

APEC Conference Script

Runs 1:54 • Tape Counter Time: 22:20

Video	Audio
Meeting	Say APEC and most people conjure up long meetings, stuffy speeches and lots of bureaucrats. Many wonder what good does it all do?
ON CAMERA	To understand the payoff, let's suppose that you wanted an overseas market for Washington apples.
Reporter with map, apple, flags and money	Before APEC, if you wanted to sell to Indonesia, you were facing some pretty hefty tariffs. To sell to Thailand you pay and pay and pay. And China was the worst. 40% tariffs, 17% value added tax, plus huge shipping costs
ON CAMERA	By the time you were through, a Chinese family might spend as much on this one apple as on a whole bag of groceries. Now that's a bite.
Money being picked up off map	Now APEC is all about reducing tariffs. It's already had success in Indonesia, in Thailand, in the Philippines and especially in China where average tariffs are rolled back 60%. The goal is zero tariffs by the year 20-10.
Apples, planes, computers.	That helps whether you're selling apples or airplanes or computers.
ON CAMERA	Another success is customs. Before APEC if you exported anything you had to deal with up to 30 bureaucracies and up to 40 customs forms for every country. Now there's just one standardized form.
Meetings	So maybe APEC is full of long meetings, official dinners and lots of bureaucrats. Some say watching APEC is like watching grass grow.
Industry Port of Seattle	Just know that somewhere where, sometime down the line, what's growing are businesses here in our state.
ON CAMERA	So it's easy to get impatient with APEC if you say "What has APEC done for me today, or even this week. To really appreciate APEC you have to take sort of a longer view. Which, by the way, is very Asian.