



5 November 2009

IMMEDIATE RELEASE

MEDIA RELEASE

YOUTHS TO LEND THEIR VOICES IN APEC 2009

The alternative voice to APEC 2009 is set to be heard. Youth delegates from the **APEC Voices of the Future (VOF)** programme will be using social media to report on their APEC experience. Assuming the role of youth journalists, 120 youth delegates from the APEC economies will get the opportunity to interview economic and business leaders, and observe APEC meetings.

2 Incorporating applications such as Twitter, Facebook and blogs, these youth delegates will provide refreshing perspectives on APEC. Delegates will also post articles of their interviews on the VOF 2009 website (www.apecvof09.org) during the course of the programme.

3 Organised by the National Youth Council (NYC) in cooperation with the Ministry of Community Development, Youth and Sports (MCYS) and the National Youth Achievement Award (NYAA) Council, the VOF is executed by a youth organising committee comprising youth volunteers from various local youth organisations.

4 VOF, held from 9 to 15 November 2009, aims to encourage active participation of young people on APEC-related issues and policies, provide learning opportunities for youth to interact with world leaders and business leaders, and facilitate networking and interaction among youth from the APEC economies to encourage mutual understanding and co-operation. The programme in Singapore also allows the overseas participants to know Singapore better, ranging from how we undertake water management to urban

and community planning. The delegates will also get a rare opportunity to interact with the visiting International Olympic Committee Co-ordinating Commission members, such as Mr Sergey Bubka, and dialogue with them about the inaugural Singapore 2010 Youth Olympic Games. More information on VOF and the programme is attached in Annex A.

5 We cordially invite you and your journalist and photographer / camera crew to the APEC VOF highlights listed below. Please send your completed RSVP form attached in Annex B to NYC by 9 November 2009, 5.00 pm to confirm your attendance for the various events:

a) Opening Ceremony

- Date : Tuesday, 10 November 2009
- Time : 9.30 am to 12.30 pm
- Venue : Singapore Management University
Administration Building
Conference Hall 1 (Level 5)
- GOH : Dr Vivian Balakrishnan
Minister for Community Development, Youth
and Sports
- Description : Mr Ho Kwon Ping, Executive Director of Banyan Tree Holdings Limited, will be delivering the keynote address on the theme of APEC 2009 - "Sustaining Growth, Connecting the Region". There will also be a plenary cum dialogue session with a panel of established and successful local entrepreneurs, consisting of:
- (i) Mr Ho Kwon Ping, Executive Chairman, Banyan Tree Holdings Limited;
 - (ii) Mr Predeep Menon, Chief Executive Officer, Singapore Indian Chamber of Commerce & Industry; and
 - (iii) Mr Lawrence Kim, Managing Director, Ebenezer NDT Services Pte Ltd

b) Visit to the HDB Heartlands

Date : Thursday, 12 November 2009

Time : 10.00 am to 12.00 pm

Venue : Tiong Bahru Community Centre

Description : Delegates will tour the Tiong Bahru estate for a “Heartland Experience”. This visit aims to showcase Singapore's considerable achievements in social development, particularly in community and town planning, and bring about a better appreciation of the Singaporean lifestyle.

c) In Conversation with Jet Li

Date : Thursday, 12 November 2009

Time : 2.00 pm to 3.00 pm

Venue : Singapore Management University
Administration Building
Conference Hall 1 (Level 5)

Description : Delegates will have the rare opportunity to dialogue with International Film Star and Founder, One Foundation, Jet Li who will share his vision on One Foundation, corporate social responsibility philosophy and the role youth can play in promoting a more philanthropic society in line with the APEC 2009 theme of promoting sustainable development and greater connectedness in the region. Mr Teo Ser Luck, Senior Parliamentary Secretary for Community Development Youth and Sports, and Chairman, National Youth Council will be moderating the session.

About the National Youth Council

National Youth Council is the Advocate, Connector and Enabler for Youth. Together with our partners, NYC develops a vibrant and supportive environment for youth who are inspired to dream and committed to action to bring about a future that they want. The NYC is part of the People's Association Network.

About the National Youth Achievement Award Council

The National Youth Achievement Award seeks to develop and maximise the potential of young people through selfless community service, challenges of adventure, skills development and physical recreation so that they may be exceptional individuals who can contribute effectively to society and the nation.

About the Ministry of Community Development, Youth and Sports

The Ministry of Community Development, Youth and Sports aims to build a Cohesive and Resilient Society by fostering, Socially Responsible Individuals, Inspired and Committed Youth, Strong and Stable Families, A Caring and Active Community and Sporting Persons.

This media release is transmitted via telebox by the Corporate Communications Section of the National Youth Council. The National Youth Council is Part of the People's Association Network. For further information, please contact:

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APEC Voices of the Future 2009

The APEC Voices of the Future (VOF) 2009 is held from 9 to 15 November 2009 in conjunction with the APEC 2009 summit meetings hosted by Singapore. An annual youth event for youth leaders in the APEC economies, VOF aims to provide a platform for youth leaders to engage government and business leaders on issues relevant to APEC.

2 The VOF 2009 will bring together 120 youth delegates from the APEC economies to deliberate on and explore issues relevant to the theme of APEC 2009, “Sustaining Growth, Connecting the Region”. Taking on the role of Student Journalists, Voices youth participants will get the rare opportunity to interview political and business leaders, and observe APEC meetings (such as the APEC CEO Summit) and APEC Business Advisory Council (ABAC) meetings.

3 VOF 2009 aims to provide a better understanding of APEC and its meetings for the Youth Leaders of the APEC economies. Through the cross-cultural exchanges and interactions, it hopes to foster new friendships and enhance mutual understanding amongst the youth. VOF 2009 is organised by the National Youth Council (NYC) in cooperation with the Ministry of Community Development, Youth and Sports (MCYS) and the National Youth Achievement Award (NYAA) Council.

APEC VOICES OF THE FUTURE PROGRAMME OVERVIEW

Day	Morning		Afternoon	Night	
Day 1 Mon 9 Nov '09	Arrival and Registration			Welcome Dinner and Orientation (6.15 pm – 10.00 pm)	
Day 2 Tue 10 Nov '09	Opening Ceremony and Plenary Session (9.00 am – 12.30 pm)		Tea at the Istana (2.30 pm – 4.00 pm)	Dinner (6.00 pm – 7.30 pm)	Night Safari (7.30 pm – 10.00 pm)
Day 3 Wed 11 Nov '09	Institutional Visits – Part I (9.00 am – 12.00 pm)	Visit to Singapore 2010 Youth Olympic Games Learning Centre (2.00 pm – 3.30 pm)	Institutional Visits – Part II (4.00 pm – 6.00 pm)	Dinner [Free & Easy]	
Day 4 Thu 12 Nov '09	HDB Heartlands Visit (10.00 am – 1.00 pm)	In Conversation with Jet Li (2.00 pm – 3.00 pm)	Institutional Visits – Part III (1.00 pm – 5.00 pm)	Dinner [Free and Easy]	
Day 5 Fri 13 Nov '09	APEC CEO Summit (9.00 am – 5.00 pm)			Dinner	Free and Easy
Day 6 Sat 14 Nov '09	APEC CEO Summit (9.00 am – 5.00 pm)			Closing Ceremony (7.00 pm – 10.00 pm)	
Day 7 Sun 15 Nov '09	Compilation of Reports			Departure of Delegates	

**MEDIA COVERAGE FOR
APEC VOICES OF THE FUTURE PROGRAMME
109 TO 125 NOVEMBER 2009**

MEDIA REGISTRATION FORM

Please fax completed form by **Monday, 9 November 2009, 5.00 pm** to:

Corporate Communications Section, National Youth Council

Attn : Ms Rose
DID : 6839 9123
Fax : **6737 2025**

Media Organisation : _____

Tel : _____ **Hp** : _____ **Fax** : _____

Event (date, time, venue, coverage)	Name, & Designation & Contact Details of Representative(s)	Media Accreditation Pass No. / NRIC / Passport No.
<p>(a) Opening Ceremony hosted by Minister (MCYS), Dr Vivian Balakrishnan</p> <p>(Tuesday, 10 November 2009, 9.30 am, Singapore Management University, Administration Building, Conference Hall 1 (Level 5)</p>	<p>Name :</p> <p>Designation :</p> <p>Mobile :</p> <p>Email :</p>	

Event (date, time, venue, coverage)	Name, & Designation & Contact Details of Representative(s)	Media Accreditation Pass No. / NRIC / Passport No.
(b) Visit to the HDB Heartlands (Thursday, 12 November 2009, 10.00 am, Tiong Bahru Community Centre)	Name : Designation : Mobile : Email :	
(c) In Conversation with Jet Li (Thursday, 12 November 2009, 2.00 pm, Singapore Management University, Administration Building, Conference Hall 1 (Level 5))	Name : Designation : Mobile : Email :	