prestige, profile, and impact.

Much has changed since PBEC first came into being over 30 years ago. We are in a much more competitive environment. But being the oldest business organization in the region is not enough: we need to adapt, refocus, and strengthen our collective efforts. We need effective national committees in each of the participating economies. But we also need a strong center which can authoritatively and persuasively project our common views and aspirations.

I look forward to continuing to work with all of you to address the challenges facing PBEC. ♦



SECRETARY GENERAL'S LETTER

Thanks to all of you who worked so hard to make this year's IGM successful. The quality of the speakers and the topicality of the sessions were exceptionally strong, and the social activities were enjoyed by all. The quality of the program was clearly reflected in the substantial amount of international media coverage the meeting attracted. As a result of a lot of hard work, we continue to make good progress in raising the profile and recognition of PBEC in the media.

A special word of thanks is of course due to John Strickland, Douglas Fergusson, Eden Woon, and his entire team for their tireless efforts. From my perspective in the International Secretariat, I can tell you that most of the organization never sees the work that a host committee does to put on a high quality IGM. Everything which comes off without a hitch and looks so effortless at the IGM is in reality the result of countless hours of work and preparation. Well done to all involved.

The subject of future IGMs was certainly one of the key elements of our internal discussions in Hong Kong. After a very fruitful dialogue, the board of directors re-confirmed that the 2000 IGM will be held in Hawaii, the 2001 IGM will be held in Japan, and the IGM will be centralized in Hawaii on a three-year trial basis in 2002, 2003, and 2004. At



that point, the organization can make a decision on whether to continue with centralization or return to the rotational system.

The issue of centralization has provided all of us with an opportunity to reflect on PBEC and its future direction. It might be useful to re-cap some of the key rationales underlying centralization.

Centralization is part of a bigger vision for PBEC — a vision outlined in the Five Year Plan. The Five Year Plan calls on us to enhance the quality of the IGM, and to raise PBEC's profile and prestige level, so that we can more effectively influence government policies and the business environment. Centralizing the IGM in Hawaii gives us the best chance to achieve these objectives, and create a "sense of place" for the IGM.

The entire Hawaii community — both business and government — has pulled together to offer a tremendous amount of support for our meeting. The Governor himself has

ROBERT G. LEES

PBEC SECRETARY GENERAL

become a strong proponent on behalf of PBEC, and has already personally invited a number of VIPs. Some of Hawaii's leading CEOs have gotten involved in a very "hands-on" way in the planning and organization. Our fine academic institutions are also lending support, and the Hawaii media has featured a number of very positive reports on PBEC and the value of our upcoming IGM. Enthusiasm is building across the entire state of Hawaii. Mark your calendars now for the Hawaii IGM, and plan to attend.

Beyond the support and amenities Hawaii can offer, significant efficiencies can be realized by having the event planned year in, year out by the International Secretariat, working closely with the same conference company. This will eliminate the inefficiencies of "reinventing the wheel" every year with a new host committee and a new conference organizing company.

We will continue to rotate the Mid-term Meeting to different member economies, thereby permitting access to meetings with government officials. We will also continue to hold other meetings throughout the region, such as last year's joint roundtable on the environment with the World

Bank in Hong Kong.

While bringing the IGM to Hawaii brings with it a number of benefits, it also brings with it a number of unique challenges. For the first time ever, there will be no host committee with primary responsibility for fund raising and logistical support. The 2000 IGM will truly belong to all of PBEC — all 20 member committees. I look forward to working with each and every one of you to make our next IGM — the Millennium meeting of our organization — a truly unforgettable experience.

On a more short term basis, our Mid-term Meeting will be held in Auckland, New Zealand this September, as outlined in more detail elsewhere in this newsletter. Planning is well under way, and the International Secretariat will shortly be providing details. Immediately following the Mid-term Meeting, PBEC will be acting as a co-sponsor of the APEC CEO Summit, which we've been working on in close coordination with each member committee.

These are certainly exciting, but challenging, times for PBEC. Under the leadership of our chairman, Dr. Helmut Sohmen, I am confident that PBEC is well positioned to meet those challenges. ♦

Hawaii to Host 2000 International General Meeting

It's not too early to plan your trip to PBEC's International General Meeting in Honolulu from March 17-22, 2000. PBEC's 33rd Annual International General Meeting — the millennium meeting — promises to be a truly extraordinary event, marking this important milestone by bringing our organization together in a way never before done. PBEC's millennium meeting will be held in beautiful Hawaii — the center of the Asia Pacific, the home of PBEC's International Secretariat, and the geographic and symbolic heart of the PBEC family.

Hawaii has long played a role in PBEC's history. In April, U.S. President Bill Clinton sent a letter to PBEC members expressing support for IGM 2000, saying: "It is fitting that PBEC's first meeting of the 21st century should take place in Hawaii, the site of one of its first organizational meetings more than 32 years ago". After PBEC was officially inaugurated at the Sydney IGM, PBEC's steering committee meetings were held every year in Hawaii for over two decades.

The groundwork has already been laid for an outstanding IGM, and the International Secretariat is making every effort to ensure that the meeting will meet and exceed the standards delegates have come to expect. A number of special events are being planned, and Hawaii's state-of-the-art convention center will provide IGM delegates with a variety of technological and aesthetic



The PBEC 2000 Hawaii IGM will feature Hawaii's state-of-the-art Convention Center. It features 107,000 square feet of meeting rooms, a 200,000 square foot exhibition hall, ballrooms, a rooftop garden, and advanced internet, fiber-optic and video connectivity.

amenities.

The theme of the Hawaii IGM is: "New Horizons: Economic and Political Implications of the Changing Global Landscape". The role and evolution of the nation-state in the face of global economic integration, the form and function of multinational corporations, the deepening link between military security and economic development, mankind's relationship to the environment, the

causes and cures of corruption, the longevity of the individual, and the implications of political upheaval and social turmoil, are among the topics to be addressed at the Hawaii IGM. Mark your calendars now, and plan to be in Hawaii, a place traditionally known for its "Aloha Spirit," but now well established as a serious place for international business. ♦

Delegates get taste of Hawaii

A tropical paradise briefly appeared in the heart of Hong Kong, as the organizers of the next IGM — to be held March 17-22, 2000 in Honolulu, Hawaii — sponsored a gala luncheon on the last day of the meeting.

Surrounded by exotic floral arrangements and serenaded by a live Hawaiian trio, PBEC delegates were literally given a small taste of what awaits them in the islands. The meal was prepared by one of the world's

foremost Pacific Rim chefs.

Larry Johnson, PBEC 2000 Conference Chairman and Chairman of Pacific Century Financial Corporation, said PBEC's "Millennium Meeting" promises to be among the organization's best.

"The program here in Hong Kong is impressive, and has set a high standard for us," Johnson said. "We plan not only to meet your expectations, but to greatly exceed them."

Taste of Hawaii



The Honorable Benjamin J. Cayetano, Governor of the State of Hawaii, speaking on Hawaii's business climate and preparations for the PBEC 2000 Hawaii IGM.

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Johnson then introduced the luncheon keynote speaker, Hawaii Governor Benjamin J. Cayetano. After touching on some of the state's rich cultural history, Cayetano outlined the many business and investment opportunities available in the state.

"Hawaii's reputation as a world class tourist destination overshadows the fact that Hawaii is also a great place to do business," Cayetano said. "This is a side of Hawaii that many business leaders are not familiar with."

Cayetano also spoke of the longstanding history between Hawaii and PBEC, noting that in 1968, the islands hosted the planning meeting for the first IGM. He said both the public and private sectors in Hawaii have given their full support to next year's meeting.

"The entire Hawaii business community will make sure that the Hawaii IGM is everything — and more — you have come to expect," he said. "Let me assure you we will make next year's IGM an experience you will always remember." ♦

Regional Reform in Financial Services: Building a Better System

On May 20, 1999, PBEC's Working Committee on Services sponsored a symposium entitled "Regional Reform in Financial Services: Building a Better System." Convened in the Hong Kong Convention Centre the day after PBEC's 1999 IGM, the symposium brought together top business executives and senior public officials to review and discuss the key challenges in strengthening the financial services industry in the Pacific Rim through regulatory reforms and institutionalization. Issues explored at the conference include the role of the private sector and multilateral institutions, such as APEC, in supporting governments as they develop and implement complicated regulatory reform; the challenge of increasing international oversight of financial markets and capital flows without creating systems that restrict commerce; and what an economy needs to build a modern, competitive financial services sector.

The symposium was timely and informative. Governments in the Pacific Rim are now faced with the urgent need to implement regulatory reforms that promote transparency, establish structures for prudent financial market supervision, and allow for increased competition. These steps to rebuild the financial sector in economies affected by the Asian crisis are necessary to restore confidence and create an environment conducive to private investment and capital flows. With WTO GATS negotiations on the

horizon, changes taking place today are certain to affect the scope and content of future discussions and future agreements.

The PBEC Working Committee on Services was honored to have the Honorable Roberto De Ocampo, Former Secretary of Finance of the Republic of the Philippines, deliver the opening address on the Challenges and Benefits of Financial Services Regulatory Reform. Other featured speakers included Mr. Dean O'Hare, Chairman of the PBEC Working Committee on Services and Chairman and CEO of Chubb Corporation, Mr. Victor Chu, Chairman of the Far Eastern Investment Group, Dr. Sung-Hee Jwa, President of the Korean Economic Research Institute, and Mr. Milton Kim, Chairman and CEO of Good Morning Securities Company, Ltd.

In closing the symposium, Dean O'Hare emphasized there is still much to do in the coming months to promote the strengthening of pro-competitive regulatory reform in the region. The PBEC Mid-Term Meeting in Auckland in September 1999 and the World Services Congress (WSC) in Atlanta in November are opportunities for the private sector to formulate an approach to these issues in the lead-up for the WTO Ministerial and beyond. ♦

PBEC Co-organizes 1999 APEC CEO Summit

PBEC has reached an agreement with APEC CEO Summit Incorporated of Auckland, New Zealand to co-organize the 1999 APEC CEO Summit. The Summit will take place from September 10-13 in Auckland, New Zealand at the Heritage Hotel. The Summit will immediately follow the 1999 PBEC Mid-term Meeting, which will take place from September 7-9 at the same venue.

The theme of this year's Summit is "Globalization in the 21st Century", and it promises to be a highly successful event. The Rt. Honorable Jenny Shipley, Prime Minister of New Zealand, has extended invitations to APEC Leaders to discuss regional and global issues with the business community. In order to allow for

maximum interaction between government and business leaders, invitations to private sector participants are being limited to 250 of the most senior level business executives from the APEC region. Confirmed speakers include President Jiang Zemin of China; Mr. Jack Smith, Chairman & CEO of General Motors; Mr. Xuebing Wang, Chairman of the Bank of China; Dr. Kenneth S. Courtis, Chief Economist and Strategist for Deutsche Bank Group Asia Pacific; Mr. Ernest Micek, Chairman of Cargill Incorporated; and the Sultan of Brunei.

Highlighted sessions for the APEC CEO Summit include "Global Companies and Nation States — Tensions or Common Interests"; "The Information Age — No Boundaries";

"Japan, PRC, USA — Economic Fault Lines or a Stable Landscape"; and "Underwriting Future Economic Growth — Back to the Basics".

As a full co-organizing partner in the CEO Summit, PBEC is contributing to the program agenda, media coverage, and delegate and speaker selection, in addition to offering a limited number of sponsorships for this event. The latest updates and information on the Summit can be found at www.ceosummit.co.nz and on PBEC's web site at www.pbec.org. ♦

City of Sails to Host Mid-term Meeting and APEC CEO Summit

PBEC's 1999 Mid-term Meeting and the APEC CEO Summit will be held at the Heritage Hotel in Auckland, New Zealand. The Mid-term Meeting is scheduled to take place September 8-10 and will be followed immediately by this year's APEC CEO Summit, which will be held September 10-13. The Heritage Hotel offers state-of-the-art conference and meeting facilities, and is centrally located for easy access to the "City of Sails." The hotel overlooks Auckland's spectacular waterfront and central business district.

The Mid-term Meeting represents an opportunity for PBEC's members to "roll up their sleeves" and focus on the internal work of the organization. Following the efforts and progress made at the International

General Meeting in Hong Kong to strengthen PBEC's core and raise the organization's profile, this upcoming Mid-term Meeting should be instrumental in setting PBEC's course for the 21st century.

Auckland is New Zealand's largest and most accessible city. It is home to New Zealand's main international airport and is considered the International Gateway to the North Island. Auckland is rich in maritime history and claims to have more boats per head of population than any other city in the world. Auckland is also the home of yachting's elite prize, the America's Cup, and is currently preparing to host the next America's Cup challenge.

This year's Mid-term Meeting will coincide with the APEC CEO

Summit, which will be held from September 10-13 at the same venue. Additional information about the Mid-term Meeting will be forthcoming. Please forward all inquiries to the International Secretariat in Honolulu or check PBEC's web site at www.pbec.org for the latest updates. ♦



Intellectual Property Protection Confirmed a Key Factor for Development

On May 20-21, PBEC's Working Committee on Technology held an Intellectual Property Conference, "TRIPs And Beyond," in Hong Kong, China. The conference brought together leading experts from the private and public sectors to discuss issues surrounding the implementation and enforcement of obligations under the WTO's Trade Related Intellectual Property (TRIPs) Agreement. Prominent participants included Dr. Morris Chang, Chairman and President, Taiwan Semiconductor Manufacturing Company, Ltd., The Honorable Randall R. Rader, U.S. Court of Appeals for the Federal Circuit (which is responsible for hearing all intellectual property-related appeals), and The Honorable Anthony Rogers, Court of Appeal, Hong Kong Special Administrative Region. The Committee was also pleased to have Mr. Adrian Otten, Director of the Intellectual Property Division at the World Trade Organization, Mr. Will Robinson of the World Customs Organization, and Mr. Richard Wilder of the World Intellectual Property Organization, speak on enforcement issues. Conference panel discussions examined issues relating to patent protection, trademarks, copyright protection, and trade secrets.

The purpose of the conference was to support efforts by Pacific Rim economies to work together to ensure

full implementation of the TRIPs Agreement and to raise the level of awareness about the importance of TRIPs obligations. Under the TRIPs Agreement, developed economies were obligated to conform national legislation to TRIPs standards by January 1, 1996, and developing economies were obligated to conform national legislation by January 1, 2000. As this deadline approaches, the need to work progressively towards full implementation increases in importance.

"Intellectual property rights provide powerful incentives for creativity and innovation, encouraging people and companies to research and develop new production and product technologies, market new products and create artistic works," says Richard Donaldson, Chairman of the PBEC Working Committee on Technology, and Senior Vice President of Texas Instruments and General Patent Counsel.

Conference presentations and dialogue confirmed that strong intellectual property protection is beneficial to every economy. Through the strong protection and enforcement of intellectual property rights, an economy can develop a broad range of important industries that are heavily dependent on investments and on research, development, and acquisition of technology. Industries in the global economy's most

competitive sectors, such as computer hardware and software, pharmaceuticals, high technology manufacturing, publishing, and entertainment, as well as those industries whose core business does not depend directly or heavily on intellectual property, see important benefits from intellectual property rights protection and protection of trade secrets.

Participants from both developed and developing economies came away from the symposium with a stronger appreciation of the significance of the WTO TRIPs agreement as a mechanism for strengthening intellectual property protection regionally and globally. In addition, participants gained increased understanding regarding regional developments in streamlining intellectual property administration, reducing costs and improving enforcement, as well as the need for further improvements in light of new technologies and new business methods such as electronic commerce.

The PBEC Working Committee on Technology thanks conference sponsors Pfizer, Motorola, and Texas Instruments, as well as the PBEC Hong Kong Member Committee, whose generous support made the "TRIPs and Beyond" conference possible. ♦

Sir Russel Madigan, 78, dies

Sir Russel Madigan OBE passed away on 19 July, 1999 at the age of 78. He was a Life Member of PBEC and the third Chairman of the PBEC Australia Member Committee, serving from 1978-80. At that time he was Chairman, Hamersley Holdings Limited, a major minerals company, which was a position he held for ten years (1971-81).

Sir Russel was extensively involved in international affairs, especially in the Asia-Pacific region. This included

being National President of the Australian Institute of International Affairs (1984-89), Chair of the Pacific Economic Cooperation Australian Committee (1986-92), Chair of the Australia-Japan Foundation (1977-81) and a Member of the Consultative Committee on Relations with Japan (1977-82).

Sir Russel was very well known throughout the Asia Pacific and will be sadly missed by his many friends for his vision, leadership and good humor.

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

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Calendar of Events

September 1999

- 8-10 1999 PBEC Mid-term Meeting, Auckland, New Zealand.
9-10 11th APEC Ministerial Meeting, Auckland, New Zealand.
10-11 APEC CEO Summit, Auckland, New Zealand.
11 ABAC Meeting, Auckland, New Zealand.
12-13 7th Informal APEC Economic Leaders' Meeting, Auckland, New Zealand.
15-18 PBEC Korea - Business Delegation to Australia.
16 PBEC Korea - The 21st Joint Conference of Korea-Australia Business Councils.
28-29 PBEC Peru - Economic Integration and the Pacific Rim for the Next Century, organized by Peruvian Bar Association and PBEC-PERU, Lima, Peru.
28-30 IMF/WB - International Monetary Fund/World Bank Annual Meetings, Washington, D.C., USA.

October 1999

- 6-7 PBEC Korea - The Korea-Japan Business Summit.
17-19 APEC - APEC Human Resources Management Symposium on SMEs, Kaoshiung, Chinese Taipei.
18-20 WEF - East Asia Economic Summit, Singapore.
21-23 PECC - PECC XIII General Meeting, Manila, Republic of the Philippines.
21-23 PBEC Korea - 1st Meeting of the FKI International Advisory Council.
29 PBEC Peru - Peru and the Pacific Rim: Challenges for the Next Century, organized by PBEC-Peru, PERUPECC, ABAC's National Secretary and APEC's National Secretary, Lima, Peru.

November 1999

- 1-6 APEC - Technomart III (Technology Expo and Conference), Gold Coast, Queensland, Australia.
11-12 ASEAN Foreign Ministers Meeting and ASEAN Economic Ministers Meeting, Manila, Philippines.
30 to Dec.1 1999 World Trade Organization (WTO) Ministerial Meeting. Meeting will be chaired by U.S. Trade Representative Charlene Barshefsky, Dec and will launch global negotiations to further open markets in goods, services, and agricultural trade.

December 1999

- 5-7 WEF - India Economic Summit, New Delhi, India.
tbd PBEC Korea - The Korea-Japan Business Management Meeting.

March 2000

- 17-22 PBEC - 33rd International General Meeting, "New Horizons: Economic and Political Implications of a Changing Global Landscape", Honolulu, Hawaii, USA.