

# The Pacific Basin Economic Council International Secretariat



## **Andrew Weir**

FCA, MBE, BBSJP

### **Co-Chairman of the Board**

Andrew leads, guides, oversees priorities and overall strategy for the organization calling upon his 30+ years of experience with KMPG as their Vice Chairman for China& Global Chair of Asset Management and Real Estate



## **Tan Sri Dato' David Chiu**

### **Co-Chairman of the Board**

David is the Chairman and Chief Executive Officer of FEC Group (0035.HK) and was awarded the “Asia’s Best CEO” in 2023. Leading FDI & Govt Affairs in Australia, Malaysia, HK, Vietnam, Singapore, China and UK real estate, finance and entertainment sectors.



## **Ms. Anna Lin**

MH, JP, FCILT, FHKIM

### **Vice Chairman**

Anna provides ESG leadership, advice on trade policy, supply chains track and traceability and new opportunities for members to engage through her Non-Govt public service commitments as CEO GS1 HK.



## **Michael Walsh**

### **Executive Director & CEO**

Michael works alongside the board of directors overseeing the day to day operations of the organization. With 28 years previous experience in the Global Aviation & Aerospace sectors.

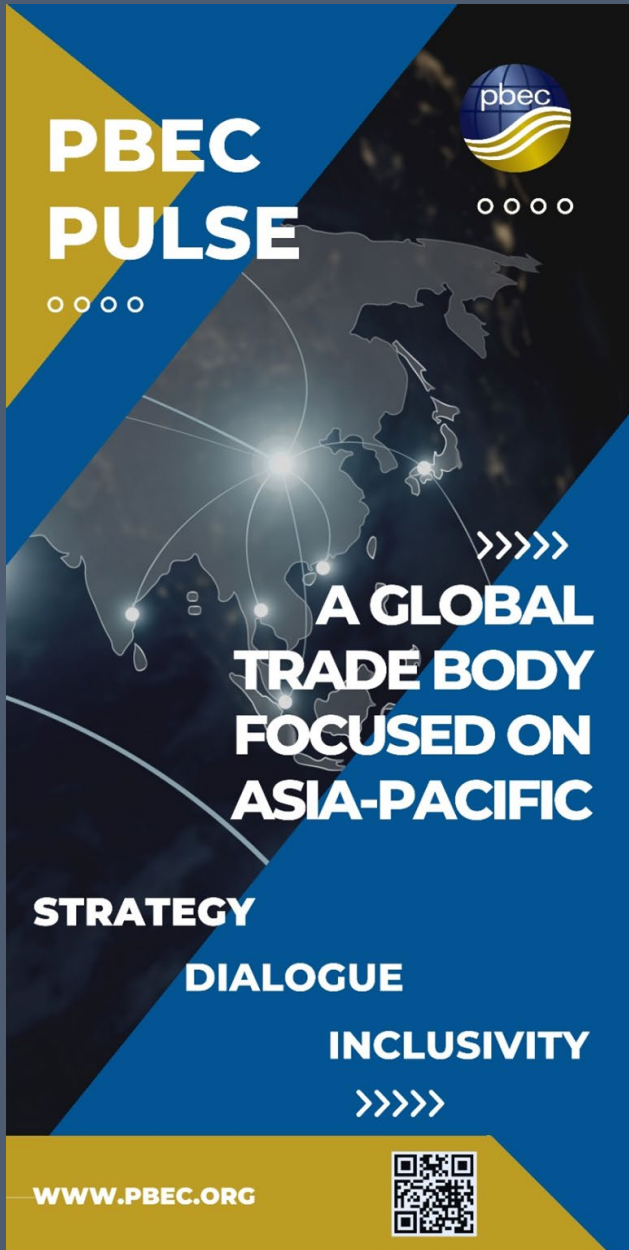
# MEET OUR LEADERS

# What is the PBEC – Pacific Basin Economic Council?



Established in 1967 in response to the need for a forum for business leaders to address economic issues in the Pacific Basin, **PBEC** has been instrumental in shaping economic dialogue in the Asia-Pacific region through key engagements, proactive advocacy efforts representing public & private business leaders.

Its legacy includes fostering cooperation between members and strategic partners and addressing pressing economic issues, which remain vital in addressing today's global & regional challenges.



## Historic highlights since est.1967



- 1967:** Founded by Weldon B. Gibson to facilitate business in the Asia-Pacific region
- 1968:** Adoption of the original PBEC Covenant
- 1970s-1980s:** Played a significant role in advising governments and serving as a liaison between business representatives and government officials from its Hawaii, USA base
- 1990s:** Expanded its membership and influence, becoming a key forum & engagement platform for business leaders across the Pacific
- 2003:** The International Secretariat transferred its HQ office to HKGCC in Hong Kong from the East West Center in Hawaii, USA
- Mid-2000s:** Transitioned from hosting its annual International General Meetings to a Think Tank, partnering & co-hosting with other leading event organizations like HKTDC, Hinrich Foundation, ICAEW, Horasis, KSI Asia Pacific and Bloomberg New Economy Forums
- Present:** Continues to act as a bridge between stakeholders, matchmaking, convening and moderating roundtable dialogues, sharing trusted market intelligence, providing access to APEC/ABAC/PECC and publishing its annual report on key economic, social, and governance issues

# Four Key Current Pillars of Focus in APAC

## 1. Sustainable Economic Growth

- Advocate & promote green technologies and sustainable practices.
- Support policies & highlight investment opportunities for renewable energy transition and adoption.
- Encourage sustainable & resiliency in supply chain management.

## 2. Digital Transformation

- Advocate & promote the digital infrastructure transition development.
- Support digital literacy and skills training.
- Promote cybersecurity measures and cross border data protection.

## 3. Inclusive Trade and Investment

- Facilitate SME access to international markets, through MNC partnerships.
- Promote fair trade practices and reduce trade barriers and protectionism.
- Encourage investment in emerging markets in all sectors.

## 4. Resilient and Adaptive Economies

- Support policies for economic diversification.
- Promote innovation and highlight entrepreneurship.
- Advocate for disaster risk reduction and management strategies including support for mandates as part of emission reduction target actions.

# Value Proposition of PBEC Membership



## PBEC Webinar – Review of ABAC II & upcoming III meetings with updates on APEC under Peru Chair 2024

'Hear first hand from Business Leaders involved in Regional & Global Trade. What can we learn from the APEC Business Advisory Council Meetings YTD and what's on the priority agenda for APEC Chair Peru in the upcoming autumn'



**Andrew Weir MBE**  
BBS JP is Chairman of the Pacific Basin Economic Council, Vice Chairman KPMG China & HK Financial Services Development Council (FSDC)



**Tan Sri Datin Dr Rebecca Fatima Sta Maria** is the executive director of the APEC Secretariat - Singapore



**Peter Burnett OBE BBS** Managing Director at Standard Chartered Bank (Hong Kong), CEO-Designate of the CBEC China Britain Business Council & assists APEC Business Advisory Council (ABAC) HK Members



**Michaela Browning** Partner & CEO Asia Pacific Business Group & ABAC Member Australia



**Anthony Patrick Chua** Lead Staffer & Project Director APEC Business Advisory Council (ABAC) Philippines

When: **Wed 10<sup>th</sup> July 2024** - HK/SG/KL 2.20pm to 3.50pm local time  
Where: Hybrid Online and Physical. Zoom registration link click: [HERE](#)  
Physical location: KPMG Boardroom, 8/F Princes Building, Central HK



## Influence on Policy

- PBEC has historic regional links, which facilitates direct engagement with government officials.

## Networking Opportunities

- It prides itself on being a platform for connectivity with business leaders across several of the APEC 21 economies.

## Market Insights

- PBEC shares free and provides paid content access to valuable reports and regional economic trends and quarterly ABAC/APEC/PECC regular updates.

## Capacity Building

- PBEC members participate in focus groups focused on identifying risks, innovation and sustainability in APAC.

## Promoting Trade and Investment

- Advocating for simplified trade policies and identifying investment opportunities.

## Sustainability and Inclusivity

- Educating and alignment with global standards and promoting diversity in the region.

## Innovation and Digitalization

- Emphasizing the adoption of digital technologies, upskilling and innovation.



# PBEC Female Leader Ambassadors on Trade, Risks & Sustainability



**Emily Hamblin**

**British Consul General in HCMC at the Foreign, Commonwealth & Development Office, British Govt**

Appointed as Consul General in Ho Chi Minh City and Trade Director for Vietnam in September 2020.

Prior to appointment, she was Regional Director for the UK's Science and Innovation Network in West Europe and Science Counsellor at the British Embassy in Paris.

Prior to this posting in France she undertook a range of roles at the Department for Business, including leading the Secretary of State's private office.

Emily joined the Civil Service in 2008. She is a trained management accountant and studied Philosophy, Politics and Economics at Oxford University before joining the Civil Service.



**Lei Yu**

**CEO & Director at QBE Hong Kong & Shanghai Limited**

Lei was Chief Executive Officer at Marsh Hong Kong, and Director at L2 SPACE. Lei Yu joined QBE Insurance in 2018.

Lei Yu is currently Chief Executive Officer, North Asia, Regional Head of Distribution, Asia Pacific at QBE Asia Pacific. Head of Risk in APAC.

In 1998, Lei Yu completed a Master of Business Administration, Dual Degrees in Marketing and Management at Fordham Gabelli School of Business



**Natalie Chung CESGA**

**Sustainable Lead & Climate Advocate, HK Govt Council Member for Carbon Neutrality**

Served as a sustainability associate at DFI Retail Group. Natalie formulated the overarching sustainability and ESG framework for the leading pan-Asia retail group, covering brands such as Wellcome, Mannings, 7-Eleven, Guardian.

Natalie coordinated to publish the group's first Sustainability Report in 2022, showcasing multi-faceted sustainability initiatives across different geographies and businesses

Natalie is a co-founder of environmental education organisation V'air Hong Kong, and serves as a member at the Council for Sustainable Development and the Green Tech Fund Assessment Committee of the HKSAR Government.

# PBEC Published Annual Report



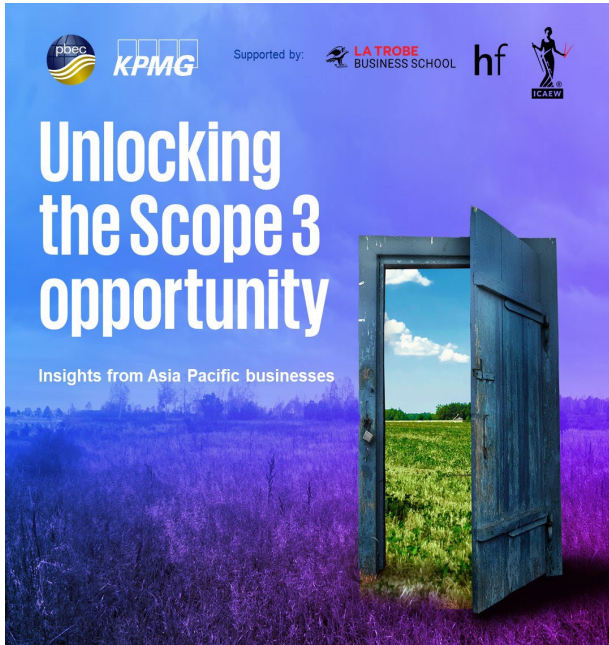
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We published our latest 2024 report in August with a focus on **Unlocking the Scope 3 opportunity** for business leaders across the materials value chain - taking an even broader sample from 383 public companies on leading stock exchanges in the Asia-Pacific region. We worked with KPMG AsPAC, Stonebench, ICAEW, Hinrich Foundation and LaTrobe University Business School. We plan a series of webinars to explore this subject further and link to current policies that have been recently published.

In 2023 we published a report in conjunction with: KPMG, Maersk, Hinrich Foundation, PUMA, and Monash University entitled: **Charting a New Course in Asia Pacific -Global Sourcing Trends in APAC** focused on 132 companies with several cited insights from 18 months research.



**South China  
Morning Post**

The strategic partnership between PBEC and KPMG AsPAC has significantly enhanced PBEC's resource offering in addressing economic resilience and sustainability in the Pacific region, providing a framework for effective climate action that supports economic growth while addressing the urgent challenges posed by climate change.

# PBEC activities include overseas led delegations, Govt engagement, keynote speaking at regional summits



# Matching Your Expectations



## Why should you support PBEC financially as a paying Member or Patron member?

- **Strategic Influence:** Gain a voice in shaping regional economic policies and business regulations, aligning with your strategic interests.
- **Thought Leadership:** Enhance your own or companies reputation as a thought leader by contributing to high-profile discussions and publications.
- **Client Engagement:** Strengthen relationships with existing clients and attract new ones through PBEC's extensive network.
- **Market Insights:** Access valuable market intelligence and industry reports that can inform your own advisory and strategic review services.
- **Corporate Responsibility:** Demonstrates a commitment to regional development and corporate social responsibility by supporting PBEC's initiatives.

Supporting PBEC aligns with MNC's, Entrepreneurs, and stakeholders own goals of influence, growth, and leadership in the Asia-Pacific region.

The image shows the cover of the 'PBEC PULSE' magazine. At the top left is the PBEC logo and the text 'PACIFIC BASIN ECONOMIC COUNCIL'. The title 'PBEC PULSE' is prominently displayed in large blue letters. Below the title is a photograph of several people in business attire, some wearing hard hats, standing in front of a city skyline. The main headline reads 'TRADE WITHOUT BORDERS' in bold yellow and white text. Below this, it says 'Advocacy | Market Intelligence | Connectivity'. At the bottom, there is a blue wave graphic with the text 'The Community of Peer Leaders Advancing Business & Connectivity Across Asia Pacific.' and the website 'www.pbec.org'. A QR code is located in the bottom right corner.