

NDRC

National Development
and Reform Commission
China



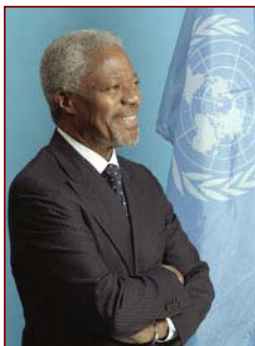
Present

The Asia-Pacific Business Forum Exploring Emerging Business Opportunities



Shanghai, China, 24-26 April 2004

*Tap into business opportunities in the growth pole of the 21st century
Meet key business leaders of China and the Asia-Pacific
Interface with leaders of China and UN Secretary-General Kofi Annan*



Participate in Kofi Annan's "Global Compact" Vision

"Through the active engagement of companies and other stakeholders, I am optimistic that the Global Compact will provide a useful platform to advance corporate citizenship and help produce a more sustainable and inclusive world economy, so that globalization's benefits can be shared by everyone, including the world's poor".

Mr. Kofi Annan
Secretary-General of the United Nations



Mr. Ma Kai
Chairman of National Development and Reform Commission

The Asia-Pacific Business Forum promotes the spontaneous exchange of views on trade and investment and a deliberation of current global and regional economic policy issues and their implications on the business sector. The National Development and Reform Commission of the People's Republic of China and the United Nations Economic and Social Commission for Asia and the Pacific invite you to be a part of this historic event and book your ticket to take advantage of this unique business development opportunity.



Dr. Kim Hak-Su
Executive Secretary of UNESCAP

Six Reasons Why You Must be at the Asia-Pacific Business Forum

- 1. Take advantage of emerging regional trade and investment opportunities, including those that arise from multilateral trade agreements and closer economic partnerships.*
- 2. Foster region-wide dialogue, partnerships, and business networking among the business community in the Asia-Pacific region.*
- 3. Listen to leading experts on doing business in China and the region, and meet with key prospective Chinese business leaders in a wide range of sectors.*
- 4. Exchange views and opinions with public and private sector participants on how to work together to achieve sustained economic growth in the Asia and the Pacific region.*
- 5. Contribute to discussions on emerging global and regional economic issues in order to provide business perspectives to policy-making at national, regional and global levels.*
- 6. Tap into the UN's global reach and convening power with governments, business, and other stakeholders, and access the UN's broad knowledge base and its practical reach worldwide.*

Programme

The Asia-Pacific Business Forum, coinciding with the 60th session of the UNESCAP Commission, will kick off on the evening of Saturday, 24 April with opening addresses and a networking dinner.

Three panel sessions will be conducted on Sunday, 25 April:

Panel 1 Regional Business Opportunities: The Emergence of the Asia-Pacific Region as the Global Business Hub.

Panel 2 Financial Development as a Key Element of Cooperation in the Asia-Pacific Region.

Panel 3 New Business Opportunities in China.

Each session will have a lead speaker and be supported by a panel of experts.

On Monday, 26 April in the morning, business leaders are invited to attend the "High-Level Visionary Panel for Asia and the Pacific 2020," where national leaders, including former Vice Premier of China Qian Qichen, Rt. Hon. Sir Peter Kenilorea, former Prime Minister of the Solomon Islands, Mr. Farooq Leghari, former President of the Islamic Republic of Pakistan, Mr. Fidel Valdez Ramos, former President of the Republic of the Philippines and former Prime Minister Anand Panyarachun of Thailand will outline their perspectives on the key forces that will drive business in the region and in the world.

During the APBF, business leaders will have many opportunities to network and meet potential business partners – from China and from other countries in the Asia-Pacific.

Registration for the Asia-Pacific Business Forum

All business leaders, private investors, and entrepreneurs are encouraged to participate in the APBF. **No conference charge will be applied.** For the latest information on the APBF and to complete the registration form on-line, go to <http://www.unescap.org/tid/mtg/apbf04.asp>, or contact Mr. Ravi Ratnayake, Trade and Investment Division, UNESCAP, Rajadamnern Nok Avenue, Bangkok 10200, Thailand; Tel: 66-2-288-1902; Fax: 66-2-288-1027 and 288-3066; E-mail: ratnayaker@un.org; Website: www.unescap.org