

Sustainability and International Trade for Export-Oriented Companies

FACULTY

- Tan Sri Dr Rebecca Fatima Sta Maria

WHO SHOULD ATTEND

- Board of Directors
- Senior Management
- Anyone who might find this program helpful

www.asb.edu.my/executive-education

Course Fee: RM1,000 before SST



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PROGRAM OVERVIEW

Concerns over sustainability in international trade are not new.

In 1993, when the Asia Pacific Economic Cooperation (APEC) economic leaders first met on Blake Island, USA, they emphasised: "Our environment is improved as we protect the quality of our air, water and green spaces and manage our energy resources and renewable resources to ensure sustainable growth and provide a more secure future for our people."

In 1995, when the World Trade Organisation (WTO) was established, it had a clear mandate of ensuring that expansion of trade in goods and services would be in accordance with the objective of sustainable development.

More recently, the UN Sustainable Development Goals (SDGs) have provided the impetus for focus on sustainable and inclusive economic growth. As we witness the effects of climate change at our very doorstep, we must realise that our commitments towards SDGs and Environment, Social and Governance (ESG) will have to go beyond the rhetoric and the aspirational. Natural disasters have caused disruptions to supply and value chains, with a knock-on effect on businesses' bottom line.

At a more granular level, compliance with international and multilateral laws, regulations, principles, guidelines or disciplines are expected of businesses, especially export-oriented ones. There is also more scrutiny of compliance along the whole value and supply chains. Thus focus on sustainability is not just a nice-to-consider, or good for branding, but is increasingly a must-do.

This program is intended to provide an opportunity for renewed discussion on trade and the environment, and its continued relevance for businesses, specifically those involved in, or are linked to, international trade in goods and/or services.

At the end of the program, participants will be able to:

- Have a better appreciation of "sustainability." In the broader context it is not primarily about environmental sustainability but also inclusive economic growth;
- Appreciate that the focus on sustainability and inclusiveness makes business sense;
- Draw lessons from the cases presented and chart the appropriate course of action for their companies.

PROGRAM OUTLINE

Sessions 1: Sustainability & International Trade

Where have we come from on this sustainability journey within the export-oriented sector? This session will trace the history and multilateral work on sustainability in international trade, and the collective initiatives in this area. This will cover work done in APEC, and the WTO, bilateral and regional trade agreements, as well as Multilateral Environmental Agreements.

Sessions 2: Impact of Sustainability on Business

This session will explore the current focus on sustainability and its impact on export-oriented companies. It will highlight the multiple issues that are of concern to various stakeholders in different jurisdictions and how these concerns will affect companies in the short, medium and longer term.

Sessions 3: What Can Companies Do?

In this session, participants will discuss real-life case studies and examples that showcase the ESG issues within the export-oriented sector. The aim of the discussion is to draw lessons that are pertinent and to help companies avoid such pitfalls. Participants will also be challenged to consider measures that they will have to take so that their companies can stay ahead of the curve rather than play catch-up.

FACULTY



Tan Sri Dr Rebecca Fatima Sta Maria is the executive director of the APEC Secretariat based in Singapore, which serves as advisory body, implementation arm and custodian of institutional memory for the 21-member economies that make up the APEC forum.

Dr Sta Maria was a top-level Malaysian civil servant, trade negotiator and academic.

She was the Secretary-General of the Malaysian Ministry of International Trade and Industry from 2010 to 2016, where she oversaw the formulation of Malaysia's international trade policies and positions and often took the lead in their implementation as chief negotiator for bilateral and regional free trade agreements such as the Trans-Pacific Partnership (TPP) and the Regional Comprehensive Economic Partnership (RCEP).

Dr Sta Maria played an integral role in Malaysia's participation in multilateral forums such as APEC, where she often represented her economy during the APEC Ministers' Responsible for Trade Meetings and the Small and Medium Enterprises Ministerial Meetings.

Dr Sta Maria is the first woman executive director of the APEC Secretariat.

REGISTRATION FORM

Sustainability and Its Impact on Organizations:
What Directors Need to Know

FEE: RM1,000 before SST

NAME

DESIGNATION

COMPANY

ADDRESS

CONTACT TEL. NO. (COMPANY)

CONTACT TEL. NO. (PERSONAL)

EMAIL ADDRESS

NAME OF SECRETARY

CONTACT TEL. NO.

EMAIL ADDRESS

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