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Advisory Group on APEC Financial System Capacity Building
Second Meeting

PURPOSE *For information.*

ISSUE *Progress of APFF Work Program and Communications Strategy*

BACKGROUND

The APFF Work program was approved at the Hong Kong meeting. The APFF Chair and Coordinator met with sherpas and other collaborators in Hong Kong on Feb 23 to develop proposals for the APFF Communications Strategy

PROPOSAL *N.A.*

DECISION POINT *Note the report*

Progress of APFF Work Program and Communications Strategy

Office of the Advisory Group Chair

APFF Work Streams

- SME finance
 - Credit information
 - Secured lending
 - Trade and supply chain finance
- Capital markets and long-term finance
 - Capital markets: repo, derivatives, investor info, ARFP
 - FMIs – enabling regional securities investment ecosystem
 - Insurance /retirement income
 - Linkages and structural issues

APEC Finance Ministers Cebu Action Plan

- Promoting financial integration
 - Credit information
 - Movable 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

SME Finance

- Asia-Pacific Forum on Financial Inclusion, 3-4 March 2015, Tagaytay City, Philippines (completed)
- APFF Roundtable on MSME finance, 20 April, Mexico City
- Conference on Warehousing and Collateral Management, 19 May 2015, Beijing, China
- Seminar on innovative finance, 21 May 2015, Kuala Lumpur, Malaysia
- Trade and Supply Chain Finance workshop, Date TBC, Singapore
- Forum on Financing SMEs (in conjunction with SMEWGM and SMMEM), 22 September 2015, Iloilo City, Philippines
- Briefing for SME Ministers (25 September 2015)

Insurance, Retirement Income, Long-term 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 spokespersons through electronic copies or online
- Identify 3-5 media people to engage and schedule discussions between them and selected spokespersons 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.