

8th Asia-Pacific Business Forum | 25-26 July

**1st Asia-Pacific Trade and Investment Fair |
25-29 July**



2011

**2nd Trade and Investment
Week**

*Facing Challenges, Capturing
Opportunities*

25-29 July 2011

UNITED NATIONS CONFERENCE CENTRE

Bangkok, THAILAND

www.unescap.org/TID

THE ASIA-PACIFIC BUSINESS FORUM

25-26 July 2011

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THE ASIA-PACIFIC TRADE AND INVESTMENT FAIR

25-29 July 2011

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8th Asia-Pacific Business Forum 25-26 July 2011



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1st Asia-Pacific Trade and Investment Fair 25-29 July 2011



THE ASIA-PACIFIC BUSINESS FORUM 2011

<http://www.unescap.org/tid/APBF>

ABOUT THE APBF

Organized in collaboration with the Joint Standing Committee on Commerce, Industry and Banking of Thailand, the Asian Development Bank, the Greater Mekong Sub-region Business Forum, the United Nations Industrial Development Organization, the International Business Leaders Forum and the Global Business Initiative on Human Rights, the 8th Asia-Pacific Business Forum 2011 (APBF) is a major event of the 2nd Trade and Investment Week to be held during July 25-29 2011 in the United Nations Conference Centre (UNCC), Bangkok, Thailand.

For more information on the 2nd Trade and Investment Week and Trade and Investment Fair, please visit www.unescap.org/TID.

The Asia-Pacific Business Forum brings together business communities, governments, and NGOs from East Asia, South-East Asia, South Asia, Central Asia and the Pacific



The Asia-Pacific Business Forum is strategically planned to enhance cooperation and dialogue between the public and business sectors, in particular, for the small-and-medium enterprises (SMEs).

EXPECTED OUTCOMES

The APBF 2011 identifies economic drivers to assist the Asia-Pacific region in reaping the benefits of globalization, including integration through participation in global value chains, trade agreements, innovative technologies and corporate social responsibility

While the Forum explores emerging trade and investment opportunities after the economic crisis, it provides a platform for networking and forming partnerships among the business community in the Asia-Pacific region. It is strategically planned to enhance cooperation

and dialogue between the public and business sectors, in particular, for the small-and-medium enterprises (SMEs).

SPEAKERS AND PARTICIPANTS

Over 300 participants are expected to attend the APBF 2011, including CEOs, ministers, senior policy makers, business leaders and experts from the private sector and representatives from international aid and development agencies.

Early registration is advised due to limited number of seats.

Participation is free of charge, though a balanced regional representation will be sought.

ONLINE REGISTRATION

To participate in the Asia-Pacific Business Forum (APBF), please register online at [http:// www.unescap.org/tid/APBF](http://www.unescap.org/tid/APBF).

For more information on the Trade and Investment Week on 25-29 July 2011, please visit <http://www.unescap.org/TID>.

The Asia-Pacific Business Forum addresses crucial issues related to the business environment in the regional economy, including emergence of global value chains, business opportunities under regional trade agreements, corporate social responsibility and innovative technologies.

THE ASIA-PACIFIC TRADE AND INVESTMENT FAIR 2011

<http://www.unescap.org/tid/APBF>

ABOUT THE FAIR

The Asia Pacific Trade and Investment Fair will take place at the United Nations Conference Centre (UNCC), Bangkok, Thailand. This event is organized as part of the Second Asia-Pacific Trade and Investment Week, which will convene from 25-29 July 2011.

The worst effects of the global economic crisis are deemed to be contained, though the range of extraordinary measures required to accomplish that feat — mainly through economic stimulus spending — have also transformed the domestic business environments for many of the affected Asia-Pacific economies, leaving them with the need to inject new trade and investment opportunities to be the catalysts for growth and development.

The theme of the Fair is hence “Capturing Post-Crisis Trade and Investment Opportunities in Asia and the Pacific”.

This Fair, which will be held bi-annually,

essentially intends to maximize information sharing on national trade and investment opportunities, policies, projects and programmes, as well as to facilitate networking of national trade and investment promotion agencies with their stakeholders in the region. It will also serve as a platform for industry networking, information exchange and commercial matching opportunities to the business sectors.

For more information on the 2nd Trade and Investment Week and the [Asia-Pacific Business Forum](http://www.unescap.org/TID/APBF), please visit www.unescap.org/TID/APBF.

WHO WILL VISIT THE FAIR?

The Second Asia-Pacific Trade and Investment Week will be attended by senior trade and investment policy makers, private sector organizations and business representatives, trade experts and academics, NGOs and media to share information on their domestic business climate; trade and investment opportunities and policies; product promotions, and industrial initiatives in a variety of events, including the Asia-Pacific Business Forum 2011.

Potential investors, entrepreneurs, as well as development partners, international organizations and government agencies on trade and investment promotion and facilitation are also expected to participate.

In this regard, the visitors to the Fair will include senior government officials, investment and trade experts, consultants, industrial and business leaders, public and private service providers, researchers/analysts, academia, representatives from development financing institutions, bankers, non-governmental organizations (NGOs) as well as other organizations and agencies providing technical

assistance and capacity-building activities on trade and investment facilitation in the Asia-Pacific economies.

WHO AND WHY SHOULD JOIN THE FAIR

NATIONAL TRADE AND INVESTMENT PROMOTION AGENCY

This will be a chance to showcase your national trade and investment opportunities and inform participants about your promotion policies, projects and programmes to the respective stakeholders. More significantly, this Fair will allow you to offer products and services to help enterprises grow through developing market access and business capabilities.

BUSINESS / PRIVATE SECTOR / INDUSTRY ASSOCIATION

This will be an opportunity for you to establish contacts and benchmark your organizations' products, services and initiatives with other industry players in the region. More crucially, this can be a stage to seek out business matching and networking opportunities.

INTERNATIONAL / REGIONAL DEVELOPMENT AGENCY

For an international and regional development agency, this Fair will provide you with a platform to share and increase public awareness on the development assistance programmes relating to trade and investment under your organization's purview.

NON-GOVERNMENTAL ORGANIZATIONS (NGOs)

For NGOs, your presence and participation would allow the

identification and discussion of common issues and sustainability challenges in the supply/ value-chain pertaining to trade and investments, so that collective actions for regional solutions may be explored.

ACADEMIA / RESEARCH INSTITUTIONS

This Fair will present a unique opportunity to showcase and disseminate your studies and findings on trade and investment promotion, taking into consideration that it will be attended by policymakers, traders, and development agencies.

FACILITIES PROVIDED / TERMS AND CONDITIONS

Please be informed that there is no registration fee imposed by the UN ESCAP for the exhibitors and the general participants to the Fair. All cost, including the traveling to Bangkok as well as the setting up of the exhibition booth/pavilion, would be self-absorbed.

UNESCAP provides the following:

- Board(s) for the exhibitors to display their exhibits e.g. poster(s).
- Installation of board(s) in the meeting area of the UNCC for the entire duration of the Fair.

- Free internet Wi-Fi connection will be available.

- Each approved and registered exhibitor will, upon request, be provided with a table (0.6 x 1.5 m), two chairs and an electric outlet. If you wish to have additional table(s) and chair(s), please consult for availability.

Other terms and conditions:

- Poster(s) and other materials showing case studies, programs and projects on trade and/or investment promotion are welcome. Products/ services related to trade and investment promotion are also allowed. Company/ organization logo and contact information can be displayed.

- Partitioned booths will not be provided and no major booth construction is allowed. However, exhibitors may prepare their own portable booths and bring them for assembly. Portable/foldable display systems, such as pop-up displays, rolled banners and portable banner stands, are permitted and may be setup around or at the back of the assigned table (floor space not to exceed 6 square meters per exhibitor, unless prior approval has been received).

- Laptops, computers and monitors/screen are not provided and should be provided by the exhibitor him/herself

- Exhibits/displays may be installed in the afternoon of Friday, 22 July 2011, 2-5pm and in the morning of 25 July 2011 during 7-9am only.

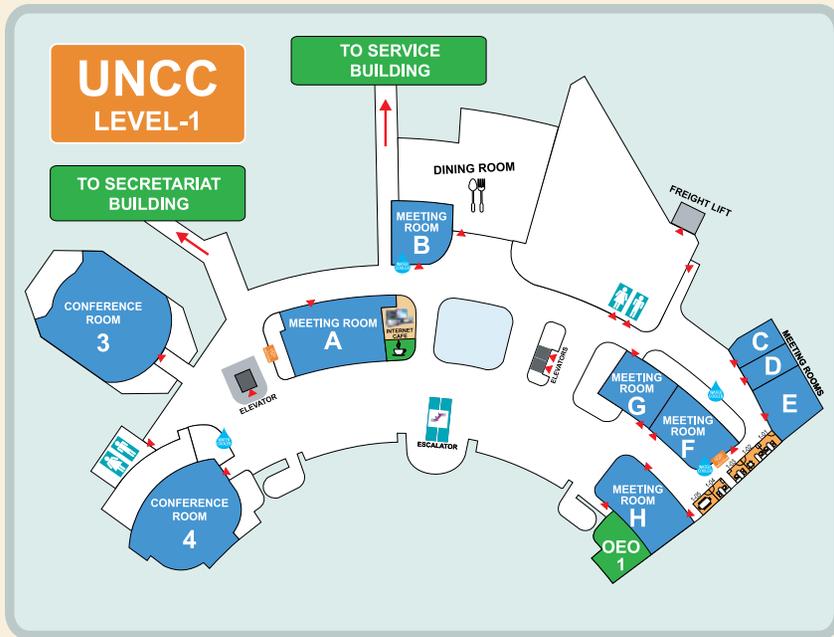
- All portable display systems, brochures, publications and multimedia equipment should be removed from the venue immediately after closing of the Fair.

- Each exhibitor should strive to provide an exhibit of direct relevance and interest to the expected visitors

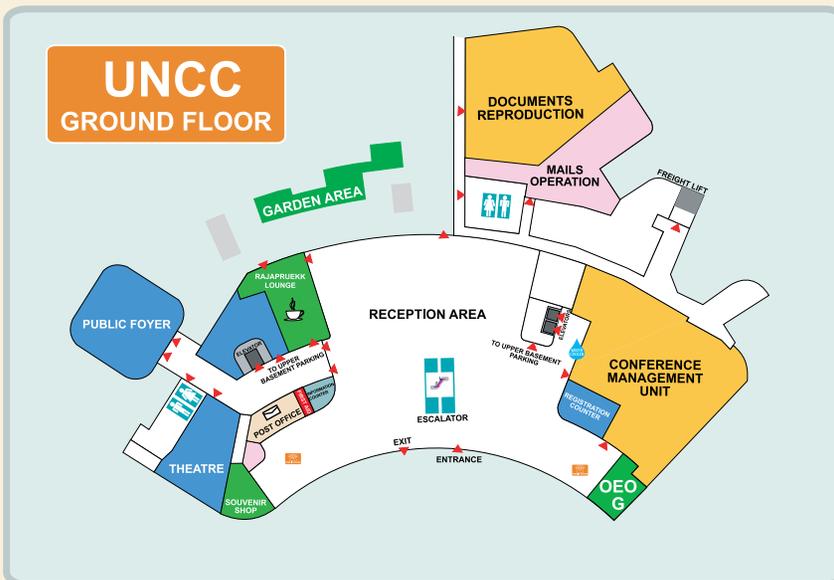
HOW TO APPLY

Applications and enquiries for the Fair may be sent to Mr. Sangwon Lim [email: lim6@un.org Tel: (66-2) 288-2573, 288-1548] and Mr. Lee Yoong Yoong [email: lee44@un.org Tel: (66-2) 288-1985] with a copy to Ms. Tavitra Ruyaphorn (ruyaphorn@un.org).

Deadline for expressing of interest to participate is 20 June 2011 (Monday). Exhibition spaces are limited and will be allotted by organizers according to (1) relevance of the service/exhibit for Fair participants, (2) timeliness and completeness of application, and (3) type of organization applying.



The United Nations Economic and Social Commissions for Asia and the Pacific (UNESCAP) was established in 1947 with its aim to foster regional cooperation.





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