

BASIS

Business Action to Support
the Information Society



International Chamber of Commerce
The world business organization

www.iccwbo.org/basis

Promoting an inclusive information society

The International Chamber of Commerce (ICC) has set up BASIS to serve as the voice of world business on Internet governance issues and information and communications technologies (ICTs). These tools are key drivers of the global economy, essential for the development of companies and countries.

Because governments and other actors are demanding a far greater voice in how these technologies are managed, the decisions they make will have much more impact than in the past.

Through the networks of ICC, the world's most representative business organization, BASIS ensures that business perspectives are taken into account.

BASIS speaks out on a wide range of critical issues, including:

- Internet governance matters such as data protection, privacy, security, and the technical management and coordination of the Internet
- liberalization of the telecoms market
- entrepreneurship
- innovation
- ICTs as tools for development

This advocacy effort draws on the substantive policy and practical work of ICC's Commission on E-Business, IT and Telecoms, and the experience of ICC's members.

BASIS is composed of company and association members from various business sectors around the world.

“As we work towards greater consensus on policies affecting access to the Internet and its use, ICC’s ongoing role representing industry will be absolutely essential.”

Jean-Philippe Courtois
President, Microsoft International, USA



“Business needs continued freedom to innovate so it can create new technologies and business models, prerequisites for information and communications technologies to provide their full benefits to the information society.”

Thomas Ganswindt, Executive Vice President,
Siemens AG, Germany

BASIS,

Influence where it counts

Intergovernmental organizations and governments

BASIS has direct access to governments in 90 countries through ICC's national affiliates. BASIS makes recommendations that will promote trade and investment, stimulate competition and foster innovation in the ICT sector.

Media

BASIS communicates through various media to emphasize the conditions that are needed for business to continue investing in these technologies and infrastructures.

United Nations

BASIS is the authoritative voice of world business at United Nations forums and in UN agencies where issues related to the development of the Internet and ICTs are discussed.

International forums and events

BASIS speaks on behalf of world business to:

- UN Global Alliance for ICTs and Development (GAID), which addresses ways for the world's poorest countries to attract foreign investment and forge public-private partnerships to help spread the use of ICTs. Some of the fastest-growing IT markets are located in the developing world.
- Internet Governance Forum (IGF), where issues of urgent concern to business are discussed, such as information and network security, and education and training on Internet issues.
- conferences following the UN World Summit on the Information Society (WSIS) on topics including e-business, enabling frameworks for ICTs, infrastructure, and entrepreneurship.
- ICC events. BASIS addresses the concerns of business in Africa, Asia, the Arab world and Latin America on how to stimulate trade and investment in the Internet and ICTs.

Supplying business expertise

ICC has long understood the importance of ICTs to promote international trade and has been working at the heart of ICT and Internet developments for many years, especially by contributing to global policy discussions and intergovernmental negotiations.

Prior to the creation of BASIS, ICC coordinated business input at WSIS (Geneva 2003, Tunis 2005), the first global forum which assembled business, governments, technical experts and civil society groups to seek ways to use these technologies to spread knowledge and information to more people.

ICC's work on information society issues has been lauded by several international bodies, including the UN's Economic and Social Council.

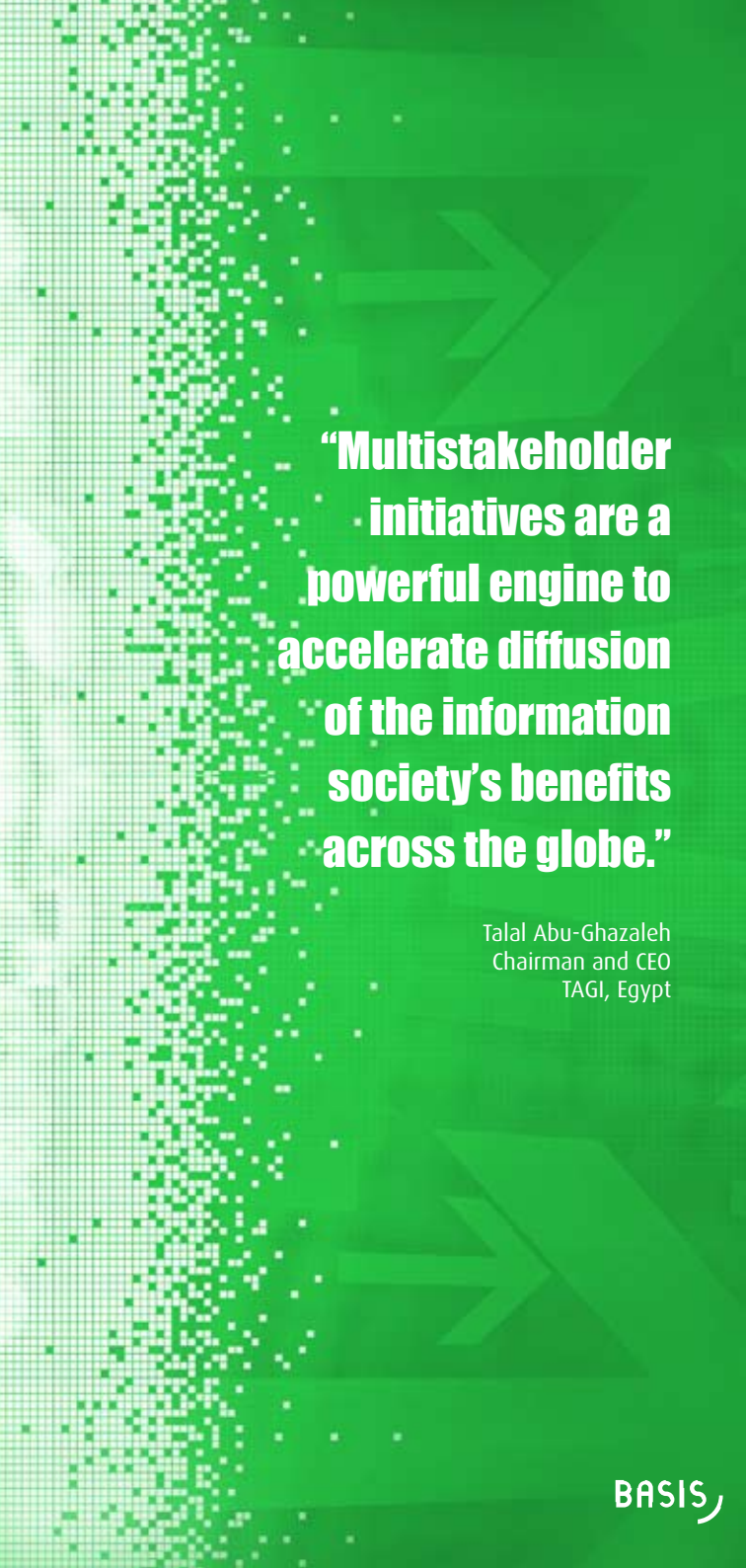
Building global consensus

Global forums are crucial to shaping policies and programmes that will affect the development of the Internet and ICTs. The input BASIS provides to governments, civil society and technical experts at these forums is essential to ensure future laws, regulations and policies are business-friendly.

As the main business partner of the UN and its agencies, ICC is adept at brokering consensus among business, governments, civil society and intergovernmental institutions. This skill is vital to achieve common ground on the information society.

Furthering growth and prosperity

BASIS contributes to global efforts to ensure that the Internet and ICTs are put to use by more people and businesses worldwide. This will not only create wealth and jobs, but will also spread knowledge, support public authorities in providing education and training, and contribute to greater freedom and democracy.



**“Multistakeholder
initiatives are a
powerful engine to
accelerate diffusion
of the information
society’s benefits
across the globe.”**

Talal Abu-Ghazaleh
Chairman and CEO
TAGI, Egypt

Advocate for global business

For information on how to join BASIS,
visit <http://www.iccwbo.org/basis>

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An ICC initiative

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