

## Relaunching of PECC E-newsletter

We are excited to announce the relaunch of our e-newsletter, designed to bring you with updates, insights, and information straight to your inbox. This revamped edition will offer a fresh, user-friendly design, improved readability, and a streamlined layout to enhance your experience. Whether you're a long-time subscriber or new to our community, this is your go-to source for staying connected with what matters most.

## Introducing Our New Interim Secretary General



The Pacific Economic Cooperation Council (PECC) is pleased to announce the appointment of Dr. Kaewkamol (Karen) Pitakdumrongkit as the Interim Secretary General of the PECC International Secretariat, effective February 3, 2025. Dr. Pitakdumrongkit succeeds Mr. Eduardo Pedrosa, who has been appointed Executive Director of the APEC Secretariat.

Dr. Pitakdumrongkit brings a wealth of experience in international relations and multilateral cooperation. Prior to joining PECC, she served as the Head of the Centre for Multilateralism Studies at the S. Rajaratnam School of International Studies (RSIS), Nanyang Technological University (NTU). In this role, she led a team focused

on policy research, stakeholder engagement, and capacity-building across the Asia-Pacific region. She has also served as the Deputy Head of the Centre, where she managed diverse initiatives that strengthened multilateral collaboration.

In addition to her academic leadership, Dr. Pitakdumrongkit has contributed as a part-time analyst for the Economist Intelligence Unit, providing critical market intelligence and analysis on regional and global developments. She has also played a key role in shaping the ASEAN Economic Community (AEC) Blueprint 2025 as a commissioned expert.

Dr. Pitakdumrongkit holds a Ph.D. and M.A. in Political Science from the University of California, Santa Barbara, specializing in International Political Economy and International Relations. She also holds a B.A. in Political Science from California State University, Long Beach.

PECC warmly welcomes Dr. Pitakdumrongkit to her new role and looks forward to her leadership in advancing PECC's mission of fostering greater economic cooperation and sustainable development across the Asia-Pacific region.

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- [New Zealand Committee of the Pacific Economic Cooperation Council \(NZPECC\)](#)
- [France Pacific Territories National Committee for Pacific Economic Cooperation \(FPTPEC\)](#)

#### Events:

- [The digital twins of the Pacific Ocean](#)
- [Responsible Adoption of General-Purpose AI](#)
- [PECC Co-Chair and CNCPEC Chair, Amb. Zhan Yongxin attended the 2024 Global Ocean Development Forum](#)

#### APEC SOM 1 and related meetings:

- [Addressing the Impact of Non-Tariff Measures \(NTMs\) on Trade](#)
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## FTAAP Pathways to Prosperity - Dialogue on future directions and next steps

### AusPECC FTAAP Dialogue - Summary

In the lead up to SOM1 and on the sidelines of the ABAC1 meeting, AusPECC kicked off the next phase of the PECC Signature Project "FTAAP Pathways to Prosperity - Next Steps" with a high level dialogue, in Brisbane Australia.

More than 45 delegates from across the region joined the discussion on how to progress the FTAAP vision within APEC. The project aims to implement practical initiatives benefiting businesses, governments and communities, as well as contribute to innovative and forward thinking on advancing regional integration.

Keynote speakers included Eduardo Pedrosa, APEC Executive Director; Elizabeth Ward, Senior Australian Official; Ambassador Ma Keqing, Executive Vice Chair CNCPEC; Carlos Kuriyama, APEC PSU Director and; Anna Curzon, Chair of the ABAC Working Group on Regional Economic Integration.

The discussion focused on identifying key new areas of work, building on the recommendations of existing work and prioritizing regional outreach and engagement among ABAC, APEC and PECC to advance the FTAAP vision.

AusPECC welcomes further input from the PECC community on project activities and focus, as well as participation in the project taskforce. Further information is available at <https://www.apec.org.au/ftaap-project>



## Addressing Labor Shortages due to Low Birth Rates and Aging Population in the APEC region

*Led by KOPEC, JANCPEC and supported by CANCEC, CTPECC and TNCPEC*

Low birth rates and an aging population lead to a decrease in the working-age population and a shrinking market. As the market shrinks, domestic investment decreases, curbing productivity growth. According to a report by Japan's Population Strategy Council (2024), for example, if the birth rate remains around 1.1, the economy is projected to shrink by 1% annually after 2050. Improving productivity alongside recovering the birth rate is crucial. This aligns with the "Enhanced APEC Agenda for Structural Reform (EAASR)" under the APEC Putrajaya Vision 2040, which aims to enhance digitalization and productivity in high-value-added industries and service sectors.

to expand various social security services, not only healthcare but also nursing care and childcare. This is particularly important for emerging economies that are aging before becoming high-income, making the promotion of Universal Health Coverage (UHC) (SDG target 3.8; APEC Health Working Group) crucial.

Against this backdrop, the project aims to address labor shortages due to low birth rates and an aging population in the APEC region. The project identifies key policy areas in response to these issues, including increasing productivity, human resource and skill development, cross-border labor migration with skills, and the promotion of social security systems through achieving UHC. PECC will advocate for APEC to prioritize low birth rates and aging populations in its agenda, shape regional approaches to these issues, and highlight sectoral cooperation that leads to long-term regional integration.

In addition to improving productivity, addressing labor shortages requires policies that ensure inclusive participation in the labor market for all groups, including women, the elderly, and non-regular employees. The labor shortage is also due to skill mismatches. Therefore, developing human resources and skills that match the structural changes in the industry is necessary. Cross-border labor migration with skills is becoming an increasingly salient regional issue (It relates to the topic of Professional Services and Mutual Recognition examined under [the PECC FTAAP Project](#)).

Topics include:

- Increasing productivity
- Recovering birth rates
- Human resource and skill development
- Cross-border labor migration with skills
- Promotion of social security systems through achieving UHC



To support inclusive growth and the progression of low birth rates and aging populations, it is necessary

## Track 1.5 Process to Review and Update the CPTPP Chapter 14 on Electronic Commerce

Led by CANCPEC and AUSPECC



On November 27, 2024, the Canadian National Committee for Pacific Economic Cooperation (CANCPEC) and the Australian Pacific Economic Cooperation Committee (AusPECC) launched the first hybrid roundtable in Vancouver, Canada for a Track 1.5 process to review and update the Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP) Chapter 14 on Electronic Commerce (E-Commerce).

More than fifteen digital trade experts from eleven APEC economies met to discuss how to ensure the CPTPP remains the gold standard for the region in a time of rapid digital advancements. The discussion highlighted the need to balance updating the provisions of the CPTPP to reflect recent developments in digital trade and AI, while effectively implementing the existing commitments through regular monitoring. There was an emphasis on building trust, particularly with cross-border data flows and the importance of futureproofing the agreement to meet the evolving needs of the digital economy.

Read the full event read-out [here](#).

E-Commerce has undergone immense change and innovation over the last decade with rapid digital advancements, such as the development of AI and its impacts on digital trade. CPTPP parties have identified it as priority as part of their [joint statement](#) in 2024. In alignment with this priority, the Track 1.5 review of the CPTPP Chapter 14 on E-Commerce began in 2024 under the chairmanship of Canada and will conclude this year with a set of recommendations to the CPTPP Commission under Australia's leadership.



Amidst growing economic and geopolitical uncertainties, the CPTPP and its collaborative process remains an important tool. This multi-stakeholder review led by PECC will support 'future proofing' of the CPTPP to ensure it maintains the highest standard for the region and can contribute to a more collaborative, open and integrated economic growth across the Asia-Pacific region.

AUSPECC and CANCPEC co-hosted the experts again virtually on February 12, 2025, to identify leading standards and further develop the set of recommendations.

For more information on the Track 1.5 Process, find the full project proposal [here](#).

If you would like any additional information or would like to participate, please contact Amanda Doyle (CANCPEC) at [amanda.doyle@asiapacific.ca](mailto:amanda.doyle@asiapacific.ca) or Kristen Bondiotti (AUSPECC) at [kristen@apecc.org.au](mailto:kristen@apecc.org.au).

### Updated PECC Signature Projects

1. [FTAAP Pathway to Prosperity](#)
2. [Addressing labor shortages and ageing population](#)
3. [Track 1.5 Process to Review and Update the CPTPP Chapter 4 on Electronic Commerce](#)

### Other issues

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## NZPECC: Updates

The region is faced with increasingly complex challenges ahead which underscore the unique and important role that PECC can play as a track two process. NZPECC's endeavors are focused on informing policy responses to these challenges. To this end it will be supported by new members of its board, many of whom will be well known to the trade policy community in the region.



*Professor Jason Mika leading an outreach seminar on the CPTPP in New Zealand*



*Dr Mia Mikic giving a guest lecture on trade and inclusiveness at the National University Laos*

- \* **Professor Jason Mika**, Tūhoe, Ngāti Awa, Whakatōhea, Ngāti Kahungunu, Professor in the Business School, Management and International Business at Auckland University. Prior to this he was a professor of Māori business at Te Raupapa Waikato Management School, University of Waikato. Jason's research, teaching, writing, and practice centre on indigenous business philosophy, indigenous trade, tourism, agribusiness, and the marine economy. Jason's research has influenced several areas of public policy, including trade, environment, and statistics.
- \* **Dr Mia Mikic** is a trade economist with a keen interest in sustainable development and experience in academia and international institutions. She is Chair of the Board of the [Friends of Multilateralism Group](#), a member of the [Board of Advisors for the Trade Policy Research Forum](#) and the [Advisory Board of the Center on Inclusive Trade and Development](#), Georgetown Law, USA. She is also a Research Associate at the University of Waikato.
- \* **Dr Peter Stevens**, Chief Executive GS1 New Zealand, sits on the GS1 Global Advisory Council and is a founding director of GS1 in Asia-Pacific. Peter has expanded GS1's role to serve many sectors of the New Zealand economy, including fast moving consumer goods, DIY/hardware, healthcare, agribusiness, government and cross-border trade. He has a particular interest in the impact of non-tariff barriers and is an associate board member of the NZ International Trade Forum. Peter is Chair of the Victoria University School of Business & Government Advisory Board. He has served as a statutory board member for the national standards body, a Senior Lecturer in IT marketing at Victoria University of Wellington & an Adjunct Professor in Information Systems & Computing at Unitec.
- \* **Andrew Jenks**, Ministry of Foreign Affairs and Trade, is the Manager of the APEC Policy Division in the Ministry of Foreign Affairs. He is currently NZ's APEC Senior Official. Andrew is a senior diplomat, lawyer, negotiator and manager. He has represented NZ in several countries as Ambassador, including Sweden and Spain. He has over ten years' experience as an international lawyer focussing on international trade, environment and law of the sea issues. He has led trade negotiations on behalf of the Government of New Zealand.
- \* **Dr Rob Scollay** has elected to step aside as Vice Chair of NZPECC and **Rory McLeod** has assumed the role. Rob's contribution to NZPECC and PECC over the years has been enormous and we are fortunate that he will remain on the NZPECC board and continue to contribute to the wider efforts of PECC.

### Projects

NZPECC has been actively engaged in two projects: the PECC Signature Project on "a Free Trade Area of the Asia Pacific: Pathways to Prosperity", led by AUSPECC, and the development of an Intellectual Property Primer.

Rory McLeod researched and produced a **Policy Brief on Trade and Climate Change** as a contribution to "FTAAP" project. This brief can be found on the PECC and AUSPECC websites. It raises a number of complex issues. NZPECC is currently working with AUSPECC to build on this work and introduce it the broader PECC/ APEC policy communities.

A full draft of the **Intellectual Property Primer** is complete and NZPECC is currently engaged in a domestic outreach programme. The policy community has welcomed this work. It is NZPECC's intention to share the primer more broadly with the PECC and APEC community, including through an online seminar in 2025.

## FPTPEC: Updates

### Summary of FPTPEC activities for 2024 and proposed seminars for 2025.

#### 2024 activities

##### 1. Seminar on “Responsible adoption of General-Purpose AI”

On September 18–19, 2024, FPTPEC, in collaboration with USPECC, organized a seminar titled “*Responsible Adoption of General-Purpose AI*” in San Francisco. The event gathered key stakeholders to discuss best practices and frameworks for the ethical deployment of AI technologies.

##### 2. Seminar “Ocean Protection and restoration”

In November, and in cooperation with its French Polynesian office, FPTPEC organized a webinar entitled “Ocean protection and restoration” in Papeete. On that occasion, the EU “Starfish program on Ocean protection and restoration”, running from 2021 to 2027, was introduced by its Chair Pascal Lamy with the participation of H.E. Ambassador Poivre d’Arvor in preparation for UNOC(3) 2025 to be held in Nice from June 9 - 13, 2025.

#### Proposed activities for 2025

##### 3. Participation in the “Asia Pacific AI Governance Accelerator” Seminar

- ◆ FPTPEC will participate in the seminar “*Asia Pacific AI Governance Accelerator*,” scheduled for February 10–11, 2025, in Paris. This seminar will explore policy innovations and regional cooperation for effective AI governance.
- ◆ Additionally, a preparatory workshop is planned for June 2025 in Singapore, laying the groundwork for the PECC/APEC seminars to be held in Korea.

##### 4. International seminar on “Food Security in Asia-Pacific economies”

- ◆ In fall 2025, FPTPEC will organize a PECC international seminar titled “*Food Security in Asia-Pacific Economies*.” The seminar will focus on challenges and strategies for enhancing food security across PECC member economies.
- ◆ French and Asia-Pacific food companies have already expressed their interest in participating. FPTPEC is committed to identifying PECC member economies likely to engage in this program, soliciting topics they wish to prioritize, and nominating participants.
- ◆ An advanced program is currently under development and will be circulated to PECC member economies for review and input.

##### 5. FPTPEC Annual General meeting

- ◆ FPTPEC will hold its Annual General Meeting in Paris on March 10, 2025, with representatives from Government and industry. The French Ambassador for the Pacific will give a presentation on the role and missions of France in the Asia Pacific - in a disrupted world.

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## FPTPEC Webinar: “The digital twins of the Pacific Ocean”

Co-Organized by the France Pacific Territories National Committee for the Pacific Economic Cooperation (FPTPEC) in association with the Center for Tourism Studies in Oceania and the Pacific (CETOP) at the University of French Polynesia (UPF) and the Maritime Cluster of French Polynesia (CMPF).

This webinar discussed the importance and challenges of digital twins in understanding and managing the Pacific Ocean’s ecosystems. The speakers emphasize collaboration among territories in the Pacific and highlight the region’s unique opportunities for scientific innovation and ecological management.

### Key Take-aways:

#### ◆ Introduction to Digital Twins

The webinar begins with an introduction highlighting the significance of digital twins in ocean research and their role in addressing major environmental challenges.

#### ◆ Importance of Collaboration

Nabila Gner Mazumi emphasizes the importance of collaboration between French Polynesia and other Pacific territories to tackle environmental challenges, sharing knowledge and best practices for sustainable development.

#### ◆ Opportunities in French Polynesia

The region is portrayed as a hub for scientific testing and innovation due to its diverse ecosystems, which allow researchers to explore various environmental hypotheses and potential applications for wider territories.

#### ◆ Challenges Faced

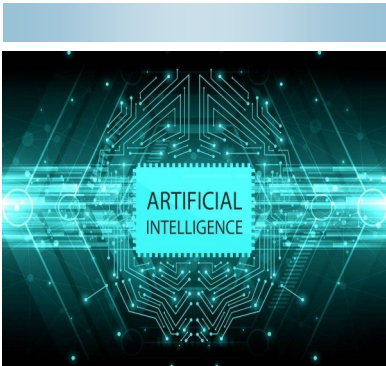
The speakers acknowledged the immense challenges posed by climate change and other environmental factors on Pacific island communities, underlining the vital need for an integrated understanding through digital tools.

#### ◆ Role of Digital Twins

The session outlines how digital twins can enhance understanding of ocean dynamics, improve resource management, and provide innovative solutions that can be adapted in other isolated regions.

To watch the webinar, [click here](#).

[Click here for program agenda and video presentations](#)



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## PECC Seminar: “Responsible Adoption of General-Purpose AI”



The Asia-Pacific region hosts the most critical actors in AI research, chip manufacturing, development, and deployment at scale. As an inter-governmental forum that provides the lead throughout the Asia-Pacific region, Asia-Pacific Economic Cooperation (APEC) is well positioned to address and discuss the cross-cutting impacts of responsible AI deployment and has been invited to attend the AI Action Summit in Paris in February 2025.

In accordance with the mission of Pacific Economic Cooperation Council (PECC) to suggest policy priorities to APEC officials, the US and French PECC committees convened the 2-day seminar under the Chatham House Rule to discuss AI regulation. The gathering invited AI experts, industry leaders, and policymakers to assess AI's current state and dynamics, impact, and potential future development. During the hours of spirited discussions, participants discussed a number of policy areas, along with strategies for international governance and responsible innovation.

Convened by the USPECC and France Pacific Territories National Committee for the Pacific Economic Cooperation (FPTPEC), a partner event of the Paris AI Action Summit 2025 to bring together experts from AI labs, regulatory bodies, civil society, and academia in the Asia-Pacific region to discuss the responsible development and governance of general-purpose AI systems (GPAIS).

The Asia-Pacific region hosts the most critical actors in AI research, chip manufacturing, development, and deployment at scale. The semiconductor value chain already connects Asia-Pacific economies, exemplifying the intricate interdependencies that characterizes regional and global production networks. This makes APEC well positioned to address and discuss the cross-cutting impacts of responsible AI deployment, as an incubator for emerging issues in the region.

Participants at the seminar discussed collaboration opportunities and define strategies for international governance and responsible innovation, policy recommendations to guide AI initiatives within APEC. These insights also support global responsible AI innovation.

[Download Report](#)

## CNCPECC: PECC Co-Chair and CNCPECC Chair, Amb. Zhan Yongxin attended the 2024 Global Ocean Development Forum



On October 24, the 2024 Global Ocean Development Forum was held in Qingdao, China. Amb. Zhan Yongxin, Co-Chair of PECC and Chair of CNCPECC attended "East Asia Maritime Cooperation Platform Qingdao Dialogue" of the forum and delivered a speech. Amb. Zhan was also interviewed by Shandong People's Radio, Qingdao Evening News and other media.

In his speech, Amb. Zhan said that the ocean is the cradle of life, the source of development, and the bridge of international cooperation. China is a major maritime nation and is on the way to becoming a maritime power. It is natural for China to provide its own thinking, its own solutions and wisdom. Many of China's development concepts have provided experience and wisdom for global development and human progress in history, and will play an even greater role in the future. He believes that this forum will be conducive for China to sharing the Chinese solutions for global ocean governance. He introduced PECC to forum and called for strengthening maritime cooperation between PECC and International Cooperation Center of the "Ocean Decade".

East Asia Maritime Cooperation Platform Qingdao Dialogue is hosted by the Department of Natural Resources of Shandong Province, the Oceanic Administration of Shandong Province, and the Qingdao West Coast New Area Management Committee, and is organized by the International Cooperation Center of the "Ocean Decade" (East Asia Maritime Cooperation Platform). It is one of the important sessions of 2024 Global Ocean Development Forum. The Ocean Decade International Cooperation Center is the first comprehensive, leading and innovative international cooperation platform in China to carry out bilateral and multilateral cooperation and participate in global ocean governance under the United Nations Ocean Decade initiative.



Amb. Zhan accepted the appointment letter from the International Advisory Committee of the International Cooperation Center of the "Ocean Decade" (East Asia Maritime Cooperation Platform)

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## APEC SOM 1- CTI Meeting: Addressing the Impact of Non-Tariff Measures (NTMs) on Trade

### APEC SOM 1 and Related Meetings

24 February to 9 March 2025

Gyeongju  
Republic of Korea



Non-tariff measures (NTMs) have emerged as a significant obstacle in global trade, impacting an overwhelming 80% of all traded products within the APEC region. These measures, which include regulations, technical standards, licensing requirements, and conformity assessments, are often essential for ensuring public health, safety, and environmental protection. However, when implemented improperly, they can inadvertently become trade barriers that hinder the free flow of goods and services. This is especially problematic when such regulations are opaque, inconsistent, discriminatory, or excessively costly.

While NTMs serve important protective functions, their complex and often unpredictable nature can disproportionately affect small and medium-sized enterprises (SMEs), which are less equipped to navigate the burdens of compliance. SMEs, which are the backbone of many economies within the APEC region, often face significant challenges in meeting the costly and time-consuming regulatory requirements, ultimately restricting their ability to compete in global markets.

Recognizing the critical need to address these challenges, New Zealand has taken proactive steps to facilitate dialogue and collaboration on this issue. In the margins of the APEC Committee on Trade and Investment (CTI) meeting, New Zealand organized a focused workshop aimed at addressing the adverse impacts of NTMs. This workshop brought together a diverse group of experts and stakeholders, including representatives from the [Pacific Economic Cooperation Council \(PECC\)](#), the [Korea Institute for International Economic Policy \(KIEP\)](#), [The ASEAN Secretariat](#), and New Zealand's own Ministry for Primary Industries.



The workshop's discussions centered around finding practical solutions for mitigating the negative impacts of NTMs, with an emphasis on improving transparency, consistency, and cost-effectiveness in regulatory practices. By sharing experiences and best practices, the event served as a platform for developing strategies that can enhance the ability of businesses, particularly SMEs, to comply with regulations while minimizing unnecessary barriers to trade.

In addition, the workshop underscored the importance of collaboration between government agencies, international organizations, and the private sector to promote a more predictable and seamless regulatory environment. Ultimately, the goal is to strike a balance between safeguarding public interests and fostering an open, efficient trade system that benefits all economies within APEC.



### 2025 Upcoming APEC Events

#### APEC SOM 2 and related meetings

- ◇ 3 - 16 May 2025  
Jeju, Republic of Korea

#### APEC Ministers Responsible for Trade Meeting (MRT)

- ◇ 15-16 May 2025  
Jeju, Republic of Korea

#### 59th APEC Small and Medium Enterprises Working Group (SMEWG) and related activities

- ◇ 22—23 May 2025  
Tokyo, Japan

#### APEC SOM 3 and related meetings

- ◇ 26 July—15 August 2025  
Incheon, Republic of Korea



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## PECC delegation's activities

APEC SOM 1 and related meetings have showcased the ongoing efforts of the Pacific Economic Cooperation Council (PECC) in advancing key trade initiatives and addressing pressing issues in the Asia-Pacific region. From workshops on non-tariff measures (NTMs) to new steps in advancing the Free Trade Area of the Asia-Pacific (FTAAP), here are the key developments:

### CTI Workshop on Non-Tariff Measures (NTMs)

PECC delegates made significant contributions to a Committee on Trade and Investment (CTI) workshop focused on Non-Tariff Measures (NTMs), which now affect around 80% of APEC trade due to increasing complexity in areas such as health, safety, and environmental protection.

Rory McLeod (NZPECC) was part of the New Zealand team organizing the event. Jane Drake-Brockman (AusPECC) spoke about the similarities between NTM issues for goods and services, while Dr. Jong Duk Kim (KOPEC) presented on NTM challenges in digital markets. Rory and Dr. Chul Chung (KOPEC) facilitated various sessions during the workshop.

The lively discussions underscored the need to modernize the 2018 Cross-Cutting Principles on NTMs to better address current trade complexities. New Zealand announced plans to draft implementation guidelines to assist in this process, further contributing to the refinement and updating of the principles.

### FTAAP Pathways to Prosperity - Next Steps

In the lead-up to SOM1, AusPECC launched the next phase of the *FTAAP Pathways to Prosperity - Next Steps* project with a high-level dialogue held in Brisbane, Australia. More than 45 delegates from across the region attended to discuss the next steps in advancing the Free Trade Area of the Asia-Pacific (FTAAP) vision within APEC.

The event featured keynote addresses by Eduardo Pedrosa, APEC Executive Director; Elizabeth Ward, Senior Australian Official; Ambassador Ma Keqing, Executive Vice Chair of CNCPEC; Carlos Kuriyama, APEC PSU Director; and Anna Curzon, Chair of the ABAC Working Group on Regional Economic Integration.

The dialogue focused on identifying new areas of work, building on existing recommendations, and enhancing regional engagement between ABAC, APEC, and PECC. On the sidelines of SOM1, AusPECC met with KOPEC, NZPECC, and PERUPEC to discuss further collaboration on advancing FTAAP initiatives.

AusPECC invites continued input from the PECC community on the project's activities and goals, as well as participation in the task force. For more information, visit [APEC FTAAP Project](#).

### Group of Services (GOS) Activities

At the Group on Services (GOS) meeting, Sherry M. Stephenson, along with Mia Mikic, reported on their project aimed at expanding women's participation in high-skill, digitally delivered services in APEC. This project, in collaboration with the Policy Partnership on Women and the Economy (PPWE), supports the La Serena Roadmap for Women and Inclusive Growth. The draft paper on this project will be discussed in an online workshop on April 10, 2025. A Public-Private Dialogue is scheduled for SOM2 to gather input from the private sector.

Stephenson also participated in the Economic Committee-GOS joint workshop on *Digital Services and Structural Reform* on March 2, 2025, where she provided recommendations for the next iteration of the APEC Services Competitiveness Roadmap (ASCR). Her recommendations focused on issues such as services regulatory reform, digital services trade liberalization, expanding technical standards for services, and exploring the implications of artificial intelligence for services trade.

### Post-2025 APEC Services Roadmap

AusPECC is actively engaged in shaping the post-2025 APEC services roadmap. A draft response to the GOS Convenor's non-paper has been circulated for review among PECC members. The final version will be submitted by March 28, 2025.

### KOPEC Delegation Activities

The KOPEC delegation was actively involved in SOM1 and related meetings, supporting Korea's 2025 APEC priorities. KOPEC participated in a variety of plenary sessions, workshops, and discussions, particularly contributing to the CTI and SOM meetings.

The delegation also held productive discussions with AusPECC and Karen Pitakdumrongkit, Interim Secretary General of the PECC International Secretariat, focusing on PECC's future direction and advancing the FTAAP agenda. These engagements demonstrate Korea's commitment to advancing regional cooperation and contributing to APEC's priorities for 2025 and beyond.

## Past Publications

- \* [State of the Region 2024-2025](#)
- \* [Responsible Adoption of Generative-Purpose AI](#)
- \* [Drivers and Consequences of Exporting: Policy Priorities](#)
- \* [Challenges and Opportunities for Asia-Pacific Regional Economic Cooperation in the post-Pandemic Era](#)
- \* [Opportunities for Supply Chain Decarbonization in APEC Economies](#)

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# PPECC: ClimateTech in Focus: Innovations for Greener Supply Chain



Global technology and innovation serve as beacons of hope in the face of climate change. ClimateTech is not a fleeting trend confined to laboratories; it stands as one of the most promising avenues for humanity to tackle climate change and drive sustainable progress. We are heartened to see many technological innovations moving from labs to factories, industrial zones, markets, communities, and homes, making a lasting, tangible impact on our fight against climate change.

This report, “ClimateTech In Focus: Innovations for a Greener Supply Chain” provides an in-depth perspective of these priorities by diving into the origins of green supply chains, the market landscape of ClimateTech, and the potential for significant impact in key areas. Additionally, it analyses the critical roles that finance, education, and infrastructure play in driving progress and offers actionable recommendations. Through this in-depth study, we call on all stakeholders to collaborate in promoting sustainable practices and implementing actionable initiatives.

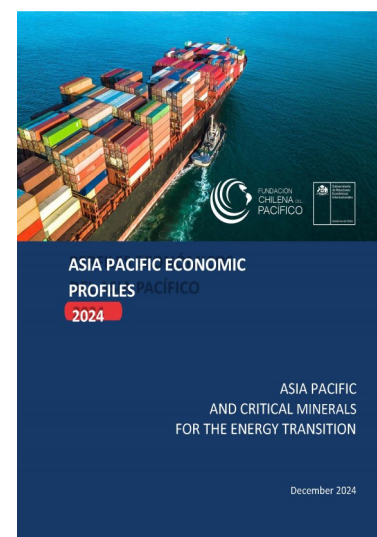
[Download full report](#)

## Member Updates > Publications

# CHILPEC: Asia Pacific Economic Profiles 2024: Asia Pacific and Critical Minerals for the Energy Transition

This report examines the essential role of critical minerals in the transition to low-carbon economies, a process necessitated by the challenges of climate change and the imperative to mitigate greenhouse gas (GHG) emissions. This phenomenon not only redefines global economic and trade dynamics but also positions critical minerals as strategic elements in the energy transition. Their management requires a balance of sustainability, supply security, and international cooperation, aspects that will define the success of the energy transition in the coming decades.

[Download full report](#)



## Publications:

1. [ClimateTech in Focus: Innovations for Greener Supply Chain](#)
2. [Asia Pacific Economic Profiles 2024: Asia Pacific and Critical Minerals for the Energy Transition](#)

## Other issues

### Events:

- [The digital twins of the Pacific Ocean](#)
- [Responsible Adoption of General-Purpose AI](#)
- [PECC Co-Chair and CNCPEC Chair, Amb. Zhan Yongxin attended the 2024 Global Ocean Development Forum](#)

### Updates from Individual Members:

- [New Zealand Committee of the Pacific Economic Cooperation Council \(NZPECC\)](#)
- [France Pacific Territories National Committee for Pacific Economic Cooperation \(FPTPEC\)](#)

### Updates for PECC Signature Projects:

- [FTAAP Pathway to Prosperity](#)
- [Addressing labor shortages and ageing population](#)
- [Track 1.5 Process to Review and Update the CPTPP Chapter 4 on Electronic Commerce](#)

### APEC SOM 1 and related meetings:

- [Addressing the Impact of Non-Tariff Measures \(NTMs\) on Trade](#)
- [PECC delegation's activities](#)

[Any other updates](#)

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# Drivers and Consequences of Exporting: Policy Priorities

## Export Facilitation More Effective Than Promotion, Experts Say

**December 2024** – A new policy brief by Andre Simangunsong, Titik Anas, and Christopher Findlay highlights the need for a shift from traditional export promotion to export facilitation as a more effective strategy for enhancing global trade competitiveness.

### Key Findings:

- **Who Exports?** A small percentage of firms dominate exports, with the most productive and larger firms more likely to participate in global trade. Factors such as human capital, foreign ownership, and the institutional environment significantly influence export decisions.
- **Export Sustainability Issues** Many firms exit export markets within a few years, often due to uncertainty, financing constraints, and difficulty in forming stable trade partnerships.
- **Trade and Productivity** Exporting enhances firm productivity through larger market access, knowledge transfer, and access to better inputs. Firms that both import and export tend to be the most productive.
- **Exporting and Wages** Firms that engage in exporting tend to pay higher wages, reflecting their higher productivity and demand for skilled labor.

### Policy Recommendations

1. **Trade Facilitation Over Promotion** – Reducing trade costs through streamlined customs procedures and better infrastructure benefits all firms, not just select exporters.
2. **Foreign Direct Investment (FDI) Liberalization** – Encouraging foreign participation boosts productivity, knowledge transfer, and export capacity.
3. **Services Sector Reform** – Strengthening key services like logistics and finance improves export competitiveness.
4. **Tariff Reductions** – Lowering input tariffs enhances firm productivity, leading to greater competitiveness.
5. **Institutional Strengthening** – Improved contract enforcement and rule of law support sustained export growth.
6. **Human Capital Development** – Investing in workforce skills fosters innovation and global competitiveness.

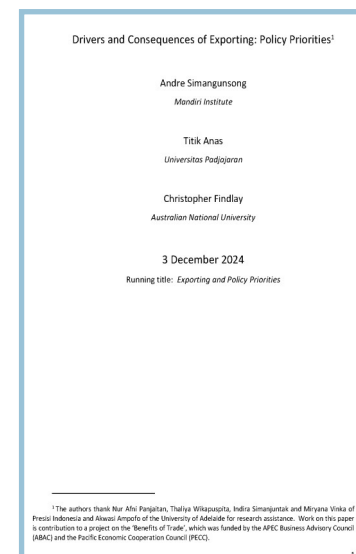
### Export Promotion vs. Facilitation

While export promotion programs offer limited benefits, export facilitation—by reducing trade barriers and improving efficiency—provides more widespread and sustainable economic gains. The report underscores the need for policies that enhance overall trade competitiveness rather than short-term promotional efforts.

### Conclusion

The authors argue that a well-functioning trade ecosystem, driven by productivity growth and efficient policies, will yield long-term economic benefits. By focusing on facilitation rather than direct promotion, governments can better support firms in competing globally.

[Download Paper](#)



## State of the Region Survey 2025

### Upcoming: State of the Region Survey

We are pleased to announce the upcoming **State of the Region Survey**, an important initiative designed to gather valuable insights from our community. This survey will provide a comprehensive look at economic key issues impacting our Asia-Pacific region.

The **State of the Region Survey** aims to collect feedback from academia, businesses, civil society and stakeholders across the region. The data collected will be thoroughly analyzed for the development of **PECC annual flagship publication**, the **State of the Region Report**. This report will provide an in-depth look at our region's challenges and opportunities, serving as a foundation for strategic decision-making and future planning.

The survey is estimated to launch **nearer to June 2025**. Stay tuned for further updates as we get closer to the launch date.

For inquiries or to express your interest in participating to the survey, please reach out to Ms Betty Ip at: [media@pecc.org](mailto:media@pecc.org)

## Annual General Meeting 2025

### Save the Date: Upcoming Annual General Meeting in Seoul, Korea

We are excited to announce the **32nd PECC Annual General Meeting (AGM)** which will be held in **Seoul, Korea**, this coming **August**.

As the event date draws nearer, we will provide additional details, including the official agenda, the theme of the meeting, registration and other essential information. Keep an eye for further updates as we approach this highly anticipated event in August 2025.

## A Big Thank You to Our Contributors

We would like to extend our sincere thanks to all those who contributed to this edition of our E-newsletter. Your valuable input, expertise, and dedication have played a crucial role in the success of this publication.

Your contributions not only enhance the quality of our content but also strengthen our collective efforts to inform and engage our community. We truly appreciate your time and effort and look forward to future collaborations.

Thank you once again for your continued support.

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### Upcoming PECC Event:

**PECC 32nd  
Annual General Meeting**

**August 2025**

**Seoul  
Republic of Korea**



*PECC established in 1980, is a unique tripartite partnership of senior individuals from business, government, academia, and intellectual circles to discuss practical policy issues facing the Asia-Pacific region.*

*It operates as an independent, non-governmental forum, aiming to promote economic growth, social progress, and regional stability through cooperation in areas such as trade, investment, and finance.*