



2015 ASIA PACIFIC CITIES SUMMIT & MAYORS' FORUM

Brisbane, Australia
5-8 July



Business and Leadership in the Asia Pacific

An initiative of

brisbane
australia's new world city



HOST CITY OF THE
2015 **APCS**
& MAYORS' FORUM



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An invitation



I am delighted to invite you to Brisbane for the next Asia Pacific Cities Summit (APCS) and Mayors' Forum in 2015.

2015 will mark the tenth occasion on which the business and civic leaders from the cities of the Asia Pacific and beyond will gather for this prestigious forum. The Summit will offer world class speakers, a stimulating and topical program, as well as opportunities for businesses and cities to engage in an environment of opportunity.

I sincerely hope you will join us in Brisbane for this important Summit and experience the warm hospitality of Australia's New World City, the 2014 G20 City.

Yours Sincerely,

Graham Quirk
Lord Mayor of Brisbane, Australia

Event history

An initiative of Brisbane City Council, the Asia Pacific Cities Summit (APCS) and Mayors' Forum drives economic growth for Brisbane, South East Queensland, Australia and the wider Asia Pacific region. Held biennially, the host city alternates between Brisbane and bidding international cities.

Previous APCS Host Cities:

Year	Host City	No. of participating cities	No. of delegates
2013	Kaohsiung, Taiwan	102	2292
2011	Brisbane, Australia	115	1160
2009	Incheon, ROK	150	1568
2007	Brisbane, Australia	104	900
2005	Chongqing, PRC	127	900
2003	Brisbane, Australia	96	600
2001	Seattle, USA	102	401
1999	Brisbane, Australia	70	256
1996	Brisbane, Australia	34	128

The most recent Summit held in Brisbane (2011) was attended by 1160 delegates. On average the Summit attracts 1000 delegates from over 100 cities.



Summit objectives

APCS is recognised as the region's leading business and government forum for managing cities and urban development and provides a dynamic and interactive platform for participants to:

- Create deepened dialogue, shared learning, strategic partnerships and economic opportunities in partnership with business as the keys to strengthening cities' prosperity.
- Facilitate the exchange of information and ideas, and create a blueprint for future prosperity and shared solutions for sustainable living in the region's cities.
- Support the development of strategic and commercial partnerships between all levels of government, private and public sector agencies and business communities in the region.
- Provide a platform that delivers long-term economic outcomes for cities and businesses seeking trade and investment opportunities in the Asia Pacific region and beyond.
- Explore new models for city development strategies that strengthen the ability of cities to serve their communities, contribute to regional prosperity and improve quality of life.

Now in its 10th Summit, the 2015 Asia Pacific Cities Summit & Mayors' Forum (2015APCS) will be held in Brisbane on 5 – 8 July 2015.



Business and Leadership in the Asia Pacific

Cities are the social, political and economic engines of the global economy in the 21st century. City leaders face pressing issues that are increasingly broad ranging and complex. The commonality of issues and challenges confronting Asia Pacific cities creates opportunities for shared solutions and regional collaboration.

The Asia Pacific region contains more than half of the world's population and will, in a few short years, be the major contributor to the global economy with extensive trading and collaboration with the rest of the world. The region is highly dynamic, with both rapid growth and urbanisation, and cities have become the key means through which growth is promoted and progress achieved.

In this unique environment of opportunity, the 2015APCS overarching theme is "Business and Leadership in the Asia Pacific".

2015APCS program themes



Global Cities – cultivating cities of talent, creativity and innovation;

Truly global cities are places where talent, creativity and innovation are celebrated. How should cities support the creative industries and foster innovation?



Digital Cities – the science and technology behind cities;

The smarter and better connected cities of the future will fully utilise a range of technologies to enhance environmental, social, and economic performance. How can cities of today improve our housing, heritage, transportation, communications and city governance by embracing new and emergent technology?



Future Cities – developing cities and smart communities;

How will cities tackle the challenges caused by increasing urbanisation? How should cities manage resilience, food supply, water security, sanitation, security and education?



Cities for People – clean, green, accessible and inclusive cities;

How can administrations manage urban development and population growth in a resource efficient and environmentally sensitive manner? What creative techniques, policies and technologies do cities have available to improve the quality of life of residents and how can cities create more engaging and inclusive public spaces.





Program

The Summit features a dynamic and exciting program including:

- Keynote and plenary sessions featuring leading international speakers
- Moderated interactive panel sessions including audience Q&A
- Thought provoking concurrent stream sessions
- Mayors' Forum (by invitation only) and Accord
- Young Professionals' Program
- Facilitated business introductions and Trade Space
- Opening and closing ceremonies including announcement host city for 2017APCS
- Welcome receptions and Summit dinner
- Media conferences.

Keynote speakers

The Summit is a platform for addressing the critical issues affecting cities, bringing together many of the world's most accomplished urban thinkers from business and government.

Lord Sebastian Coe, Chairman of the 2012 London Olympics Organising Committee and Randi Zuckerberg, CEO of Zuckerberg Media are keynote speakers for 2015APCS.

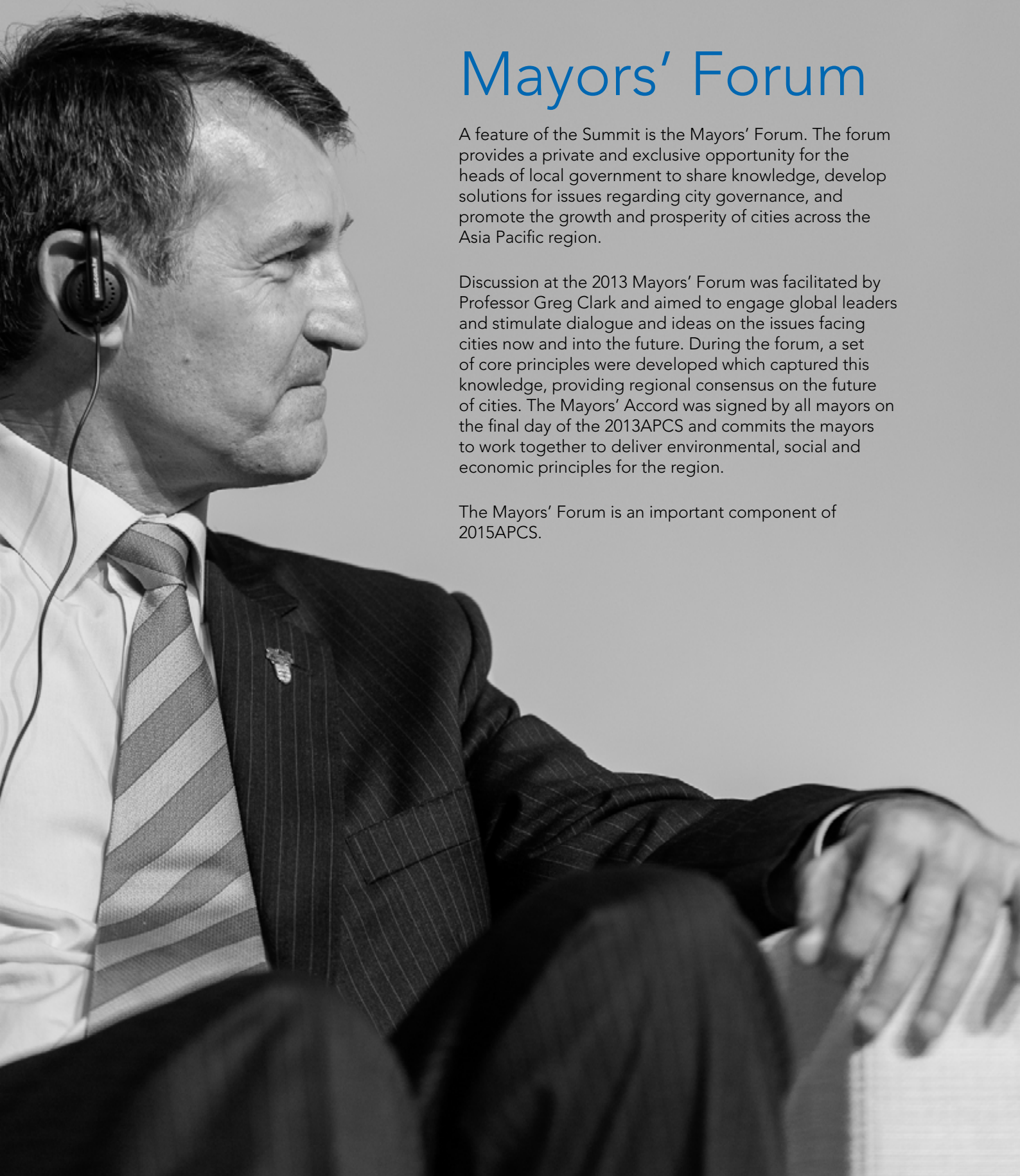
Past keynote speakers include:

- Rudy Giuliani, Former Mayor of New York;
- Richard Florida, Rotman School of Management Founder, University of Toronto;
- Sir Richard Branson, Founder Virgin Group;
- Cher Wang, Co-founder and Chairman of HTC;
- Ken Livingstone, Former Mayor of London.

Government leaders and industry experts are now invited to submit proposals to speak at this global meeting of decision makers.

Submissions close on Friday 20 March 2015. Visit www.apcsummit.org for more information.





Mayors' Forum

A feature of the Summit is the Mayors' Forum. The forum provides a private and exclusive opportunity for the heads of local government to share knowledge, develop solutions for issues regarding city governance, and promote the growth and prosperity of cities across the Asia Pacific region.

Discussion at the 2013 Mayors' Forum was facilitated by Professor Greg Clark and aimed to engage global leaders and stimulate dialogue and ideas on the issues facing cities now and into the future. During the forum, a set of core principles were developed which captured this knowledge, providing regional consensus on the future of cities. The Mayors' Accord was signed by all mayors on the final day of the 2013APCS and commits the mayors to work together to deliver environmental, social and economic principles for the region.

The Mayors' Forum is an important component of 2015APCS.



Who will attend 2015APCS

A unique feature for Summit is the ability to access three distinct markets, either individually or in combination. Whether you are interested in engaging with key figures from Australian capital cities, leaders of regional Queensland cities or engaging with administrators of cities throughout Asia and beyond – the Summit provides a superior access opportunity.

The Summit traditionally attracts over 1000 key decision-makers and influencers of urbanisation from across Asia Pacific, comprising:

- Mayors, Governors and Commissioners;
- Urban administrators, city managers and senior civic executive managers;
- Senior policy makers and municipality directors, including specialists in transport, planning, environment, infrastructure, energy, water, economic development and foreign affairs;
- Heads of industry and senior technical directors with a strategic interest in city management
- Research leaders relating to urbanisation and managing cities;
- Corporate executives, managers and business leaders;
- Young professionals and emerging leaders from industry and the public sector.





Notable delegations already confirmed for 2015APCS in Brisbane include:

- The Lord Mayors of each of Australia's Capital Cities, in cooperation with the Council of Capital City Lord Mayors (CCCLM) (www.lordmayors.org)

ADELAIDE

Lord Mayor Martin Hease

BRISBANE

The Hon Graham Quirk, Lord Mayor of Brisbane

DARWIN

Lord Mayor Katrina Fong Lim

HOBART

Lord Mayor Sue Hickey

MELBOURNE

The Right Honorable Robert Doyle, Lord Mayor

PERTH

Lord Mayor Lisa Scaffidi

SYDNEY

Lord Mayor Clover Moore

- The Lord Mayors and/or senior representatives of Brisbane's sister cities, being:

ABU DHABI

AUCKLAND

CHONGQING

DAEJEON

HYDERABAD

KAOHSIUNG

KOBE

SEMARANG

SHENZHEN

- Mayors of South East Queensland regional cities, in association with the Council of Mayors of South East Queensland (www.councilofmayorsseq.qld.gov.au)

Brisbane City Council

Cr Graham Quirk, Chairman

Ipswich City Council

Cr Paul Pisasale

Lockyer Valley Regional Council

Cr Steve Jones

Logan City Council

Cr Pam Parker

Moreton Bay Regional Council

Cr Allan Sutherland

Noosa Council

Cr Noel Playford

Redland City Council

Cr Karen Williams

Scenic Rim Regional Council

Cr John Brent

Somerset Regional Council

Cr Graeme Lehmann

Sunshine Coast Council

Cr Mark Jamieson

Toowoomba Regional Council

Cr Paul Antonio

It is expected that many cities will bring delegations of key civic and business leaders to 2015APCS.

2015APCS is being extensively promoted throughout Asia, the Pacific, the Middle East, North and Central America and Latin America.



The host city

Brisbane is the capital city of Queensland and is located on the eastern seaboard of Australia. The city continues to secure its reputation as a city of opportunity, becoming a destination of choice for business, investment and major international events.

Brisbane facts

- As one of the fastest growing regions in Australia, Brisbane's economy is valued at \$135 billion, accounting for almost half of the Queensland economy.
- The Greater Brisbane area has a population of 2.17 million and is projected to grow to 3.32 million by 2036.
- Brisbane has the fastest average annual employment growth rate on the east coast ahead of Melbourne and Sydney.
- Built on a strong foundation of infrastructure, Brisbane's major assets include a world-class international airport, a busy international port, a comprehensive road and rail network, a fully-integrated public transport and ticketing system and vibrant entertainment and sporting venues.
- Brisbane is home to approximately 75,000 international students. Drawing great strength from its education sector, Brisbane boasts three world-class universities, outstanding technical and trade programs and comprehensive primary and secondary schooling.
- Brisbane is also host to major international events including the Asia Pacific Screen Awards, Brisbane Asia Pacific Film Festival and the Asia Pacific Triennial of Contemporary Art.

Brisbane sister cities

Since 1985, the City of Brisbane has been developing strategic and economic relationships with other cities and regions throughout the Asia Pacific and beyond. Nine formal international sister city relationships have been established. These sister cities play a major role at the Summit and are usually represented by their respective mayors and senior administrators.

Some facts about Brisbane's sister cities:

- sister city relationships provide significant social, cultural, educational and economic benefits for the residents of Brisbane;
- Brisbane's sister cities have contributed \$860 billion GDRP collectively;
- accessing a collective population in excess of 70 million people;
- 26% of Brisbane's overseas-born population are from sister city regions;
- 6 out of 9 Brisbane sister cities are in the top 10 source countries;
- close to 50% of international students in Brisbane come from sister city markets.



Defining the Asia Pacific

For the purposes and as per the context of Asia Pacific Cities Summit & Mayors' Forum, the "Asia Pacific region" is defined as those cities of Asia and the Pacific that occupies the regions and metropolis listed below. This interpretation observes the 'Arc' of the Asia Pacific that includes North Asia, South Asia, East Asia Western Asia, Central Asia, South East Asia, Oceania and Americas.

On the map, this region stretches from Abu Dhabi in the west, to Seattle and Santiago in the east of the Pacific and from Shanghai and Vladivostok and in the North, to Invercargill in the south.

This interpretation by no means serves to restrict nor exclude any participation, but act as a reference and does not imply any assumption regarding political or other affiliation of countries or territories. The Summit is an apolitical forum for cities to advance international dialogue. As a city-based initiative, issues of national policy are not engaged nor play an influence on the execution of the Summit.



Previous participating cities





Summit background

The Asia Pacific Cities Summit (APCS) & Mayors' Forum founded in 1996, is Brisbane City Council's signature, biennial, international event for promoting economic prosperity and is a cornerstone to Brisbane's Economic Development Strategy 2012-31. It's an integral part of Brisbane City Council's economic development agenda for the city to foster international networks and forge new business relations throughout the region.

2015APCS is about Brisbane's engagement with Asia, including connecting leaders of government with enterprise, maintaining international relations and promoting global best practice for sustaining and governing growing cities.

Recognised as the region's leading business and government forum for managing cities and urban development, 2015APCS provides a dynamic and interactive platform for participants to:

- exchange knowledge;
- identify a common agenda;
- develop shared solutions;
- improve city governance across the Asia Pacific region;
- ensure a high and sustained prosperity for our cities and healthy lifestyles for our populations.

The most recent Asia Pacific Cities Summit was held in Kaohsiung in September, 2013 and attracted some 2000 delegates from 104 cities located throughout Australasia, Asia, the Middle East, Africa, the Americas and Europe.

Highlights of the 2013 Summit included:

- attendance by senior government representatives from 104 International cities from the Asia Pacific and beyond;
- the formal agreement and delivery of a Mayors' Accord and Young Professionals Accord;
- strong attendance from a range of international businesses who all participated in a formal business matching program;
- over 150 pre-scheduled business meetings made for participating Brisbane and Queensland delegates;
- keynote speeches from Cher Wang, founder of HTC technologies and Ken Livingstone, former Mayor of London;
- 58 participants from Brisbane businesses in attendance;
- a total of 9 Mayors from South East Queensland, the largest number of Queensland to attend the Summit together;
- the Young Professionals' Program attracted over 100 international participants;
- a Young Social Entrepreneur (YSE) award was introduced, attracting over 40 international applications;
- the official handover of the Summit to return to Brisbane -8 July 2015.

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www.apcsummit.org

