



# 2021 ASIA PACIFIC CITIES SUMMIT & MAYORS' FORUM *Special Edition*

Brisbane, Australia  
8-12 September

[apcsummit.org](http://apcsummit.org)

2021APCS SPECIAL EDITION  
OPPORTUNITIES



*Dedicated to a better Brisbane*

# AN INVITATION



## A message from the Lord Mayor

2021 marks the start of an exciting new chapter for our region and I'm looking forward to welcoming the 2021 Asia Pacific Cities Summit and Mayors' Forum Special Edition (2021APCS Special Edition) to Brisbane from 8-12 September.

The 2021APCS Special Edition marks the 13th occasion of this iconic event, which traditionally draws representatives from more than 130 cities to plan for the future of our cities, inspiring insightful conversations about the sustainability and accessibility of our region.

While the coronavirus pandemic presented its challenges, it also provided us with an opportunity to deliver the Asia Pacific Cities Summit and Mayors' Forum in a new, condensed format. Through the implementation of state-of-the-art technology, our world-renowned speakers will this year reach global audiences through in-person, virtual and on-demand participation options. It also presents exciting new opportunities for local businesses, who will be able to reach a wider audience and attract investment as we all continue on a path of economic recovery.

The health and economic impacts of coronavirus have been felt across the world and 2021APCS Special Edition will play an important role in helping our regions adapt, get back on our feet and transform the way our cities operate so that we are even more resilient in the future.

Together, we are a stronger region and I look forward to your participation in the 2021 Asia Pacific Cities Summit and Mayors' Forum Special Edition this September.

A handwritten signature in black ink, reading 'Adrian Schrinner'.

**Adrian Schrinner**  
Lord Mayor of Brisbane





# 2021APCS SPECIAL EDITION INTRODUCTION

## What is APCS and the 2021APCS Special Edition

Conceived and managed by Brisbane City Council, the Asia Pacific Cities Summit and Mayors' Forum (APCS) is an internationally acclaimed, award-winning gathering of city and business leaders from across the Asia Pacific.

For 25 years, APCS has provided immense opportunities for connection, learning and relationship-building between civic and business sectors. The coronavirus pandemic in 2020 has forever changed cities and the definition of normal. Local government has been at the forefront of the challenges of this pandemic and therefore now, more than ever, it is an opportunity not to be missed.

In 2021, APCS will be presented as a Special Edition, utilising latest-generation technology to provide physical participation for those who can attend in person and immersive virtual participation options for those who cannot. The inspiring speakers, high-calibre networking opportunities and top-level insights that the 2021APCS Special Edition presents will equip attendees to meet the challenges and opportunities of the new world.

## Hybrid event

The 2021APCS Special Edition will be held live and in person in Brisbane and is covered by our pandemic delivery guarantee.

International delegates will have the choice of attending the summit either in-person as a physical delegate or digitally as a virtual delegate. Virtual delegates will have full access to keynote and concurrent sessions and will be able to participate in networking and the exhibition.

## Program themes

**Redefining Cities through Opportunities and Challenges** is the principal theme of the 2021APCS Special Edition.

### Program sub-themes:



#### HEALTHY CITIES

Strengthening agility, wellbeing and sustainability



#### VIBRANT CITIES

Celebrating and enhancing creativity, diversity and tourism



#### CONNECTED CITIES

Redefining connections and movement



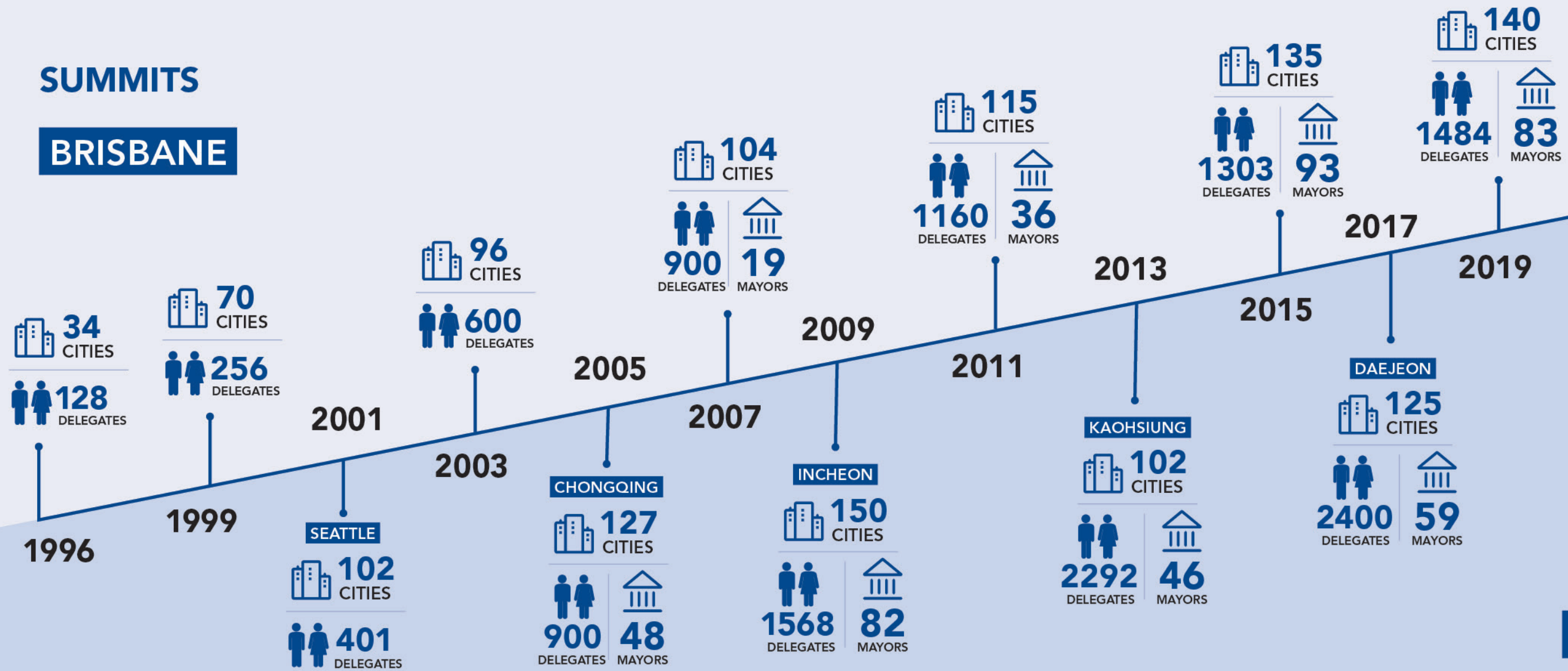
#### INTELLIGENT CITIES

Harnessing and supporting talent, innovation and business



## SUMMITS

### BRISBANE



2021

\* Read the table below to learn more about the 2021APCS Special Edition.

OFFSHORE

## APCS background

The APCS and Mayors' Forum, founded in 1996, is 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 networks and forge new business relations throughout the region.

Held biennially, the host city alternates between Brisbane and bidding international cities. Due to the impacts of the coronavirus pandemic, the 2021APCS Special Edition will take place in Brisbane and focus specifically on the redefined landscape and economic recovery.

## 2021APCS Special Edition

What is different from a traditional biennial APCS?

Program	Biennial APCS	2021APCS Special Edition
Speakers	✓	✓
Concurrent session	✓	✓
Exhibition	✓	✓
Site visits	✗	✓
Mayors' Forum	✓	✓
City Leaders' Forum	✗	✓
Social events	✓	✓
Tourism case studies	✗	✓
Virtual delegate participation	✗	✓
Virtual exhibition	✗	✓

\* Program is subject to change

# 2021APCS SPECIAL EDITION OBJECTIVES

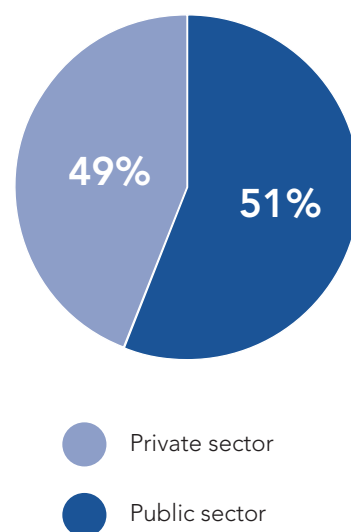
1. To provide a unique opportunity for city and business leaders within the region to reconnect, discuss common challenges and identify solutions.
2. To provide an opportunity for city and business leaders to drive commercial outcomes.
3. To allow senior city and business leaders to share their experience on rebuilding local economies and reshape their cities for the future.

## WHO WILL ATTEND THE 2021APCS SPECIAL EDITION?

The 2021APCS Special Edition provides a superior access opportunity and will attract key decision-makers and influencers of urbanisation and economic recovery from across the region, including:

- mayors and deputy mayors
- chief executive officers and senior managers
- chief procurement officers of local government
- key business and industry leaders and representatives
- senior policy makers and municipal directors, including specialists in transport, planning, environment, infrastructure, energy, water and economic development
- heads of industry and senior technical directors with a strategic interest in city management
- research leaders relating to urbanisation and managing cities
- emerging leaders from industry and the public sector.

PUBLIC vs. PRIVATE SECTOR DELEGATES FROM 2019APCS



# OPPORTUNITIES



## Partner

The 2021APCS Special Edition 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 2021APCS Special Edition at a range of investment levels.

To find out more about partnership and sponsorship opportunities with the 2021APCS Special Edition, please contact the APCS secretariat by email at [APCS@brisbane.qld.gov.au](mailto:APCS@brisbane.qld.gov.au) or visit [apcsummit.org](http://apcsummit.org)

## Exhibit

The 2021APCS Special Edition exhibition presents a unique and exclusive exhibition opportunity to showcase your brand, services and products to the key decision-makers of the region, including government, business, industry and emerging leaders.

The exhibition will host a range of displays from sponsors, partners and organisations.

The exhibition area will be staged within the Brisbane Convention and Exhibition Centre (BCEC), the official venue of the 2021APCS Special Edition.

To reserve your space in the exhibition or for more information, visit [apcsummit.org](http://apcsummit.org) or contact:

### The APCS secretariat

Email: [APCS@brisbane.qld.gov.au](mailto:APCS@brisbane.qld.gov.au)

Telephone enquiry +61 7 3178 0790

## Attend

To register for the 2021APCS Special Edition or for further information, please visit [apcsummit.org](http://apcsummit.org)

## Present

The 2021APCS Special Edition invites those interested in speaking to submit an abstract addressing one of the 2021APCS Special Edition program themes.



### HEALTHY CITIES

Strengthening agility, wellbeing and sustainability



### VIBRANT CITIES

Celebrating and enhancing creativity, diversity and tourism



### CONNECTED CITIES

Redefining connections and movement



### INTELLIGENT CITIES

Harnessing and supporting talent, innovation and business

## APCS for Business

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

The 2021APCS Special Edition will be an opportunity to:

- showcase your products, services and ideas to city leaders and industry experts
- identify new business opportunities for those working in the business of cities
- hear city leaders and industry experts discuss their economic recovery plans and focus for their councils in the immediate future
- reconnect with key clientele.



## 2021APCS Special Edition key programs

### MAYORS' FORUM

An intimate and exclusive opportunity for attending elected leaders to come together, share insights and openly discuss the issues affecting cities.



### SPEAKER SESSIONS

A high calibre of speakers will share their in-depth insights on how to make cities more healthy, vibrant, connected and intelligent through speaker sessions.



### INAUGURAL CITY LEADERS' FORUM

An exclusive opportunity for attending city leaders such as CEOs, departmental managers and economic development managers to openly discuss issues affecting our region, cities, councils and wider community.



### SITE VISITS

A number of site visits throughout Brisbane, aligning with the sub-themes of the summit. Delegates will experience Brisbane's strategic precincts, share best practice and learn from industry leaders.



### SOCIAL AND NETWORKING EVENTS

A range of social and networking events including the opening event and cocktail reception provide opportunities for attendees to network.











### TOURISM CASE STUDIES

Opportunities to study local tourism strategies and providers who have navigated the current environment. Network with fellow delegates while exploring the region's offerings.



# 2021APCS SPECIAL EDITION PROGRAM OUTLINE

Redefining Cities through Opportunities and Challenges

Wednesday 8 Sept		Thursday 9 Sept		Friday 10 Sept		Saturday 11 Sept	Sunday 12 Sept
		Tourism case study (optional)		Tourism case study (optional)		Tourism case study (optional)	Tourism case study (optional)
		Site tour		Site tour			
Mayor and city leaders networking lunch		Lunch					
Mayors' Forum	City Leaders' Forum	 Healthy Cities Program	 Healthy Cities Program	 Connected Cities Program	 Connected Cities Program		
		Afternoon tea and networking					
Opening event		 Vibrant Cities Program	 Vibrant Cities Program	 Intelligent Cities Program	 Intelligent Cities Program		
				Cocktail reception			

Program outline is indicative only and is subject to change.



# THE APCS SECRETARIAT

The Asia Pacific Cities Summit (APCS) and Mayors' Forum Secretariat is operated by Brisbane City Council's International Relations and Multicultural Affairs Unit, Lord Mayor's Administration and Engagement Office, Brisbane. The APCS secretariat is responsible for:

- leading the development of the long-term strategic approach for the APCS
- facilitating the establishment of strategies and priorities for actions arising from the APCS
- providing advisory and operational services to assist host cities in the coordination and management of their offshore APCS event
- complete event management for APCS events in Brisbane
- reviewing and evaluating the outcomes and effectiveness of the APCS.

## Contact us

Website [apcsummit.org](https://apcsummit.org)

Email [APCS@brisbane.qld.gov.au](mailto:APCS@brisbane.qld.gov.au)

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 @International Relations and Multicultural Affairs

 @APCSummit

 Asia Pacific Cities Summit (APCS) & Mayors' Forum








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