APEC 2021 New Zealand Media Kit
APEC Informal Leaders’ Retreat
APEC Informal Leaders’ Retreat

COVID-19 has had a devastating human and economic impact – and controlling the pandemic is every government’s over-riding priority. As APEC host in 2021, New Zealand recognises the need for the region to join together in this time of crisis and uncertainty.

APEC 2021 Chair, New Zealand Prime Minister Jacinda Ardern, will convene her fellow APEC leaders for an extraordinary meeting focused on the region’s response to COVID-19 and its vision for a better future.

APEC leaders historically meet once a year. But the nature of the pandemic demands a unique approach and APEC 2021’s virtual format offers an opportunity to bring economic leaders together for an additional informal discussion.

The first ever APEC Informal Leaders’ Retreat will take place on 16 July, 2021. Leaders will share vital information that will help shape a regional response to COVID-19. This strategic discussion will lay the groundwork for their next meeting in November.

This media kit provides background information and supporting media materials for the APEC Informal Leaders’ Retreat and includes a guide to gaining accreditation for APEC 2021 and participating in the post-meeting virtual media conference.

The APEC New Zealand media team is committed to providing you with access to everything you need to cover APEC 2021 remotely, so please do not hesitate to contact us if you have any queries or requests.

Read the official Informal Leaders’ Retreat media release

Contacting the media team
Media registration enquiries: APEC2021Support@mfat.govt.nz
All other media enquiries, including interview requests: APEC2021media@mfat.govt.nz

Official APEC 2021 channels
Website: apec2021nz.org
Social media: Follow along #APEC2021

- Twitter
- Facebook
- YouTube
- LinkedIn
- Instagram
Click here to view the APEC 2021 meeting calendar, which will be updated throughout the year.

APEC Secretariat channels
Website: www.apec.org
Social media:
- Twitter
- Facebook
- YouTube
- LinkedIn
- Instagram

APEC Informal Leaders’ Retreat media registration

APEC 2021 accredited media
Media who have already completed the APEC 2021 accreditation process will be automatically registered for the APEC Informal Leaders’ Retreat virtual media conference. The media conference will appear in your calendar 48 hours before the event’s scheduled start.

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

New media registrations
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. You will be accredited for the rest of the year and each virtual media event will appear in your calendar 48 hours before the event’s scheduled start.

To ensure that your registration can be processed in time for you to join the APEC Informal Leaders’ Retreat media conference, please lodge your application as soon as possible. We will not be accepting registrations after Friday 16 July 6:00AM NZT.

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

APEC Informal Leaders’ Retreat virtual media conference

Time: Saturday 17 July, 2021 from 01.30-02.00am NZT

Speaker: APEC 2021 Chair, New Zealand Prime Minister Jacinda Ardern

Focus: Outcomes from the first ever APEC Informal Leaders’ Retreat, an extraordinary meeting to discuss the region’s response to COVID-19

Format:
- Media log into the virtual media conference platform – from one hour before the media conference begins. Instructions will be supplied to all registered media.
- Opening remarks from Prime Minister Ardern
- 25-minute Q&A session
- Registered media will be invited to request a question slot before the media conference, and will also be able to submit questions during the media conference.
New Zealand media: 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.

Media materials:
After the APEC Informal Leaders’ Retreat concludes, and prior to the media conference, a media release announcing the meeting outcomes will be sent to accredited media, along with the official family photo.

After the media conference, these additional media materials will be available:
- A recording of the media conference
- High definition recording of the opening remarks by APEC 2021 Chair Prime Minister Jacinda Ardern
- Individual high definition video files for each Q&A from the media conference
- Behind-the-scenes imagery and footage of the APEC Informal Leaders’ Retreat and media conference.

APEC 2021 policy priorities

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. The APEC Informal Leaders’ Retreat will provide an additional opportunity to deliver on these policy priorities through a specific and urgent focus on the crisis.

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 that support openness and connectivity, and reduce friction at the border. The goal is to reduce barriers, making it easier for companies to trade and do business throughout the APEC region.

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.

3. Pursuing innovation, and a digitally enabled recovery
The final priority focuses on APEC taking advantage of innovation in the digital space. Innovations can improve the way business is done, making it more efficient and adaptable so this priority is about encouraging APEC members to embrace open and competitive markets for new technologies.

Useful links

Website content

- APEC 2021 meeting calendar
- APEC CEO Summit 2021

Official media releases

- Prime Minister to chair APEC Informal Leaders’ Retreat on COVID-19
- APEC trade ministers unite on COVID-19 vaccine steps and rejuvenating the WTO
- New Zealand to host hybrid CEO Summit
- APEC’s structural reform plan to boost resilience against future shocks
- APEC looks to partnerships to support business recovery
- Unlocking the potential of indigenous economies

Video

- New Zealand’s APEC host year – Explainer video about APEC and New Zealand’s host year

Documents

- APEC 2021 in one page, a one-page overview of the importance of APEC and New Zealand’s host year.