Haere Mai / Welcome

APEC 2021 will culminate in a week-long series of events in November, including the APEC Economic Leaders’ Meeting. This will be an opportunity for APEC to deliver on the ambitious policy agenda New Zealand has spearheaded throughout the year.

In 2021, APEC has joined together in a commitment to speed up the cross-border flow of COVID-19 vaccines, rejuvenate the World Trade Organisation, as well as world-first action on services to support the movement of essential goods. During APEC 2021 Leaders’ Week, Ministers and Leaders will continue to focus on responding to COVID-19 and a recovery that builds a more resilient, sustainable and inclusive future for the region.

Alongside these crucial meetings, the week also includes the two-day APEC CEO Summit, the most influential gathering of business and government in the Asia-Pacific; and Voices of the Future, which brings together young people from across the APEC region. Both summits will address the region’s biggest challenges and opportunities, providing a forum to develop solutions for the future.

Media enquiries:
APEC media accreditation enquiries: APEC2021support@mfat.govt.nz
CEO Summit media registration enquiries: CEOSummit@mfat.govt.nz
All other media enquiries, including interview requests: APEC2021media@mfat.govt.nz

Media assets portal:
APEC 2021 has a media assets portal where large video and image files will be stored for easy download by media. The media portal can be found at: https://apec2021nz.org/media-asset-portal. Filters on the site allow you to search by asset type and APEC meeting or event.

For Leaders’ Week, collections will be created for each of the key events:
- Voices of the Future
- APEC Ministerial Meeting (AMM)
- CEO Summit
- APEC Economic Leaders’ Retreat

Official APEC 2021 channels
Website: www.apec2021nz.org
Social media: Follow along #APEC2021; #APECCEOSUMMIT2021
- Twitter
- Facebook
- YouTube
- LinkedIn
- Instagram
- CEO Summit LinkedIn

Please note: Media arrangements during Leaders’ Week, especially for in-person access for New Zealand-based media, will depend on the COVID-19 restrictions in place at the time of the events. This includes potential venue changes for some of the events.
# Leaders’ Week: Key media events

<table>
<thead>
<tr>
<th>Event</th>
<th>NZ</th>
<th>Singapore</th>
<th>Washington</th>
<th>Details</th>
<th>Page</th>
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<tbody>
<tr>
<td>APEC Leaders’ Week Media Briefing</td>
<td>5 Nov 13.00</td>
<td>5 Nov 08.00</td>
<td>4 Nov 20.00</td>
<td>Virtual briefing to assist media with planning, covering all aspects of Leaders’ Week – from policy updates to media opportunities and logistics.</td>
<td>4</td>
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<tr>
<td>Voices of the Future (Youth Declaration handover)</td>
<td>9-10 Nov 17.00</td>
<td>9-10 Nov 10 Nov 12.00</td>
<td>8-9 Nov 9 Nov 23.00</td>
<td>Two-day youth summit, which will close with New Zealand Prime Minister Jacinda Ardern receiving the summit’s Youth Declaration.</td>
<td>5</td>
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<tr>
<td>APEC Ministerial Meeting media conference</td>
<td>10 Nov 10.15</td>
<td>10 Nov 05.15</td>
<td>9 Nov 17.15</td>
<td>New Zealand’s Minister of Foreign Affairs Nanaia Mahuta and Minister for Trade and Export Growth Damien O’Connor will take media questions after APEC’s trade and foreign affairs ministers meet.</td>
<td>7-8</td>
</tr>
<tr>
<td>APEC CEO Summit</td>
<td>11-12 Nov 08.00</td>
<td>11-12 Nov 08.30</td>
<td>10-11 Nov 14.00</td>
<td>Two-day summit where world leaders, thought leaders and business leaders engage on the most important issues of our times. The programme will be broadcast across three time zones.</td>
<td>9-10</td>
</tr>
<tr>
<td>APEC Economic Leaders’ Meeting media conference</td>
<td>13 Nov 03.30</td>
<td>12 Nov 22.30</td>
<td>12 Nov 09.30</td>
<td>New Zealand Prime Minister Jacinda Ardern will take media questions after APEC leaders meet.</td>
<td>13-14</td>
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</tbody>
</table>
**APEC Leaders’ Week media briefing**

**When:**
13.00 NZDT on Friday 5 November, 2021

**What happens:**
Media will be given a comprehensive overview of APEC 2021 Leaders’ Week to provide context and assist with planning.

**The briefing will cover:**
- Policy discussions – achievements so far and expectations for Leaders’ Week
- Key deliverables, including APEC’s plan for achieving the **Putrajaya Vision 2040**
- Logistics related to the media conferences for the APEC Ministerial Meeting (AMM) and APEC Economic Leaders’ Meeting (AELM)
- **APEC CEO Summit** programme – highlights and media opportunities
- **Voices of the Future** programme – highlights and media opportunities

The briefing will include time for media to ask questions.

**Speakers:**
- APEC 2021 Senior Officials Meeting Chair Vangelis Vitalis
- APEC Secretariat Executive Director Dr Rebecca Sta Maria
- CEO Summit Chair Barbara Chapman
- APEC NZ Communications Director Cas Carter

**Media access – virtual only:**
The briefing will be virtual only and all media with APEC 2021 media accreditation will be automatically granted access. The media briefing will appear in your APEC 2021 Teams calendar 48 hours before the event’s scheduled start.

**How to register:**
If you do not yet have APEC 2021 media accreditation and wish to register for the media briefing, you will need to apply for accreditation by 12.00pm NZDT on Tuesday 2 November, 2021. Please see p. 15 of this document for APEC media accreditation information.

If you are unsure if you have already been accredited, or how to access the APEC 2021 participation portal, email APEC2021Support@mfat.govt.nz.
Voices of the Future

When:
15.00-18.00 NZDT on 9 and 10 November. The presentation of the Youth Declaration 2021 will start at 17.00 NZDT on Wednesday 10 November.

What happens at Voices of the Future?:
Young people from around the APEC region will join together to craft a declaration for APEC Leaders that lays out their vision for the future. The summit will feature keynote speakers and panels discussing the declaration’s four themes – international cooperation to combat COVID-19, a future for all, a digital future, and a greener future. Confirmed speaker information will be made available closer to the time of the event.

Key media opportunities:
The 2021 youth delegates will present the 2021 Youth Declaration to New Zealand Prime Minister Jacinda Ardern outlining their vision for the future. Media can watch this presentation and hear from both Prime Minister Ardern and the youth delegates.

Media materials you can expect to receive:
Media will be provided with images and video from the presentation of the Youth Declaration 2021 via the APEC 2021 media assets portal.

Media access – virtual:
Voices of the Future will be livestreamed on the APEC 2021 website, providing media with access to watch the entire summit live.

Media access – in-person:
New Zealand-based media may be able to attend the presentation of the Youth Declaration in person. Details, including venue, will be provided closer to the time. The rest of the summit is viewable via livestream only.

If you would like to attend the presentation in person, please register by emailing APEC2021media@mfat.govt.nz. (Media arrangements for in-person access, including venue, will depend on COVID-19 restrictions in place at the time of the event).
APEC Ministerial Meeting (AMM)

When:
APEC Ministers will meet virtually over two days, with sessions starting at 23.59 NZDT on 8 and 9 November, 2021.

What happens?:
APEC Ministers will review progress made during APEC 2021 and make commitments on key objectives, laying the groundwork for the Leaders’ Retreat. Ministers will be looking to build on commitments made at the Ministers Responsible for Trade Meeting in June, including speeding up the flow of vaccines and other essential goods, digital trade facilitation and reducing fossil fuel subsidies. Cross-border travel will also be on the agenda.

Key spokespeople:
The APEC Ministerial Meeting will be co-chaired by New Zealand Minister for Trade and Export Growth Damien O’Connor and New Zealand Minister of Foreign Affairs Nanaia Mahuta. Both chairs will front the post-meeting virtual media conference.

Media materials you can expect to receive:
The morning after the first session of AMM concludes, accredited media will receive:
• Recording of the opening remarks from the Chair for the first session, New Zealand Minister for Trade and Export Growth Damien O’Connor
• Behind-the-scenes images and b-roll footage

When AMM concludes after the second session, accredited media will receive:
• Recording of the opening remarks from the Chair for the second session, New Zealand Minister of Foreign Affairs Nanaia Mahuta
• Media release outlining the meeting outcomes
• Joint statement endorsed by APEC ministers
• Official family photo
• Behind-the-scenes images and b-roll footage
AMM virtual media conference

When:
10.15 NZDT on Wednesday 10 November, 2021.

What happens?:
Both AMM Chairs will give brief opening remarks about key meeting outcomes and APEC’s work this year, followed by a 30-minute facilitated media Q&A session. Media will appear on screen to ask their questions.

Question submission:
Registered media can request a question slot before the media conference by emailing APEC2021media@mfat.govt.nz and using the subject line: AMM VMC question. Please provide your name, media organisation and topic area. You will also be able to submit questions during the media conference.

Media access – virtual:
All media wishing to participate in the virtual media conference will need to join via the APEC 2021 virtual meeting platform. Media with APEC 2021 media accreditation will be automatically granted access. The media conference will appear in your APEC 2021 Teams calendar 48 hours before the event’s scheduled start.

A livestream of the AMM media conference will also be accessible to view on the APEC 2021 website. If you would like to stream the media conference to your own website, please contact the media team at APEC2021media@mfat.govt.nz.

A recording of the AMM media conference will also be uploaded to the APEC 2021 media assets portal, along with images and b-roll footage.
How to register:
If you do not yet have APEC 2021 media accreditation and you wish to participate in the AMM media conference, you will need to apply for accreditation by 12.00pm NZDT Tuesday 2 November, 2021. Please see p. 15 of this document for APEC media accreditation information.

If you are unsure if you have already been accredited, or how to access the APEC 2021 participation portal, email APEC2021Support@mfat.govt.nz.

Media access – in-person:
New Zealand-based media will have the option of participating in the media conference in person in Wellington. If you would like to come into the APEC New Zealand venue for the media conference, please contact the media team at APEC2021media@mfat.govt.nz. Only those who have registered with the media team will be able to access the venue. (Media arrangements for in-person access will depend on the COVID-19 restrictions in place at the time of the event.)
When:
The APEC CEO Summit virtual programme will be broadcast in three timezones:

- **New Zealand** (NZDT): 08.00 - 18.45 Thurs 11 Nov and Fri 12 Nov
- **Asia** (CST): 08.30 - 14.00 Thurs 11 Nov and 08.45 - 16.45 Fri 12 Nov
- **United States** (EST): 14.00 - 19.30 Weds Nov 10 and 14.00 - 20.15 Thurs 11 Nov

*Please note: the timings in the CEO Summit programme are subject change. The final programme will be released closer to the time of the event.*

What happens at the CEO Summit?:
The APEC CEO Summit is the Asia-Pacific's premier gathering for business and government leaders to discuss the biggest challenges and opportunities of our time. The themes for the 2021 Summit are the state of the world, the digital disruption opportunity, the primacy of trust, the future of energy and the sustainability imperative. The influential speaker line-up will include AirAsia founder Tony Fernandes, environmentalist Sir David Suzuki, global communications guru Richard Edelman and several world leaders.

The full programme and continually updated speaker list can be viewed at the [CEO Summit website](#).

Media materials you can expect to receive:
After each session of the CEO Summit programme, images and video highlights will be uploaded to the APEC 2021 media assets portal. Registered media and those with APEC 2021 media accreditation will receive a package of media materials twice daily.

High resolution images and videos will be uploaded to the [APEC 2021 media assets portal](#).

Media access – virtual:
All media wishing to attend the CEO Summit virtually will need to register as a virtual media delegate and join via the CEO Summit platform. Media delegates will have access to all CEO Summit sessions.
A live broadcast feed will also be supplied for selected CEO Summit presentations. Media will be able to pick up the transmission from BT Tower London. Details are: BT Tower @ HD/PTC1 1080i/50. A full list of transmission times can be found here.

**Media access – in-person:**
A Media Centre will be set up for the duration of the CEO Summit in the Limelight Room at the Aotea Centre in Auckland to provide reporters with a work space while viewing the CEO Summit programme. The Media Centre will be open from 08.00 to 19.00 on both days of the event. (Media arrangements for in-person access, including to the Media Centre, will depend on COVID-19 restrictions in place at the time of the event.)

**How to register:**
To register as a media delegate for the APEC CEO Summit 2021, please complete the registration form. A photo of your business card or press card; or an email or letter confirming your employment may be requested to support your application.

**Please note:** The CEO Summit platform is NOT the same as the virtual meeting platform used for APEC 2021 media conferences and requires separate registration.

If you would also like to apply for APEC 2021 media accreditation, please see p. 16 of this document for APEC media accreditation information.
APEC Economic Leaders’ Retreat

When:
The APEC Economic Leaders’ Retreat consists of two meetings:
• ABAC/Leaders Dialogue - starting at 01.00 NZDT on Friday 12 November, 2021
• APEC Economic Leaders’ Meeting – starting 23.59 NZDT on Friday 12 November, 2021.

What happens?:
The APEC Economic Leaders’ Retreat is APEC’s pinnacle event and the culmination of the year’s work undertaken during APEC 2021.

The ABAC/Leaders Dialogue will be an opportunity for the APEC Business Advisory Council (ABAC) to discuss priority issues for business with the region’s leaders. This connection with business across the Asia-Pacific has been a major strength of APEC’s work this year.

The following night, at the APEC Economic Leaders’ Meeting (AELM), leaders will build on the significant work undertaken during APEC 2021 to agree a joint declaration that further delivers on the year’s policy priorities. Discussions will focus on:

• Concrete measures to respond to the COVID-19 pandemic, with a focus on trade outcomes that support the movement of vaccines and related medical supplies
• APEC’s long-term work on macro-economic policy and structural reform
• Efforts to progress work on sustainability, inclusivity, and digital connectivity.

Leaders are also expected to endorse an implementation plan for the Putrajaya Vision 2040, which will guide APEC’s work for the next 20 years. The plan is APEC’s most important deliverable for the year, and a core focus for New Zealand as host.
Key spokesperson:
The APEC Economic Leaders’ Retreat will be chaired by New Zealand Prime Minister Jacinda Ardern. Prime Minister Ardern will also front the post-meeting virtual media conference.

Media materials you can expect to receive:
The morning after the Leaders’ Dialogue with ABAC members concludes, accredited media will receive:

• Recording of opening remarks by Prime Minister Jacinda Ardern and ABAC Chair Rachel Taulelei
• Behind-the-scenes images
• Official family photo

When AELM concludes, accredited media will receive:
• Joint declaration by APEC Leaders
• Putrajaya Vision implementation plan
• Behind-the-scenes images and b-roll
• Official family photo

All images and videos will be uploaded to the APEC 2021 media assets portal.
AELM virtual media conference

When:
03.30 NZDT on Saturday 13 November, 2021.

What happens?:
AELM Chair Prime Minister Jacinda Ardern will give brief opening remarks about key meeting outcomes, the 20-year implementation plan for the Putrajaya Vision 2040, followed by a 30-minute facilitated media Q&A session. Media will appear on screen to ask their questions.

Question submission:
Registered media can request a question slot before the media conference by emailing APEC2021media@mfat.govt.nz and using the subject line: AELM VMC question. Please provide your name, media organisation and topic area. You will also be able to submit questions during the media conference.

Media materials you can expect to receive:
After the AELM media conference concludes, accredited media will receive:

- Media release outlining the meeting outcomes
- Media conference recording
- Behind-the-scenes images and b-roll from AELM and the media conference

All images and videos will be uploaded to the APEC 2021 media assets portal.
**Media access – virtual:**
All media wishing to participate in the virtual media conference will need to join via the APEC 2021 virtual meeting platform. Media with APEC 2021 media accreditation will be automatically granted access. The media conference will appear in your APEC 2021 Teams calendar 48 hours before the event’s scheduled start.

Media will be able to pick up a live broadcast feed of the AELM media conference from the BT Tower London. Details are: BT Tower @ HD/PTC1 1080i/50

Any additional arrangements for New Zealand media will be provided closer to the time of the event.

A livestream of the AELM media conference will also be accessible to view at on the APEC 2021 website. If you would like to stream the media conference to your own website, please contact the media team at APEC2021media@mfat.govt.nz.

**How to register:**
If you do not yet have APEC 2021 media accreditation and you wish to participate in the AELM media conference, you will need to apply for accreditation by 12.00pm NZDT on Tuesday 9 November, 2021. Please see p. 15 of this document for APEC media accreditation information.

If you are unsure if you have already been accredited, or how to access the APEC 2021 participation portal, email APEC2021Support@mfat.govt.nz.

**Media access – in-person:**
New-Zealand-based media will have the option of participating in the media conference in person. The venue for the media conference will be confirmed closer to the date of the event, but will be in central Auckland or Wellington. If you would like to attend in person, please contact the media team at APEC2021media@mfat.govt.nz. We will let you know when the venue is confirmed, and only those who have registered with the media team will be able to gain access. (Media arrangements for in-person access will depend on the COVID-19 restrictions in place at the time of the event).
How to get APEC media accreditation

To participate in the APEC Leaders’ Week media briefing, APEC Ministers’ Meeting media conference or the APEC Economic Leaders’ Meeting media conference, you will need to have APEC 2021 media accreditation. Once accredited, you will also receive all Leaders’ Week media materials.

Please note:
APEC media accreditation will not provide you with access to the CEO Summit.
To register as a media delegate for the APEC CEO Summit 2021, please complete this registration form.

All media who are part of an APEC media delegation must be registered by their economy’s Media Accreditation Officer, via the APEC 2021 Registration Portal.

If you are not part of an APEC media delegation, not already accredited for APEC 2021, and wish to register as a media delegate, you will need to apply by emailing APEC2021Support@mfat.govt.nz.

We will need the following information:
- Title (Mr/Mrs/Miss/Ms/Dame/Sir/Dr/Prof)
- First name and surname
- Gender (male/female/gender diverse)
- Email address
- Mobile phone number, including international dialling code (for example +64). This phone number will be used to receive a secure two-factor authentication code to log into the APEC 2021 virtual meeting platform
- Media organisation
- Job title
- A photo of your business card or press card; or an email or letter confirming your employment.
Once your application is approved, you will receive an email confirming your media accreditation for APEC 2021 with further information regarding account set up. All APEC virtual media events will then appear in your APEC 2021 Teams calendar 48 hours before the event’s scheduled start.

If you need assistance with the registration process at any stage, please contact APEC2021Support@mfat.govt.nz.

**Please note:** Media who have already completed the APEC 2021 accreditation process will be automatically registered for the APEC Leaders’ Week media briefing, AMM media conference and the AELM media conference. The media events will appear in your APEC 2021 Teams calendar 48 hours before the event’s scheduled start.
New Zealand’s three policy priorities for APEC 2021 are shaped by the COVID-19 crisis and focused on bringing the region together to promote an inclusive, sustainable and resilient recovery.

There has been considerable progress made on these policy priorities this year, most significantly at the Ministers Responsible for Trade Meeting where ministers agreed measures to improve the distribution of COVID-19 vaccines and reduce harmful fossil fuels and fisheries subsidies.

1. Economic and trade policies to strengthen recovery

This priority focuses on APEC’s economic response to COVID-19. It is about encouraging trade and economic policies, including macroeconomic and microeconomic responses that will help the region bounce back as quickly as possible.

For 30 years, APEC has stood for open trade. At this time, it is critically important that markets remain open, which is reflected in APEC’s renewed efforts to rebuild confidence in the multilateral trading system and the WTO this year.

Progress under New Zealand’s leadership has already seen APEC economies agree to speed the cross-border flow of vaccines; economic reforms to kick-start growth, create new jobs and help combat climate change; and send a strong signal of shared commitment to the WTO.

2. Increasing inclusion and sustainability for recovery

This priority acknowledges the need for APEC’s long-term response to COVID-19 to be sustainable and inclusive of all people. It is about enhancing the participation of groups such as women and indigenous people in the economy, and ensuring their contributions are valued. It will also ensure the region’s recovery can be used to improve sustainability outcomes, including in the area of climate change.

Building from the Putrajaya Vision 2040, APEC is working to design economic incentives that respond to the region’s environmental challenges. There is an opportunity for APEC to take its work on environmentally harmful subsidies further and also support the liberalisation of goods and services that support a sustainable recovery.
Progress under New Zealand’s leadership has already laid the groundwork for a voluntary standstill on fossil subsidies; the adoption of a 10-year food security roadmap; a programme of work to update APEC’s List of Environmental Goods; and work to ensure the indigenous economy is of relevance to APEC.

3. Pursuing innovation, and a digitally enabled recovery
The final priority focuses on accelerating APEC’s work in support of the digital economy. The pandemic has dramatically accelerated digital transformation across trade, commerce, and the provision of public services, including healthcare services.

Just as APEC has successfully embraced virtual hosting, economies must come together to advance the Internet and Digital Economy Roadmap with a view to enhancing inclusion, driving the adoption of green technology and supporting a vital pathway to lifting regional economic growth.

Progress under New Zealand’s leadership already includes locking in digital and paperless customs procedures; agreement to explore initiatives that facilitate solutions to travelling under COVID-19 conditions; and agreement to progress the APEC Internet and Digital Economy Roadmap to promote inclusion and green technology.