

12 May 2016

Ambassador Luis Quesada
APEC 2016 SOM Chair
Ministry of Foreign Affairs
Peru

Dear Ambassador Quesada:

**ASIA PACIFIC SERVICES COALITION SUPPORTS DEVELOPMENT OF
APEC'S SERVICES COMPETITIVENESS ROADMAP**

You will recall the launch of a new Asia Pacific Services Coalition in Cebu, Philippines on 7 September 2015, following the first Regional Conference of Services Coalitions, which featured a dialogue with APEC Senior Officials (SOM) and APEC Structural Reform Ministers.

As you know, our objective is to engage in a business dialogue on the importance of charting a new course on services in APEC. We aim to promote an effective business platform for increased cooperation among our economies and to share experiences and best practices to increase productivity, inclusive growth and regional integration, both at the domestic and regional level.

Our formation and ongoing institution building owes much to active support by the APEC Business Advisory Council and the Pacific Economic Cooperation Council, and we are grateful to both of these official observers of APEC for facilitating our members' engagement at SOM 2 in Arequipa City in the Public Private Dialogue on Services on Friday 13 May. As many as six of our member associations are attending the Arequipa meetings: we very much welcome and thank you for this vital opportunity to share our individual services industry perspectives with APEC officials, at a vital time in the lead up to SOM consideration of the proposed contents of the APEC Services Competitiveness Roadmap due to be announced during 2016.

For our members, from all parts of the Asia Pacific region, the APEC agenda on services trade, investment, connectivity and innovation, is both a large one and an urgent one.

We call on you as Chair of the SOM to ensure that high priority is given at SOM 2 to reaching evidence-based understandings on the ingredients which enable services competitiveness - and identifying and agreeing on new collective as well as individual policy actions.

One key aspect in achieving business growth in the services sector is domestic regulatory efficiency. We see scope for improved coherence in many aspects of domestic regulation in all of our economies, to generate a more enabling business environment. We hope that in the APEC spirit of regional cooperation, APEC economies will move to a higher level of regulatory interaction and cooperation. The rapidity in this century with which emerging technologies are disrupting traditional

business models and generating new international business opportunities for SMEs and MSMEs, with associated new jobs for services talent, but also new challenges for regulators, means there is no room for complacency at business or government level.

As you are aware, we meet again as a group in Beijing on 29 May 2016 in the margins of the China Beijing International Fair for Trade in Services. Our meeting will naturally focus on all the myriad of ways we hope that we can contribute not only to the APEC process of peer learning, but to the decade of implementation of agreed new actions, which after many years of insufficient APEC focus on services, we trust now lies ahead.

This letter is sent to you from the following organizations, each of which will separately forward a copy of this letter to our respective Ministers Responsible for Trade.

APEC economies:

Australian Services Roundtable, Australia
ABAC Brunei, Brunei Darussalam
Canadian Services Coalition, Canada
Federation of Korean Industries, Korea
Hong Kong Coalition of Service Industries, Hong Kong, China
Indonesia Services Dialogue, Indonesia
Japan Services Network, Japan
Malaysian Services Providers Confederation, Malaysia
Business New Zealand, New Zealand
Business Council of Papua New Guinea, Papua New Guinea
Lima Chamber of Commerce Services Committee, Peru
Philippine Services Coalition, Philippines
Singapore Business Federation, Singapore
Sociedad de Fomento Fabril de Chile FG
Taiwan Coalition of Service Industries, Chinese Taipei
U.S. Coalition of Services Industries, United States

Others:

Asociación de Industriales de Colombia, Colombia
Pacific Basin Economic Cooperation Council