

**Remarks**  
**by H.E. Ban Ki-moon**  
**Minister of Foreign Affairs and**  
**Trade**  
**at the Ceremony**  
**of Signing an Agreement**  
**with BMW**

- April 27, 15:00 -

Senior Vice President Kaus Berning ,  
Representative Director Kim Hyo-joon (김효준)  
Ladies and Gentlemen!

I would like to express my heartfelt appreciation to BMW for the decision to be one of the active sponsors of the 2005 APEC Leaders' Meeting. Indeed, the APEC Leaders' Meeting in Busan next November is the largest-scale and most momentous international meeting ever to be held in Korea. I highly value your strong support for this event, one which holds considerable importance for our country.

As you are fully aware, the APEC's economies account for more than 60% of global GDP and half of the world trade. The leaders of APEC economies will gather in Korea to address ways to build a more prosperous and peaceful future for the Asia-Pacific region. In addition to the Leaders, thousands of government delegates, leading figures of industry and business, eminent scholars, opinion makers and journalists are expected to attend the Busan APEC Leaders' Meeting. The eyes of the world will indeed be focused on APEC and Korea.

As Head of the Preparatory Office for APEC 2005, I am therefore particularly gratified to count on partners such as BMW, one of the most prestigious names in the automotive industry and a global brand leader.

Having served as Vice-Minister of Foreign Affairs and Trade and Deputy Head of the Office for ASEMIII held in Seoul in the year 2000, I recall with gratitude BMW's support at that time. I look forward to working closely with BMW again, building on the cooperation forged in the past.

For APEC 2005, we have established a transparent and open sponsorship system that provides clear incentives as well as benefiting all sides equally. One of APEC's cherished principles is to foster close partnerships with business and to listen to the voice of the market.

In this regard, I am certain that BMW's sponsorship of APEC 2005 will serve as a model for a successful business-government partnership in APEC as a whole. Thank you.