

International Chamber of Commerce **THE WORLD BUSINESS ORGANIZATION** in 2012



Programme of Action



International Chamber of Commerce

The world business organization

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International Chamber of Commerce

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B20 cover image (top left): © Ludovic Rea

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▼ Foreword by the Secretary General



The Programme of Action presented in this document sets out the key priorities for the International Chamber of Commerce (ICC) during 2012. It constitutes a plan of work by ICC with its commissions, national committees and worldwide membership on issues where business can participate in shaping policies on the global economy, trade, investment, environment, anti-corruption and in other key areas for business. In keeping with ICC's founding principles, the aim is to work in partnership with governments and civil society to favour a multilateral approach to the development of policies on issues that transcend national borders.

ICC's plan for 2012 sustains its long-term work programme, while integrating present realities. The turbulence spreading through the global economy will not soon subside. The great recession that has roiled through developed economies since 2007 is spreading its effects worldwide, affecting all countries. Its consequences are putting into relief the new political and economic forces that are shaping the world economy of the 21st century.

In this new economic configuration the “emerging” economic powers of the 20th century have arrived, their growth and accumulated reserves standing in contrast to the debt and stalled economies of what we persist in calling the developed nations. At the same time, it is becoming clearer that emerging economies such as India, Mexico, Argentina, Brazil, China, Turkey and others are inextricably linked to their many trading partners; the concept that any region or major country can de-couple from the global economy is no longer tenable. We are all in this together.

We have all seen how a crisis in one part of the global economy sends a tsunami of effects throughout the world. When Greece and Portugal teeter on the brink of default, currencies in Nigeria, Brazil and Switzerland begin to wobble. Consumer demand contracts in the United States and workers are laid off or have their wages reduced in China, Vietnam and India. In this new economy, a widening gap in incomes and opportunities in many countries is driving discontent and a spirit of revolt.

As with all major transformations in the political and economic balance of the world, this one is provoking reactions. One such is the gradual shift away from a multilateral approach to international relations and negotiations, a process which has driven much of the peace and prosperity of the last 60 years.

Governments accord less importance to trade negotiations within the multilateral framework of the World Trade Organization in favour of limited, and often contending, bilateral or regional trade agreements, where economic might makes a difference in the conditions that can be imposed on a trading partner. Multilateral negotiations on arms reduction are at a standstill, while the multilateral negotiations on a successor to the Kyoto Protocol and other initiatives to address climate change are suffering from the same lack of ambition.

This is happening in a context where many blame globalization and open borders for economic volatility, income disparity, and political instability, leading some governments to adopt stances and policies that are clearly protectionist. In contrast, others want to seize the momentum for change to push for further integration, blaming narrow nationalism for inadequate coordination to regulate effectively financial markets, currencies and cross-border capital flows.

What is clear is that the scale of the shifts in economic and political forces in the world today is presenting challenges that require more engagement and more sagacity on the part of world business.

ICC was created to be a pro-active force in the world, by business people with a vision that went beyond the bottom line. That remains its mission in this time of many perils and much change. ICC's Programme of Action for 2012 embraces a strategy of clear engagement by business in shaping the future of the world economy. The projects being undertaken by ICC, working with business around the world, address issues

from a perspective that views the integration of business and economic concerns into policy-making as necessary to achieving a balanced society, where peace and prosperity are a shared objective.

I would like to highlight three initiatives in the policy area to which we will be attaching particular importance in 2012:

- We shall be building on our successful experience at G20 Summits in Seoul (2010) and Cannes (2011) to strengthen ICC's CEO-led G20 Advisory Group as a business forum to provide input into the G20 policy process. Drawing upon the business expertise in ICC commissions and our global network of members, we shall partner with other international organizations to ensure that policy proposals from business exert an influence on the G20 agenda, and on the deliberations of government leaders at the G20 Summits in Mexico in 2012 and in Russia in 2013.
- ICC will further develop its World Trade Agenda for business, launched at the end of 2011. The purpose of this initiative is to provide a platform for world business, as the principal vehicle of cross-border trade, to help define a new multilateral trade agenda for the 21st century, based on the practical needs of companies. This bottom-up approach will seek to break the longstanding stalemate in multilateral trade negotiations by shifting them to a new agenda negotiated under more flexible rules with the aim of achieving one or more multilateral agreements. ICC will mobilize its global network to ensure a broad consultation with business to help refine this new negotiating agenda, while mobilizing world business to urge its adoption by the members of the WTO.
- ICC will strengthen its long and close engagement with the policy-making activity of the United Nations through a reinforcement of our representative office in New York. Of particular importance in 2012 will be the delivery of business messages to the UN Conference on Sustainable Development in June (Rio+20).

The international engagement of ICC is at the heart of its historic mission: to be a partner in promoting business practices and policies that favour peace and prosperity. The group of business leaders who founded ICC in 1919 called themselves "Merchants of Peace" because they believed profoundly that strong and mutually beneficial commercial ties among nations would not only make them more prosperous but also make them much less likely to go to war. That conviction still suffuses ICC's every activity.

At a time of global economic turbulence when nations are tempted to look inwards in search of stability and security, ICC will steadfastly reiterate the historic lesson that economic nationalism is both short-sighted and dangerous, and that the only sure way to a more prosperous and peaceful world is through political cooperation and economic exchanges across open borders.

Business leaders around the world, in a multitude of companies of all sizes, are engaged with ICC in the design and implementation of our on-going plan of action, working as "Merchants of Peace" in each of their countries to promote openness in international relations as a means to achieving peace and prosperity in the world.



Jean-Guy Carrier
Secretary General
International Chamber of Commerce

▼ The voice of world business

The International Chamber of Commerce (ICC) is the voice of world business.

ICC champions open cross-border trade and investment, the market economy system and global economic integration as a force for sustainable growth, job creation and prosperity. ICC groups hundreds of thousands of member companies, chambers of commerce and business associations in more than 120 countries.

Because national economies are now so closely interwoven, government decisions have much stronger international repercussions than in the past. ICC expresses business views that support multilateralism as the best way to find effective global solutions to global challenges, based on the principles of open markets and rules-based trade and investment.

ICC has direct access to national governments through its global network of national committees consisting of ICC member companies, business associations and chambers of commerce. This network represents ICC at the national level by acting as a liaison between ICC's Paris-based international secretariat and ICC members. The ICC network also formulates the views of the business community in respective countries on issues dealt with by ICC. ICC's international secretariat provides business views to intergovernmental organizations on issues that directly affect business operations. More than 2,000 experts drawn from member companies feed their knowledge and experience into crafting ICC positions.

ICC activities cover a broad spectrum, from arbitration and other forms of dispute resolution to making the case for open international trade and investment, business self-regulation, fighting corruption and combating commercial crime.

Writing rules for business

ICC has a long history of developing voluntary rules, guidelines and codes to facilitate business and spread good practice. These include:

- ICC's Uniform Customs and Practice for Documentary Credits (UCP 600): rules used by banks to finance billions of dollars' worth of world trade every year
- ICC Incoterms® rules: standard international trade definitions used every day in countless thousands of contracts to define the responsibilities of buyers and sellers
- ICC model contracts that make doing business easier for smaller companies that cannot afford big legal departments
- The Consolidated ICC Code of Advertising and Marketing Communications: the global foundation for national self-regulatory systems that monitor marketing practices

Policy advocacy

ICC develops global business policy views on key issues that affect companies' ability to trade and invest across borders and meet the challenges and opportunities of globalization. These issues include: banking, commercial law and practice, corporate responsibility and anti-corruption, marketing and advertising, competition policy, electronic business IT and telecoms, environment and energy, intellectual property, taxation, trade and investment policy, customs and trade regulations, and transport and logistics.



ICC policy work, which can take the form of policy statements to influence intergovernmental discussions, is developed through specialized working bodies composed of business experts. The strength and legitimacy of ICC policy derive from rigorous development through extensive consultation with member companies via the ICC global network.

ICC policy recommendations are communicated to both national governments and intergovernmental organizations — including the United Nations and the World Trade Organization — and forums such as the G20. They are intended to reflect a broad business consensus as represented by ICC, while at the same time making a meaningful contribution to the policy debate from a global business perspective.

Working with the United Nations

ICC enjoys a close working relationship with the United Nations (UN). Since 1946, ICC has held consultative status with the UN and its specialized agencies. With intergovernmental organizations increasingly involved in matters of concern to the business community, it is important that business representatives be “at the table” when these issues are discussed. ICC’s privileged consultative status at the UN and its long experience of being the voice of business in international negotiations are crucial to help achieve global consensus. Extensive consultation with our worldwide, multi-sectoral membership lends ICC’s views special authority and legitimacy in these gatherings. ICC’s Permanent Representative to the UN in New York provides the liaison between ICC and the full range of UN agencies and programmes.

Resolving disputes worldwide

The ICC International Court of Arbitration is the most trusted system of arbitration in the world, with arbitration under its rules on the increase. Since 1999, the Court has received new cases at a rate of more than 500 a year. ICC has also developed a full range of other dispute resolution rules and services for international commerce such as the ICC ADR (Amicable Dispute Resolution) Rules, the ICC Rules for Expertise, the ICC Dispute Board Rules, and the DOCDEX Rules for the settlement of documentary credit disputes.



A sold-out launch conference took place in Paris in September 2011, giving more than 270 participants a comprehensive overview of ICC’s new Rules of Arbitration

ICC commissions

ICC commissions are specialized working bodies composed of business experts who examine major issues of practical concern to world business. They prepare policy products, including statements, to shape intergovernmental discussions, as well as rules and codes to facilitate international business transactions.

Arbitration

Mandate

As a forum for pooling ideas on issues relating to international arbitration and other forms of dispute resolution, the commission aims to:

- Draft and amend ICC's Arbitration, ADR, Expertise, Dispute Board and other forms of dispute resolution rules.
- Study the juridical and other aspects of arbitration and other modes of international dispute settlement, examine them in view of current developments and produce reports, guidelines or best practices.
- Promote ICC's various dispute resolution services globally.

Projects for 2012

- Complete the study of the role and needs of states and state entities in arbitration.
- Examine the criteria that arbitrators may take into account in exercising their discretion in allocating the costs of the arbitration.
- Assess the interest of corporate counsel in a study concerning the role of in-house counsel in international arbitration.

Banking

Mandate

To serve as a global forum and rule-making body for the banking industry, with particular focus on the financing of international trade.

Projects for 2012

- Finalize the drafting of a set of international uniform rules on forfaiting in partnership with the International Forfaiting Association.
- Follow up on the implementation of the Basel capital framework for trade finance.
- Continue the drafting of Bank Payment Obligation (BPO) guidelines in partnership with SWIFT.
- Complete the revision of the International Standard Banking Practice (ISBP) to reflect practices applied under ICC Uniform Customs and Practice for Documentary Credits (UCP 600).
- Provide timely market intelligence reports, including analysis to support ICC contributions on trade finance in key international forums, including ICC global surveys on trade finance, and the ICC trade finance register.
- Issue official Opinions on queries on UCP, ICC Uniform Rules for Collections, and ICC Uniform Rules for Demand Guarantees on a biannual basis.
- Provide business policy input on anti-money laundering, the financing of terrorism and sanctions regimes.

Commercial Law and Practice

Mandate

To promote a balanced self-regulatory and regulatory legal framework for international B2B transactions by setting global business standards and by providing a business viewpoint on commercial rules being developed by intergovernmental organizations.

Projects for 2012

- Prepare a business analysis of the forthcoming proposal by the European Commission on the harmonization of European contract law.
- Contribute to rule-making by the Hague Conference and the European Commission on specific jurisdiction and applicable law issues relevant to business, as a complement to ICC model contracts.
- Develop practical tools and training modules to promote the use of the Incoterms® 2010 rules globally.
- Update ICC's Model International Sale Contract to reflect new Incoterms® 2010 rules.
- Develop new model contracts including on master franchising.
- Pursue preparation of principles of ethical commercial negotiations, and the development of an "anti-corruption" clause.



Competition

Mandate

To ensure that modern business needs and the realities of global markets are taken into account in the formulation and implementation of competition laws and policies.

Projects for 2012

- Reinforce ICC's role as the key business voice in the International Competition Network (ICN) by organizing a fourth ICC-ICN roundtable and by making a substantive contribution to its key working groups.
- Develop views on the alignment of premerger control practices from various regions with the Recommended Practices for Merger Notification Procedure of the ICN.
- Provide business input on reform of EU rules on enforcement by private parties.
- Develop recommendations on the improvement of the European Competition Network (ECN) Model Leniency Programme.
- Provide substantive input on the development of competition laws in emerging markets where appropriate.
- Promote the importance of compliance programmes as a tool for competition law enforcement, especially in an EU context.



ICC will host its fourth roundtable on competition policy on 16 April 2012 in Rio de Janeiro, in conjunction with the International Competition Network's annual conference

Corporate Responsibility and Anti-corruption

Mandate

To develop policy recommendations and practical tools from a global business perspective on corporate responsibility and fighting corruption.

Projects for 2012

- Provide world business input into international initiatives on corporate responsibility and anti-corruption, including follow-up of the UN's work on business and human rights, strengthening the UN Convention against Corruption (UNCAC) implementation process, and G20 anti-corruption initiatives.
- Convey global business priorities with regard to the application of the OECD Guidelines for Multinational Enterprises.
- Develop an ICC perspective on the "business case" for corporate responsibility, based on company experience and existing research.
- Finalize and issue ICC Guidelines on Gifts and Hospitality.
- Launch work to update the ICC handbook, *Fighting Corruption*.
- Develop global business views on corporate responsibility reporting, taking into account recent developments.

Digital Economy

Mandate

To promote the global development of the digital economy and stable growth of its underlying information and communication technology (ICT) platform through private sector policy leadership, regulatory advocacy and the promotion of best practice.

Projects for 2012

- Produce global business priorities for the digital economy, with guidance for governments supported by a compendium of business actions and practice.
- Develop a policy statement on best practice for modernization of Mutual Legal Assistance Treaties (MLAT) with respect to law enforcement assistance interactions, to avert the trend of government infrastructure/storage mandates.
- Elaborate global and cross-sector business priorities on privacy policy and regulatory frameworks (EU, US, Council of Europe, APEC).
- Highlight the contribution of a private sector-led multistakeholder Internet and ICTs, to job creation and economic growth, in intergovernmental forums (G8, G20, UN, Internet Governance Forum, Council of Europe).
- Alert governments to the consequences of government policies on new technologies and business models, as well as on innovation, growth, competitiveness and job creation. (Cloud Computing, Internet of Things, Machine to Machine, Voice over Internet Protocol).
- Inject global business input on the International Telecommunications Regulations treaty negotiations in the preparatory process for the International Telecommunication Union (ITU) World Conference on International Telecommunications 2012 (WCIT).
- Convey business priorities through the Internet Corporation for Assigned Names and Numbers (ICANN) in light of the new generic top-level domain (gTLD) expansion plan.



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Environment and Energy

Mandate

To develop policy recommendations and tools to address major environmental and energy issues, including climate change, and make a substantive ICC contribution to key intergovernmental negotiations in this area.

Projects for 2012

- Produce world business views on the green economy as an ICC contribution for the 2012 Rio+20 Conference on Sustainable Development and beyond, including the United Nations Environment Programme.
- Build on ICC tools and positions to propose practical approaches for harnessing innovation and technology to address environment and energy challenges, climate change in particular, in the context of the United Nations Framework Convention on Climate Change.
- Outline framework conditions for investment in energy, especially in emerging markets, with a view to improving energy access, supply, diversity and security.
- Develop a world business perspective on the environmental and energy implications of global supply chains.

RIO+20

Intellectual Property

Mandate

To promote an efficient and sustainable system for the protection of intellectual property (IP).

Projects for 2012

- Launch the 2012 edition of the *ICC Intellectual Property Roadmap* in multiple languages at various events around the world.
- Use the ICC and World Intellectual Property Organization (WIPO) handbook *Making intellectual property work for business today* for setting up IP services to promote the use of intellectual property in different communities: universities; and local business through chambers of commerce.
- Provide business recommendations on the proposals for a unitary European patent and patent litigation system.
- Develop recommendations concerning the use of IP measures in WTO cross-retaliation procedures.
- Organize a panel with WIPO on technology diffusion in developing countries in the LES Global Technology Impact Forum.
- Prepare business input on the implementation of the Convention on Biological Diversity's Nagoya Protocol on Access to Genetic Resources and the Fair and Equitable Sharing of Benefits from their Utilization.
- Promote the improvement of international cooperation and overall quality in the search and examination of patent applications.

Marketing and Advertising

Mandate

To promote high ethical standards in marketing by business self-regulation through ICC international marketing codes, and formulate world business positions and initiatives to address government actions that affect marketing and consumer protection.

Projects for 2012

- Support global rollout of the 2011 Consolidated ICC Code and work with ICC's network and partners to encourage implementation where local codes are updated or established based on ICC's globally-recognized best practice standards.
- Bring together digital interactive media experts to prepare ICC guidance for business and policymakers on key emerging issues, including online privacy protection.
- Further develop business views regarding online behavioural advertising, especially to contribute to policy debates in emerging markets.



Taxation

Mandate

To promote transparent and non-discriminatory treatment of foreign investment and earnings that eliminates tax obstacles to cross-border business transactions.

FINANCIAL TIMES

FTT will have impact beyond financial sector

From Mr Chris Lenon, Mr Theo Keijzer and Mr Krister Andersson.

Sir, The debate about the pros and cons of a financial transaction tax continues. Different governments either support it or oppose it. The business community opposes its introduction for reasons unrelated to the financial sector impact.

The reasons are many. The FTT will reduce the number of transactions and hinder optimal reallocation of assets. A proper risk adjustment will therefore take place first when market developments are sufficiently large to also pay for the tax. As a consequence of the "sand in the wheels", risk will increase and investors will require compensation. This will increase costs and will make corporate investments more expensive. To some extent, this increase in cost can be avoided if transactions are shifted out of Europe but then the objective of the proposal will not be met. We look back to the experience of Sweden in the 1980s which was disastrous for Sweden (and very beneficial for London). Some have suggested that a different "recipe" will avoid this problem now - none of our Swedish colleagues believe this. Some compare the FTT to UK stamp duty, this is a false comparison in terms of which transactions are subject to stamp duty and the mechanisms tolerated that allow its avoidance. Stamp duty is a tax on some transactions, not all.

The European Commission has analysed where the burden of the tax will fall and the effect on gross domestic product, and this is

key. The FTT is born by the customers of the financial sector: businesses, individuals, pension funds, pensioners and buyers of financial products. The Commission's assessment is that an FTT could reduce GDP by as much as almost 2 per cent at a time when all politicians are searching for a recipe to stimulate growth. Some delegates of the recent meeting of the EU's economic and financial affairs council, Ecofin, questioned whether the costs would not be even higher.

Given the delicate state of the European and global economies we need international tax policies that do not add fire to an already volatile market and wobbly economy but which provide government revenues while fostering sustainable growth. While an FTT would indeed raise some government revenues in the short term, it would immediately negatively affect the economy and not foster growth. That is why the business community opposes this tax.

Chris Lenon, Chairman, Business and Industry Tax Advisory Committee to the Organisation for Economic Co-operation and Development

Theo Keijzer, Chairman, Taxation Commission of the International Chamber of Commerce, Paris

Krister Andersson, Chairman, Tax Policy Group, BusinessEurope

Projects for 2012

- Lead business input into the work of the United Nations Committee of Experts on International Cooperation in Tax Matters, including on the UN Model Convention and the UN Practical Manual on Transfer Pricing for developing countries.
- Contribute business views to the work of the Organization for Economic Co-operation and Development (OECD) on topics with global reach, including on the transfer pricing of intangibles for income tax purposes, in cooperation with the Business and Industry Advisory Committee to the OECD.
- Produce recommendations on deductions for interest payments where countries have conflicting rules.
- Finalize the revision of the ICC policy statement on anti-abuse measures.
- Pursue the issue of transfer pricing with relevant intergovernmental organizations with a focus on simplifying administrative and documentary requirements.
- Work with the ICC Commission on Environment and Energy to develop a general policy response to the use of tax-related climate change measures.

Trade and Investment Policy

Mandate

To promote an open global economy that encourages cross-border trade and investment by business to foster job creation and sustainable development, and improve living standards.

Projects for 2012

- Shape the multilateral trade policy agenda and G20 deliberations on this subject by contributing practical business recommendations.
- Launch an updated version of ICC's Guidelines on International Investment to promote cross-border investment and multilateral investment liberalization in the current global investment environment.
- Work toward the adoption of a multilateral instrument to foster a predictable, secure and stable climate for international investment that will contribute to global economic growth and job creation.
- Develop business views to support ICC's advocacy efforts to stem trade and investment protectionism, especially in a challenging economic environment.



Pascal Lamy, Director-General of the World Trade Organization, addressed the ICC Executive Board in September 2011

Committee on Customs and Trade Regulations

- Identify specific national measures to facilitate trade in goods, including the elimination of documentary requirements through mutual recognition and harmonization of border management procedures.
- Finalize the revision of the ICC Customs Guidelines.
- Produce a policy statement on transfer pricing and customs valuation.
- Intensify ICC's efforts to promote an agreement on trade facilitation in the World Trade Organization, while continuing to work with the World Customs Organization (WCO) on technical topics including customs classification and valuation.

Transport and Logistics

Mandate

To encourage the development of intermodal transport and competitive, efficient transport markets worldwide.

Projects for 2012

- Provide policy recommendations on the regulation of the environmental impact of transport, including for air transport and vessel emissions.
- Promote greater investment in transport infrastructure to help stimulate new economic activity to enable transport to best meet the needs of world trade.
- Contribute to the work of the ICC International Maritime Bureau on combating maritime piracy.

ICC special projects and groups

ICC special projects are intended to complement commission work by increasing the outreach of policy products developed by commissions.

Business Action for Responsible Marketing and Advertising (BARMA)

Mandate

To facilitate the spread of self-regulation and reinforce its effectiveness by promoting greater application and reach of ICC's internationally-agreed codes for advertising and marketing practice, and providing training resources to foster better understanding of code compliance.

Projects for 2012

- Support promotion efforts of the revised Consolidated ICC Code of Advertising and Marketing Practice and the ICC Codes Centre for Marketing and Advertising (www.codescentre.com) resources.
- Improve understanding and acceptance of the Code as a foundation for best practice through advocacy and training activities in key markets.
- Distribute and promote use of the ICC/INSEAD module for university programmes and self-regulatory organization member training.
- Develop the BARMA module into an online training tool for corporate practitioners.

Business Action to Stop Counterfeiting and Piracy (BASCAP)

Mandate

To raise public awareness of the economic and social harm of counterfeiting and piracy and to encourage governmental efforts to combat them.

Projects for 2012

- Publicize country reports on India, Russia, China, Kenya and Chile on the value of intellectual property (IP) -based industries.
- Produce an economic impacts study emphasizing risks posed by counterfeiting and piracy in Kenya.
- Encourage the passage and implementation of the Anti-Counterfeiting and Trade Agreement (ACTA).
- Prepare a report on the abuse of Free Trade Zones by counterfeiters, along with government recommendations for improving enforcement regimes.
- Publish a report on the role of supply chain intermediaries and illicit trade.
- Produce reports on health and safety and the proceeds of crime.
- Launch the BASCAP "I Buy Real, Fakes Cost More" campaign in all 27 countries of the European Union, along with candidates from Africa, Asia, North and South America.
- Update the IP Guidelines for Business, including annexes on government use of software, government procurement of counterfeits and technology suppliers.
- Co-host the 2012 Global Congress on Combating Counterfeiting and Piracy.



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BASIS Chair Subramanian Ramadorai addressed over 1,700 participants during the opening ceremony of the 2011 Internet Governance Forum in Nairobi

Business Action to Support the Information Society (BASIS)

Mandate

To promote the views of global business on critical information society issues, notably Internet governance and information and communications technologies (ICTs) to spur development, in forums created at the UN World Summit on the Information Society (WSIS).

Projects for 2012

- Advocate business positions and coordinate presence at the Internet Governance Forum (IGF) 2012 and all preparatory processes.
- Preserve the multistakeholder approach to Internet and ICT issues and business' role.
- Provide business input to the WSIS +10 review process and UN Commission on Science and Technology for Development (CSTD).
- Highlight the key role of business in innovation and job creation in global discussions and events on Internet governance and ICTs for development.
- Raise awareness of business interests in global discussions and expand BASIS membership.

G20 Advisory Group

Mandate

To provide a CEO-led platform to inject world business input into the work of the G20 on an on-going basis.

Projects for 2012

- Refine and consolidate global business views on key elements of the G20 agenda for the Mexico Summit.
- Ensure effective world business input into the work of the G20 leading up to the G20 Summit in Mexico including the organization of a series of consultations to involve business worldwide.
- Work with the Mexican government, business associations and the World Economic Forum to organize the G20 Business Summit (B20) in June 2012 in Los Cabos, Mexico.

Group on Economic Policy (GEP)

Mandate

To advise ICC and its leadership on global macro-economic issues and their implications for world business.

Projects for 2012

- Provide G20 leaders with global business recommendations to stabilize the global economy, support job creation and promote open trade and investment.
- Develop global business views on macro-economic and financial issues critical to ensuring long-term and sustainable economic growth.

▼ Permanent Representative to the United Nations (UN)

Mandate

To promote business views at the UN through substantive engagement with UN agencies, departments and programmes, and participation in intergovernmental deliberations.

Projects for 2012

- Coordinate business messages for the UN Conference on Sustainable Development (Rio+20) during the preparatory process and Rio Conference in June 2012.
- Convey business input through UN Private Sector Steering Committees for the Office of Least Developed Countries and the Office of Financing for Development.
- Provide business speakers to UN high-level meetings through engagement with ICC's international secretariat and national committee network.
- Oversee the Fifth World Business and Development Awards selection process.
- Launch new e-newsletter on business and the United Nations.

▼ ICC Dispute Resolution Services

- Implement the 2012 ICC Rules of Arbitration and promote them in the business and legal community worldwide through conferences, training and publications.
- Strengthen the use of the services provided by the ICC International Centre for ADR.
- Modernize existing procedures and practices to better meet the needs of users.
- Develop the ICC International Commercial Mediation Competition and increase its worldwide visibility.



A team of students at the 6th ICC International Commercial Mediation Competition

© Sergey Alekhin

▼ ICC Institute of World Business Law

Providing innovative research and training to the legal profession, business executives and academics interested in the development of international business law, and particularly arbitration.

Projects for 2012

- Reinforce the Institute's role as a think tank on cutting-edge themes in the field of world business law.
- Update ICC Arbitration training in light of the 2012 ICC Rules of Arbitration.

Business development

Created in 2011, the role of the Business Development department is to develop ICC products and services that will bring increased value to ICC's network and members worldwide. This will allow greater availability of ICC's publications, trainings, conferences and online programmes in all regions of the world. ICC's new web portal will create a worldwide ICC online network facilitating global interaction under a single ICC umbrella.

ICC Training and Conferences

Promoting ICC's expertise to a wider audience, through events such as training seminars and conferences, and raising awareness of ICC rules, services and policy work.

Projects for 2012

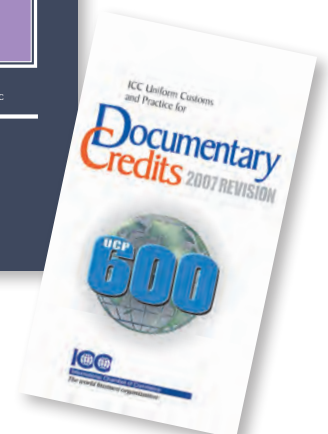
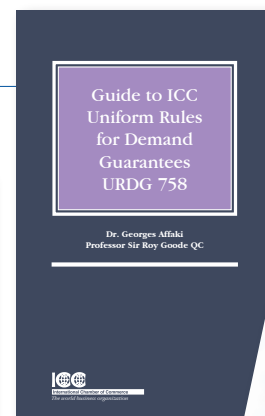
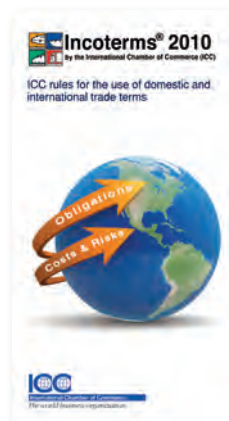
- Expand and diversify the range of e-learning trainings for a broader geographical dissemination of ICC knowledge and products.
- Strengthen ICC's reputation as a worldwide training centre by setting up the foundations of a future worldwide ICC Academy where ICC-accredited programmes and courses will be developed and delivered.

ICC Publications

Publishing a range of practical products to help facilitate international business transactions.

New publications in 2012

- Business Guide to the G20
- Guide to 2012 ICC Rules of Arbitration
- Guide to Import/Export Basics
- Key Terms for International Trade
- Business Guide to Anti-Corruption
- Business Guide to IP Protection
- Updated ISBP rules
- Tools for E-Business
- Derivative products of Incoterms® 2010 rules (online reference library, Apple/Android Apps etc.)



National committees

Strengthening ICC representation across the globe, national committees work closely with the international secretariat in Paris to bring added value to members and customers.

ICC projects for 2012

- Support national committees in their activities, including promotion of ICC products and services, membership development and policy advocacy.
- Advance the implementation of the Charter between national committees and the ICC World Council.
- Hold an annual training at ICC international headquarters for all national committees to increase knowledge of ICC work and departments.

▼ Communications and media relations

Promoting ICC, its products, services and policies, in the media and through the ICC website, to strengthen internal communication, and to establish ICC as the voice of world business in the public debate on global economic issues.



Bloomberg TV's Maryam Nemazee interviewed ICC G20 Advisory Group members Peter Voser, Marcus Wallenberg and Martin Senn

Projects for 2012

- Increase awareness among senior business executives of the value of ICC services to world business.
- Promote and oversee the new ICC website as an essential tool to communicate more effectively with a broader public.
- Coordinate the production and placement of ICC opinion pieces and letters to leading international publications.
- Assist national committees to generate domestic coverage of ICC initiatives by emphasizing their own national priorities and concerns.
- Work with national committees and international secretariat staff to help ensure compliance with ICC's branding and style guidelines.

▼ World Chambers Federation (WCF)

Mandate

To be ICC's global forum for chambers of commerce; facilitating the exchange of best practice, fostering international partnerships between world business and chambers including transnational chambers, and the development of new global products and services for chambers.

ATA Carnet

- Add Brazil, Georgia, Qatar, Saudi Arabia and Trinidad and Tobago to the list of countries implementing the ATA Carnet System for the duty and tax free temporary admission of goods.
- Finalize the e-ATA Carnet study, in cooperation with the World Customs Organization, the European Commission's Tax and Customs Union Division (TAXUD) and develop a central database of Carnet forms for national guaranteeing organizations.

Certificates of Origin (CO)

- Accredite chambers of commerce for the issuance of certificates of origins (COs) through the international CO certification procedure standards and guidelines and an international CO training programme.
- Increase the acceptance of electronic COs by customs and the delivery of preferential certificates of origin by competent chambers through partnerships with Customs.



From left: ICC Vice-Chairman Harold McGraw, Coca-Cola Chief Executive Muhtar Kent, Chair of the Intergovernmental Panel on Climate Change Rajendra Pachauri and Chairman of BOC Aviation Yanling Zhang during a plenary session of the 7th World Chambers Congress

World Chambers Network (WCN)

- Market the use of the WCN's Business Opportunity Service (GBX) to companies and chambers as the global business opportunities platform.
- Help companies increase trust in their online presence through the use of WCN Chamber Trust seal programme.

World Chambers Congress

- Select the European host of the 2015 World Chambers Congress.
- Design programme for the 8th World Chambers Congress, 23-25 April 2013, Doha, Qatar.
- Accept applications for the 2013 World Chambers Competition.

▼ ICC Commercial Crime Services (CCS)

Mandate

To provide business services aimed at fighting all types of commercial crime including maritime piracy, fraud in international trade, insurance fraud, financial instrument fraud, money laundering, and product counterfeiting.

International Maritime Bureau (IMB)

- Produce enhanced maritime piracy-related analysis and reports through the CCS website.
- Provide online access to vessel and charterer reports as an aid to insuring/chartering decisions.
- Launch an online platform to assist banks in minimizing the risks associated with trade finance fraud and to identify parties trying to circumvent sanctions.

Financial Investigation Bureau (FIB)

- Investigate and report on the vulnerability of biometric authentication systems for banks.
- Provide members with an online facility to monitor and process anti-money laundering enquiries.

Counterfeiting Intelligence Bureau (CIB)

- Develop an online weblog to share information on counterfeiting and piracy.
- Create an online facility to report and provide evidence on counterfeit products.

▼ The ICC national committee network

ICC's influence around the world is due in large part to its global network of national committees and groups. Located in more than 90 countries, ICC regional representatives voice the interests of business to their national governments, and also provide input to ICC's policy work.

ICC Algeria	ICC Dominican Republic	ICC Kuwait	ICC Senegal
ICC Argentina	ICC Ecuador	ICC Lebanon	ICC Serbia
ICC Australia	ICC Egypt	ICC Lithuania	ICC Singapore
ICC Austria	ICC El Salvador	ICC Luxembourg	ICC Slovakia
ICC Bahrain	ICC Estonia	ICC Madagascar	ICC Slovenia
ICC Bangladesh	ICC Finland	ICC Malaysia	ICC South Africa
ICC Belgium	ICC France	ICC Macao	ICC Spain
ICC Bolivia	ICC Georgia	ICC Mexico	ICC Sri Lanka
ICC Brazil	ICC Germany	ICC Monaco	ICC Sweden
ICC Bulgaria	ICC Ghana	ICC Morocco	ICC Switzerland
ICC Burkina Faso	ICC Greece	ICC Nepal	ICC Syria
ICC Cameroon	ICC Guatemala	ICC Netherlands	ICC Thailand
ICC Canada	ICC Hong Kong, China	ICC New Zealand	ICC Tunisia
ICC Caribbean	ICC Hungary	ICC Nigeria	ICC Turkey
ICC Chile	ICC Iceland	ICC Norway	ICC Ukraine
ICC China	ICC India	ICC Pakistan	ICC United Arab Emirates
Chinese Taipei Business Council of ICC	ICC Indonesia	ICC Palestine	ICC United Kingdom
ICC Colombia	ICC Iran (Islamic Republic)	ICC Panama	ICC United States
ICC Costa Rica	ICC Ireland	ICC Philippines	ICC Uruguay
ICC Croatia	ICC Israel	ICC Poland	ICC Venezuela (dormant)
ICC Cuba	ICC Italy	ICC Portugal	
ICC Cyprus	ICC Japan	ICC Qatar	
ICC Czech Republic	ICC Jordan	ICC Romania	
ICC Denmark	ICC Korea	ICC Russia	
		ICC Saudi Arabia	

In countries where a national committee has yet to be formed, companies can join ICC individually by becoming a direct member. ICC membership is currently bolstered by direct members in over 30 additional countries.

Direct members

Afghanistan	Côte d'Ivoire	Libya	Mozambique
Albania	Democratic Republic of Congo	Macedonia (Former Yugoslav Rep. of)	Oman
Andorra	Eritrea	Malta	Peru
Armenia	Gibraltar	Mauritius	Sudan
Azerbaijan	Kenya	Moldova	Tajikistan
Belarus	Korea (DPR)	Mongolia	Tanzania
Bermuda	Latvia	Montenegro	Uganda
Bosnia & Herzegovina	Liberia		Vietnam

Contact details for all ICC offices are available at www.iccwbo.org

▼ Chairmanship and Secretary General



Chairman — Gerard Worms

Gerard Worms became Chairman of the International Chamber of Commerce on 10 March 2011. He is also Chairman of ICC France, Vice-Chairman of Rothschild Europe and former Chairman and CEO of Suez Group. Mr Worms is a Commander of the French Legion of Honour.



Vice-Chairman — Harold McGraw III

Harold McGraw III became Vice-Chairman of the International Chamber of Commerce on 24 January 2011. He is Chairman of the US Council for International Business, Chairman of the US-India Business Council, a member of the President's Advisory Committee for Trade Policy and Negotiations (ACTPN) and Chairman, President and CEO of The McGraw-Hill Companies.



Honorary Chairman — Victor K. Fung

Victor K. Fung became the Honorary Chairman of the International Chamber of Commerce on 1 July 2010. He is Chairman of the Li & Fung Group of companies, with major subsidiaries in trading, distribution and retailing, including publicly-listed Li & Fung, Trinity, and Convenience Retail Asia.



Secretary General — Jean-Guy Carrier

Jean-Guy Carrier became the Secretary General of the International Chamber of Commerce on 24 January 2011. Prior to joining ICC, Mr Carrier held senior positions in business and with international organizations, most notably the World Trade Organization. He is the author of several books and has published numerous articles in national and international media.

For full biographical details and information on the ICC Executive Board, please go to www.iccwbo.org

About the International Chamber of Commerce (ICC)

ICC is the world business organization, a representative body that speaks with authority on behalf of enterprises from all sectors in every part of the world.

The fundamental mission of ICC is to promote open international trade and investment across frontiers and help business corporations meet the challenges and opportunities of globalization. Its conviction that trade is a powerful force for peace and prosperity dates from the organization's origins early in the 20th century. The small group of far-sighted business leaders who founded ICC called themselves "the merchants of peace".

ICC has three main activities: rule setting, arbitration, and policy. Because its member companies and associations are themselves engaged in international business, ICC has unrivalled authority in making rules that govern the conduct of business across borders. Although these rules are voluntary, they are observed in countless thousands of transactions every day and have become part of the fabric of international trade.

ICC also provides essential services, foremost among them the ICC International Court of Arbitration, the world's leading arbitral institution. Another service is the World Chambers Federation, ICC's worldwide network of chambers of commerce, fostering interaction and exchange of chamber best practice.

Business leaders and experts drawn from the ICC membership establish the business stance on broad issues of trade and investment policy as well as on vital technical and sectoral subjects. These include financial services, information technologies, telecommunications, marketing ethics, the environment, transportation, competition law and intellectual property, among others.

ICC enjoys a close working relationship with the United Nations and other intergovernmental organizations, including the World Trade Organization, the G20 and the G8.

ICC was founded in 1919. Today it groups hundreds of thousands of member companies and associations from over 120 countries. National committees work with their members to address the concerns of business in their countries and convey to their governments the business views formulated by ICC.



International Chamber of Commerce

The world business organization

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