

23 October 2009

The President
The White House
1600 Pennsylvania Avenue, NW
Washington, DC 20500

Subject: APEC 2011 Host City Selection

Dear Mr. President:

In coming days, you will choose a host city for the 2011 Leaders Week and CEO Summit of the Asia Pacific Economic Cooperation (APEC) process.

Business and civic leaders participating in the California APEC 2011 Organizing Committee (CalAPEC) had an excellent meeting on this subject with Emmett Beliveau of your staff in San Francisco last week while you were here.

CalAPEC and California cities—together with Senator Dianne Feinstein, Senator Barbara Boxer, and Governor Arnold Schwarzenegger—stand ready to support a successful 2011 APEC year. We urge you to choose San Francisco or Los Angeles as Leaders Week host city.

The APEC process is vitally important to United States economic and political interests, especially with the critical need to speed economic recovery and job creation.

Choosing California to host Leaders Week and the concurrent CEO Summit makes political and economic sense.

- There is no state with more invested in Asia-Pacific relationships than California: an estimated \$140 billion of merchandise and service exports to APEC destinations, nearly half a trillion dollars in two-way shipping, major two-way financial and capital flows, extensive business and pleasure travel, 30 Forbes Global 1000 headquartered companies, and more expatriates and families from APEC economies living here than any other state.
- California's innovation ecosystem—its culture, innovation assets, venture capital, industrial diversity—is an important backdrop for APEC 2011 discussions.
- Our attractive, world-class cities are prepared to host Leaders Week and other APEC meetings, with the amenities, infrastructure, economic clout, and business and political connections to make APEC 2011 successful. The cost of hosting will require an appropriate local-state-federal-private partnership, but California offers the scale and significance to make it work.
- Because of the large number of diplomatic offices here, and the extensive history of Presidential visits and other high-security events, California offers the essential security and logistical support for APEC meetings.
- The Administration will benefit from the support of a statewide host committee (CalAPEC) directly involved in APEC meetings and representing a coalition of business, government, and nonprofit groups to prepare for APEC 2011.
- CalAPEC is prepared to assist the US APEC Task Force with local planning of key activities, including engagement with civic leaders and NGOs, education of local stakeholders, and community outreach.

CalAPEC Director
Paul V. Oliva
Oliva Global Communications

Lead Partners
California Chamber
Susanne Stirling

Bay Area Council
Economic Institute
Dr. R. Sean Randolph

Los Angeles
Chamber of Commerce
Carlos Valderrama

World Trade Center
San Diego
Bella Heule

Corporate Committee
Chevron
Greg Hardy

Accenture
Tracy K. Iseler

Levi Strauss & Co.
Laurie Goldman

Visa Inc.
John S. Barry, PhD

Port of Los Angeles
Kaylynn L. Kim

San Bernardino County
Moises Cisneros

USS-POSCO Industries
Michael Obermire

Cange International
Kim Benson

Otis-McAllister
Everett Golden

Advisory Members
Dr. Vinod K. Aggarwal
University of California, Berkeley

George Broder
Bay Area Council

Dr. Abe Lowenthal
University of Southern California

CalAPEC is Housed at the
Bay Area Council
Economic Institute
A 501c3 Foundation

CalAPEC
201 California Street, Ste 1450
San Francisco, CA 94111

+1.415.981.6600 main
+1.415.235.5185 direct
poliva@bayareacouncil.org

- CalAPEC will also support the work of the National Center for APEC and the USA APEC 2011 Host Committee on the CEO Summit and other private sector outreach activities.
- Senator Feinstein, Senator Boxer, and 18 members of Congress directly support a California location.

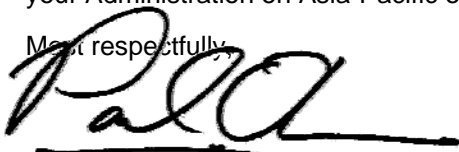
There are dozens of other APEC meetings the U.S. will host between now and November 2011. As your U.S. APEC Task Force begins planning for the 2011 year, **we also recommend consideration of California to host at least three clusters of APEC 2011 meetings in addition to Leaders Week:**

- A major APEC ministerial-level meeting focused on clean energy, alternative fuels, energy technology and climate change to build consensus around practical, environmentally friendly regulatory and trade policy best practices. California has been at the forefront of clean technologies and in the adoption of supportive regulations at the state and local levels, from the state's landmark AB32 climate change bill to local green building, recycling, and efficiency standards.
- The APEC Trade Ministers and relevant senior-level and working group meetings that might be clustered with it (such as the Transportation Working Group or SME Summit), taking advantage of the enormous diversity and scope of manufacturing and services trade involving enterprises here.
- An APEC Senior Officials Meeting, to give the SOM first-hand perspective on West Coast engagement in APEC.

California's experience and industry composition are relevant for several other APEC ministerial or working-level meetings: tourism, transportation, telecommunications, life sciences, agriculture, small and medium enterprise, and women's issues. We welcome the chance to support meetings in these subject areas if desired.

Choosing California to host Leaders Week—and relevant other meetings—is good for our country and advantageous for a successful APEC year. We look forward to working with your Administration on Asia-Pacific economic recovery and growth.

Most respectfully,



Paul V. Oliva, Director
California APEC 2011 Organizing Committee

Copies to:

The Honorable Hillary Clinton
The Secretary of State
The Department of State
2201 C Street
Washington, DC 20520

Mr. Kurt M. Campbell
Assistant Secretary of State for East Asian and Pacific Affairs
The Department of State
2201 C Street
Washington, DC 20520

Ms. Wendy Cutler
Assistant U.S. Trade Representative for Japan, Korea and APEC
Office of the U.S. Trade Representative
600 17th Street, NW
Washington DC 20508

Mr. Kurt Tong
U.S. Senior Official for APEC
The Department of State
2201 C Street
Washington, DC 20520

Mr. Michael Froman
National Security Advisor for International Economic Affairs
Executive Office of the President
The White House
1600 Pennsylvania Avenue, NW
Washington, DC 20500

Mr. Emmett S. Beliveau
Deputy Assistant to the President and Director of Advance
Executive Office of the President
The White House
1600 Pennsylvania Avenue, NW
Washington, DC 20502

Mr. Ed Malcik
Office of International Conferences
The Department of State
2201 C Street
Washington, DC 20520