



2019 ASIA PACIFIC CITIES SUMMIT & MAYORS' FORUM

Brisbane, Australia
7-10 July 2019

APCS OPPORTUNITIES



brisbane
australia's new world city





An invitation

I am delighted to invite you to join us in Brisbane for the 2019 Asia Pacific Cities Summit (2019APCS) and Mayors' Forum to be held from 7-10 July.

The 2019APCS marks the 12th occasion of this iconic event for the Asia Pacific region. With a focus on driving cities through business and innovation, the 2019APCS will once again be a key platform for city, business, industry and emerging leaders to connect and shape the region's urban agenda.

The 2019APCS will offer world-class speakers, an inspiring and topical program, a dedicated business introductions program as well as an array of networking opportunities.

The Summit will continue to build on its success as one of the region's leading forums, and a key platform for driving innovation, city partnerships and economic growth in Brisbane, Australia and the Asia Pacific region.

I look forward to welcoming you to this prestigious event, which will showcase the exciting business opportunities on offer in Brisbane, Australia's New World City.

Adrian Schinner
Lord Mayor of Brisbane, Australia

apcsummit.org

2019APCS INTRODUCTION

What is the APCS and Mayors' Forum

The APCS and Mayors' Forum is the region's premier Summit that brings together one of the largest number of city leaders with the best and brightest in business. Today, cities are increasingly recognised as key influencers, connectors and contributors to the global economy and the Summit is the platform for connection and knowledge exchange.

APCS is focused on bringing business, industry and cities together to enable them to build relationships and effectively contribute to the success and sustainability of our cities into the future. APCS attracts city leaders and key influencers looking to engage with companies who can provide innovative urban solutions to cities.

APCS Mayors and city leaders present a significant market opportunity for business and industry. At the 2015APCS, attending Mayors represented a global community of more than 134 million people and this will continue to grow.

The 2019APCS is your opportunity to engage with the region at a significant scale. The Summit is expected to attract more than 1000 delegates representing 100 cities over four days including

Mayors, business leaders, young professionals, leading academics and industry professionals.

The 2019APCS will offer an unsurpassed global opportunity for city and business leaders alike.

Now 20 years young, the APCS continues to be a powerful hub for cities in the region to share ideas and solutions, to collaborate internationally and enable city and business leaders to express their ideas and solutions as one united voice.

Summit background

The APCS and Mayors' Forum, founded in 1996, is Brisbane City Council's signature, biennial, international event for driving economic growth for Brisbane, South East Queensland, Australia and the wider Asia Pacific region.

The Summit is an integral part of Council's economic development agenda for the city to foster international networks and forge new business relations throughout the region.

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

Held biennially, the host city alternates between Brisbane and bidding international cities.

Program themes

Cities, business and innovation are the central pillars for the APCS and will be showcased through the 2019APCS theme of **Driving Cities through Business and Innovation**. The 2019APCS theme and program themes will attract leading speakers and enable exciting and thought-provoking plenary and concurrent sessions to be created.



INNOVATION OF CITIES

Empowering cities, residents and business through innovation and technology



MOBILITY OF CITIES

Moving and connecting people within cities



LIVEABILITY OF CITIES

Vibrant, diverse and inclusive cities



SUSTAINABILITY OF CITIES

Driving resilient and healthy cities

GLOBAL IMPACT OF THE APCS

Return on investment

Our 2019APCS opportunities focus on delivering real return on investment. The principal opportunity for the 2019APCS is the unrivalled facilitation of meeting and networking with urban leaders of Australia and the Asia Pacific.



134,000,000
COMBINED POPULATION OF REGISTERED MAYORS



135 CITIES



1303
DELEGATES



93
MAYORS

APCS HAS BEEN HELD

11 TIMES ACROSS
6 CITIES



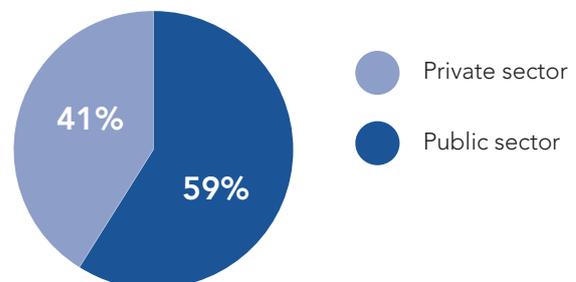
WHO WILL ATTEND THE 2019APCS

Whether you are interested in engaging with key influencers from Australian capital and regional cities, leaders from global 'smart' cities, or the innovators of the Asia Pacific's business community – the Summit provides a superior access opportunity.

The 2019APCS will attract more than 1000 key decision-makers and influencers of urbanisation from across the Asia Pacific region and beyond, comprising:

- Mayors, Governors and Commissioners
- Chief Executive Officers and Chief Procurement Officers of local government
- Urban Administrators, City Managers and Senior Civic Executive Managers
- key business and industry leaders and representatives
- 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
- young professionals and emerging leaders from industry and the public sector.

PUBLIC vs. PRIVATE SECTOR DELEGATES FOR 2015APCS



Figures from 2015APCS.

APCS OPPORTUNITIES

Register

Join us in Brisbane for the 2019APCS.

To register for the 2019APCS or for further information, please visit apcsummit.org

Exhibit

The 2019APCS Market Square presents a unique opportunity to showcase your brand, services and products to the key decision-makers of the Asia Pacific region, including government, business, industry and emerging leaders.

As the networking hub of the Summit, the 2019APCS Market Square will host a range of interactive and innovative displays from sponsors, partners and organisations. Market Square will also house the Brisbane Region Pavilion, featuring a cafe, meeting facilities, live announcements and entertainment. Daily lunch and morning and afternoon tea breaks will be held in the Market Square, ensuring high delegate traffic throughout the Summit.

The 2019APCS Market Square will be staged within the Brisbane Convention and Exhibition Centre (BCEC), the official venue for the 2019APCS. Further information and details on how to book are included on pages 6 and 7.

Business

The APCS is renowned for attracting leading global organisations and enhancing international connections.

The 2019APCS will feature Meet@APCS. This dedicated business program will enable partners, sponsors, exhibitors and delegates to connect with each other, to strengthen their global trade and investment links and drive commercial opportunities through:

- facilitated one-on-one business introductions
- power sessions
- targeted industry events
- networking opportunities in the 2019APCS Market Square.

The 2015APCS Meet@APCS Business Program generated more than 300 business leads and enabled more than 100 targeted meetings across two days.

During the registration process, delegates will be invited to participate in the Meet@APCS Business Program.

Speak

The 2019APCS invites those interested in speaking at this international meeting of key decision-makers and influencers from leading cities throughout the Asia Pacific region and beyond to submit an abstract addressing one of the 2019APCS program sub-themes:

-  **Innovation of cities** – Empowering cities, residents and business through innovation and technology
-  **Mobility of cities** – Moving and connecting people within cities
-  **Liveability of cities** – Vibrant, diverse and inclusive cities
-  **Sustainability of cities** – Driving resilient and healthy cities.

To submit an abstract or for further information, please visit apcsummit.org

Sponsor

The 2019APCS seeks to engage with a range of commercial partners who are leaders and innovators in their respective fields. Organisations are invited to participate in the 2019APCS at various investment levels.

To find out more about 2019APCS Partnership and Sponsorship Opportunities, please contact the 2019APCS Secretariat by email at APCS@brisbane.qld.gov.au or visit apcsummit.org

2019APCS MARKET SQUARE EXHIBITION OPPORTUNITIES

Exhibition spaces are available at the following prices:

Early bird (Before 31 January 2019)	\$4250
Regular (After 1 February 2019)	\$4950

Prices are per exhibition booth, expressed in Australian dollars (AUD) and exclude goods and services tax (10%).

Each exhibition package includes:

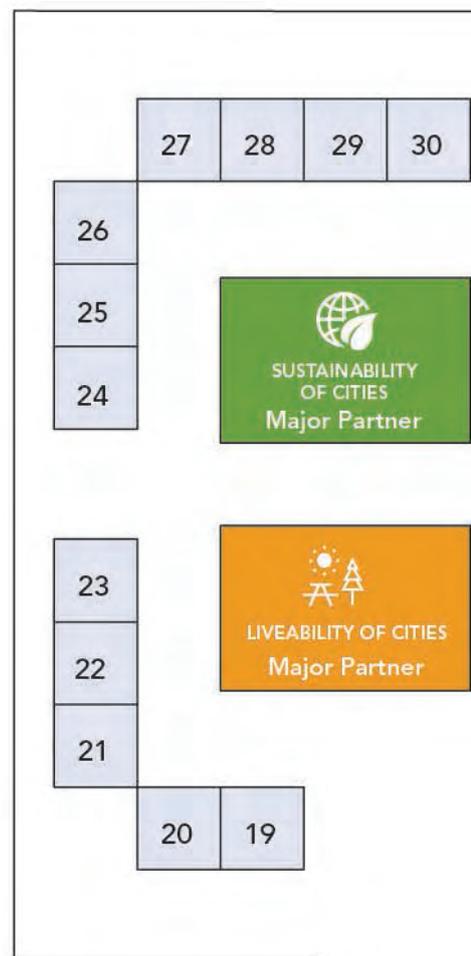
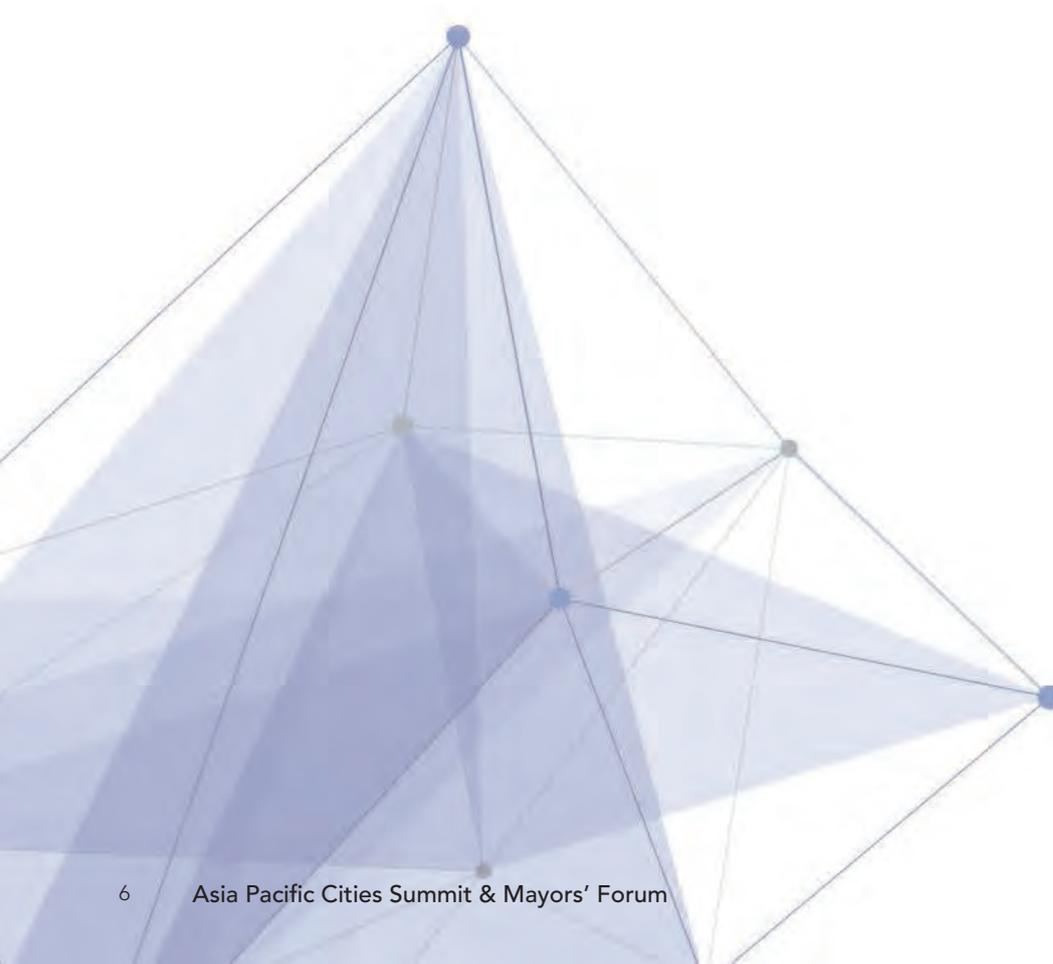
- one 3 metre x 3 metre exhibition space
- partitioning (2.5 metres high, white, with smooth finish)
- carpet flooring
- power: one 4 amp power point
- lighting: two track-mounted spotlights
- signage: one digitally printed fascia with your organisation's name (up to 30 characters) will be installed over each open side
- promotion: organisation listed on the 2019APCS website

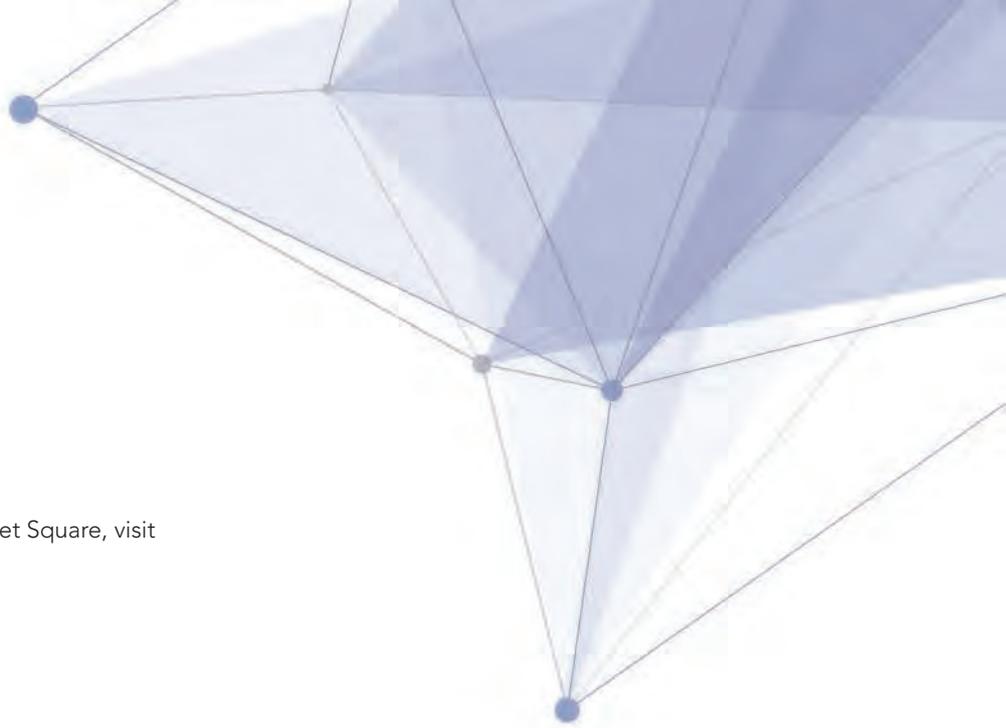
- exhibitor registration: one exhibitor registration to staff your display, which includes the following for one person:
 - name badge
 - entry to the 2019APCS Market Square
 - lunch and refreshment breaks on Monday 8 and Tuesday 9 July plus morning tea on Wednesday 10 July 2019.
- additional registrations: for each exhibition space purchased, you may purchase up to two further exhibitor registrations at the discounted price of \$375 each.

Power, signage and fit-out requirements as per the outlined inclusions will be confirmed with the contracted exhibition company, ExpoNet.

ExpoNet will provide details on how to order additional items, including furniture, all at cost to the exhibitor. Further details will be provided in the Exhibition Manual, released in early 2019.

32

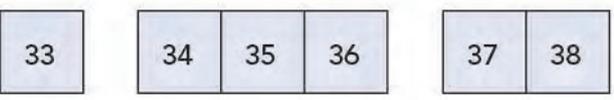




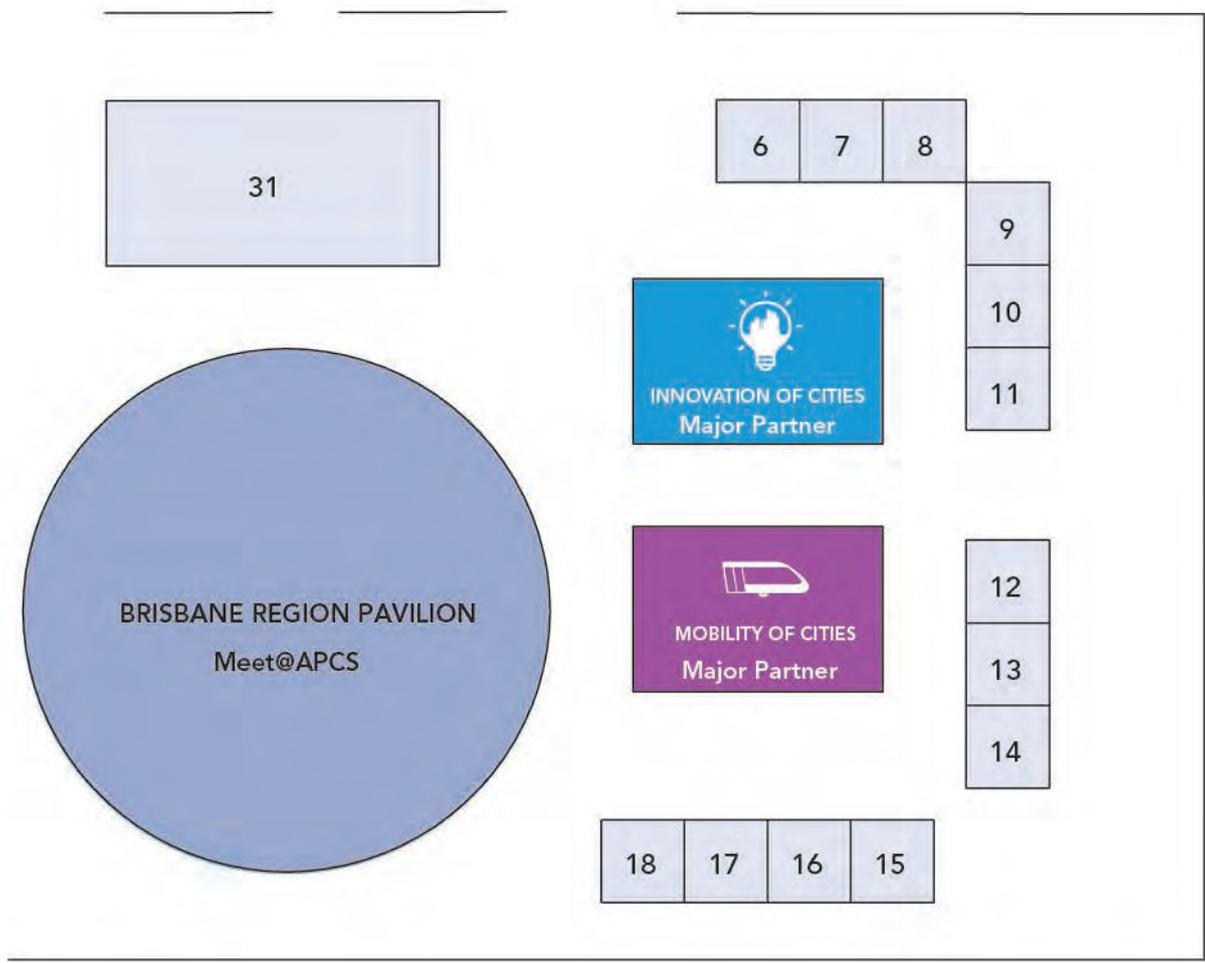
Reserve your space today

To reserve your space in the 2019APCS Market Square, visit apcsummit.org or contact:

Jess Tuffley
2019APCS Sponsor and Exhibitor Services
c/o Carillon Conference Management
Telephone: + 61 7 3368 2644
Email: sponsor@ccm.com.au



 Booths available



2019APCS PROGRAM OUTLINE

Driving Cities through Business and Innovation

Sunday 7 July 2019	Monday 8 July 2019	Tuesday 9 July 2019	Wednesday 10 July 2019
Arrivals and registrations	Keynote presentation	Keynote presentation	Keynote presentation
	Innovation of Cities Plenary and concurrent sessions	Liveability of Cities Plenary and concurrent sessions	Presentation and signing of the 2019APCS Mayor's Accord Young Professionals' Presentation Closing Ceremony
	Lunch – 2019APCS Market Square		Networking lunch
	Mobility of Cities Plenary and concurrent sessions	Sustainability of Cities Plenary and concurrent sessions	Departures
Brisbane region sister cities reception			
2019APCS Official opening and welcome reception	Mayors' and Young Professionals' Dinner	2019APCS Gala Dinner	

Program outline is indicative only and is subject to change.

APCS FURTHER INFORMATION

Mayors' Forum

A feature of the Summit is the Mayors' Forum, which 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.

Young Professionals' Forum

The Young Professionals' Forum (YPs@APCS) is an exclusive program aimed at equipping the next generation of leaders with tailored professional development, networking and the opportunity to develop their ideas and city solutions. This program has a strong record of attracting talented and leading young minds from throughout the Asia Pacific region and beyond and connecting them with city and business leaders to discuss and share these ideas and solutions.

PREVIOUS SUMMITS

2017APCS – Daejeon

The most recent APCS was held in Daejeon, Republic of Korea from 10-13 September 2017 and attracted more than 2400 delegates from 125 cities throughout Australia, Asia, the Middle East, Africa, the Americas and Europe.

Highlights of the 2017APCS included:



Strong attendance from a range of international businesses who participated in the Summit's formal business introductions program – **Meet@APCS**



Keynote speeches from **Cherie Blair CBE, Founder of the Cherie Blair Foundation for Women, Jared Cohen, President of Jigsaw** and **Thomas Frey, Senior Futurist at the DaVinci Institute**



Significant APCS Market Square exhibition and networking hub comprised of **77** exhibitors including the **World Technopolis Association (WTA) Hi-Tech Fair**



215 pre-scheduled business meetings arranged for participating delegates



The official **handover** of the Summit to return to Brisbane from 7-10 July 2019

The Young Professionals' Forum attracted **119** international participants



Formal agreement and delivery of the **2017APCS Mayors' Accord** and **Young Professionals' Accord**



Attendance by key representatives from **125** international cities from the Asia Pacific region and well beyond including **59** city leaders



Eight Mayors from South East Queensland, the largest number of Queensland Mayors to attend an offshore Summit together



120 participants from Brisbane and South East Queensland

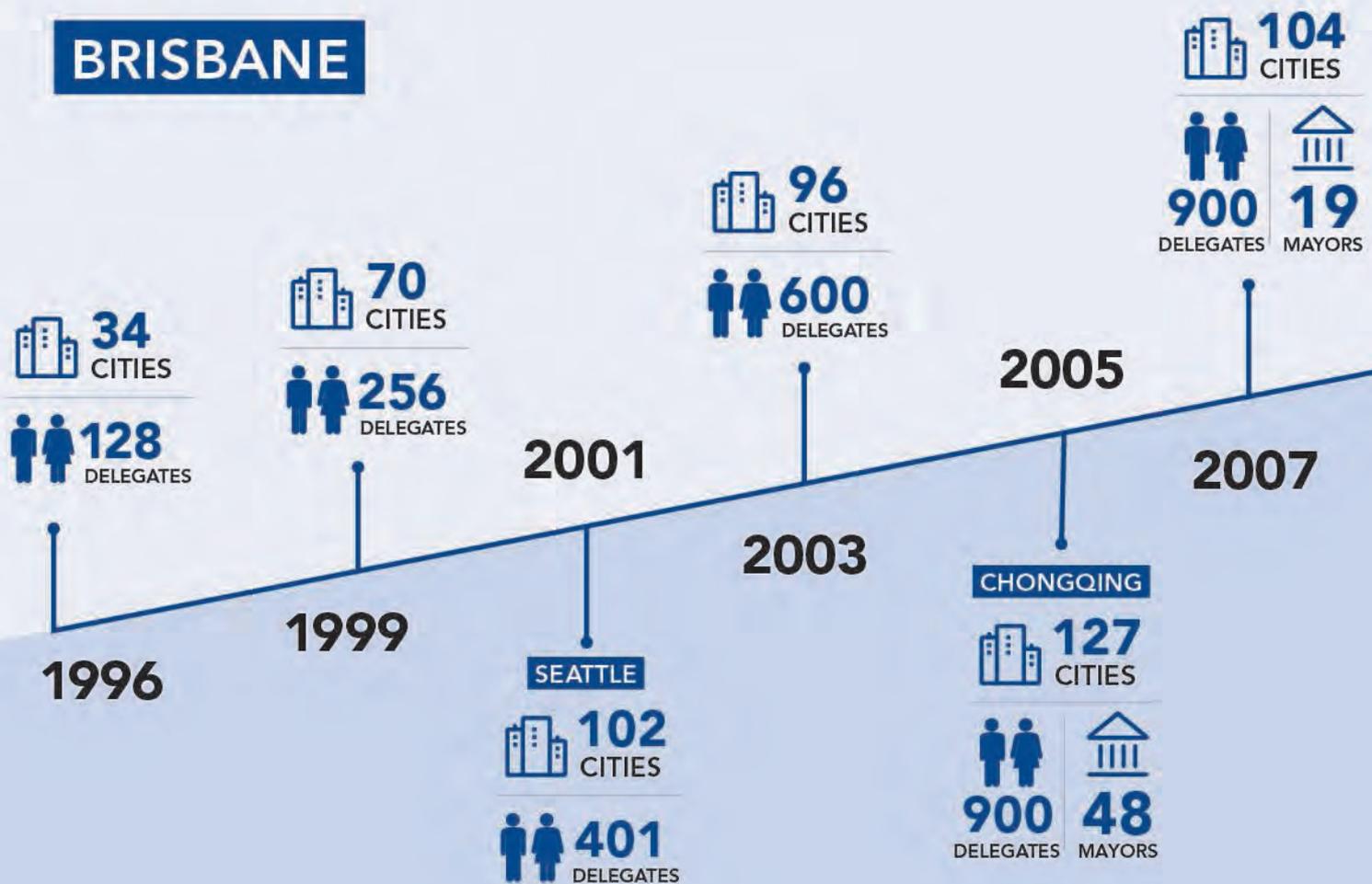
2015APCS – Brisbane

The most recent Summit held in Brisbane (2015) was attended by 1303 delegates from 135 cities. Keynote speakers at the 2015APCS included:

- Lord Sebastian Coe, Chairman, 2012 London Olympics Organising Committee
- Randi Zuckerberg, Founder and CEO, Zuckerberg Media
- SY Lau, Senior Executive Vice President of Tencent Media Group.

SUMMITS

BRISBANE



2015APCS PARTICIPATING CITIES

Americas

Atlanta
Columbia
Jersey
Lima
Louiseville
New York
Panama
Phoenix
Portland
Redmond
Salt Lake City
San Diego
San Francisco
San Jose
San Mateo
Seattle
Washington

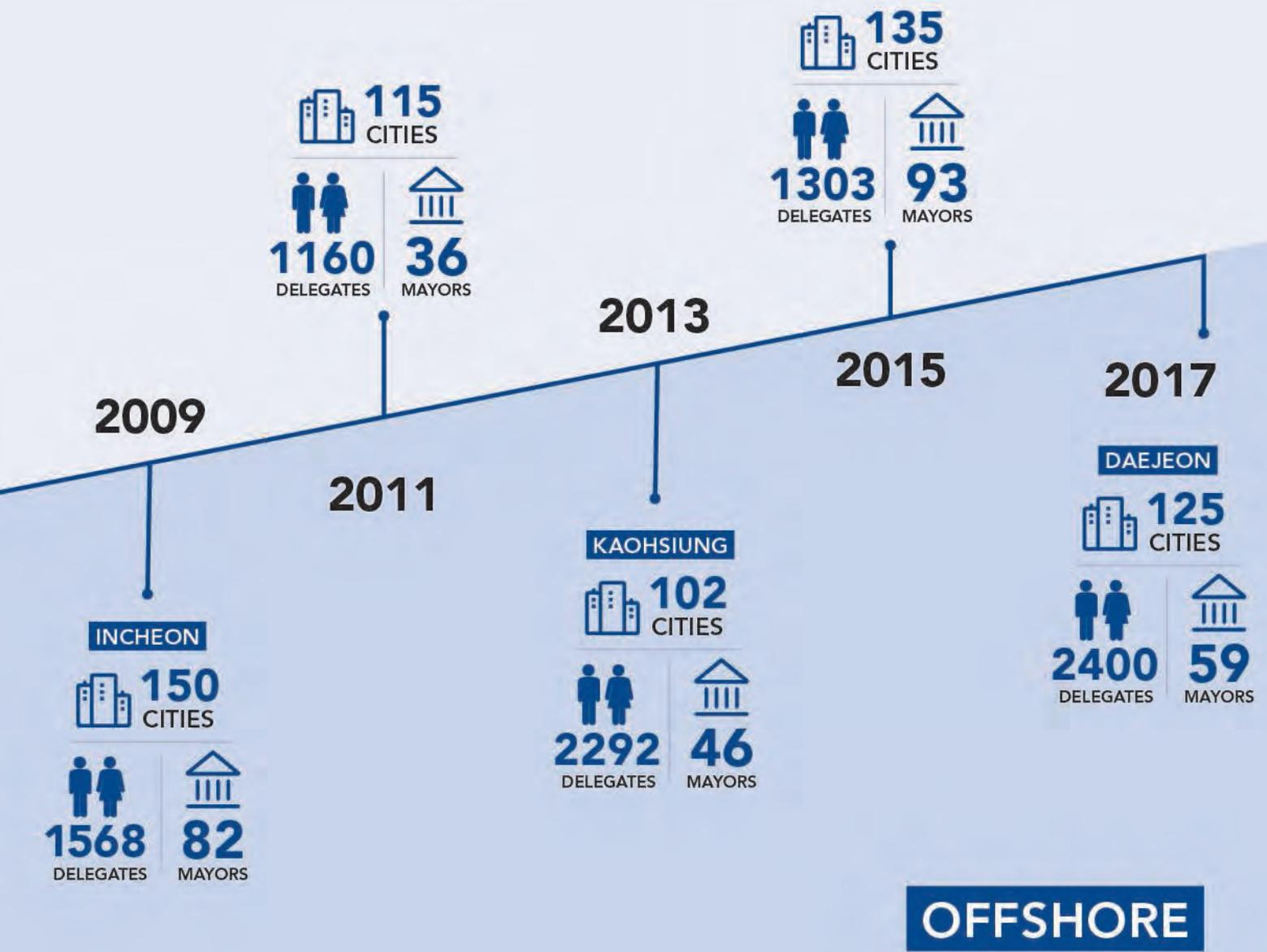
Australasia

Adelaide
Aleisa-I-Sasa'e
Auckland
Ballarat
Beauesert
Blacktown
Brisbane
Bundaberg
Caboolture
Cairns
Canberra
Cleveland
Darwin
Dubbo
Gatton
Gold Coast
Greater Dandenong

Hobart
Honiara
Invercargill
Ipswich
Kolonias
Kouaoua
Lismore
Logan
Mackay
Maroochydore
Melbourne
Murwillumbah
Nedlands
Normanton
Parramatta
Penrith
Perth
Playford
Port Adelaide Enfield

Port Moresby
Proserpine
Randwick
Rockhampton
Rotorua
Stirling
Sunshine Coast
Sutherland
Suva
Sydney
Tolga
Toowoomba
Whakatane
Wollongong
Wyndham
East Asia
Beijing
Chongqing

Dujiangyan
Fukushima
Guangzhou
Hong Kong
Kobe
Nanchang
Nanjing
Shanghai
Shenyang
Shenzhen
Tianjin
Taiyuan
Xi'an
Europe
London
Madrid
Vienna



Middle East

Abu Dhabi
AlKhubar
Beirut
Doha
Tel Aviv

North East Asia

Busan
Daejeon
Seoul

South Asia

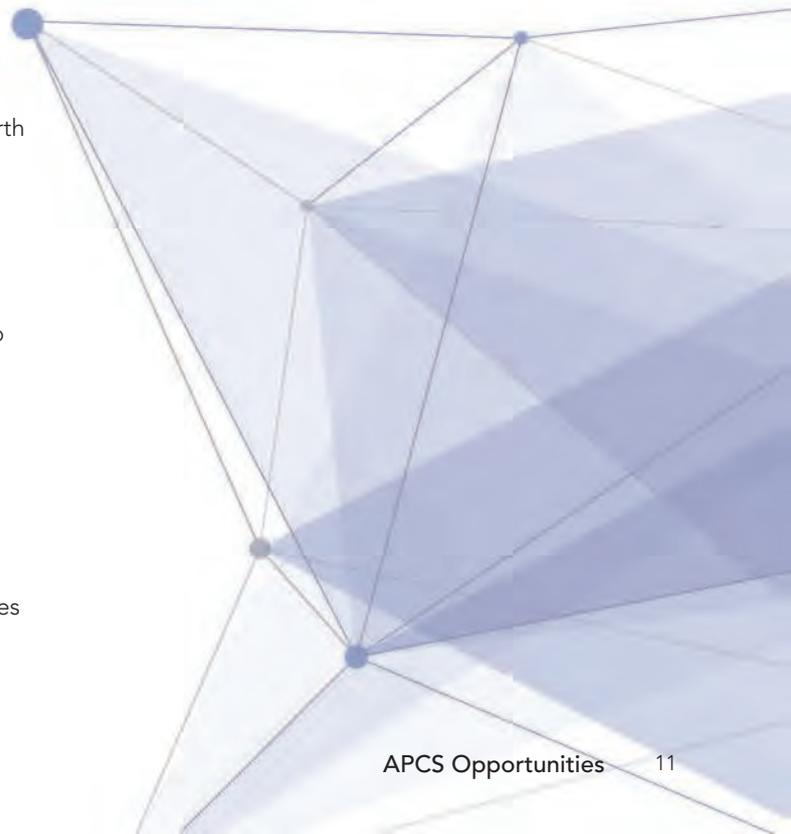
Ahmedabad
Bangalore
Boralesgamuwa
Hyderabad
Islamabad

Kathmandu
New Delhi
Phuentsholing

South East Asia

Barotac Viejo
Biñan
Cabanglasan
Calbayog
Caoayan
Catanauan
Chiayi
Da Nang
George Town
Gerona
Ilagan
Javier
Kabankalan
Kalilangan

Kaohsiung
Kuching North
Lal-Lo
Maltibog
Panabo
Pandan
Penaranda
San Fernando
Singapore
Tagum
Taichung
Tainan
Taipei
Taoyuan
Tigaon
Trece Martires
Tuburan
Valderrama





Brisbane City Council
GPO Box 1434
Brisbane Qld 4001

Printed on sustainable paper



CA18-536528-08-3729
© 2018 Brisbane City Council

 brisbane.qld.gov.au
 3403 8888
 BrisbaneCityCouncil
 @brisbanecityqld
 @brisbanecitycouncil