

Asia-Pacific Economic Cooperation 2011 Hawaii Host Committee

Hawaii State Legislature
Committee on International Relations
Committee on Tourism
March 10, 2011



Asia Pacific Economic Cooperation

- Established at ministerial level in 1989 to foster economic growth and prosperity
- USA hosted 1st Leaders Meeting in 1993
- Focus on:
 - trade and investment liberalization;
 - business facilitation; and
 - economic and technical cooperation



APEC at Work

- APEC Secretariat in Singapore
- Robust network of committees and working groups including:
 - Education, Energy, Finance, Fisheries, Health, Life Sciences Innovation, Oceans, Telecommunications, Transportation
- Regular meetings of ministers



APEC Members

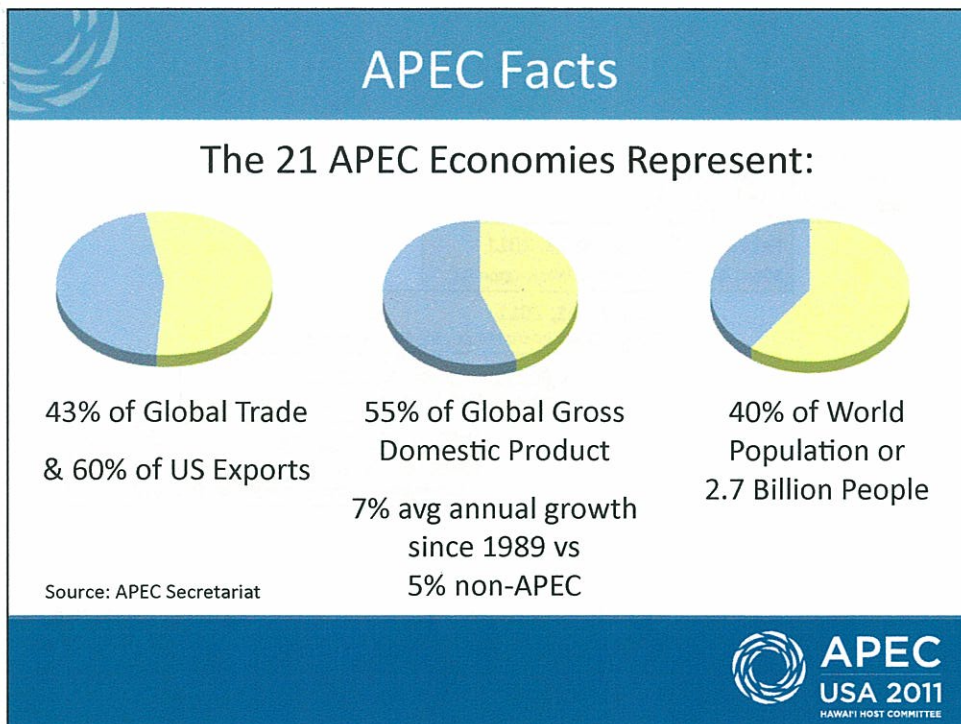


Australia
Brunei
Canada
Chile
China
Hong Kong, China
Indonesia
Japan
Korea
Malaysia
Mexico

New Zealand
Papua New Guinea
Peru
Philippines
Russia
Singapore
Chinese Taipei (Taiwan)
Thailand
United States
Vietnam

Source: APEC, 2010





Visitors From APEC Economies

In 2009, out of 2 million international visitors to Hawai'i, 88% came from APEC Economies. The movement of people within this region is an integral part of Hawai'i's tourism industry. Source: Hawaii Tourism Authority

Economy	Number of Visitors
Japan	1,351,235
South Korea	45,568
China	23,231
Taiwan	7,114
Hong Kong	3,711
Singapore	2,778
Australia	94,187
New Zealand	12,078
Canada	176,831

APEC USA 2011 - Timeline

Date	Event
December 8 – 10, 2010	Symposium & ISOM, Honolulu, HI
February 27 – March 12, 2011	SOM I & Ministerial Mtgs., Washington D.C.
May 7 - 21, 2011	SOM II, & Ministerial Mtgs., Big Sky, Montana
September 12 - 26, 2011	SOM III & Ministerial Mtgs., San Francisco
November 7-13, 2011	APEC Leaders' Week (including private and government sector meetings), Honolulu, HI

APEC USA 2011 – Leaders Week

November 7-9, 3 Days
ABAC IV

November 8-9, 2 Days
Concluding SOM Meetings

November 10-11, 2 Days
APEC Ministerial Meetings

November 10-12, 3 Days
CEO Summit

November 12-13, 2 Days
APEC Economic Leaders' Meetings

November 7-13, 2011 - Honolulu, Hawaii

APEC
USA 2011
HAWAII HOST COMMITTEE

Attendees: Leaders Week/CEO Summit

21 Heads of Economy

1,000+ Business Executives

APEC 2011 USA


2,000+ members of global media

Host Economy Finance & Trade Ministers

APEC
USA 2011
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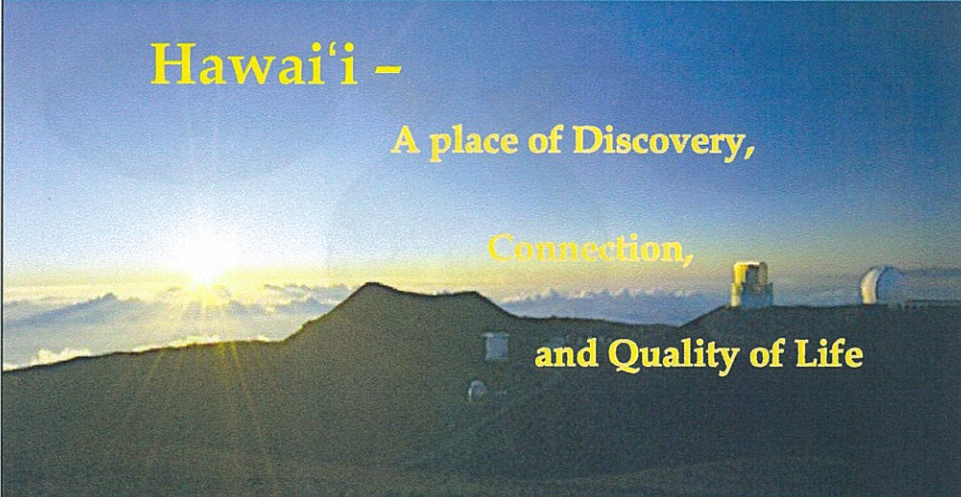
APEC 2011 Hawai'i – The Opportunity

- Short-term:
 - \$120+ million based on 17,000 delegates, support and workforce participants, and media
 - Media Exposure
- Long-term:
 - Economic Development - increased access to capital, new investment, enhanced trade
 - Positioning Hawai'i as a destination for high level and global meetings
 - Community: Initiate sustainable programs to benefit Hawai'i after APEC 2011



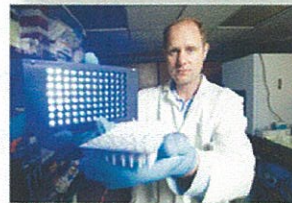
Key Themes for APEC 2011 HAWAI'I

Hawai'i –
A place of Discovery,
Connection,
and Quality of Life



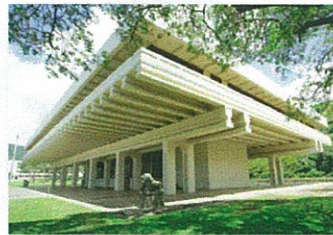
Discovery: Arts, Science & Technology

- Renewable Energy
- Health & Life Sciences
- Astronomy
- Earth & Ocean Sciences
- Agriculture
- Education





Connection: Asia-Pacific

- Heritage
- Cultural Diversity
- Business and Education Programs

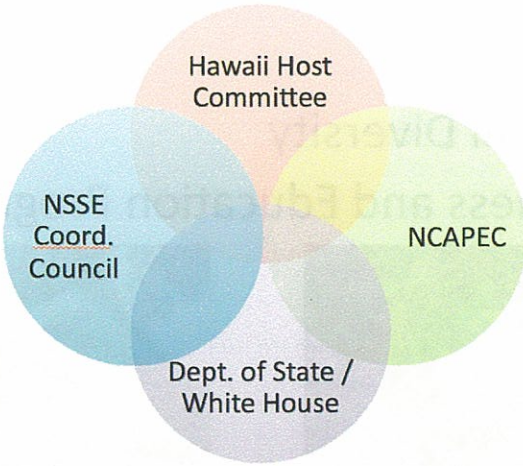


Quality of Life


- 3rd Safest U.S. City
- Sustainable Growth
- Green; lowest carbon foot print
- Hawai'i's natural environment
- Longest lifespan in U.S.; 5th in World
- Women as a thriving part of Hawai'i's economy



Key Relationships



The diagram consists of four overlapping circles. The top circle is orange and labeled 'Hawaii Host Committee'. The left circle is blue and labeled 'NSSE Coord. Council'. The right circle is green and labeled 'NCAPEC'. The bottom circle is purple and labeled 'Dept. of State / White House'. All four circles overlap in a central area.



APEC 2011 Hawai'i - Involvement

- Opportunities for showcasing Hawai'i in media packages, exhibits, events and activities
- Opportunities for businesses to participate in CEO Summit and the Small and Medium Business Enterprise Roundtable
- Pre/Post travel options for delegates, media, families and others



Operating Structure

- Host Committee
- Board of Directors
- Operating Committee
- Nine Subject-Matter Committees
- Sub-Committees



APEC 2011 Hawai'i Host Committee

Chair: Peter Ho, Bank of Hawaii

Vice Chair: Tim Johns, Bishop Museum

Governor Neil Abercrombie

Lt. Governor Brian Schatz

Honolulu Mayor Peter Carlisle

W. David P. Carey, III, Outrigger Enterprises Group

Greg Dickhens, Kyo-ya Hotels & Resorts

Mark Dunkerley, Hawaiian Airlines

ADM Thomas Fargo, U.S. Navy (Ret)

Gerard C. Gibson, Hilton Hawaii

M.R.C. Greenwood, University of Hawai'i

Corbett Kalama, First Hawaiian Bank

Bert "BJ" A. Kobayashi, Jr., BlackSand Capital, LLC

Stan M. Kuriyama, Alexander & Baldwin

David Lewin, Hyatt Regency Waikiki

Patricia M. Loui, OmniTrak Group

Colette Machado, Office of Hawaiian Affairs

Mike McCartney, Hawaii Tourism Authority

Lauren Kahea Moriarty, APCSS

Randy Perreira, HGEA

Barry Taniguchi, KTA Super Stores

Chris Tatum, Marriott International

James C. Tollefson, Chamber of Commerce of HI

ADM Robert Willard, U.S. Pacific Command

Eric Yeaman, Hawaiian Telcom

Ex-Officios

U.S. Senator Daniel K. Inouye

U.S. Senator Daniel K. Akaka

U.S. Representative Mazie Hirono

U.S. Representative Colleen Hanabusa

Dr. Charles E. Morrison, East-West Center



Subject-Matter Committees

- Budget & Fundraising
- Accommodations
- Logistics – Transportation & Airport
- Marketing, Communications & Outreach
- Hospitality
- Volunteers Workforce Development & Training
- Hawaiian Culture
- Assessments – IT, Telecommunication & Power
- Neighbor Island Economic Development



APEC 2011 Hawai'i Budget

- Funds will support the following:
 - Marketing
 - Hospitality
 - Events
 - Volunteers, workforce development and training
 - Logistical support and staff



Neighbor Island Initiatives

APEC 2011 Hawai'i: Neighbor Island Economic Development Committee

- Chaired by Barry Taniguchi, Hawaii Island
- Committee members include each County Director, Office of Economic Development
- Chambers of Commerce and Economic Development Boards will also be invited to join each island's sub-committee



Our website: www.apec2011hawaii.com

APEC USA 2011
HAWAII HOST COMMITTEE

Honolulu, Hawaii 71.6°F / 22°C

About APEC

Asia Pacific Economic Cooperation, or APEC, is a 21 member association of economies from the Asia Pacific region working together to advance regional economic integration and prosperity.

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Counting down to APEC 2011 Hawaii

Search APEC2011Hawaii.com: [SEARCH](#)

There's more to Hawaii than just sun, sand, and surf. Take a closer look and you'll find a place of **Discovery**, **Connection**, and **Quality of Life**. Find out for yourself when Hawaii welcomes APEC in 2011.

APEC USA 2011
HAWAII HOST COMMITTEE

Business Opportunities

APEC USA 2011
HAWAII HOST COMMITTEE

Honolulu, Hawaii 75.2°F / 24°C

Business Partnership

Have a product or service to offer APEC 2011 Hawaii? There are a variety of opportunities for your business to get involved.

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APEC USA 2011
HAWAII HOST COMMITTEE



The screenshot shows the 'Business Opportunities' page of the APEC USA 2011 website. The page features a blue header with the title 'Business Opportunities' and a navigation menu with links for HOME, ABOUT, PAGE, GET INVOLVED, STAY CONNECTED, DISCOVER HAWAII, and CONTACT US. The main content area is titled 'Business Partnerships' and includes a search bar for 'APEC2011Hawaii.com'. Below the search bar, there is a form with fields for Name, Title, Company, Phone, Email, Industry, and Description of Services. The footer of the page displays the APEC USA 2011 logo and the text 'HAWAII HOST COMMITTEE'.

What Do We Need?

- Your input and active support
- Community outreach and awareness
- Volunteers

APEC 2011 Hawai'i Host Committee
Gregg Yamanaka, President & CEO
Phone: 944-7487

General Email: info@apec2011hawaii.com
Volunteers: volunteer@apec2011hawaii.com
Website: www.apec2011hawaii.com

