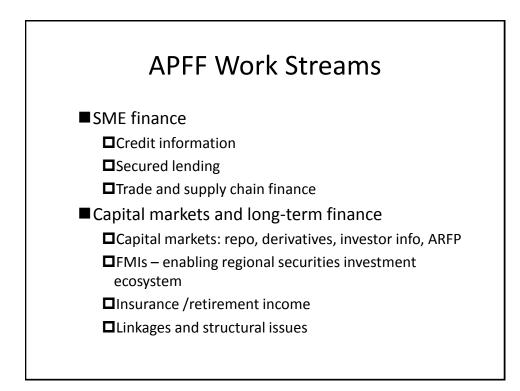
		Document: AGFSCB 35-014 Draft: FIRST Source: AGFSCB Chair Date: 20 April 2015 Meeting: Mexico City, Mexico
Advisory Group or Second Meeting	n APEC Financial System Capacity Buildir	ng
PURPOSE	For information.	
ISSUE Progress	s of APFF Work Program and Communi	cations Strategy
BACKGROUND		
The ADEE Work n	rogram was approved at the Hong Kon	g meeting. The APFF
Chair and Coordin	nator met with sherpas and other colla lop proposals for the APFF Communica	
Chair and Coordin	•	



Office of the Advisory Group Chair



APEC Finance Ministers Cebu Action Plan

- Promoting financial integration
 - Credit information
 - Movables collateral
 - Financial inclusion/literacy
- Advancing Fiscal Transparency and Policy Reform
- Enhancing Financial Resiliency
 - Disaster risk finance and microinsurance
 - Capital market development
- Accelerating Infrastructure Development
 - Long-term investment in infrastructure

Technical details still work in progress

SME Ministers

- APEC SME Action Plan
 - Financing SMEs as major priority
 - Elements under discussion
 - Credit information
 - Secured transactions/movables collateral
 - Supply chain finance: inhibitors and facilitators
 - Enhancing resilience of SMEs through microinsurance, DRF and strategy to respond to financial crises



Insurance, Retirement Income, Longterm investment and Capital Markets

- Asia Region Funds Passport Comments on consultation paper (7 April 2015)
- FMP Seminar on Microinsurance and Disaster Risk Finance, 29-30 April 2015, Bacolod City, Philippines
- Roundtable on Long-Term Investment in Infrastructure, 15 May 2015, Toronto, Canada
- FMP Seminar on Infrastructure Investment and Capital Markets, 23-24 July 2015, Manila, Philippines
- Seminars on Retirement Income and Asia Region Funds Passport and APFF Symposium, August, Melbourne, Australia

Conclusions of meeting on communications strategy, 23 Feb, HK

- Utilize and improve the APFF page on the ABAC website for the time being as an online tool for collaboration and discuss with APEC Secretariat regarding the use of the APEC website to promote the APFF.
- Key focus will be on the wholesale audience (industry associations, chambers, associations of
 regulatory bodies, etc.). APFF will also take advantage of opportunities to reach out to local
 audiences in order to promote support for initiatives and objectives.
- Identify and produce media material on APFF that can be made available to spokepersons through electronic copies or online
- Identify 3-5 media people to engage and schedule discussions between them and selected spokepersons and key events including the AFMM and activities to engage media.
- Spokerpersons should be the APFF Chair and Coordinator + sherpas and a few other selected collaborators, Media training sessions for spokespersons should be organized.
- Management of communications strategy: responsibility of the APFF Chair and Coordinator assisted by a Communications Strategy Group composed of sherpas, a few selected volunteer collaborators and media experts from APFF participating entities.