

## **APEC to Convene on AD Standards in China this Week**

*Brussels, 4 August 2014:* On 8-9 August, an Asia-Pacific Economic Cooperation (APEC) Advertising Standards Forum and Mentoring Workshop will take place in Beijing, hosted by the Chinese Association of National Advertisers (CANA) and the Australian Advertising Standards Bureau (ASB) alongside other global industry partners including WFA, the European Advertising Standards Alliance and the International Chamber of Commerce.

The purpose of the workshop is to focus on the fundamental principles of advertising standards with a view to formulating a mentoring plan for capacity building among APEC economies on the basis of a set of international best practice approaches. The output will be a series of recommendations and roadmap which will be submitted to APEC's CTI3 (Committee for Trade and Investment).

The rationale is that regulatory convergence in the field of advertising standards across the 21 APEC markets will not only ensure responsible advertising content but will incentivise foreign investment by making it easier for companies to do business through the removal of unnecessary barriers to trade.

In preparation of the meeting, APEC conducted a comprehensive review of the state of play of advertising standards across APEC countries which culminated in a report which was released in April this year. Ahead of the meeting, we have prepared a one-page overview of the key findings in this report.

Please find [the overview here](#) as well as [the meeting agenda](#).

For more background information, please see [here](#) or contact Will at [w.gilroy@wfanet.org](mailto:w.gilroy@wfanet.org)