



## **MEDIA PARTNERSHIP ANNOUNCEMENT**

### **First Asia-Pacific US Regional Business Summit to be held In Vietnam May 19-21**

**May 12, 2022** – Launching across the Asia Pacific in June, the **APAC Network** has been announced as the official media partner of the *AmChams of Asia Pacific 2022 Business Summit*.

Hosted by the American Chamber of Commerce in Hanoi from May 19-20 in Hanoi and May 21 in Hue, the Summit focuses on the critical issues facing American business across the APAC region, along with in-depth examination of specific industry challenges.

The region's innovative new online platform - headed by well-known former CNBC global anchor Oriel Morrison - will launch with five channels covering the key sectors driving future economies. The Network has embraced the Summit as a key pillar of its launch plan.

"AmChams serve as the 'boots on the ground' for Americans doing business in the region. By bringing our insights together under AAP – and for the first time in person in more than three years – we can provide the US government officials a fuller understanding of what's happening and how best to advance the US national interest," said Steven Okun, Chair of the AmChams of Asia Pacific and Senior Advisor, McLarty Associates.

"Partnering with APAC Network at the conference means our voices will be heard across the region by key leaders," Mr. Okun added.

"We are delighted to be partnering with this event which adds to the tremendous anticipation already in place ahead of our launch," said APAC Network's Managing Director, Brent Rees. "Our network has been created to showcase the innovators, disruptors, thought-leaders and visionaries shaping our region in what is arguably the most pivotal time in human history."

“With talent, innovation, investment and capital flows shifting east at an escalating rate, the Asia Pacific is poised to power the engine of global growth. We will share the inspiring stories of our region’s journey along this exciting path with the rest of the world. The AmChams of the region will play a leading role in how this story ultimately unfolds.”

With 1.5 billion people in the region projected to join the middle class this decade, the market presents significant opportunities for American goods and services. The Indo-Pacific already accounts for \$1.75 trillion in trade with the United States and for 30 percent of US goods and services exports, supporting millions of American jobs.

“The region faces simultaneous pressures, from continuing waves of COVID-19 to supply shocks, inflation, disruptions caused by conflict in Ukraine, the impacts of rising interest rates in the US and leadership transitions at home. An opportunity arises amidst these challenges, and this drives our conference agenda,” added Mr. Okun. The summit will focus on;

- **Navigating US-China Tensions:** What are the issues global companies face in trying to navigate the ever-increasing tensions between the US and China?
- **ESG and Sustainability:** What are the best practices of companies to meet both regulatory and stakeholder expectations in becoming more sustainable?
- **Indo-Pacific Economic Framework:** The US has not entered into a new trade agreement in the Asia-Pacific region in over a decade. During that time, major bilateral and plurilateral agreements have been signed and entered into force, including the CPTPP and RCEP. Will the IPEF integrate the US more effectively into the Asia-Pacific region, or will the lost decade continue?
- **What’s Next?:** There are many buzzwords being bandied about when it comes to business in the 2020s: FinTech, EdTech, CleanTech, Resilient Cities, Circular Economy etc. Where are the real business and investment opportunities to be had? And what are the legal/regulatory/behind-the-border constraints from making them happen?

APAC Network’s Chief Strategy Officer and main anchor, Oriel Morrison, will moderate key sessions at the Summit, that includes globally-renowned speakers such as: the Honorable Marisa Lago, Under Secretary for International Trade, US Department of Commerce; Charles Freeman, Senior Vice President for Asia, US Chamber of Commerce; and, Virginia Foote, President & CEO, Bay Global Strategies.

The *AmChams of Asia Pacific 2022 Business Summit* has been made possible by the generous support of AES, Amazon Web Services, Asia Group Advisors, Coca Cola, MSD and Netflix.

Full information and registration available here: [https://www.amchamhanoi.com/event/2022aap\\_main/](https://www.amchamhanoi.com/event/2022aap_main/)

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## About AmChams of Asia Pacific

The AmChams of Asia Pacific (AAP) is an umbrella organization of 25 American Chambers of Commerce that promotes trade and investment between the Asia Pacific region and the United States.

Founded in 1968, the AmChams of Asia Pacific represents the shared interests of US and international businesses that employ millions of people across the region and includes some of the world's biggest manufacturing and trading entities.

This is a critical time for US engagement in Asia, as well as a period requiring vigilance on US policies affecting overseas Americans and business operations, including trade policy, tax policy, and more. Representing US business on the front lines, our collective voice serves as a powerful testimony to the importance of an active policy to advance the competitiveness for American business across the whole of Asia-Pacific.

- For more information contact: [info@amchamap.com](mailto:info@amchamap.com)

## About APAC Network

Taking a fresh, innovative approach to broadcast television and streaming online, the APAC Network interviews the change-makers at the cutting edge of future industries, city-shaping, circular economics and geopolitics.

Created by some of Asia-Pacific's most experienced broadcast professionals, the Network was created as the platform to debate and collaborate about the optimal way forward during the challenging decades ahead.

Asia-Pacific's brightest minds are charting the course that will ultimately define the future of our planet and you can watch this incredible journey unfold ... from the front.

Register now - [apacnetwork.com](http://apacnetwork.com)

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