

APEC Voices of the Future

Beijing, People's Republic of China

5 - 11 November 2014



A Special Report on the APEC Voices of the Future 2014, Beijing, People's Republic of China

APEC Leaders' Week 2014

Leaders from the 21 member nations of the Asia-Pacific Economic Cooperation (APEC) gathered in the Chinese capital, Beijing for a high level meeting from 10 to 11 November 2014. The summit is the biggest event to date, hosted by the Chinese President, H.E. Xi Jinping who took over the Chinese presidency in March 2013, as Beijing seeks to consolidate its status as regional leader and economic giant. The APEC meetings in Beijing are being heralded as the most substantive and impactful, in years, as it aims greater economic integration and the easing of regional tensions.

The APEC Voices of the Future, which is the key platform for 'Youth Voice' at the annual APEC Summit was held in conjunction with the APEC CEO Summit 2014 and the APEC Leaders' Week 2014 in Beijing, People's Republic of China.



APEC Leaders Meeting held at Beijing Yanqi Lake International Conference Centre.



H.E. Xi Jinping, President of the People's Republic of China, addressing at the Opening Ceremony of the APEC 2014 CEO Summit at the China National Convention Centre in Beijing.

Jointly organized by the China Council for the Promotion of International Trade of the People's Republic of China and the National Youth Achievement Award Council of Singapore and supported by the APEC 2014 Host Committee. 116 APEC Voices educators and young leaders from 16 APEC member economies, namely: Australia, Canada, Indonesia, Japan, Korea, Malaysia, Mexico, New Zealand, Peru, Philippines, Russia, Singapore, Chinese Taipei, Thailand, United States of America and Host Economy, People's Republic of China gathered in Beijing to engage Heads of APEC member economies, Ministers, and business leaders from the 21 APEC member nations.

"Building an open economic system in the Asia-Pacific is crucial and only the reformers and innovators will emerge stronger and win the new round of global growth."

H.E. Xi Jinping
President of the People's Republic of China



Leaders from 21 APEC Member Economies gathered in Beijing for the APEC Leaders' Week 2014 hosted by H.E. Xi Jinping, President of the People's Republic of China.

APEC Voices of the Future 2014

The annual APEC Voices of the Future Program was held from 5 to 11 November 2014 in Beijing in conjunction with the APEC Week 2014. The program kicked off with an orientation session held at the Holiday Inn Express Beijing Minzuyuan Hotel on 5 November 2014 organized by the APEC Voices Leadership Council. Educators and youth leaders from the 16 APEC member economies were briefed on the APEC Voices program and rules of engagement and also, had the chance to get to know one another.

The APEC Voices 2014 Opening Ceremony was held at the Inner Mongolia Hotel Grand Ballroom on 6 November 2014 and was graced by Xu Hubin, Secretary-General of the China Council for the Promotion of International Trade. Mr Xu welcomed the delegates of the APEC Voices to Beijing and encouraged them to seize this rare opportunity to learn, engage and build networks with business leaders and youth leaders from the different economies. He further stressed that the younger generation is very important and therefore, was given the opportunity to learn more about the APEC economies and opportunities available.



Xu Hubin, Secretary-General, China Council for the Promotion of International Trade, addressing the delegates at the Opening of the APEC Voices of the Future 2014 in Beijing.

APEC Voices of the Future 2014 Youth Forum

Following the Opening Ceremony, the delegates were treated with a cultural performance by the people from Inner Mongolia.

At the APEC Youth Forum, Noel Gould, Chairman, Virtual Trade Mission Foundation of the United States of America and Co-Chair, APEC Voices Leadership Council delivered the welcome address and encouraged delegates to take the opportunity to learn and interact with youth delegates from different economies.

Each economy was provided a platform to address the issues related to APEC from the young leader's perspective, "What are the challenges faced by youth in the Asia-Pacific region and How can they contribute to make it a vibrant region?" The forum was facilitated by Dr Annie Liu from the United States of America who was the Forum Chair. Dr Liu was assisted by Dr Louis Eric Pelton, Global Marketing Author, Educator and Scholar from the University of North Texas, summarized the views and comments of the APEC Voices delegates at the end of the Youth Forum. One of the main issues raised was the mismatch between education and the job market. Some delegates shared their personal experiences of difficulties in finding a job that matches their educational training.



The APEC Voices 2014 Youth Forum held at the Inner Mongolia Hotel Grand Ballroom in Beijing.



The Youth Forum drew many questions from the APEC Voices delegates on issues pertaining to the Asia Pacific Region.



The APEC Voices Youth Forum 2014 chaired by Dr Annie Liu from the United States of America.



Youth delegates took away plenty of valuable information from their discussion with fellow delegates from other Economies.

"It was a rare opportunity for me to witness how APEC Leaders and CEOs interact and exchange views in contributing to their growth and how to facilitate trade between member economies. I learned on how I can contribute to this from a young person's perspective in my generation and from a professional's point of view. As I am currently based in China, I will focus on building relationships with my Chinese counterparts which could lead to moving forward as the youth of APEC."

**Emily Constance Georgina Tonks Swan
Virtual Trade Mission - NZ Trust, New Zealand**

Visit to the Palace Museum, Forbidden City

After a morning of lively debates and discussions on issues related to trade and opportunities in the Asia-Pacific Region, delegates left for a special visit to the Palace Museum at the Forbidden City where delegates were warmly welcomed by the Director of the Palace Museum, Prof Shan Jixiang. Prof Shan took the delegates through a comprehensive presentation on the exhibits in the Palace Museum and their historical significance before the delegates toured the Forbidden City with official guides. The Forbidden City is the Chinese imperial palace from the Ming Dynasty to the end of the Qing dynasty. It was a once in a lifetime experience for the delegates, who walked through the palace ground as the Emperor and senior officials of the Imperial Court once strolled.



APEC Voices delegates at the majestic courtyard of the Forbidden City.



APEC Voices delegates having a lifetime experience painting Chinese dolls made of flour.



Youth having a go with the Chinese traditional games at Beijing Haidian Experimental Middle School.



APEC Voices 2014 delegates with officials at Beijing Haidian Experimental Middle School.



Prof Shan Jixiang, Director, Palace Museum, addressing the APEC Voices 2014 delegates at the Palace Museum, Forbidden City.

Visit to Beijing Haidian Experimental Middle School

APEC Voices delegates arrived to a very warm welcome by the principal, staff members, teachers and students of Beijing Haidian Experimental Middle School on 7 November 2014. The visit of the school began with a welcome ceremony held at the school hall where students put up cultural performances for the delegates. After the cultural performances, delegates went to visit the Dr Qian Xuesen Space Exhibition Museum. The delegates were divided into small groups to experience the traditional arts of China, with the guidance from master craftsmen who demonstrated the various art of China such as Chinese calligraphy and painting, egg carving, mask painting, paper cuts, kite making and painting Chinese dolls made of flour. Delegates did very well under the direction of the master craftsmen. For many, it was a first-time experience. The delegates also watched a performance of Chinese traditional games and some even enthusiastically participated in it. The school event ended with a traditional Chinese lunch, where delegates not only had a taste of it, but they were also involved in the preparation of the food, such as dumpling and noodle-making and more.



Being involved in the preparation of traditional food such as dumplings make the visit more interesting and enriching for the delegates.

Visit to the Great Wall of China

After the school visit, delegates headed over to the famous Great Wall of China for the breathtaking view and a lifetime experience. Many delegates made it to the top of the watch tower of the Great Wall. After an afternoon of fun and adventure at the Great Wall, delegates were hosted by the Bianyifang Group, a 600-year-old restaurant serving the famous Peking duck. Delegates were given a rare demonstration on the preparation of the Peking duck before it was served. It was a wonderful experience, tasting traditional Chinese cuisine.



A rare demonstration on the preparation of the famous Peking duck at a 600-year-old restaurant in Beijing.



APEC Voices delegates enjoying the traditional Chinese cuisine hosted by the Bianyifang Group of Restaurants.

Visit to 751D*PARK

The event on 8 November 2014 was an unforgettable experience where delegates visited the 751D*PARK in Chaoyang District, one of the creative clusters in Beijing. The 751D*PARK is surrounded with dozens of business districts and art institutions such as CBD, Wangjing, Yansha, and as well as Central Academy of Fine Arts.

Upon arrival, APEC Voices delegates were warmly received by Ji Peng, Chairman, 751D*PARK and officials including two outstanding young people, Guo Pei, a well-known designer who was a team member responsible for the official APEC Leaders outfits during the APEC Leaders photo session and Xiao Ke, the talented composer of the Beijing Olympic Games 2008 Theme Song, "Beijing Welcomes You".

Ji Peng, Chairman, 751D*PARK shared with delegates the unique spaces of 751D*PARK and how it provided a platform for nurturing and grooming young people in fashion, art, culture and design. It also provides exhibition spaces to showcase the products designed by talented young people.

Delegates visited various sites at 751D*PARK and was impressed by what it has to offer. Xiao Ke invited the delegates for a song recording session at his studio, where delegates were taught to sing in harmony for the chorus of the Beijing Olympic Games theme song. After several rounds of practice, delegates eventually made it and a CD was produced with the delegates' contributions. The visit ended with a lunch at 751D*PARK.



An awesome feeling at the main gate of the famous Great Wall of China.



Ji Peng, Chairman, 751D*PARK, presenting a collection of commemorative stamps of 751D*PARK to James Soh, Co-Chair, APEC Voices Leadership Council.



A warm welcome for the APEC Voices delegates at the 751D*PARK.



Xiao Ke, composer and producer of the Beijing Olympic Games 2008 Theme Song, "Beijing Welcomes You", coaching the delegates for the production of a CD to commemorate their visit to 751D*PARK.

APEC Business Leaders' Night - Welcome Reception

The APEC Voices delegates were invited to the APEC Business Leaders' Night - Welcome Reception hosted by the People's Government of Beijing Municipality. The welcome reception was hosted by The Honourable Wang Anshun, Mayor of Beijing. Delegates enjoyed the evening of entertainment by Chinese performing artists who showcased the best talents of Beijing, and networking with business leaders.



The Honourable Wang Anshun, Mayor of Beijing, addressing the delegates at the APEC Business Leaders' Welcome Reception.



The best of Beijing, the delegates enjoyed an evening of entertainment by Chinese performing artists.



APEC Voices delegates from the Philippines with the ABAC Members from the Philippines at the APEC 2014 CEO Summit.

"Host government plays an important role in providing opportunities and platform for the development of our next generation of leaders in all sectors, be it in finance, business or civil service."

"The exposure gained by our young leaders from such high level event will help them widen their international understanding and networks for the future. But most importantly, it will lay a strong foundation for their development."

James Soh PBM MBE
Co-Chair, APEC Voices Leadership Council



Ambassador Alan Bollard, Executive Director, APEC Secretariat with James Soh, Co-Chair, APEC Voices Leadership Council and members of the APEC Voices 2014 Working Committee.



Yoshihiro Shigehisa, Chairman, Emeritus of JGC Group, Japan, with Mr Soh and youth delegates from Japan.



APEC Voices delegates from Canada, with Moon Bun Shin, CEO of LG China.



APEC Voices delegates from New Zealand with Pierre Van Heerden, Chief Executive, Sanitarium Health Food Company.

APEC China 2014 CEO Summit

The highlight of the APEC Voices Program was the APEC CEO Summit 2014, which was held on 9 and 10 November 2014 at the China National Convention Centre located in the Olympic Green Boulevard in Beijing. The Opening Ceremony was graced by H. E. Xi Jinping, President of the People's Republic of China on 9 November 2014. In President Xi's address, he called for the initiating of Free Trade Area of the Asia-Pacific (FTAAP), along with open economic integration in the region. He also stressed that building an open economic system in the Asia-Pacific is crucial and only the reformers and innovators will emerge stronger and win the new round of global growth.

Today, Asia-Pacific accounts for 40% of the world population, 57% of the global economy and 48% of world trade. It is the fastest growing region in the world with a bright future and the major engine for world recovery.

Over the next two days, APEC Voices delegates interacted with Heads of APEC Economies, Ministers, policy makers and business leaders both at the APEC CEO Summit and at the reception. Many APEC Voices delegates also met their respective Heads of Economies, specially arranged by their respective government. The two-day APEC CEO Summit was indeed very beneficial to the young leaders of the Asia-Pacific region. Besides hearing from the APEC Leaders and CEOs, the youth delegates had the opportunity to learn and observe the working of APEC upclose.



H.E. Benigno S. Aquino III, President of the Philippines, sharing his view with business leaders at the APEC CEO Summit 2014.



H.E. Barack Obama, President of the United States of America, addressing the APEC CEO Summit 2014.



H.E. Joko Widodo, President of Indonesia, addressing the APEC CEO Summit 2014.



APEC Voices delegate posing a question to the panelists at the APEC CEO Summit 2014.



The APEC Voices 2014 delegation with Yu Ping, Vice Chairman, China Council for the Promotion of International Trade and James Soh, Co-Chair, APEC Voices Leadership Council, at the closing of the APEC CEO Summit 2014.



APEC Voices delegates from Singapore with H.E. Lee Hsien Loong, Prime Minister of the Republic of Singapore and Mr Soh.



APEC Voices delegates from Australia with H.E. Tony Abbott, Prime Minister of Australia.



Jorge Antonio Chavez Mazuelos, APEC Voices delegate from Peru with H.E. Ollanta Humala, President of Peru.



APEC Voices delegates from Japan with H.E. Yoshihiro Seki, Vice-Minister of Economy, Trade and Industry of Japan.

Closing Ceremony cum Cultural Night

The APEC Voices 2014 Closing Ceremony cum Cultural Night was held at the Holiday Inn Express Beijing Minzuyuan Hotel on 10 November where delegates came in their national costumes, exchanged gifts and souvenirs, while others gave song and dance performances reflective of their rich culture. James Soh, Co-Chair, APEC Voices Leadership Council, delivered the closing address and presented mementos to sponsors and the certificate of participation to each of the delegates.

The evening also included the presentation of the June Mayne Gould Award to the most outstanding young leader of the APEC Voices 2014. Jason Zhao Jiasheng of the People's Republic of China received the Award from Mr Soh.



David Purdue, APEC Voices delegate from New Zealand with H.E. John Key, Prime Minister of New Zealand.



Jason Zhao Jiasheng, recipient of the 2014 June Mayne Gould Award from the People's Republic of China with the APEC Voices 2014 Working Committee and APEC Voices Leadership Council.



Jiang Linshan and Yin Xiao, APEC Voices delegates from People's Republic of China, receiving the Certificate of Participation from Mr Soh at the Closing Ceremony of the APEC Voices 2014.

Before the evening ended, a handover ceremony was held where the APEC Voices Representative of the People's Republic of China handed over the APEC Voices Plaque to the APEC Voices Representative of the Philippines, who will be the host of the APEC Summit 2015 in Manila, Philippines. With the backdrop of an upbeat and vibrant music and celebration, the APEC Voices delegates celebrated for another very successful APEC Voices 2014 Program, for a deeper understanding and appreciation of each other's cultures, and more importantly, for the friendships and bonds forged among the young leaders of the Asia-Pacific region.

Synopsis

With the resounding success of the APEC Voices of the Future 2014 in Beijing, People's Republic of China, the true spirit of APEC next generation of leaders comes alive with new friendships and bonds forged as well as fond memories of the hospitable warmth of the Chinese hosts. Beijing, we will remember you for a long, long time.



Handover Ceremony: Tie Zheng from the People's Republic of China, handed over the APEC Voices Plaque to Nicole Maniquis Bacolod of the Philippines. Witnessing the handover are Mr Fan Peikang, President and Chief Editor, China Trade News and Mr Soh.



APEC Voices delegates from Chinese Taipei putting up their cultural performance at the Closing Ceremony.



APEC Voices delegates from Indonesia, contributing a song item which was well-received by the delegates.



APEC Voices delegates celebrating the success of the program in Beijing at the Closing Ceremony.

Appreciation and Gratitude

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