Canada 1997

CANADA'S YEAR
OF ASIA PACIFIC
1 9 9 7 L'ANNÉE
CANADIENNE DE
L'ASIE-PACIFIQUE

TRADE AND INVESTMENT LIBERALIZATION AND FACILITATION: THE APEC AGENDA

If APEC had a single motto, it would be this: "APEC means business". Although APEC is an official dialogue between Asia Pacific economies, it has been driven by the needs and interests of the private sector from the start. Organizations such as the Pacific Basin Economic Council (PBEC), the Pacific Economic Cooperation Council (PECC), specialist regional bodies and individual business representatives provide expert advice to member economies and to meetings and conferences throughout the APEC network. Continual dialogue and feedback, from working-level officials up to APEC Leaders, ensures that governments in the region know where more work is needed to make Asia Pacific an easier place in which to conduct business.

Implementation of APEC's ambitious agenda for trade and investment liberalization and facilitation will bring great benefits to businesses and their customers in the longer term, as members work towards free and open trade and investment in the region by 2010 for developed economies and 2020 for developing economies. Resources invested in APEC are already paying off, through measures that assist the region's enterprises by reducing costs and making it easier for them to identify and seize market opportunities.

Trade Facilitation

Better Information

One of the most common problems identified by business representatives in the region is the lack of accessible information on the regimes of other economies. Easily accessible facts and figures mean lower costs to business, and more informed decision-making. Here are a few examples of APEC's work in this area:

- For exporters, obtaining details of tariffs in offshore markets can be a job of nightmare proportions. More often than not, it means undertaking a slow search through pages of statistics or paying a customs agent to do the work. Federal Express has become a joint venture partner with APEC in developing an online applied tariff and customs database, allowing companies access to better information

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