PUBLIC PRIVATE DIALOGUE ON SERVICES (PPD III)

In partnership with

the APEC Business Advisory Council (ABAC) of the Philippines and the Pacific Economic Cooperation Council (PECC)

17 May 2015
Shangri-La Boracay, Aklan, Philippines
PUBLIC PRIVATE DIALOGUE ON SERVICES (PPD III)

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The 2015 series of Public Private Dialogues (PPD) on Services is
designed to engage the public and private sectors, as services providers
and users, in a fruitful discussion on how to increase the
competitiveness of services in the Asia-Pacific region.

The series aims to:
- Examine developments, challenges, and opportunities for the
  services sectors;
- Identify new strategies for building the full potential of the services
  sector;
- Generate policy options towards removing barriers to services trade;
- Develop an innovative approach in pursuing the services agenda of
  APEC, including through a proposed APEC Services Cooperation
  Framework;
- Foster collaboration and best practice exchanges to promote
  services growth.

The next PPD on Manufacturing, Agriculture, and Environment-related
Services follows from the success of the first PPD held in 2013 in
Surabaya, Indonesia, and the PPD on Information Technology and
Business Process Management (IT-BPM) Services, Creative Industries,
and Research and Development (R&D) Services held last February at
SOM1. The 2015 PPD series will culminate in the Regional Conference of
Services Coalitions and Service Industries at the margins of the Third
Senior Officials’ Meeting in August.
# Programme

A Public-Private Dialogue on Manufacturing, Agriculture and Environment-related Services

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<td>9:00—9:10</td>
<td><strong>Opening Session</strong> &lt;br&gt; Welcome Remarks &lt;br&gt; Doris Magsaysay Ho &lt;br&gt; <em>ABAC 2015 Chair</em> &lt;br&gt; Opening Remarks &lt;br&gt; Hon. Laura Q. Del Rosario &lt;br&gt; <em>APEC 2015 SOM Chair</em></td>
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<td>9:10—10:30</td>
<td><strong>Opening Session: Services and Inclusive Growth</strong> &lt;br&gt; This session will introduce the objective of the Dialogue to promote and advance trade and investment in services as a path to achieve inclusive growth. It will discuss how enabling services can help transform traditional sectors, such as manufacturing, agriculture and the environmental infrastructure, into modern, efficient, and globally competitive industries. The session will also address how trade and investment in services can lead to job creation and integration of the population into the economic and social mainstream. &lt;br&gt; <strong>Moderator/Reactor:</strong> Ms. Glenda T. Reyes &lt;br&gt; <em>Component Lead for Trade and Investment Policy, USAID Trade Project Philippines</em>  &lt;br&gt; <strong>Speakers:</strong> &lt;br&gt; Dr. Sherry Stephenson &lt;br&gt; <em>Senior Fellow, International Centre for Trade and Sustainable Development</em>  &lt;br&gt; Mr. Sebastian Saez &lt;br&gt; <em>Co-Author of “Valuing Services in Trade: A Toolkit for Competitiveness Diagnostics, World Bank</em>&lt;br&gt; <strong>Open Forum/Q&amp;A</strong></td>
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<td>10:30—12:05</td>
<td><strong>Session 1: Manufacturing-related Services</strong> &lt;br&gt; Services play a key role in enabling trade in goods. Services related to manufacturing are crucial to the smooth flow of goods trade, from production to consumption. Recognizing the intensification of the services content in manufacturing, or ‘Servicification’, this session will highlight the vital role of services in supporting modern manufacturing processes. Speakers will share their experiences and lessons learned for utilizing services to advance the manufacturing sector, and identify the critical success factors for developing an efficient supply chain that supports the sector. Suggested policy responses to</td>
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promote and advance trade and investment in manufacturing-related services may also be offered.

**Moderator:** Dr. Gloria O. Pasadilla  
Senior Analyst, APEC Policy Support Unit, Singapore

**Speakers:**

**Mr. Patrick Low**  
Senior Vice President, Fung Global Institute, Hong Kong

**Mr. Kohei Shiino**  
Director, International Economic Research Division, Overseas Research Department, Japan External Trade Organization (JETRO)

**Ms. Hildegunn Kyvik Nordås**  
Senior Economist, Trade and Agriculture Directorate, Organisation for Economic Co-operation and Development (OECD)

**Mr. Joey B. Turano**  
President and General Manager, Austal Philippines

**Mr. Jocot De Dios**  
CEO, General Electric Philippines

**Open Forum / Q&A**

12:05—13:35  
**Lunch Break at Alta Vista Hotel**

13:35—14:05  
**Special Session: Innovation and Manufacturing**  
Innovation plays a key role in driving growth in the manufacturing sector. Recognizing that the manufacturing sector cannot rely on increasing global demand to sustain continuous growth, firms are increasingly innovating new enabling services. This session will underscore the critical role of innovation, including technology and research and development, to help firms adapt to global competitive pressures. Suggestions on how the Asia-Pacific region can foster greater innovation in the manufacturing sector will be explored.

**Speaker:** Mr. Richard Lee  
Chairman, Inventec Corporation

**Open Forum / Q&A**

14:05—15:20  
**Session 2: Agriculture-related Services**  
Services play a key role in enabling trade in agriculture. Agriculture-related services, such as logistics, cold-chain services, and agricultural research and development, are crucial in ensuring modern and efficient agricultural production processes; as well the smooth movement of agriculture, from the producer to consumers. This session will highlight the vital role of a modern and efficient supply chain for businesses that seek access to regional and global markets. It will also address the important role of services in improving agriculture techniques. Speakers will share their experiences and insights for using services to support a modern and competitive agriculture sector. Suggested policy responses to promote and advance trade and investment in agriculture-related services may also be offered.
**Moderator:** Ms. Hildegunn Nordås  
*Senior Trade Policy Analyst, Organisation for Economic Co-operation and Development (OECD)*

**Speakers:**

- **Dr. Ian Ferguson**  
*Departmental Science Advisor, New Zealand Ministry of Primary Industries*

- **Mr. Christopher Findlay**  
*Executive Dean, The University of Adelaide, Australia*

- **Mr. Pierre-Olivier Deplanck**  
*Chief Executive Officer, Rustan Supercenters, Inc.*

- **Mr. Eddie Chew**  
*Head of Corporate Affairs, ASEAN of Syngenta Asia Pacific Pte. Ltd*

**Open Forum / Q & A**

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**Session 3: Environment-related Services**

*Increasing environmental policies and changing consumer preferences and needs are driving the market for environment-related services, from urban planning and green architecture, to renewable energy services. Trade in environment-related services can assist economies in the transition to a green economy by promoting more widespread use of efficient and cost-effective environmental technologies. However, trade and investment in the sector is not always straightforward because environmental services, such as waste management, and water and power services, are often provided by the public sector. This session addresses the opportunities and challenges for trade in environment-related services. Speakers will share their experiences and insights on sector developments, and suggest policy responses and reforms to facilitate trade and investment while considering economies’ right to regulate services.*

**Moderator:** Dr. Charles E. Morrison  
*President, East-West Center*

**Speakers:**

- **Mr. Quan Zhao**  
*Trade in Services Officer, International Trade Centre (ITC)*

- **Mr. Hirofumi Ishizaka**  
*Senior Researcher, PC-Institute for Global Environment Research (PC-IGER) Overseas Division Pacific Consultants Co., Ltd.*

- **Mr. Sven Beraud-Sudreau**  
*Director, Industrial Development – South East Asia, Veolia Environnement*

- **Dr. Yangyang Li**  
*Department of Consulting, Chinese Academy for Environmental Planning*

- **Mr. Johannes Benjamin R. Bernabe, Ll. B.**  
*Corporate Secretary, Center for Advancement of Trade Integration and Facilitation (CATIF)*

**Open Forum / Q&A**
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<td>16:50—17:25</td>
<td><strong>Session 4: Increasing GVC Participation Through Public-Private Collaboration</strong></td>
<td>Trade in services has a critical role in GVCs. The APEC Strategic Blueprint for Promoting Global Value Chains Development and Cooperation defines APEC’s commitment to promote open, efficient, and internationally-competitive service sectors, and maximize the contribution that services can make to strong, resilient and reliable supply chains in this region. This session addresses how collaboration between the public and private streams can create an enabling environment for GVC growth. Practical action points and approaches to improve public-private collaboration in services, and possible avenues to achieve optimal collaboration, will be explored. Speaker: Ms. Jane Drake-Brockman Senior Service Advisor, International Trade Centre</td>
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<td>17:25—17:30</td>
<td><strong>Closing Remarks</strong></td>
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****END OF DIALOGUE****
Profiles
Doris Magsaysay Ho is President and CEO of the Magsaysay Group of Companies, which is involved in shipping, human resources and business process outsourcing services. Magsaysay Transport and Logistics Group operates in the Philippine trade with container liner and tanker services. Its affiliate, Fairmont Shipping Limited, based in Hong Kong, Vancouver and London, operates in the international dry bulk trade. Magsaysay expanded from its roots in shipping to people resource providers. Magsaysay is present in the Philippines, Indonesia, China, Eastern Europe and North America. The company prepares its people for a diverse range of positions for the maritime, cruise, healthcare, hospitality, engineering and other industries. Guided by its principles of investing in people, Magsaysay has been awarded Best in Education and Training at the Seatrade Asia Awards held in Singapore in April 2010. It received the Corporate Social Responsibility Award twice from the Seatrade Asia Awards in 2011 and 2013. It also received the Corporate Social Responsibility Award from the Asian CSR Awards and the ASEAN Business Advisory Council in 2013.
Hon. Laura Q. Del Rosario  
*APEC 2015 SOM Chair*

Ambassador Laura Quiambao-Del Rosario, a native of Angeles City, is a career foreign service officer. Having joined the Philippine Foreign Service in 1979, she has been assigned as diplomatic and consular officer in the Philippine Embassy in Vienna, Singapore, and Washington D.C.

In 2003 to 2007, she was appointed as the Philippine Ambassador to India and to Nepal on a non-resident capacity. She then served as Ambassador to Vietnam in 2007-2009.

Mrs. Del Rosario started her professional life as a faculty member of Holy Family in Angeles City. Invited to join the faculty of Maryknoll College in 1971, she became the Acting Department Chairman of the Literary Studies Department. She subsequently assumed the Office of Director of Admissions in 1973 to 1978 and Institutional Planning Officer in a concurrent capacity in the same institutions.

She has maintained her links to the academic world by teaching in various schools such as St. Benilde's College (under De La Salle University), Ateneo de Manila, and Miriam College (formerly Maryknoll College). She was designated as the Director of the Foreign Service Institute from 2009-2011.

She is currently the President of Pax et Lumen International Academy, a Science and Math-oriented school in Angeles. She is also a member of the Board of Trustees of Miriam College.

Now serving as Undersecretary of Foreign Affairs in charge of international economic relations, Ambassador Del Rosario was conferred the Gawad Kamanong Presidential Award of the Grand Cross by President Benigno Aquino III in 2012 for her work in economic diplomacy.

Amb. Del Rosario is married to Dr. Raul Del Rosario with whom she has two sons.
Ms. Glenda T. Reyes
Component Lead for Trade and Investment Policy, USAID Trade Project
Philippines

Profile
Dr. Sherry Stephenson
Senior Fellow, International Centre for Trade and Sustainable Development

Dr. Sherry M. Stephenson is a Senior Fellow with the International Centre for Trade and Sustainable Development (ICTSD). Her internationally recognized expertise lies particularly in the area of services trade. Until end 2012 she was Senior Advisor for Services Trade in the Executive Secretariat for Integral Development of the Organization of American States (OAS) in Washington DC.

While at the OAS, Dr. Stephenson held various positions, including Director of the Trade Department, Deputy Trade Advisor and Head of Institutional Relations. She guided the OAS in its support of several negotiating groups during the decade-long Free Trade Area of the Americas (FTAA) negotiations (1995-2004) and was responsible for providing direct assistance to the FTAA Negotiating Group on Services.

Dr. Stephenson was an Advisor to the Ministry of Trade in Jakarta for three years where she also trained government officials in the content and implementation of the WTO Agreements. As a member of the Pacific Economic Cooperation Council (PECC), she has provided analytical support to the APEC process. Previous positions have been with the GATT and UNCTAD Secretariats and with the Trade Directorate of the OECD.

She has done consulting work for many organizations including The World Bank, Asian Development Bank, Asia-Pacific Economic Cooperation (APEC), Commonwealth Secretariat, Forum Island Secretariat, U.S. Agency for International Development and several national governments. She has lectured in conferences and workshops around the world, educating government officials and members of the trade and development community on topics such as the WTO, regional trade agreements, services trade and global value chains, and has published two books on services and numerous articles.
Mr. Sebastian Saez

Co-Author of Valuing Services in Trade: A Toolkit for Competitiveness Diagnostics, World Bank

Sebastian Saez is a Senior Trade Economist working at the International Trade Department, PREM, World Bank. Between 1990-1994, he served as advisor to the Minister of Finance, and was involved in the GATT’s Uruguay Round negotiations. Subsequently, between 1994 and 1997 he was a member of the Chilean Mission to the World Trade Organization (WTO) where he served as Deputy Permanent Representative. In 1998, as an official of the Ministry of Foreign Affairs of Chile he was Head of the Department FTAA - North America, where he was responsible for the Free Trade Agreement of the Americas negotiations. From August 2001 and July 2003 he was Head of the Department of Foreign Trade, Ministry of Economy of Chile. In this capacity, he participated in trade negotiations with European Union, Korea and the United States. In 2005, he joined the International Trade and Integration Division at UN-ECLAC. In January 2009, he joined the Poverty Reduction and Economic Management Network, Trade Department, as responsible for Trade in Services.

He has published several articles on international economic relations, and the book Estrategia y Negociación en el Sistema Multilateral de Comercio, Dolmen Ediciones, (1999).

Gloria O. Pasadilla is a Senior Analyst at the APEC Policy Support Unit in Singapore. Prior to joining PSU, she was a Research Fellow at the ADB Institute in Tokyo. She has written and published extensively on various trade issues, particularly on services trade. She holds a PhD in Economics from New York University, USA; Master in International Law and Economics (summa cum laude) from the World Trade Institute in Bern, Switzerland; and Master in Industrial Economics from the University of Asia and the Pacific, Philippines. Her latest research paper is on regulatory issues affecting trade and supply chain finance.
Mr. Patrick Low
Senior Vice President, Fung Global Institute, Hong Kong

Profile
Kohei Shiino

Director, International Economic Research Division, Overseas Research Department, Japan External Trade Organization (JETRO)

Kohei Shiino joined Japan External Trade Organization (JETRO) in 1994. He was posted to Jetro New Delhi in India from 1998 to 2003 where he was assigned to the research section. From 2003 to 2010, he was posted to International Economic Research Division, Overseas Research Department at the JETRO HQ as a deputy director. During that time, he was engaged in writing “JETRO Global Trade and Investment Report (GTIR)” where he did an extensive research on global trade, FTAs and Trade Policy. From 2010 to 2014, he was posted to JETRO Singapore as a deputy managing director of economic information division, in charge of research covering the Asian region focusing on ASEAN. Currently, he is posted to International Economy Division, Overseas Research Department at the JETRO HQ as a director.
Hildegunn Kyvik Nordås
Senior Economist, Trade and Agriculture Directorate, Organisation for Economic Co-operation and Development (OECD)

Hildegunn Kyvik Nordås is a senior economist at the Trade and Agriculture Directorate at the OECD where she is working on services trade policy analysis. During the past six years she has led a long-term project on developing trade restrictiveness indices (STRIs) for 18 services sectors in 40 countries. Earlier work experience includes research work, policy analysis, managing the economics department at CMI (a research institute in Norway), teaching and policy advice. Long-term assignments abroad include visiting scholar to Stanford University, USA and the Universities of Durban Westville and Western Cape in South Africa. She also managed a long term project providing technical assistance on macroeconomic modelling and policy analysis to the Tanzanian government. Ms Nordås has published extensively in academic journals, book chapters and OECD Trade Policy Papers on international trade in goods and services, development and economic growth.
Joey B. Turano  
*President and General Manager, Austal Philippines*

Profile
As CEO of GE Philippines, Jocot is responsible for driving the company forward, accelerating growth and expanding GE’s footprint in the country. With his leadership style and global business perspective, he is tasked to implement the “One GE” approach that leverages the company’s broad capabilities and extensive industrial solutions to ensure that customers’ needs are addressed. He works closely with GE corporate teams and business leaders in identifying market expansion opportunities and growing GE’s diverse businesses in the Philippines.

Prior to joining GE in January 2012, Jocot was CEO and Managing Director of Nido Petroleum Ltd., an ASX-listed oil and gas exploration and production company based in Australia and the Philippines. He also served as Undersecretary of the Philippine Department of Energy and Chairman of the Philippine National Oil Company Exploration Corp. He is currently Chairman of GE Lighting Philippines, Inc. and GE Philippines Meter and Instrument Co., Inc. as well as a member of the boards of petroleum and mining companies. Jocot is a Business Administration graduate from the University of the Philippines and earned his Bachelor of Laws degree from the Ateneo School of Law in Manila. He has a Master of Laws degree from Harvard Law School.
Richard Lee
Chairman, Inventec Corporation

Mr. Richard Lee is currently the President of Cloud Computing Association in Taiwan (CCAT) and the Chairman of Inventec Corporation. For nearly 40 years, he has been profoundly involved in various NPOs/NGOs activities playing key roles that significantly contributed to the development of Taiwan’s Cloud Computing and ICT industry.

Mr. Lee’s involvement in Taiwan’s ICT industry dates back to 1976 when he joined Inventec. Over the years, his persistent belief in CSR has made it a corporate culture in Inventec. His drives for integrity under the Corporate Governance have improved the commitments with stakeholders. Under his leadership, he also emphasizes Corporate Citizen which encompasses Protecting the Environment and Culture, Helping the Disadvantaged and Supporting the Community.

Mr. Lee constantly endeavours to integrate enterprise development into the development of socioeconomics, improving the quality of life and city. He has successfully led Inventec to become global No.1 largest producer of computer servers. In recent years, Mr. Lee heavily engages in the development of Taiwan’s Cloud Computing industry. He believes Cloud Computing is the key and essential in fulfilling each and every organization’s Corporate Social Responsibility.
Ian Ferguson
Departmental Science Advisor, New Zealand Ministry of Primary Industries

Profile
Christopher Findlay from June 2011 took up the position of Executive Dean (acting) of the Faculty of the Professions at the University of Adelaide. The Faculty includes the Schools of Business, Law, Economics and Architecture. Professor Findlay is also currently Vice-Chair of the Australian Committee for Pacific Economic Cooperation (AUSPECC). From November 2005 Professor Findlay was Professor of Economics and Head of School at the University of Adelaide and before that he was Professor of Economics in the Asia Pacific School of Economics and Government at the Australian National University.

Professor Findlay has a PhD and MEc from the ANU and an Honours degree in economics from the University of Adelaide. He became a Member of the Academy of the Social Sciences in Australia in 2002 and a Member of the General Division of the Order of Australia (AM) in 2007. Australia's economic relations with Asia are the theme of his research. Professor Findlay has been a principal researcher in a series of major research projects on impediments to services trade and investment.
Pierre-Olivier Deplanck
*Chief Executive Officer, Rustans Supercenters, Inc.*

Pierre brings with him 24 years of retail experience in operations, merchandising and general management from France and Asian countries. He spent 17 years in Carrefour then later joined Dairy Farm where he held various senior positions including CEO of Guardian Singapore and now CEO of Rustan Supercenters.

With a credible record in managing organizations in emerging markets and developing local leaders, Pierre commits to bring the benefits of modern retailing to the Philippines.
Eddie Chew
Head of Corporate Affairs, ASEAN of Syngenta Asia Pacific Pte. Ltd.

Eddie Chew is currently Head of Corporate Affairs for Syngenta in ASEAN. Based in Singapore, he is responsible for issues management and stakeholder engagement for the company across six key markets in the territory. He joined Syngenta in 2013 as the Corporate Affairs Business Partner for the Global Rice Strategic Crop Unit, with additional responsibilities for policy advocacy and partnerships as the Head of Public Policy for the Asia Pacific region.

Eddie has an honors degree in Communication Studies from Nanyang Technological University in Singapore, and an MBA from Manchester Business School.
Charles E. Morrison has been president of the East-West Center since 1998. He has been associated with the Center since 1980 in various capacities, including heading its former Institute of Economics and Politics. A U.S. Senate aide early in his career, he has also been a research associate at the Japan Center for International Exchange. Morrison served as the international chair of the Pacific Economic Cooperation Council from 2005 to 2012, and is a member of other national and international bodies that promote trans-Pacific security and economic cooperation. His Ph.D. is from the Johns Hopkins School of Advanced International Studies, where he also once taught on Southeast Asia. He speaks and publishes widely on U.S. Asia policy issues and the countries of the region, and gives special emphasis to regional cooperation, particularly the APEC process.
Mr. Quan Zhao is the Trade in Services officer at the International Trade Centre (ITC). Prior to joining the ITC, Mr. Zhao was the services negotiator at the Permanent Mission of China to the World Trade Organization (2009-2014). He also worked at the Chinese Ministry of Commerce before being posted to Geneva, focused on services trade in WTO Doha Round negotiations and FTAs (2003-2009). He has served as the Chair for WTO's Committee on Trade in Financial Services, and holds a master's degree on international law and economics from the World Trade Institute in Bern.

International Trade Centre (ITC) is the joint agency of the World Trade Organization and the United Nations. Its mission is to foster sustainable economic development and contribute to achieving the Millennium Development Goals in developing countries through trade and international business development.
Hirofumi Ishizaka currently works for a leading construction consulting firm in Japan. The main scope of work is climate change with a focus on technologies and projects which reduce the emission of greenhouse gas. Engages primarily with overseas renewable energy and energy efficiency projects. Developed and implemented several solar photovoltaic projects over the past two years.

Previously worked as a sales manager in a small-scale wind turbine manufacturer. Also has substantial experience in developing and implementing Japanese aid projects in developing countries, particularly in the field of natural environment, forestry and rural development. The initial work after graduating university was with the forestry department of a local government in Japan. Holds a master degree in development studies from an institute in the UK.
Sven Beraud-Sudreau

Director, Industrial Development—South East Asia, Veolia Environnement

Sven BERAUD-SUDREAU is a graduate engineer of the French “Grandes Ecoles”, and an INSEAD business school alumnus.

He has more than 25 years of experience in developing and managing environmental services, having led various business units in France, Australia and now Asia. He is currently based in Singapore, as Director of Veolia Asia, in charge of developing the group Industrial Markets in South East Asia.
Dr. Li is a senior expert in environmental management and policy. Having over 10 year’s research experience of environmental modeling and healthy risk management. Involving in the environmental evaluation in the Yangtze Estuary, the dioxin risk assessment and control of MSWI in China, the evaluation of environmental industry development in China and so on. When working as a government adviser in the Chinese Academy for Environmental Planning, focusing on the environmental policy setting for the development of environmental industry, environmental planning for the industrial park construction, and the consultancy for the public-private partnership program.
Johannes Benjamin R. Bernabe, Ll. B.
Corporate Secretary, Center for Advancement of Trade Integration and Facilitation (CATIF)

Profile
Jane Drake-Brockman is a highly experienced trade economist with a long and distinguished career in business, government and academia, focused on international trade policy and economic diplomacy.

After commencing her career with the Australian Treasury, she spent 1978 with Austlran, an agribusiness joint venture company, in Sydney and Teheran. She subsequently spent a total of 10 years in the Economic Affairs Department of the Commonwealth Secretariat in London (1978-80) and the OECD Trade Directorate in Paris (1980-88). She returned to Australia to join the Department of Foreign Affairs and Trade (DFAT) and spent 10 years in the Senior Executive Service including Chief Economist (1981) and Charge at the Australian Mission to the European Commission in Brussels (1996-1998). She was Chief of Staff to Hon. Andrew Peacock (1994-95).

Ms. Drake-Brockman is now Managing Director of Trade and Environment Solutions Pty Ltd providing consultancy services on an extensive range of global and regional trade, environment and investment policy matters focused on the Middle East, Europe and Asia-Pacific, and on intergovernmental negotiations, especially WTO, APEC and bilateral FTAs and their domestic commercial and societal implications.

Ms. Drake-Brockman is also Executive Director and Company Secretary on the Board of the Australian Services Roundtable, the peak business body for the services industries in Australia, which I was instrumental in establishing. She held the part time position of CEO of Professions Australia in 2006. She is a founding member of the Commonwealth Roundtable in Australia and the Tasman Transparency Group.