

# APEC Voices of the Future

## Manila, The Philippines

12 - 19 November 2015



### A Special Report on the APEC Voices of the Future 2015 held in Manila, The Philippines

#### Background

Since its formation in 1989, the Asia-Pacific Economic Cooperation (APEC) has been operating as a cooperative, multi-lateral economic and trade forum committed to reducing barriers to trade and investment. It also seeks to facilitate regional economic growth, cooperation and provide a high-level platform for dialogue among its 21-Member Economies, thus creating opportunities for development and improving the lives of the people in the Asia-Pacific region.

The APEC Leaders' Week 2015 was held in Manila, Philippines, from 18 to 19 November 2015. It was attended by the heads of government from Australia, Brunei Darussalam, Canada, Chile, The People's Republic of China, Hong Kong SAR, Japan, South Korea, Malaysia, Mexico, New Zealand, Papua New Guinea, Peru, Singapore, Thailand, Vietnam, the United States of America, and the representatives from Chinese Taipei, Indonesia, Russia and the host economy, the Philippines.



APEC Leaders Meeting held at The Philippine International Convention Center in Manila, Philippines.



H.E. Benigno S. Aquino III, President of the Republic of the Philippines, giving his address at the Opening Ceremony of the APEC 2015 CEO Summit at the Makati Shangri-La Hotel in Manila, Philippines.

The Government of the Philippines, the APEC Summit 2016 Host Committee and the APEC Business Advisory Council (ABAC) have made the Philippines proud by organizing a smooth and successful APEC Leaders' Week 2015 in November last year.

In conjunction with the APEC Leaders' Week, the APEC CEO Summit and the ABAC Meetings, the APEC Voices of the Future 2015 was concurrently held from 12 to 19 November 2015 with the support of the Government of the Philippines, the APEC CEO Host Committee and ABAC Philippines. 130 selected youth delegates from the 17 APEC member economies also gathered in Manila during the period to interact, discuss and exchange ideas based on the theme for the 2015 APEC Summit: "Building Inclusive Economies, Building a Better World."



Leaders from the 21 APEC Member Economies gathering for the official group photograph during the APEC Leaders' Week 2015 hosted by H.E. Benigno S. Aquino III of the Republic of the Philippines.



# APEC VOICES OF THE FUTURE 2015

On 13 November 2015, program delegates attended a half-day workshop at the headquarters of the Asian Development Bank (ADB) on Sustainable Development Goals and the SDGeneration Project. The workshop was conducted by Chris Morris, Head of NGOs and Civil Society, and his team at ADB.

After the workshop, APEC Voices delegates attended a Special Session at the Fairmont Hotel Ballroom to interact and discuss with Members of ABAC chaired by Doris Magsaysay Ho, ABAC Chairperson 2015 and President and CEO of A. Magsaysay Inc, and Juan Francisco Raffo, Working Group Chairperson, incoming ABAC Chairperson 2016 and Honorary Chairman, Raffo Group.

The dialogue with ABAC Chairs and Members was a huge success; the APEC Voices delegates put across their views eloquently and raised issues of concern regarding trade policies in the Asia-Pacific region.



Special dialogue session between Members of the APEC Business Advisory Council and delegates from the APEC Voices 2015 at the Fairmont Hotel in Manila, Philippines.

*“You are the heirs to both the legacy and consequences of our present actions; your opinion matters as much as ours. I encourage you to tell us all of your concerns, your dreams, and the kind of global community you envision, so that together, we can shape a world that we can be proudly bequeath to coming generations.”*

**H.E. Benigno S. Aquino III**  
President of the Republic of the Philippines



James Soh, Co-Chair, APEC Voices Leadership Council, presenting Doris Magsaysay Ho, Chair, ABAC 2015 and President and Chief Executive Officer, A. Magsaysay Inc, with an appreciation plaque on behalf of the APEC Voices delegation.



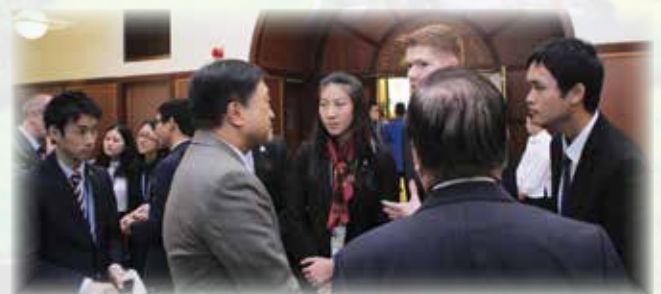
H.E. Cesar V. Purisima, Secretary of Finance of the Republic of the Philippines, giving his address at the APEC Voices 2015 Youth Forum Opening Ceremony at the Asian Development Bank Headquarters in Manila, Philippines.

The official opening ceremony held at the ADB headquarters on 14 November 2015 and was graced by the Secretary of Finance, H.E. Cesar V. Purisima. In his address, Finance Secretary Purisima shared many stories on the importance of relations and respect for each other in overcoming challenges faced by the region. He reminded the delegates that they could not afford to sit back during crucial times as they will inherit the shared future that is currently being built. Thus, it is crucial for youth to engage policymakers meaningfully as they develop plans and initiatives towards achieving peace and prosperity for all.

H.E. Philip S. Goldberg, US Ambassador to the Philippines, shared about the challenges that the Philippines faced in both political and trade issues and how it could possibly overcome them. He also endorsed the APEC Voices Leadership Council's initiative in providing the future generation a platform to engage, discuss issues, and raise their concerns with APEC leaders during the APEC Summit.



H.E. Cesar V. Purisima, Secretary of Finance, officially opening the APEC Voices 2015 Youth Forum at the Asian Development Bank Headquarters. Looking on are H.E. Philip Goldberg, U.S. Ambassador to the Philippines; Richard Bolt, Country Director, Philippines Country Office, Asian Development Bank; Chris Morris, Head of NGO and Civil Society Center, Asian Development Bank; and Aileen Yap, Co-Chair, APEC Voices 2015 Working Committee.



H.E. Cesar V. Purisima, Secretary of Finance, interacting with the APEC Voices delegates at the Asian Development Bank Headquarters.



# APEC VOICES OF THE FUTURE 2015 YOUTH FORUM

After the opening ceremony, the APEC Voices of the Future Youth Forum began with the theme: “How Youth Can Play a Role in Building Sustainable and Resilient Communities in the Asia-Pacific Region”. During the Plenary Session, each economy was represented by a youth delegate who spoke on the theme of the youth forum. The session concluded with an engaging question-and-answer segment.



APEC Voices delegates presenting their report at the Youth Forum.



Youth leaders from the Asia-Pacific region engaging in a group discussion related to trade issues in the region.



Guest presenters from AISEC International and NGO representatives from the Philippines sharing about their projects with APEC Voices delegates.

Three Youth4ASIA Winners from ADB were also invited to share about their projects: the “Advancement for Rural Kids” project focuses on improving the education and health of school children living in impoverished rural communities in developing countries, the “Alay Ni Ignacio Summer School” project conducts a seven-week summer supplementary program in Maths, Science and English for underprivileged children, and “Project H20” ensures water availability during disasters in the Philippines by delivering potable water to communities in need through the use of ‘cutting edge mobile filtration devices’.

*“The youth of today’s Asia-Pacific will soon be the leaders of APEC. I believe it only natural for our world’s greatest stakeholders to have their voice heard loud and clear.”*

**H.E. Cesar V. Purisima**  
Secretary of Finance  
Republic of the Philippines



APEC Voices delegates with H.E. Cesar V. Purisima, Secretary of Finance, H.E. Philip Goldberg, U.S. Ambassador to the Philippines, senior officials of Asian Development Bank and the APEC Voices Leadership Council.



## Visit to Gawad Kalinga Enchanted Farm at Anga, Bulacan

The visit to the Gawad Kalinga Enchanted Farm at Bulacan was a three-hour coach journey, with heavy security escorting us all the way from Manila. Upon arrival at the farm, the APEC Voices delegates were warmly received by Tony Meloto, founder of Gawad Kalinga (GK), a well-known movement that builds integrated, holistic & sustainable communities in slum areas and remote rural communities in the Philippines with the vision to end poverty for five million Filipino families by 2024.

The delegates were quickly ushered into the main hall for a warm welcome by Tony and his team of committed volunteers, many of whom come from countries in Europe and across the Pacific Ocean. The delegates and the host also observed a minute of silence in respect for those who lost their lives in the terrorist attack in Paris on 14 November 2015.



The APEC Voices delegation at the Gawad Kalinga Enchanted Farm at Bulacan, Philippines.

During the visit, delegates were divided into six groups and were escorted to various parts of the farm to witness demonstrations of social entrepreneurship and the true meaning of uplifting communities and peoples at its best. The delegates also had the opportunity to interact with volunteers at factories producing cheese, stuffed toys, peanuts, golden salted eggs, ice tea and ice-cream at the GK Farm. These volunteers come from all over the world to pass their skills and knowledge to young Filipinos in hope that they would use it to carve a brighter future for themselves.



Tony Meloto, Founder of Gawad Kalinga Enchanted Farm, welcoming the APEC Voices delegation to the farm.



Tony Meloto sharing about the mission of GK Farm with APEC Voices officials.



A hands-on experience with GK Farm's social enterprise programs.



A volunteer briefing the APEC Voices delegates on the mission of GK Farm.



APEC Voices delegates learning how to make stuffed toys at GK Farm.

Before the APEC Voices delegation left the GK Farm for Manila, James Soh, Co-Chair of the APEC Voices Leadership Council, thanked Mr Meloto and his volunteers for their warm hospitality and for the insightful visit. Mr Soh also presented four brand-new laptops and various electrical and household items to Mr Meloto as a token of appreciation for his warm hospitality and his work in helping the needy in Philippines. The visit to GK Farm left a deep impression on the delegates and many expressed interest in contributing to the farm in the near future.





## APEC SME SUMMIT 2015

### INNOVATION AND BIG IDEAS: PUSHING BOUNDARIES

The APEC Business Advisory Council, together with its partners Philippine Center for Entrepreneurship (PCE) and the Asia Society Philippines, hosted the APEC SME Summit 2015 on 17 November 2015 at the Green Sun, Makati City, Philippines.

The theme of the APEC SME Summit 2015 was on “Innovation and Big ideas: Pushing Boundaries”, and was graced by H.E. Benigno S. Aquino III, President of the Republic of the Philippines. At the official opening, President Aquino delivered the keynote address on “Innovation and Inclusiveness: The Path to a Better Future.” Distinguished speakers such as Josette Sheeran, President, Asia Society; David Plouffe, Chief Advisor and Member, Board of Directors, Uber; Tony Fernandes, CEO, AirAsia and Founder, Tune Air; and many leaders of industries shared their experiences at the event.



Distinguished speaker Tony Fernandes, Group CEO, AirAsia, speaking on how AirAsia responds to new consumer demands.

*“Studies have indicated that faster economic growth can occur if there are more women contributing to the labor pool. Thus, there is a necessity to encourage inclusiveness in our workplaces, as this will empower our women to play a role and contribute to the growth in the Asia-Pacific region.”*

**H.E. Laura Q. Del Rosario**  
APEC 2015 SOM Chair and  
Undersecretary for International  
Economic Relations,  
Department of Foreign Affairs  
Republic of the Philippines



APEC Voices delegates from the Philippines with Tony Tan Caktiong, Chairman, APEC CEO Summit 2015 and Chairman and Chief Executive Officer, Jolibee and Guillermo Luz, APEC 2015 CEO Summit Chief Operating Officer.



H.E. President Benigno S. Aquino III giving his address at the Opening of the APEC SME Summit 2015 at the Green Sun Hotel in Makati City, Philippines.

After the APEC SME Summit, APEC Voices delegates were invited to tour the exhibition hall and view the exhibits put up by the small and medium enterprises, both from the Philippines and from around the world. The participation of the APEC Voices delegates provided them valuable insights in the world of small and medium enterprises and how they can also contribute to the success and economy in the Asia-Pacific region.



APEC Voices delegates from Peru with Juan Francisco Raffo, Honorary Chairman, Raffo Group and Incoming ABAC Chair 2016, ABAC Peru.

*“As the next generation from the Asia-Pacific region, you have the power to make the region a vibrant place, not just for promoting trade and business. If we work in partnership with each other, we can help make the world, particularly the Asia-Pacific region, a place we can proudly call home.”*

**Doris Magsaysay Ho**  
Chair, ABAC 2015 and  
President and Chief Executive Officer  
A.Magsaysay Inc



APEC Voices delegates from Singapore with H. E. Dr Maliki Osman, Senior Minister of State for Foreign Affairs and Defence of the Republic of Singapore.





# APEC CEO SUMMIT 2015

CREATING THE FUTURE: BETTER, STRONGER, TOGETHER.

Over 1000 delegates from across the Asia-Pacific region attended the APEC CEO Summit at Shangri-La Hotel, Makati City, from 16 to 18 November 2015. It is hailed as one of the most influential global events as it provides a platform for heads of government, economic and trade ministers and business leaders to discuss growth and challenges in the Asia-Pacific region.

Amongst the distinguished speakers at the APEC CEO Summit were H.E. President Benigno Aquino III of the Philippines; H.E. John Key, Prime Minister of New Zealand; H.E. Leung Chun-ying, Chief Executive of Hong Kong SAR; H.E. Xi Jinping, President of the People's Republic of China; H.E. Dmitry Medvedev, Prime Minister of the Russian Federation; H.E. Barack Obama, President of the United States of America and prominent business leaders discussing how businesses and governments can work together to overcome challenges and build a better, stronger Asia-Pacific region together.

At the APEC CEO Summit, youth delegates got to hear many speeches by the heads of government, ministers and business leaders. The delegates were also provided equal opportunity to raise questions and engage the distinguished speakers during the Q&A sessions. It was an experience of a lifetime for many youth leaders in the Asia-Pacific region to have this opportunity and platform to engage the APEC leaders.



A conversation between panelists Jack Ma, Executive Chairman, Alibaba Group and Aisa Mijeno, Co-Founder and Chief Executive Officer, SALT lamp with H. E. Barack Obama, President of the United States of America, as the moderator.



APEC Voices delegates from Singapore with H.E. Lee Hsien Loong, Prime Minister of the Republic of Singapore, and Mrs Lee.



APEC Voices delegates from Canada with H.E. Justin Trudeau, Prime Minister of Canada.



APEC Voices delegates from Peru with H. E. Michelle Bachelet, President of Chile.



APEC Voices delegates from 17 APEC Member Economies at the APEC CEO Summit 2015 at the Makati Shangri-La Hotel.



## Closing Ceremony cum Cultural Night

The APEC Voices 2015 Closing Ceremony cum Cultural Night was held at the Green Sun Hotel on 18 November 2015. The delegates dressed in their national costumes for the event, exchanging souvenirs, gifts and their contacts so they could stay connected. The delegates also tried their best to perform song-and-dance items which reflected the rich culture of the respective economies they represented.

During the ceremony, James Soh, Co-Chair, APEC Voices Leadership Council, presented the June Mayne Gould Award to the most outstanding young leader of the APEC Voices 2015, Christine Jeanne G. Violago of the Philippines, who had served as a member of the APEC Voices 2015 Working Committee.

The night ended with a presentation by the next APEC Host Nation, Peru, against the backdrop of a great evening of celebration for another successful APEC Voices of the Future program, building a deeper understanding for each other's cultures and, more importantly, strengthening the network and friendships among young leaders from the Asia-Pacific region.



The proud recipient of the June Mayne Gould Award, Christine Jeanne G. Violago of the Philippines, with James Soh, Rafael Abrego Hinojosa and Xia Bing, Co-Chairs of the APEC Voices Leadership Council.

*“The youth today are the leaders of tomorrow. Therefore we must provide them opportunities and platforms to understand the important work of APEC in creating a better future for all in the Asia-Pacific region.”*

**James Soh PBM MBE**  
**Executive Director**  
**National Youth Achievement Award Council and**  
**Co-Chair, APEC Voices Leadership Council**



Wide media coverage and interviews with the APEC Voices delegates.



Youth leaders from the 17 APEC Member Economies making new friends and building networks during the APEC Week in Manila.



APEC Voices delegates learning the traditional bamboo dance from their Filipino friends at the APEC Voices 2015 Closing Ceremony.



The APEC Voices delegates from Mexico presenting a song item at the Closing Ceremony.



The APEC Voices delegation from Japan receiving their Certificates of Participation from James Soh, Co-Chair APEC Voices Leadership Council.



## Synopsis

With the huge resounding success of the APEC Voices of the Future 2015 in the Philippines, the event was ranked one of the best-hosted in the history of APEC Voices since its establishment in 1998. With the true spirit of cooperation which the Philippines has shown us, the future of the Asia-Pacific region looks as bright as ever, thanks to this opportunity and the platform provided by the Philippines.



APEC Voices leaders from the Philippines presenting a caricature of H. E. Laura Q. Del Rosario, APEC 2015 SOM Chair and Undersecretary for International Economic Relations, Department of Foreign Affairs, Republic of the Philippines to show their appreciation and thank Ms. Del Rosario for her support for the APEC Voices 2015 Program.

*“APEC has been working towards making economic development sustainable and inclusive. We are also taking steps to understand how the conduct of free and open trade impacts the environment. This is relevant not only to our communities today, but also to you, the youth.”*

**Dr Alan Bollard**  
Executive Director  
APEC Secretariat



APEC Voices Leaders and Members of the Working Committee from the Philippines with Guillermo Luz, APEC 2015 CEO Summit Chief Operating Officer.



A simple and warm handover from Christine Jeanne G. Violago of the APEC Voices of the Philippines to Jorge Antonio Chavez Mazuelos of the APEC Voices of Peru. Peru is the host of APEC Voices 2016.

## Sincere Appreciation and Gratitude

The APEC Voices Leadership Council and the APEC Voices Secretariat in Singapore would like to thank the Government of the Philippines, especially H.E. President Benigno S. Aquino III, Senate President H.E. Frank M. Drilon, Secretary of Finance H.E. Cesar V. Purisima, APEC 2015 SOM Chair and Undersecretary for International Economic Relations (Dept of Foreign Affairs) H.E. Laura Q. Del Rosario, US Ambassador to the Philippines H.E. Philip Goldberg, APEC Secretariat Executive Director Alan Bollard, ABAC 2015 Chairperson Doris Magsaysay Ho, APEC CEO Summit 2015 Chairman Tony Tan Caktiong, APEC 2015 CEO Chief Operating Officer Guillermo Luz and Catherine Maceda, ABAC 2015 Executive Director for their warm and generous support.

We would also like to thank APEC Philippines, ABAC Philippines, the APEC CEO Summit 2015 Host Committee, the Asian Development Bank, the Gawad Kalinga Enchanted Farm, the Ayala Museum, our official carrier DHL and our sponsors ANC, BENCH, Green Sun, Splash, Jumbo Pastillas, Empanada Chips, Tourism Promotion Board Philippines and Original Biscoho Haus for their support. We are also very grateful to the Philippines National Police and security personnel of the Armed Forces of the Philippines for providing security coverage for the APEC Voices delegates throughout the duration of the APEC Week.

The APEC Voices Leadership Council would also like to place on record our gratitude to the APEC Voices 2015 Working Committee co-chaired by Aileen Yap of Singapore and Lynn Migel Q. Estogue of the Philippines, along with the National Youth Achievement Award Council of Singapore for their leadership and tremendous support and contributions in making the APEC Voices of the Future 2015 in the Philippines a resounding success.

Supported by:



This special report is compiled and published by

**APEC Voices of the Future Secretariat**

c/o National Youth Achievement Award Council, Singapore

151 Lorong Chuan, #06-01B (Lobby A) New Tech Park, Singapore 556741

Tel: (65) 6733 6753 Fax: (65) 6733 6754 Email: [nyaac@singnet.com.sg](mailto:nyaac@singnet.com.sg) Website: [www.apecvoices.org](http://www.apecvoices.org)