



**Asia-Pacific
Economic Cooperation**

**FINAL REPORT
APEC Services Trade Access
Requirements (STAR) Database**

**Group on Services
APEC Committee on Trade and Investment**

December 2012

APEC Project CTI 27/2011T

Produced by
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APEC#213-CT-01.4



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Project No. **CTI 27-2011 T Phase 3**

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The updated website (www.servicestradeforum.org) was launched mid- November 2012. It was promoted and discussed at the workshop 'Facilitating best practice policies for trade and investment in financial services in the APEC Region', which was convened in Singapore from 27 to 28 November. Approximately 45 industry and government officials from APEC member economies participated. The STAR database was presented and discussed in the 1st session. The participants made several suggestions to improve the database such as increasing the coverage of services sectors. The challenge gleaned from the workshop was to avoid doubling up with other initiatives and databases. We were informed by Indonesian Ministry of Trade that the ASEAN Secretariat is working on a similar project.

Forum and News & Events

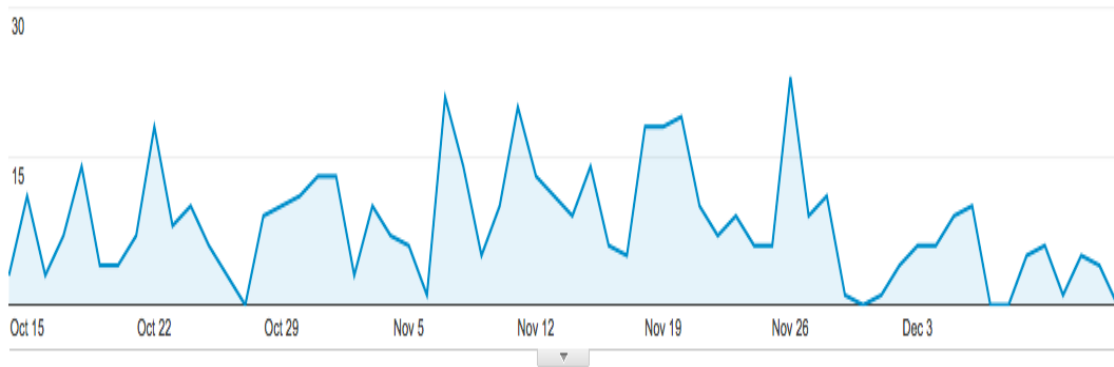
The website includes a business forum where users may exchange ideas and contacts and provide feedback to the AASC if they think information is incorrect or has changed. The forum is user-friendly and will allow users to easily add and edit posts. To add content to the forum, users will be required to register. It is a simple process but will allow users to contribute content. We have seen a modest increase in usage of the forum this year. It has been further expanded to include all the new sectors accounted for in the database.

The news and events section continues to be updated with relevant articles for the website community. It has covered the recent APEC meetings, service trade statistics, and relevant World Bank and IMF reports

Site Usage

AASC have been monitoring the website usage through Google Analytics. Between 15 October and 14 December 2012 the site received 502 visits from 40 countries. Users are spending an average of 5:02 minutes on the site. Most of the current usage is coming through search engines such as Google (49%).

Site Usage (15 Oct to 14 December, 2012)



289 people visited this site


 Visits: 505

 Unique Visitors: 289

 Pageviews: 2,911

 Pages / Visit: 5.76

 Avg. Visit Duration: 00:05:00

 Bounce Rate: 54.06%

 % New Visits: 52.87%



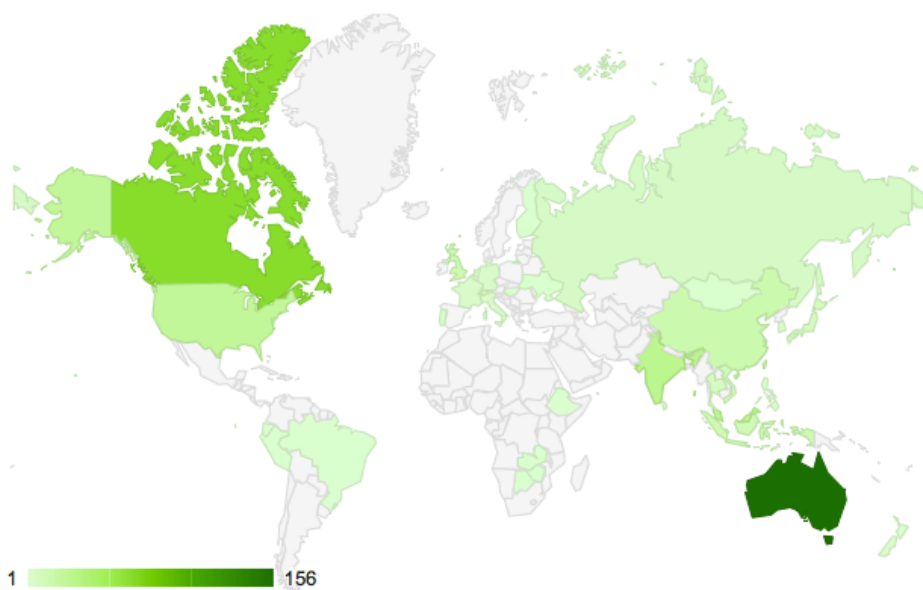
■ 52.87% New Visitor

267 Visits

■ 47.13% Returning Visitor

238 Visits

Map Overlay of Users (15 Oct to 14 December, 2012)



Users (15 Oct to 14 December, 2012)

Country/ Economies	Visits	Avg. Time on Site.
Australia	157	11:04
Canada	66	0:37
Hong Kong, China	34	5:08
Malaysia	29	0:10
India	28	2:28
United States	23	1:08
Singapore	22	1:35
Chinese Taipei	19	4:51
China	15	4:12
Indonesia	5	5:27

Website Promotion

AASC will continue to promote the website and will now begin to focus promotional activity around business users. We have implemented a keyword search engine strategy with search engine optimisation. We will continue to focus on linking the site to key business user directories, business publications, trades of commerce and other trade organisations.

The site will be promoted through newsletters, press releases and social media and digital media focused on the business community. This promotion will actively continue in 2013.

Next Steps

The AASC is looking at ways to expand the STAR database with the project sponsors and the APEC secretariat. The focus should be on expanding the verification process to include all the new data, expansion of sectors and keeping the content up-to date.