

# Voices of the Future APEC Japan 2010

8 to 14 November 2010



A Special Report on the APEC Voices of the Future 2010 in Yokohama, Japan

## APEC Voices of the Future 2010

The economic landscape of the Asia-Pacific region has changed substantially since 1989 when APEC was established in the midst of rapid regional growth brought about by the expansion of international trade. Over the years, the region has experienced increased globalization, which has been accelerated by advances in information and communication technologies; greater and faster movement of people, goods and money; and the emergence of new challenges in areas such as environment and energy, food and natural resources.

Most recently in 2009, the world economy experienced the worst recession since the Great Depression. Although there are signs of economic recovery, the outlook is still uncertain and significant risks remain. APEC therefore needs to reconsolidate its relevance as an effective framework to address the challenges of the new economic landscape.

To respond to the needs of the global economy, APEC Japan 2010 focused its theme on "Change and Action." APEC 2010 envisioned the necessary "changes" and put them into concrete "actions." It has worked on formulating a "new vision" for further growth and prosperity in the Asia-Pacific region based on the following agenda, namely: Regional Economic Integration, Growth Strategy, Human Security and Economic and Technical Cooperation.

Heads of Government, foreign ministers, trade and economic ministers from the 21 APEC Member Economies, together with many of the world's most powerful corporate titans and CEOs, gathered in Yokohama, Japan to discuss and work towards sustainable growth and development for all.

Additionally, over 100 APEC Voices delegates from 16 APEC Economies, namely Australia, Brunei Darussalam, Canada, People's Republic of China, Chinese Taipei, Hong Kong SAR, Indonesia, Japan, Korea, Mexico, New Zealand, Peru, Philippines, Russia, Singapore and the United States of America, gathered in Yokohama, Japan for the APEC Voices of the Future Program held in conjunction with the APEC Leaders' Meeting from 8 to 14 November 2010.



H.E. Naoto Kan, Prime Minister of Japan, addressing the APEC CEO Summit in Yokohama, Japan.



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

***"It is my wish that APEC Voices delegates will make long-lasting friendships with your peers and learn more about the operations and important work of APEC."***

***H.E. Seiji Maehara  
Minister for Foreign Affairs, Japan***



APEC Voices delegates at the APEC CEO Summit 2010, Yokohama, Japan.

## APEC Voices of the Future 2010 Opening Ceremony

The Opening Ceremony of the APEC Voices of the Future 2010 was held on 9 November 2010 at the magnificent new Nissan Global Headquarters Auditorium in Yokohama, Japan. Guest-of-Honour for the Opening Ceremony was H.E. Makiko Kikuta, Parliamentary Vice Minister for Foreign Affairs of Japan. In her address, the Minister emphasized the importance of APEC Voices Program where youth leaders from the APEC Economies were provided the opportunity and platform to learn about free market, international trade and cooperation among the APEC Economies. She also stressed the importance for youth leaders to have a better understanding of the complexity of trade issues and to support the policies of the APEC leaders as they ensure that economic growth in the Asia-Pacific region is consistent with sustainable development.

The Honourable Mayor of Yokohama, Fumiko Hayashi, was also at the Opening Ceremony to support the APEC Voices Program. In her address, the Mayor extended a warm welcome to the APEC Voices delegates to Yokohama. She shared how Yokohama transformed from a small fishing village comprised of a mere 100 huts to become a vibrant place, blessed with a natural environment and landscape of ocean, greenery and its thriving port. Mayor Hayashi encouraged the delegates to take the opportunity to learn as much as they could from the various programs and to explore Yokohama during their stay.

Hitoshi Kawaguchi, Senior Vice-President of Nissan Motor Co Ltd, was also present to welcome the APEC Voices delegates. The Opening Ceremony was attended by many dignitaries such as Masato Yamada, Deputy Mayor of Yokohama, Ambassador Muhamad Noor, APEC Executive Director, Teng Theng Dar, APEC Business Advisory Council 2010 (ABAC) Co-Chair, Yoshihiro Watanabe, ABAC Japan Member, foreign ambassadors and senior officials of the Ministry of Foreign Affairs of Japan and Yokohama City Hall.

After the Opening Ceremony, H.E. Makiko Kikuta, the Vice Minister for Foreign Affairs, took time off her very busy schedule to interact with the APEC Voices delegates at the tea reception.



L to R: James Soh, Co-Chair, APEC Voices 2010, Ambassador Muhamad Noor, APEC Executive Director, Teng Theng Dar, Co-Chair, ABAC 2010, Hitoshi Kawaguchi, Senior Vice- President, Nissan Motor Co Ltd, Yoshihiro Watanabe, ABAC Japan Member, Vice-Minister Makiko Kikuta, Mayor Fumiko Hayashi and Noel Gould, Co-Chair, APEC Voices 2010.

***“Participation of our young people is important because much of what we decide today will lead to outcomes in the future.”***

***Ambassador Muhamad Noor  
Executive Director, APEC Secretariat***



H.E. Makiko Kikuta, Parliamentary Vice Minister for Foreign Affairs of Japan and Guest-of-Honour at the APEC Voices 2010 Youth Forum.



Fumiko Hayashi, Mayor of Yokohama, addressing the APEC Voices delegates at the Opening Ceremony.



Hitoshi Kawaguchi, Senior Vice-President, Nissan Motor Co Ltd addressing the APEC Voices delegates.



APEC Voices delegates with H.E. Makiko Kikuta, Parliamentary Vice Minister for Foreign Affairs of Japan.

## APEC Voices of the Future 2010 Youth Forum

One of the highlights of this year's APEC Voices was the Youth Forum 2010. The Forum was chaired by Teng Theng Dar, APEC Business Advisory Council (ABAC) 2010 Co-Chair.

During the event, the keynote address was delivered by Ambassador Muhamad Noor, APEC Executive Director. In his address, Ambassador Noor shared lessons drawn from developments in the world economy over the last couple of years and APEC's new growth strategy for the region. He emphasized that participation of youth leaders at the APEC Summit is important because much of what the APEC Leaders decide today will lead to outcomes in the future. Ambassador Noor also stressed that APEC Secretariat supports such active participation and will count on the youth leaders as agents of change and as ambassadors of APEC.



Panelists: Ambassador Noor, Teng Theng Dar and Noel Gould at the APEC Voices 2010 Youth Forum.

Ambassador Noor's keynote address was followed by a panel discussion and a question and answer session. The Q & A session was lively and youth leaders took the floor to ask questions and engage the panelists, Teng Theng Dar, Ambassador Noor and Noel Gould, Chairman, Virtual Trade Mission (VTM) Foundation International. It was a very fruitful dialogue and the youth leaders have benefited from the discussion with the panelists.



Teng Theng Dar, Co-Chair ABAC 2010 and Chair, APEC Voices 2010 Youth Forum.



Ambassador Muhamad Noor, Executive Director, APEC Secretariat and Keynote Speaker at the APEC Voices 2010 Youth Forum.



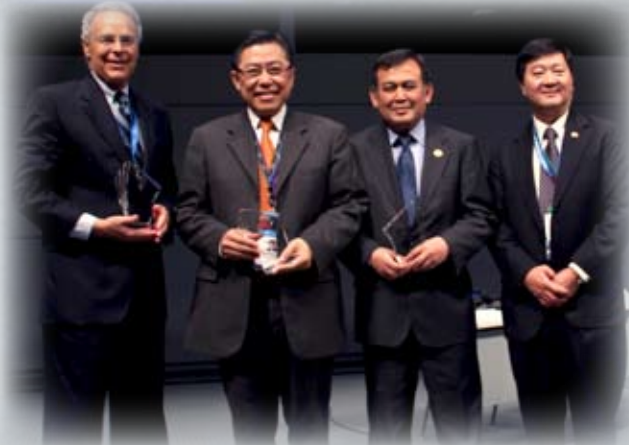
Jorge Antonio Chavez Mazuelos, an educator from Peru, fielding a question for the panelists.



Georgia Ann Cameron, a member of the New Zealand Delegation, interacting with the panelists at the APEC Voices 2010 Youth Forum.



David Perez-Maldonado from Mexico asking a question during the Youth Forum.



L to R: Noel Gould, Co-Chair, APEC Voices 2010, Teng Theng Dar, Co-Chair, ABAC 2010 and Chair, APEC Voices 2010 Youth Forum, Ambassador Muhamad Noor, Executive Director, APEC Secretariat and Keynote Speaker, and James Soh, Co-Chair, APEC Voices 2010.



Philip Chow of Canada engaging the panelists during the Youth Forum.

## “Nissan New Mobility Concept”

APEC Voices delegates attended a presentation on “Nissan New Mobility Concept” conducted by Hideaki Watanabe, Corporate Vice-President of the Global Zero Emission Vehicle Business Unit, Nissan Motor Co Ltd. The APEC Voices delegates were briefed on Nissan’s commitment to create a better world through its corporate social responsibility (CSR), which contains programs on technological innovations that are focused on people and caring for the planet. Mr Watanabe also shared about Nissan’s vision for zero-emission mobility and the direct result of its CSR approach, which he calls the “Blue Citizenship.”

## Visit to Nissan Showcase @ Home Collection

The delegates visited the Nissan Showcase @ Home Collection and were provided with the opportunity to go for a test drive of Nissan’s pure electric vehicle “LEAF,” which is powered only by electricity and operates on a battery that can be charged at home. The electric motor in “LEAF” replaces the conventional engine and offers a totally different driving experience with its quiet and responsive acceleration. Nissan LEAF will be introduced globally in the latter part of fiscal year 2010 as the world’s first mass-produced electric vehicle. The APEC Voices delegates were privileged to experience the LEAF before its introduction globally.



APEC Voices delegates test drive the Nissan’s pure electric vehicle, “LEAF.”



APEC Voices delegates interacting with a Nissan executive at the Nissan Showcase @ Home Collection.



APEC Voices delegates watching a presentation on “Nissan New Mobility Concept” at the Nissan Showcase @ Home Collection.

## Visit to APEC Exhibition “Japan Experience”

Another highlight on 9 November 2010 was a special visit to the APEC Exhibition “Japan Experience” for the APEC Leaders held at Pacifico, Yokohama. Specially arranged by the Ministry of Foreign Affairs of Japan, the visit to the APEC exhibition exposed APEC Voices delegates to Japanese technologies at their best. It was truly an eye-opener for the delegates.



Youth leaders from 16 APEC Economies visiting the APEC Exhibition “Japan Experience” at Pacifico, Yokohama.

**“Voices Program is the most inspiring youth event I have ever attended. It provided me so many skills and experiences that cannot be obtained elsewhere.”**

**Irina Fedorenko  
Member, Russian Delegation**



APEC Voices delegates providing feedback on Nissan LEAF to the Nissan management team.

## 4th ABAC Meetings

APEC Voices delegates were invited to attend as observers to the 4th APEC Business Advisory Council (ABAC) Meeting of the Advisory Group on APEC Financial System Capacity Building and the 4th ABAC Meeting Closing Plenary. Some youth delegates witnessed these meetings while others toured the beautiful city of Yokohama. The APEC Voices delegates who attended the ABAC events also took the opportunity to interview some of the ABAC Members and CEOs with the goal of understanding business better and deepening their knowledge of issues that affect their own economy and the region.

On the sidelines of the ABAC Meeting, members of the APEC Voices Leadership Board met at the Sheraton Bay Hotel to discuss the future plan of the APEC Voices Secretariat hosted by the National Youth Achievement Award Council of Singapore. A Memorandum of Understanding of the APEC Voices of the Future Program between the Founding Co-Chairs of APEC Voices – APEC Economies of China, Mexico, New Zealand, and Singapore – and the Virtual Trade Mission Foundation International was put in place with the aim of advising, assisting and promoting the continued development and delivery of the APEC Voices Program.

## APEC SME Summit & ABAC Energy Forum

APEC Voices delegates attended the APEC SME Summit and ABAC Energy Forum as invited guests of the Support Council for ABAC Japan. They also attended the APEC Commemorative Symposium organized by the City of Yokohama at the Nissan Global Headquarters. The theme for the symposium was “Sustainable Development Supported by Women’s Advance into Society.” Again, it was very interesting for the APEC Voices delegates to be exposed to a different level of engagement at the event.



APEC Voices delegates attending the 4th APEC Business Advisory Council Meeting.



APEC Voices Leadership Board Meeting held at the Sheraton Bay Hotel, Yokohama.

***“The Voices of the Future Program in Japan gave youth from APEC member economies a real-world experience. It provided an enhanced experience that developed young leaders into great global leaders of tomorrow.”***

***Marianne Den Haan  
Educator, Canadian Delegation***



Marissa Lynn Pavia from the USA interacting with the panelists at the APEC Commemorative Symposium.

***“Participating in the APEC Voices 2010 Program was definitely a life-changing experience for me.”***

***Sohta Tanada  
Member, Japanese Delegation***



Panelists at the APEC Commemorative Symposium which was organized by the City of Yokohama during the APEC Summit 2010.

## APEC CEO Summit 2010

The APEC CEO Summit was the main highlight of the APEC Summit 2010 where more than 800 of the world's top leaders came together to focus on addressing the economic landscape, explore a range of possible pathways towards a Free Trade Area of the Asia-Pacific and set a new vision for APEC.

During the summit, the youth delegates were provided with the opportunity to sit in the same ballroom with top CEOs and listen to the address by APEC Leaders on global economy such as: H.E. Naoto Kan, Prime Minister of Japan; H.E. Barack Obama, President of the United States of America; H.E. Lee Hsien Loong, Prime Minister of Singapore; H.E. Julia Gillard, Prime Minister of Australia; H.E. Felipe Calderon Hinojosa, President of the United Mexican States; H.E. Dr Sebastian Pinera Echenique, President of the Republic of Chile; H.E. Nguyen Minh Triet, President of the Socialist Republic of Vietnam; H.E. John Key, Prime Minister of New Zealand; H.E. Benigno S Aquino III, President of the Republic of the Philippines; H.E. Hu Jintao, President of the People's Republic of China; and many more. APEC Voices delegates were very excited, thrilled and honoured to be in the same room as the APEC Leaders. It was indeed an experience of a lifetime.



APEC Voices delegates from Australia meeting with H.E. Julia Gillard, Prime Minister of Australia.



APEC Voices delegates from Canada interacting with H.E. Stephen Harper, Prime Minister of Canada.



APEC Voices delegates from New Zealand with H.E. John Key, Prime Minister of New Zealand.



James Soh, Co-Chair of APEC Voices 2010, thanking Gempachiro Aihara, Chair of APEC Business Advisory Council of Japan for his strong support for the APEC Voices 2010. Looking on is Teng Theng Dar, Co-Chair, ABAC 2010.



APEC Voices delegates from Singapore with H.E. Lee Hsien Loong, Prime Minister of Singapore.

***"The Voices Program offers an unmatched opportunity to meet and share experiences with educators from the other member economies, and to serve in any way possible to broaden and deepen knowledge of the goals, institutions, and processes associated with APEC Voices leaders of the Pacific Rim."***

***Professor Cleveland Robert Fraser  
Richard W. Riley Institute of Government,  
Politics, and Public Leadership,  
Furman University, USA***

## APEC CEO Summit 2010

At the APEC CEO Summit, APEC Voices delegates had the amazing opportunity to meet and interview many CEOs and industry leaders about business-related issues in the Asia-Pacific region. They discussed about current trends in investment and strategies for curbing the challenges of sustainable development. Through these interactions, the Voices delegates picked up first-hand information and knowledge in decision-making and leadership from a business perspective.

Many youth delegates also had the opportunity to interact with various APEC Leaders including those from their respective economies or governments. They interviewed these policymakers about free trade, economic growth, and many other topics to acquire a better understanding of issues that are affecting their own economy and region. APEC Voices delegates truly gained a high level of exposure and confidence from their conversations with the APEC Leaders.



Russian delegates in a discussion with Vladimir Androsik, Managing Director, LLC "Summa Telecom," Moscow, Russia.



APEC Voices delegates from Canada interacting with Diego Hernandez, Chief Executive Officer, Codelco.



Noel Gould, Co-Chair, APEC Voices 2010, with Scott Price, President and Chief Executive Officer, Walmart Asia, Robert Leggat, President, Global Communication Group, and James Soh, Co-Chair, APEC Voices 2010.

***"Voices provided us with a unique opportunity to build a network for young leaders of the Pacific Rim and to spread the culture of entrepreneurship, leadership and intercultural dialogue."***

***Jorge Chavez Mazuelos  
Educator, Peruvian Delegation***



APEC Voices delegates interacting with Professor Carl Voigt of the University of Southern California.



Members of the China Delegation at the APEC Voices 2010 in Yokohama.



The Mexican delegates enjoying the beautiful night scene of Yokohama City.

## APEC Voices 2010 Closing Dinner

As the saying goes, "all good things must come to an end" and the APEC Voices delegates gathered at a Chinese restaurant at the heart of Chinatown to celebrate a very successful event. Some delegates arrived in their national costumes and presented souvenirs brought from their respective countries as gifts while others contributed songs that are reflective of their rich cultures.

Terry Clifford, Chairman of the Global Vision of Canada, and Noel Gould, Chairman of the Virtual Trade Mission Foundation International of the USA, were given the honour to present the Certificate of Participation and Certificate of Appreciation to the APEC Voices 2010 delegates and educators.

Noel Gould, who also served as Co-Chair of the APEC Voices Leadership Team, James Soh, Executive Director of the National Youth Achievement Award (NYAA) Council of Singapore and Co-Chair of the APEC Voices Leadership Team, and Aileen Yap, Deputy Executive Director, NYAA Council of Singapore and Chair, APEC Voices 2010 Working Committee, were presented with "The Hearts and Minds Award" by the Global Vision Canada in honor of their outstanding leadership and contribution to the APEC Voices 2010. The "Hearts and Minds Award" was created to celebrate the first 20 years of Global Vision of Canada and was first presented in 2009.



Noel Gould, Co-Chair of APEC Voices 2010, with Wu Heng, member of the Media Team from the People's Republic of China.



APEC Voices delegates enjoying warm fellowship and interaction during their stay in Yokohama.

***"The APEC Voices Program further enhanced my analytical and critical thinking skills and helped prepare me to effectively respond to relevant challenges and issues in the Asia Pacific Region."***

***Christine Jeanne Gomez Viologo  
APEC Voices delegate, The Philippines***

With the backdrop of a very successful event in Yokohama, Japan, the beginning of new friendships and a deeper understanding of what APEC is all about, the APEC Voices delegates departed Yokohama, bringing home fond memories of the rich culture, the scenic beauty and inventive technology of Japan.

The APEC Voices 2010 Leadership Council would like to thank the Government of Japan, APEC Business Advisory Council (ABAC) of Japan, APEC Secretariat, Ministry of Foreign Affairs of Singapore, National Youth Achievement Award Council of Singapore, and Singapore Business Federation of Singapore for their support and contributions in making the APEC Voices of the Future 2010 a success.



Terry Clifford, Chairman, Global Vision of Canada, was presented with a "sombrero" by the Mexican delegation.



The Singapore Voices delegation with Terry Clifford, Chairman, Global Vision of Canada, at the Closing Dinner.

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