**e-APEC STUDY CENTERS CONSORTIUM CONFERENCE 2020 (e-ASCCC 2020)**

**Introduction**

As the host for APEC 2020, Malaysia intends to realize a balanced, inclusive and sustainable growth as well as intensify regional economic integration among its 21 member economies. Malaysia is expected to chart the strategic direction of APEC and its outcome according to the theme, three priority areas and the APEC Post 2020 Vision by the end of its chairmanship. Malaysia has set the overarching theme of her hosting year in 2020 as “*Optimizing Human Potential Towards A Resilient Future of Shared Prosperity.****Pivot. Prioritise. Progress****.*”. This is supported by the three priority areas i.e. (i) Improving the Narrative of Trade and Investment; (ii) Inclusive Economic Participation through Digital Economy and Technology; and (iii) Driving Innovative Sustainability.

The Malaysian APEC Study Centre (MASC), at the Institute of Malaysian and International Studies (IKMAS), Universiti Kebangsaan Malaysia, acknowledges the impact of the coronavirus disease (Covid-19) pandemic that has precipitated unprecedented health, social and economic hardships across the economies and the world at large. The consequential new normal requires agile adaptive planning by governments, industries, educationists and communities.

In conjunction with the hosting of the APEC 2020, the MASC will convene a webinar, the e-APEC Study Consortium Conference 2020 (e-ASCCC 2020), scheduled on September 23rd, 2020 from 10.00 am to 2.35 pm (UTC/GMT+8 Malaysian Time).

**Theme of the e-ASCCC 2020**

The theme that has been set for the hosting of the e-ASCCC 2020 in Malaysia is “***Towards an Inclusive, Sustainable Growth and Shared Prosperity Post-Pandemic***”. This theme is aligned with the overarching theme of Malaysia’s hosting year of APEC in 2020. With this central premise that takes into consideration the accelerating outbreak, **the e-ASCCC 2020 envisions an in-depth discourse and perspectives towards achieving a shared prosperity in the APEC region.**

With the Covid-19 pandemic changing the way trade and investment are conducted, Work From Home (WFH) ushers in a precipitous significance of digital technology that consequently affects the future of work and food security concerns. Thus, with this underlying new normal, the e-ASCCC 2020 will examine how APEC economies engage their domestic policies towards addressing the pandemic whilst ensuring inclusive and sustainable growth as well as promoting shared prosperity.

**Objectives of the e-ASCCC 2020**

The e-ASCCC 2020 aims to achieve the following objectives:

* To share knowledge, exchange good practices and lessons learned on the progress and challenges facing the APEC economies in achieving an inclusive, sustainable growth and shared prosperity, especially in facing the new normal post-pandemic;
* To pave the way for a multi-stakeholders collaboration, network formation and identify key impediments and innovative ideas in achieving an inclusive, sustainable growth and shared prosperity in the region; and
* To contribute to the formulation of APEC Post-2020 Vision, taking into account that the APEC region will face greater challenges of economic cooperation, open trade and investments

**Abstract**

[Abstracts e-ASCCC2020](http://www.ukm.my/ikmas/wp-content/uploads/2020/10/Abstracts-e-ASCCC2020.pdf)

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| **Time (UTC/GMT+8)** | **Program** |
| 10:00am | Welcome Remarks* Prof. Dato’ Dr. Rashila Ramli, Executive Director, Malaysian APEC Study Centre, IKMAS, UKM
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| 10:05am | Opening Address* Aida Safinaz Allias, Senior Director of Regional and International Relations Division, MITI and Malaysian Senior Official’s Meeting (SOM)
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| 10:15am | Keynote Address* The Challenges of Implementing Shared Prosperity in Post-Pandemic APEC Economies

Tan Sri Abdul Wahid OmarChairman, Board of Directors, Universiti Kebangsaan Malaysia |
| 10:35am -11:05am | Panel 1:  Improving The Narrative of Trade and Investment Moderator: Dr. Andika Ab Wahab 1. Drafting E-commerce Regulations for a Sustainable Economic Recovery: Lesson from DEPA Analysis Prof. Felipe Muñoz &  Prof. Javiera Pas Cacerez, Chile
2. The Resilence of Global Value Chains within The APEC Region

Ms. Divya Sangaraju, APEC Policy Support Unit1. Facilitating E-Commerce in Malaysia: Understanding Barriers Confronting SMEs in Selected Services

Emeritus Prof. Dr. Tham Siew Yean, Singapore and Dr. Andrew Kam Jia Yi, Malaysia            Q&A |
| 11:10am-11:40am | Panel 2: Improving The Narrative of Trade and InvestmentModerator: Associate Prof. Dr. Andrew Kam Jia Yi1. Foreign investment and value-added generation in resource rich economies in the Association of Southeast Asian Nations and Pacific AllianceDr. Yuri Landa Arroyo , Peru
2. Trade and investment facilitation: efficiency in programs and actions in APECDra. América Ivonne Zamora Torres, Mexico
3. Belt and Silk Road Initiative: A New Game Changer of Transnational Investment in AsiaMs. Irene Valones, Philippines

Q&A |
| 11:45pm-12:15pm | Panel 3: Inclusive Economic Participation through Digital Economy and TechnologyModerator: Associate Prof. Dr. Tamat Sarmidi1. MSME Digitalization in a Post-COVID World: Implementing a Gender Inclusive Action Agenda

Mr. Justin Kwan and Ms. Phebe M. Ferrer, Canada1. Research on the Internet Financing of APEC and The Financing Problems of MSMEsMs. Jingjia Zhang, China
2. MSMEs: Digitization and e-commerce, base for the development and diversification of markets

Mr. Esteban Zottele de Vega and Mr. Anibal Zottele Allende, MexicoQ&A |
| 12:20pm-12:50pm | Panel 4: Inclusive Economic Participation through Digital Economy and TechnologyModerator: Associate Prof. Dr. Sity Daud1. Mitigating Excessive Labor Migration of Nurses: A Theoretical FrameworkMr. Tereso S. Tullao, Jr.,Mr. John Paolo R. Rivera, Philippines
2. The Relation between Knowledge Economy and Tourism Competitiveness in the APEC ZoneMr. Carlos Mario Amaya Molinar, Mr. Juan Carlos Yáñez Velazco & Ms. Irma Magaña Carrillo, Mexico
3. Developing a Strategy for Philippine Tourism Recovery Post-Pandemic: A Systems Thinking approachMr. Fernando Martin Y. Roxas, Mr. John Paolo R. Rivera, Ms. Eylla Laire M. Gutierrez, Philippines

Q&A |
| 12:55pm-1:35pm | Panel 5: Driving Innovative SustainabilityModerator: Associate Prof. Dr. Mohd Adib Ibrahim1. To Mask or Not to MaskProf. NG Ka Ho, Travis, Hong Kong, China
2. Food Safety Management and Compliance among Selected Cacao Enterprises in Davao CityMs. Yzabela Andrea Lim, Ms. Melodee Marciana De Castro, Ms. Dinah Pura T. Depositario and Ms. Cherry Lou R. Nunez, Philippines
3. What Goes Around Comes Around: Pivoting to a Circular EconomyMs. Satvinderjit Kaur Singh, APEC Policy Support Unit
4. Viet Nam’s Effort in Building Sustainable Economic Development in The Post-Pandemic PeriodDr. Chu Minh Thao, Viet Nam

Q&A |
| 1:40pm-2:20pm | Roundtable DiscussionThe Direction for the APEC Post-2020 Vision – Post COVID-19Moderator:HH Tunku Zain Al-‘Abidin Ibni Tuanku MuhrizRoyal Fellow of Universiti Kebangsaan Malaysia1st speaker: Ambassador Dato’ Muhammad Noor YacobAdjunct Professor, Institute of Malaysia and International Studies (IKMAS), Universiti Kebangsaan Malaysia2nd speaker: Dr. Rosario Santa GadeaDirector of the Center for China and Asia-Pacific Studies, University of the Pacific (Universidad del Pacífico), Lima-PeruQ&A |
| 2:25pm | Closing RemarksProf. Dr. Sufian Jusoh, Director of the Institute of Malaysian and International Studies (IKMAS), Universiti Kebangsaan Malaysia |
| 2:30pm | End of Program |