



Programme of Action 2011



International Chamber of Commerce

The world business organization

Contents

- Contents**..... 1
- Foreword by the ICC Secretary General** 3
- Rules-writing for business**..... 5
 - Arbitration 5
 - Banking Technique and Practice 6
 - Commercial Law and Practice 6
 - Marketing and Advertising 7
- Trade, investment and globalization** 7
 - Competition 7
 - Financial Services and Insurance 8
 - Intellectual Property 8
 - Taxation 8
 - Trade and Investment Policy 9
 - Transport and Logistics 9
- Business in society issues**.....10
 - Corporate Responsibility and Anti-corruption.....10
 - Electronic Business, IT and Telecoms10
 - Environment and Energy11
- Special projects**.....12
 - Business Action to Stop Counterfeiting and Piracy (BASCAP)12
 - Business Action to Support the Information Society (BASIS).....12
- Advisory group**.....13
 - Corporate Economists Advisory Group (CEAG)13
- ICC Dispute Resolution Services**13
- ICC Institute of World Business Law**13
- ICC Services**14
 - ICC Events14
 - ICC Publications14
- National Committees**.....15
- Communications**15
- World Chambers Federation (WCF)**16
- ICC Commercial Crime Services (CCS)**17

Copyright © 2011

International Chamber of Commerce

All rights reserved. No part of this work may be reproduced or copied in any form or by any means – graphic, electronic, or mechanical, including photocopying, scanning, recording, taping, or information retrieval systems – without the written permission of **International Chamber of Commerce**.

International Chamber of Commerce

38 Cours Albert 1er
75008 Paris – France
www.iccwbo.org

Cover images: © www.photos.com and © www.iStockphoto.com

Foreword by the Secretary General

As 2011 began, business looked back on a year that was notable for its sharp contrasts. During the course of 2010, most of Asia bounced back vigorously from the global economic crisis that broke in late-2008 – to such an extent that the danger of growing inflation was becoming a serious preoccupation by year's end. Large parts of South America and Africa, together with a few developed countries, reaped big benefits from the expanding demand for commodities. Spurred by these favourable factors, world trade recovered strongly to pre-crisis levels.

In the US and Europe, however, the recession triggered by the crisis appears to have done more profound and enduring damage. Recovery in 2010 was fragile and uncertain, unemployment showed little sign of falling, business credit was still squeezed, and financial markets remained extremely nervous in the face of the huge increase in public indebtedness provoked by the crisis. The US continued to loosen policy - and further expand public debt - in the face of a weak and jobless recovery. And, in Europe, a stellar performance by the German economy was accompanied by a sovereign debt crisis throughout much of the Eurozone whose severity and contagiousness began raising questions about the very survival of the single currency.

It seems clear that, in the aftermath of the economic crisis, shifts in the distribution of global economic power that were already underway are gaining pace. Far-reaching change is the order of the day – accompanied by much uncertainty but also a strong sense of opportunity. Understanding and successfully adapting to the new world that is emerging is a formidable challenge to business everywhere. That challenge is likely to intensify in 2011.

As a unique global business organization, ICC provides a forum for companies and other business organizations to examine and better comprehend the nature and significance of the major shifts taking place in the world economy. It also offers an influential and respected channel for supplying business leadership to help governments manage those shifts in a collaborative manner for the benefit of the world economy as a whole.

But, perhaps most of all, ICC is – and has been throughout its long existence – a steadfast rallying point for those who believe, like ICC's founders, that strengthening commercial ties among nations is good for business, good for global living standards and good for peace. We shall remain vigilant that the emerging new world, with new poles of power and leadership, stays faithful to the precept that international trade and investment and the market economy system are key factors in raising and spreading wealth.

One of ICC's primary roles since the global economic crisis broke in late-2008 has been to argue strongly against resurgent protectionist pressures and initiatives to put globalization into reverse. On the whole, our efforts have been successful so far; governments have broadly respected their multilateral trade policy obligations under the rules of the World Trade Organization.

Nonetheless, ICC is increasingly concerned by the outbreak of so-called 'currency wars' as several nations have begun to accuse each other of manipulating exchange rates by a variety of means in order to gain competitive advantage for their exports. International tensions over exchange rates are not only hampering the rebalancing of global demand which is clearly necessary at the current time. They are also courting the dangerous risk of a degeneration into protectionism. Currency wars could rapidly turn into overt trade wars. An obvious bulwark against such a development would be a successful conclusion – at long last – of the Doha Round of multilateral trade negotiations, which the G20 leading nations have committed themselves to achieve in 2011 and which ICC will push hard for.

During 2010, ICC devoted increasing attention to the G20 forum since we believe it is a major priority to develop more effective ways of governing an interdependent world with an integrated global economy. Better international cooperation is vital to tackle major challenges which transcend national boundaries. We have argued for some while that countries with big emerging markets should be brought more actively into the international decision-making process if problems of global proportions are to be effectively addressed. That is why we welcomed the decision taken at the Pittsburgh summit in 2009 to designate the G20 as the "premier forum" for international economic cooperation.

ICC very much applauded the innovative initiative of President Lee Myung-bak, host of the G20 summit in South Korea in November 2010, to hold a Business 20 (B20) summit back-to-back with the main event to allow interaction between heads of state and government and some 100 invited corporate CEOs from around the world. ICC had a prominent part in organizing business policy input into the B20 summit and members of ICC's Chairmanship were present in Seoul and played leading roles in articulating business views on major policy issues. The success of the B20 event has encouraged ICC to start planning, together with some partners, a similar input into the next G20 summit to be held in France in November 2011.

While policy advocacy is a major part of ICC's work, everything else we do is also devoted to promoting international trade and investment. Indeed, much of our work is of a very practical nature, focussed on making it easier for business to operate internationally. Our world-renowned commercial arbitration service is a form of impartial and dependable private justice that gives more security to commercial partners doing business across frontiers.

Drawing on the expertise and experience of its worldwide membership, ICC has also over time developed a large array of voluntary rules, guidelines, and codes - sometimes referred to as 'trade tools' - which facilitate cross-border transactions and help spread best practice among companies. A notable example is ICC's famous Incoterms rules - first elaborated in 1936 - which are accepted as the global standard for the interpretation of the most common terms used in contracts for the international sale of goods. A newly revised and updated version was completed last year and entered into force at the start of 2011. It will be an important goal of ICC in 2011 to expand this historic rules-writing function and develop more products and services to help companies do business both overseas and at home.

This is the strategic context in which ICC presents its Programme of Action for 2011, which incorporates the numerous individual projects planned by our various departments as a contribution towards the principal broad goals of the organization. They amount to a challenging blueprint for challenging times.

Newly-elected as Secretary General of ICC, I am honoured and excited to be piloting the organization into a new year in a rapidly changing world. I am deeply conscious of the need for ICC to stay relevant to the business interests it serves in the products and services we offer, and I will work hard to that end. At the same time I remain convinced that the core values that led to the creation of ICC over 90 years ago are as relevant today as they were then. Those values will continue to provide a compass for our efforts on behalf of business to help shape the new world that is emerging.



**Secretary General
International Chamber of Commerce**

ICC commissions

ICC commissions are specialized working bodies composed of business experts that examine major issues of interest to world business. They prepare policy products including statements to contribute to intergovernmental discussions, and rules and codes to facilitate international business transactions.

ICC commissions are grouped into three clusters:

- Rules-writing for business
- Trade, investment and globalization
- Business in society issues

The strength and legitimacy of ICC policy statements and rules are derived from the fact that they are developed through extensive consultation with member companies. ICC's normal consultative procedure requires policy documents first to be adopted by one or more commission(s), in consultation with national committees, and then approved by the Executive Board, before they can be regarded as official and public ICC positions. Exceptionally and where appropriate, statements may be adopted on a "fast-track" basis, being approved by the ICC Chairman and Secretary General in between sessions of the Executive Board.

Rules-writing for business

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 Rules of Arbitration, ADR, expertise, dispute boards and other forms of dispute resolution
- study the juridical and other aspects of arbitration and other modes of settlement of disputes of an international nature and examine them in view of current developments and produce reports, guidelines or best practices; and
- promote the various ICC dispute resolution services around the world.

► **Projects for 2011**

- Conclude the revision process of the ICC Rules of Arbitration.
- Complete the study of the role and needs of states and state entities in arbitration.
- Finalize the report on the essential features and effects of the production of electronic documents in international 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 Technique and Practice

► **Mandate**

To serve as a global forum and rule-making body for the banking community.

► **Projects for 2011**

- Pursue the revision of the International Standard Banking Practice (ISBP) to reflect practices applied under ICC Uniform Customs and Practice for Documentary Credits (UCP 600).
- Continue the drafting of a set of international uniform rules on forfaiting in partnership with the International Forfaiting Association.
- Issue official Opinions on queries on UCP, ICC Uniform Rules for Collections, and ICC Uniform Rules for Demand Guarantees on a biannual basis.
- Provide timely market intelligence reports, including analysis to support ICC contributions on trade finance in key international fora.
- Establish the Trade Finance Default Register on a permanent basis.
- Provide business input on international initiatives to combat money laundering and terrorist financing activities.
- Conduct a market assessment of opportunities to develop new ICC rules to support trade finance.

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 2011**

- Provide business input into the European Commission's advisory group of experts on policy options with regard to European contract law.
- Organize a seminar on the new EU Directive on defence procurement to evaluate its impact on business globally; continue to monitor and respond appropriately to the international implications of key developments in public procurement policies.
- Identify selected jurisdiction and applicable law issues and produce recommendations to governments and guidance to companies, as a complement to ICC model contracts.
- Continue to develop training and derivative products based on the Incoterms® 2010 rules to promote adoption and correct use of the rules globally, including through partnerships with academic institutions.
- Update ICC's Model International Sale Contract to reflect new Incoterms® 2010 rules. Develop new model contracts including on master franchising.

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 2011**

- Update the Consolidated ICC Code to cover rapidly evolving techniques and maintain its relevance as the international benchmark for self-regulation in marketing communications.
- Promote the revised Code among practitioners, policymakers and educators.
- Prepare a set of global standards for digital media marketing for inclusion in the revised ICC Code.
- Draft an issues paper on interest-based (behavioural) advertising to provide input into ongoing policy discussions at the Federal Trade Commission, the Organisation for Economic Co-operation and Development and the European Union.
- Raise greater awareness of other ICC marketing and advertising instruments, in particular the Framework on Responsible Environmental Marketing Communications.
- Support the efforts of the Business Action for Responsible Marketing and Advertising (BARMA) to promote widespread use of the ICC/INSEAD educational module.

Trade, investment and globalization

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 2011**

- Continue to reinforce ICC's role as the key business voice in the International Competition Network (ICN) by organizing a third ICC-ICN roundtable and by contributing to its substantive work.
- Provide international business views on reform of EU rules on enforcement by private parties.
- Develop further recommendations on the EU reform of horizontal agreements.
- Contribute to the reform of the US merger guidelines and procedures, in particular with respect to national filing requirements.
- Promote principles of due process in competition enforcement to policymakers and regulators.

Financial Services and Insurance

► **Mandate**

To contribute to the elaboration of sound supervisory and self-regulatory frameworks, and to promote the liberalization of trade in financial services and insurance.

► **Projects for 2011**

- Develop business recommendations to enhance the stability of capital markets.

Intellectual Property

► **Mandate**

To promote a balanced, efficient and sustainable system for the protection of intellectual property.

► **Projects for 2011**

- Promote the proposal for an international instrument on client privilege for IP advice.
- Lead business input into negotiations on an international regime on access and benefit sharing with respect to genetic resources in the Convention on Biological Diversity.
- Complete a manual with the World Intellectual Property Organization to help chambers of commerce set up IP programmes.
- Develop business views on the role of IP protection in the development and deployment of clean technologies in collaboration with the Commission on Environment and Energy.
- Prepare an issues paper on data exclusivity.
- Make further proposals to improve international cooperation and overall quality in the search and examination of patent applications.
- Comment on the proposals for an EU patent and patent litigation agreement.
- Provide input to ICANN and other fora on IP issues arising from domain names in collaboration with the EBITT Commission.

Taxation

► **Mandate**

To promote an international tax system that eliminates tax obstacles to cross-border trade and investment.

► **Projects for 2011**

- Continue to provide international business input into the work of the United Nations Committee of Experts on International Cooperation in Tax Matters.
- Contribute business views to the work of the Organisation for Economic Co-operation and Development (OECD) on value-added tax on services and intangibles, together with the Business and Industry Advisory Committee to the OECD.
- Produce recommendations on availability of deductions for interest payments.
- Revise the 2000 ICC policy statement on anti-abuse measures.

- Pursue the issue of transfer pricing documentation and its role in dispute resolution with relevant intergovernmental organizations.
- Work with the Commission on Environment and Energy to respond to the use of tax-related climate change measures.

Trade and Investment Policy

► **Mandate**

To break down barriers to international trade and investment so that all countries can benefit from improved living standards through increased trade and investment flows.

► **Projects for 2011**

- Urge governments to avoid trade and investment protectionism especially in a challenging economic environment.
- Intensify ICC's advocacy campaign in support of bringing about a successful conclusion of the Doha Round of multilateral trade negotiations in 2011, in particular vis-à-vis the G20.
- Engage with Geneva-based negotiators to demonstrate business support for the Doha Round and make proposals to contribute to its conclusion.
- Contribute to advancing the debate on major trade policy issues; building on the work of the ICC Research Foundation on protectionism, trade and jobs, and the governance of global trade.
- Launch new work to promote cross-border investment and multilateral investment liberalization.
- Provide world business input into international discussions related to the interface between trade and climate change together with the Commission on Environment and Energy.

Committee on Customs and Trade Regulations

- Prepare a policy statement on transfer pricing and customs valuation together with the Commission on Taxation.
- Revise and update the ICC Customs Guidelines.
- Promote the ICC positions on Authorized Economic Operator (AEO) and mutual recognition at national and international levels.
- Promote trade facilitation by providing input into the work of the World Trade Organization (WTO), the World Bank, and the World Customs Organization (WCO) on a variety of topics including customs classification and valuation.

Transport and Logistics

► **Mandate**

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

► **Projects for 2011**

- Elaborate further ICC policy recommendations on the regulation of the environmental impact of transport, including for air transport and vessel emissions.
- Develop further views on the need for investment in transport infrastructure to help stimulate new economic activity and so that transport can best meet the needs of world trade.

- Prepare ICC recommendations for the liberalization of all transport modes to governments and intergovernmental organizations, in order to encourage greater competition.
- Influence new regulations on transport and supply chain security.
- Contribute to the work of ICC International Maritime Bureau on combating maritime piracy.

Business in society issues

Corporate Responsibility and Anti-corruption

► **Mandate**

To define the role of business in the context of globalization and changing societal expectations, and develop world business views on key corporate responsibility issues; and to encourage self-regulation by business in confronting issues of extortion and bribery, and to provide business input into international initiatives to fight corruption.

► **Projects for 2011**

- Provide world business input into major international initiatives on corporate responsibility including:
 - the mandate of the UN Special Representative on business and human rights and any follow-up when the mandate ends in June 2011
 - the UN Global Compact
- Convey global business priorities for the revision of the OECD Guidelines for Multinational Enterprises.
- Outline an ICC perspective on the “business case” for corporate responsibility, based on company experience and existing research.
- Further develop the Commission’s work on supply chain responsibility.
- Promote a key anti-corruption training tool, known as “RESIST” that guides company employees on how to react when faced with bribe solicitation.
- Contribute business input to strengthen the UN Convention against Corruption (UNCAC) implementation process.
- Make recommendations for revisions to the ICC rules on anticorruption to take into account UNCAC.
- Prepare guidelines on gifts and hospitality.

Electronic Business, IT and Telecoms

► **Mandate**

To promote the continued use of information and communication technologies (ICTs) through policies, standards of practice and guidelines to encourage the growth of e-commerce, competition, predictability, compliance and, the secure and free flow of information.

► **Projects for 2011**

- Update existing policy positions to encourage legal, regulatory and policy environments that facilitate the use of ICTs for economic growth and social development.

- Advocate ICC positions on key international initiatives, including the removal of regulatory barriers to the deployment of new technologies, telecoms liberalization, ICTs and sustainability and information and network security.
- Convey business priorities regarding the technical management and coordination of the domain name system through the Internet Corporation for Assigned Names and Numbers (ICANN) and other fora.
- Promote global business priorities and ICC tools to ensure appropriate data protection mechanisms while facilitating global data flows by advancing initiatives with the Asia Pacific Economic Cooperation, OECD, the EU, and the Council of Europe.
- Work through ICC's BASIS initiative to strengthen multistakeholder dialogue and contribute business expertise on internet governance and ICTs for development.

Environment and Energy

► **Mandate**

To develop business recommendations on major environmental and energy market and regulatory issues, and maintain ICC as the primary business interlocutor and partner in key intergovernmental negotiations and deliberations in these areas.

► **Projects for 2011**

- Enhance global business engagement and expertise in shaping a post-2012 agreement under the United Nations Framework Convention on Climate Change (UNFCCC), including via policy recommendations and enhanced channels for public-private sector dialogue in areas such as: technology development and deployment, financing and investment, and market mechanisms.
- Head the business delegation at the UNFCCC 17th Conference of the Parties in South Africa.
- Lead business engagement and preparations towards the 2012 Rio plus 20 Earth Summit.
- Coordinate business positions and achievements for 19th session of the UN Commission on Sustainable Development.
- Explore cross-cutting environmental and energy dimensions of issues such as trade, innovation, financing, and taxation with other ICC policy commissions.
- Develop key industry positions, best practice and an ICC engagement strategy on emerging policies, market instruments, and standards relating to the "Green Economy" discussions, including in the G20 and the UN.
- Work with the World Bank in the development of its Energy Strategy.
- Contribute business participation and input into preparations for the 6th World Water Forum in Marseille (France).

Special projects

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 it.

► **Tasks for 2011**

- Conduct and publicize research on the value of IP-based industries to economic growth and employment, emphasizing the risks posed by counterfeiting and piracy.
- Support higher international standards in the enforcement of IP rights by providing input and recommendations to intergovernmental organizations.
- Strengthen intellectual property enforcement regimes through the development of country and regional actions and guidance on issues such as Free Trade Zones, roles of supply chain intermediaries, illicit trade, proceeds of crime and health and safety.
- Launch a global public awareness campaign to educate consumers on the harms of counterfeiting and piracy and to provide business associations with a toolkit of media and educational materials for local dissemination.
- Develop and promote tools for more effective IP management, including the IP Guidelines for Business.
- Co-host the Global Congress on Combating Counterfeiting and Piracy (2-3 February 2011, Paris) – the single most important annual summit aimed at generating recommendations to national governments.

Business Action to Support the Information Society (BASIS)

► **Mandate**

To project 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 World Summit on the Information Society (WSIS).

► **Tasks for 2011**

- Advocate business positions and coordinate presence at the Internet Governance Forum (IGF) (September 2011, Nairobi) and all preparatory processes.
- Provide business input to the WSIS follow up and action lines activities.
- Represent world business in the UN Global Alliance for ICT and Development (GAID).
- Coordinate opportunities for business representatives to profile priorities and positions in global discussions and events on Internet governance and ICTs for development.
- Raise awareness about business interests in these global discussions, and expand BASIS membership.

Advisory group ---

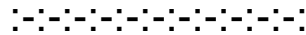
Corporate Economists Advisory Group (CEAG)

▶ **Mandate**

To analyze major international economic issues and advise the ICC Chairmanship.

▶ **Projects for 2011**

- Review latest international economic developments and analyse their policy implications, in particular for maintaining open trade and investment worldwide.
- Contribute economic analysis to inform ICC's assessment of global economic prospects with a particular focus on key issues for world business.



ICC Dispute Resolution Services ---

- Further the use of ICC dispute resolution services, and especially the pre-arbitral referee procedure, arbitration, expertise, Docdex, dispute boards and ADR.
- Modernize existing procedures and practices to better meet the needs of users.
- Strengthen the promotion of ICC dispute resolution services worldwide through conferences and training sessions.
- Increase the diversity of participants and the outreach of the ICC International Commercial Mediation Competition.

ICC Institute of World Business Law ---

▶ **Mandate**

Provide innovative research, training and information to the legal profession, executives and academics concerned by the development of international business law, and particularly arbitration.

▶ **Projects for 2011**

- Reinforce the Institute's role as a think tank on cutting-edge themes in the field of world business law.
- Update the range of Institute DRS trainings in line with the revised ICC Rules of Arbitration.
- Strengthen links with the academic world through the third edition of the Institute Prize, designed to recognize outstanding legal writing in the field of international commercial law.

ICC Services

ICC Events

► **Mandate**

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

► **Projects for 2011**

- Reinforce ICC Events' offer of training and e-learning products.
- Support the launch of new ICC products - such as the revised ICC Rules of Arbitration and the International Standard Banking Practice (ISBP).
- Continue to promote the Incoterms® 2010 rules to help reinforce their visibility on the market as an ICC brand.
- Further develop training and conferences on specific themes and sectors in the field of international dispute resolution (commercial arbitration and mediation).

ICC Publications

► **Banking**

- Guide to ICC Uniform Rules for Demand Guarantees
- Annual Survey of Letter of Credit Law and Practice 2011 (Institute of International Banking Law and Practice)

► **Commercial Practice/Trade Policy/Investment**

- Incoterms® 2010 rules e-books and other derivative products
- Model International Mergers and Acquisitions Contract
- Model International Franchising Contract, Update

► **Law and Arbitration**

- ICC Court of Arbitration Bulletin

► **Other new publications are under development**

National Committees

► **Mandate**

Strengthen ICC representation across the globe by reinforcing its network of national committees.

► **Projects for 2011**

- Support national committees in their activities, including event management, promotion of ICC services, brand marketing, membership recruitment and policy advocacy towards governments.
- Assist the five ICC Regional Consultative Groups.
- Advance the implementation of the ICC Charter.
- Hold a training session at ICC international headquarters for all national committees to increase knowledge of ICC departments and personnel.

Communications

► **Mandate**

To promote ICC, its products, its services and its policies in the media, to strengthen internal communication, and to establish ICC as the advocate of world business in the public debate on global economic issues.

► **Projects for 2011**

- Increase awareness among senior business executives of the valuable services that ICC provides to world business, especially through its rules-writing function and special projects by presenting highlights in an annual report.
- Initiate and execute new projects to help improve internal communication at ICC.
- Launch a revamped ICC website as well as new online tools in order to communicate more effectively with the media and public and disseminate news releases and articles.
- Produce by-lined ICC opinion pieces and letters to leading international publications.
- Assist national committees to develop domestic coverage of ICC initiatives by emphasizing their own national priorities and concerns.
- Work with national committees and secretariat staff to help ensure ICC's image is promoted in a consistent fashion, including the correct use of all ICC logos and other branding materials.

World Chambers Federation (WCF) _____

▶ **Mandate**

To provide the global forum for chambers of commerce fostering the exchange of best practice and experiences, building personal relationships between chamber leaders, and exploring the development of new products/services to support chambers at a local level.

▶ **ATA Carnet**

- Cooperate with the World Customs Organization (WCO) to encourage additional countries to ratify the Istanbul Convention on the temporary admission of goods and implement the ATA System.
- Work with stakeholders on the implementation of the ATA System in Mexico, Brazil, the UAE, Qatar, Bosnia and Herzegovina and Madagascar.
- Monitor the development of the e-ATA Carnet project in cooperation with the European Commission Tax and Customs Union Division and the WCO.

▶ **Certificates of Origin (CO)**

- Launch the international CO accreditation and certification chain to reinforce the role of chambers as competent and trustworthy authorities in the issuing of COs.
- Disseminate best practices on CO issuing through the International CO Guidelines and training.
- Promote the issuance of preferential COs by chambers of commerce and acceptance of electronic COs by customs.

▶ **Partnerships and programmes**

- Strengthen current partnerships with UN agencies and other organizations to develop joint ventures and programmes locally with chambers.
- Establish an online e-library of capacity building and training material for chambers with the support of transnational chamber groups.

▶ **World Chambers Congress**

- Organize the 7th World Chambers Congress, 8-10 June 2011, Mexico City, manage the 2011 World Chambers Competition and secure sponsorship for these events.

▶ **World Chambers Network (WCN)**

- Expand awareness and development of the ChamberTrust “business seal” programme into new regions/countries.

ICC Commercial Crime Services (CCS) _____

▶ **Mandate**

To provide services aimed at preventing fraud and malpractice.

▶ **International Maritime Bureau (IMB)**

- Establish a dedicated website area for detailed piracy trend analyses.
- Create an online Trade Finance Fraud application to mitigate losses and fraud exposure.
- Launch a Stowaways Reporting Centre to report global stowaway incidents.

▶ **Financial Investigation Bureau (FIB)**

- Develop a service to assist banks in identifying sanctions-breaking relationships.
- Provide members with a web-based tool to track enquiries.

▶ **Counterfeiting Intelligence Bureau (CIB)**

- Provide a visual digital representation of worldwide counterfeiting activity and successes
- Develop an electronic handbook of useful resources for anti-counterfeiting.

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 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 last century. The small group of far-sighted business leaders who founded ICC called themselves "the merchants of peace".

ICC has three main activities: rules-setting, dispute resolution 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

38 Cours Albert 1er, 75008 Paris, France
Tel +33 (0)1 49 53 28 28 Fax +33 (0)1 49 53 29 42
E-mail icc@iccwbo.org Website www.iccwbo.org