



March 25, 1999

The Honorable Philip Burdon
Chairman
APEC Business Advisory Council
Asia 2000 Foundation
P.O. Box 10144
Wellington, New Zealand

Dear Mr. Burdon:

I was delighted to have the opportunity to meet with your team in Wellington on March 11 together with Mr. Graeme McDowall of Air New Zealand to discuss the APEC aviation industry initiative. I was sorry to have missed you at the time, but I understand that you have been fully briefed and that you are prepared to run this past other ABAC members seeking their support for the initiative. Your support and leadership, as always, is tremendous.

I understand that you wanted a brief, substantive business-oriented outline of the initiative that you could use in your communications with your ABAC colleagues in preparation for the May 21-23 meeting of the ABAC in Tokyo. Accordingly, I have taken the liberty of attaching a "White Paper" for your review. Please do not hesitate to get in touch if you need more information or clarification.

Just to recap, our goal is to give effect to APEC Transportation Ministers directives and working group recommendations on high priority ways of enhancing aviation services in the APEC region. We are not suggesting that APEC agree on any new APEC policies, the recommendation are already there. What we do not want to achieve this year as an industry, however, is for ABAC and APEC Leaders to endorse the implementation of the transportation high priority recommendations as a package of deliverables which will give an enormous boost to the region's tourism, trade, international business and small business and community-oriented networking capabilities. APEC is poised to be in a real leadership position in that regard.

Transportation Ministers will be meeting early in 2000, so the time is just right in the industry's view to get this off the ground now at the highest level. We think, and in fact our informal soundings support this, that the initiative would have broad popular appeal in APEC and thus be a substantial flagship outcome for New Zealand's APEC year.

It is my honor to work with you on this exciting initiative, and I look forward to discussing it further with you in the lead up to the May ABAC Meeting.

A handwritten signature in black ink, appearing to read "Cyril Murphy".

Cyril Murphy
Vice President
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Attachment