



# APEC CEO Summit 2011

## The Future. Redefined.

10-12 November 2011  
Sheraton Waikiki, Honolulu, Hawaii

[www.apec2011ceosummit.com](http://www.apec2011ceosummit.com)

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**The Future. Redefined.** -- a new era of cooperation at the intersection of government and business leadership to forge a more connected, innovative, dynamic region. Based on the premise that the future is something we actively create, not something that happens to us, the Summit will explore policy choices and business decisions based on the trends and forces at work in the region and in the world, weighing both opportunities and obstacles that lie ahead.

**President Barack Obama of the United States of America, President Hu Jintao of China, President Medvedev of Russia, President Yudhoyono of Indonesia, President Calderon of Mexico, President Sebastián Piñera of Chile; Prime Minister Lee Hsien Loong of Singapore; President Ollanta Humala, Peru; President Truong Tan Sang of Vietnam** among other APEC Leaders are, as in past years, anticipated to join the world's top CEO's and thought leaders in engaging interactive discussions on the issues that matter most to the future of business.

In addition to the APEC Leaders, **confirmed role players** in the programme include: **Hillary Rodham Clinton**, US Secretary of State; **Eric Schmidt**, Executive Chairman, Google; **Hironasa Yonekura**, Chairman, Sumitomo Chemical and Chairman, Keidanren; **Ning Gaoning**, CEO, COFCO; **Dennis Nally**, CEO, PwC; **Cher Wang**, CEO, HTC; **Chandran Nair**, Author of "Consumptionomics" and Founder/CEO of Global Institute for Tomorrow (GIFT); **Pankaj Ghemawat**, author of World 3.0; **Doug Oberhelman**, CEO, Caterpillar; **Dr Fan Gang**, Director, NERI-China; **Keith Williams**, President & CEO, Underwriters Laboratories Inc; **Luis Alberto Moreno**, President, Inter American Development Bank; **John Lechleiter**, CEO, Eli Lilly; **Shai Agassi**, CEO, Better Place; **Scott Price**, President & CEO, Wal-Mart Asia; **Richard Stengel**, Managing Editor, Time Magazine; **Andrew Serwer**, Managing Editor, Fortune; **Almar Latour**, Editor in Chief Asia, Wall Street Journal; **Tian Wei**, CCTV; **Patricia Janiot**, CNN Espanol; **William Weldon**, CEO, Johnson & Johnson; **John Rice**, Vice Chairman, GE.

Over 1,500 CEO participants from across the Asia-Pacific region will reassess and challenge common assumptions about the future in view of recent years' events. They will look at the major forces that will drive what that future will look like -- new investment frontiers in the region, unexpected and unforeseen events that could derail progress, societal and demographic shifts that are creating new markets, the future development of the global trading system, and the innovations and technologies that are transforming the region and the companies that operate in it. The result: A vision for the future and a strategic direction that will guide the next generation of business and government leaders in Asia.



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## November 10

7:00 – 9:00 **Welcome Reception hosted by the Hawaii APEC Host Committee.**

## November 11

8:00 – 8:20 **Welcome and Opening Ceremony**

8:20 – 9:30 **Opening Plenary: The Future. Redefined.**

How do dramatic regional and global developments in technology, politics and the natural world change the way we prepare for the futures of our societies? How are companies and policymakers transforming their expectations of the future as Asia-Pacific changes?

9:30 – 9:40 **Future Flash**

“Future Flashes” are sharp, provocative interventions by some of the world’s leading thinkers. Speakers are chosen for their combination of communication ability as well as the strength and saliency of their ideas. The aim is to open minds and spur thought.

9:40 – 10:40 **Plenary: Globalization: Revisited.**

Is the world truly as globalized as we think? What’s next for the global trading system? How do we pursue a global solution and can regional institutions and agreements contribute to furthering a positive direction in the global trade, development and economic architecture?

10:45 – 11:10 *Coffee break*

11:10 – 12:00 **Plenary: Seeking Stability in an Unstable World**

The global economy remains unsettled, and financial stability remains a key goal for policymakers. Nevertheless it faces continued challenges from sources of instability in both markets and societies around the world. What are these key sources of instability, and how can economies and investors overcome them and achieve stability in this environment?

11:50-12:10 **Future Flash**

12:10 – 2:00 *Networking lunch*

2:00 – 3:15 **Interactive symposia convened concurrently**

- 1. Building An Innovation Ecosystem --** What are the best practices for creating a network of innovation, and what advantages and barriers exist in Asia Pacific?



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2. **Building Enabling Environments for Industry: Achieving growth, stability and predictability in a dynamic commercial world** – How has Mexico’s unilateral approach to reducing regulatory barriers impacted their growth and investment? What holistic systems can economies and companies put in place today to build resilience and flexibility into their economic systems?
3. **Commodities and Risk** -- Growth in Asia Pacific means continuing demand and competition for energy, food, and other strategic commodities such as certain minerals. What is needed to secure supply and manage volatility?

3:15 – 3:45

*Coffee break*

3:45 – 5:00

**Interactive symposia convened concurrently**

1. **Investment Frontiers: Where is the Smart Money Going?** What does the changing shape of Asia mean for investment in Asia Pacific? What barriers to stable investment flows remain? Which criteria matter most for leading investors?
2. **Cities of the Future: Re-Envisioned** -- Megacities in the region promise both better quality of life and greater environmental and resource challenges. Development of new technologies and whole of government approaches will be essential to continued growth and prosperity. What are the most interesting new developments? How can clean tech work together with government policy and smart-city networks to transform urban environments in the region?

5:00

*Networking break*

7:00

Taste of America Reception

9:30 – 11:00

**Nightcap conversations**

## November 12

8 – 8:45

**APEC Leader Interaction**

8:50 – 9:45

**Plenary: The 21<sup>st</sup> Century Workforce. Re-envisioned.**

How can economies best ensure a healthy, motivated and well-educated workforce for 21<sup>st</sup> Century prosperity? How can the region most effectively develop and use its talent pools?

9:50 – 10:40

**APEC Leader Interaction**

10:45 – 11:30

**Redefining Health: An Economic Asset and Competitive Advantage**

-- Aging populations and changes in diet and exercise have resulted in an explosion of chronic disease in APEC economies, posing a rising burden on business, society and governments alike. Can these trends be reversed? Can



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health be redefined as a source of sustainable economic growth and competitive advantage?

11:30 – 11:45

**Future Flash**

11:45 – 12:30

**APEC Leader Interaction**

12:35-12:45

**Future Flash**

12:45 – 2:15

*Networking Lunch*

2:15 – 3:15

**Interactive symposia convened concurrently**

1. **Game-Changing Technologies Redefining the Region** -- What are the coming technologies that are likely to transform business and markets in Asia Pacific?
2. **Societal Shifts. Re-examined.**  
Changes in demographics, income, and lifestyles are transforming societies in virtually every APEC economy. What will help businesses and governments navigate these shifts?
3. **Faster, Better, Cheaper: Dynamic Supply Chains** -- What regulatory hurdles remain for effective supply chains across the region? Are new approaches needed to secure supply chains against unexpected disruptions?

3:15 – 3:45

*Coffee break*

3:45 – 3:55

**Future Flash**

3:55 – 4:30

**Plenary: 2020 Vision: The Future. Redefined.**

Summarizing the discussion of the past 2 days, what areas are most likely to define the future for the region? How can business and government cooperate to drive these areas and shape the future we desire? What will a truly connected region mean in terms of trade and investment opportunities?

4:25 – 5:20

**APEC Leader Interaction**

5:25 – 5:35

**Closing Ceremonies.**

7:00

Waikiki Dine Out

9:30 – 11:00

**Nightcap conversations**

**November 13**

All Day

Golf Tournament – Kapolei Golf Club