

measures for trade liberalization, trade facilitation, and economic and technical cooperation. These individual action plans are "living documents", and will be updated and revised continually.

Encouraging and facilitating business in the region is APEC's central goal, for it is through the private sector that capital is mobilized, investments are made, and jobs are created. The APEC Business Advisory Council (ABAC), announced by Leaders in 1995, is a high-level permanent forum for channelling private-sector advice directly to Ministers and Leaders. Chaired by Canada in 1997, the ABAC plays an important role in ensuring that APEC remains centred on effective responses to the needs of the private sector, in areas ranging from investment to infrastructure to the requirements of small- and medium-sized businesses. The three members of the Canadian ABAC team are: Mr. Paul Gobeil, Vice-Chairman, Métro-Richelieu; Dr. Dorothy Riddle, President and CEO, Service-Growth Consultants; and, Mr. Terry Hui, President and CEO, Concord Pacific Developments Inc.

"Our mission is to improve conditions for doing business in the Asia-Pacific region, which we believe will in turn help spread prosperity for all the region's people."

Paul Gobeil
Chair
APEC Business Advisory Council

THE BOTTOM LINE: APEC OPENS DOORS

APEC benefits Canada by:

- reducing and eliminating barriers to entry of Canadian products and services in APEC markets;
- increasing market transparency by establishing region-wide norms and best practices in areas such as government procurement, intellectual property rights, competition policy, and investments;
- harmonizing customs procedures, as well as product standards and testing procedures, thereby facilitating the flow of goods and services;
- granting access to influential decision-makers in emerging economic powerhouses and centres of global competition;
- providing a forum for cooperation to improve infrastructure in the region, to sustain economic growth and ensure a stable environment for trade and investment;
- stepping up the pace of global trade liberalization by helping to bring important new players into the global trade and economic system.