INTERNATIONAL CHAMBER OF COMMERCE
The World Business Organization

2015 PROGRAMME OF ACTION
INTERNATIONAL CHAMBER OF COMMERCE
2015 PROGRAMME OF ACTION

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FOREWORD BY THE SECRETARY GENERAL

The mission of the International Chamber of Commerce (ICC) is to promote international trade and investment through a rules-based multilateral system. Supporting cross-border trade and investment, and more broadly the essential role of business in society, has been the mission of our world business organization since a handful of entrepreneurs created ICC over 90 years ago. Today, ICC’s global network has grown to over 6 million companies, chambers of commerce and business associations in more than 130 countries.

IMPORTANCE OF TRADE TO THE GLOBAL ECONOMIC RECOVERY

Trade is the lifeblood of the world economy and it is vital to the global economic recovery. International trade contributes to prosperity and is a powerful force for peace. Bringing down barriers to international trade and investment and increasing cross-border trade and investment flows can make a significant contribution to meeting the need for jobs and growth in all parts of the world.

In today’s economy, the transformation of trade through global value chains is bringing far-reaching change to companies and economies worldwide. From small- and medium-sized enterprises (SMEs) to large transnational corporations, these companies produce the goods and services that are traded on a daily basis throughout the world.

In the activities ICC carries out every day — in work to support the resolution of commercial disputes, in our policy advocacy, in the development of rules and guidelines, in our training courses, and in the delivery of other practical tools and services, we help companies meet the challenges and opportunities of an increasingly integrated world economy. Our activities help support the global economy on which the livelihood of millions of people depends; they are a substantial contribution to economic growth and job creation in countries around the world.

ICC PROGRAMME OF ACTION

The Programme of Action presented in the following pages sets out the work plan for ICC during 2015. ICC’s commissions, national committees and worldwide membership participate in shaping policies and rules for trade, investment, sustainable development, anti-corruption and in other key areas for business.

In keeping with ICC’s founding principles, the aim is to help create a global business consensus and to work in partnership with governments and civil society to favour multilateral policy solutions to issues that transcend national borders.

Among our top priorities for 2015:

■ Strengthen ICC’s role in the Business 20/G20 process as an effective platform for policy advocacy on a range of major issues for business.

■ Advocate in favour of the implementation of the World Trade Organization (WTO) Trade Facilitation Agreement and of progress on a robust WTO post-Bali trade and investment policy agenda.

■ Continue to develop practical ICC tools for international business, particularly in the fields of trade finance and commercial law.

■ Promote ICC rules, codes and other instruments for dispute resolution, self-regulation and compliance, including in the areas of marketing and advertising, competition policy, and anti-corruption.

■ Lead global business representation in major international forums where key business issues are being discussed, including the Internet Governance Forum, global climate change negotiations, and the UN post-2015 development agenda.

John Danilovich
THE VOICE OF WORLD BUSINESS

The International Chamber of Commerce 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’s global network comprises over 6 million companies, chambers of commerce and business associations in more than 130 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 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, that brings together 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. ICC national committees convey ICC global policy views to their respective governments. In turn, ICC’s international secretariat carries ICC policy directly to intergovernmental organizations on issues that affect business’ capacity to conduct cross-border transactions. Close to 3,000 business experts feed their knowledge and experience into crafting ICC policy.

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, training, 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. Examples of these include:

- ICC’s URBPO: the first-ever Uniform Rules for Bank Payment Obligations (BPOs), a 21st century standard in supply chain finance that governs Bank Payment Obligations transactions worldwide.
- ICC Incoterms® rules: standard international trade definitions used every day in thousands of contracts to define the responsibilities of buyers and sellers.
- ICC model contracts that make doing international business easier, especially for small- and medium-sized 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 an integrated global economy. These issues include: banking, commercial law and practice, competition policy, corporate responsibility and anti-corruption, customs and trade facilitation, the digital economy, environment and energy, intellectual property, marketing and advertising, taxation, and trade and investment policy.

ICC policy advocacy, which often takes the form of policy statements to influence intergovernmental discussions, is developed through ICC commissions, 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 (IGOs) – including the United Nations (UN) and the World Trade Organization – and forums such as the G20. They are intended to reflect a broad business consensus.

Advancing the role of business: ICC at the UN Climate Change Conference in Lima in December 2014
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 UN. Since 1946, ICC has held consultative status with the UN and its specialized agencies. With IGOs 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 enable it to bring the views of world business to the UN. Extensive consultation with its worldwide, multi-sectoral membership lends ICC’s views special authority and legitimacy. ICC’s Permanent Representative to the UN in New York provides the liaison between ICC and the UN system.

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 2009, the Court has received new cases at a rate of more than 750 a year. The ICC International Centre for ADR has also developed a full range of other dispute resolution services for international commerce based on the ICC Mediation Rules, the ICC Rules for Expertise, the ICC Dispute Board Rules, and the DOCDEX Rules for the settlement of disputes arising out of the use of documentary instruments.

A GLOBAL FORUM FOR CHAMBERS OF COMMERCE
Through the ICC World Chambers Federation (WCF) — ICC’s worldwide network of chambers of commerce — ICC fosters interaction and exchange of best practice among chambers all over the world. WCF strengthens links between chambers, enabling them to improve their performance and develop new products and services to offer their members.

In its mission to promote cross-border trade and investment, ICC brings people together from over 6 million companies, business associations and chambers of commerce.
INTERNATIONAL CHAMBER OF COMMERCE

ICC COMMISSIONS
ICC commissions are specialized working bodies composed of business experts nominated by ICC national committees that examine major issues of practical concern to world business, and that work together to address cross-cutting subjects. They prepare policy products, including statements to inform and shape intergovernmental discussions and resulting policy, as well as rules and codes to facilitate international business transactions.

ARBITRATION AND ADR

MANDATE
As a forum for pooling ideas on issues relating to international arbitration and other forms of dispute resolution, the ICC Commission on Arbitration and ADR 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, and examine them in view of current developments.
■ Provide reports, guidelines and best practices on a range of topics of current relevance to the world of international dispute resolution, with a view to improving ICC dispute resolution services.
■ Create a link among arbitrators, counsel and users to enable ICC dispute resolution to respond effectively to users’ needs.
■ Promote ICC’s various dispute resolution services globally.

PROJECTS FOR 2015
■ Launch the new ICC Expert Rules.
■ Finalize the revision of the ICC Dispute Board Rules in coordination with the International Federation of Consulting Engineers (FIDIC).
■ Complete the report on Decisions as to Costs, and continue the work on the allocation of arbitration costs.
■ Study the use of international arbitration by financial institutions, with a view to promoting the use of ICC Arbitration in the financial sector.
■ Update the report on IT and Arbitration.
■ Examine and analyze the Emergency Arbitrator proceedings under the 2012 Arbitration Rules.
■ Study the use of arbitration and mediation in antitrust follow-on actions in collaboration with the ICC Commission on Competition.

BANKING

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

PROJECTS FOR 2015
■ Promote the broadest use of the new ICC DOCDEX Rules.
■ Develop the ICC educational offering in trade finance for the ICC Academy.
■ Draft a model contract for Bank Payment Obligations in partnership with Society for Worldwide Interbank Financial Telecommunication (SWIFT).
■ Prepare a set of uniform rules for international factoring, in partnership with Factor Chain International and International Factors Group.
■ Determine whether it is possible to encourage broader risk appetite from non-traditional institutional investors in trade finance through the creation of rules.
■ Add new participants and more comprehensive data to the ICC Trade Finance Register.
■ Make recommendations to the Business 20/G20 process on key issues related to trade finance.
■ Develop business input on financial crime risks and contribute to the global dialogue with the Wolfsberg Group and the Financial Action Task Force.
■ Provide timely market intelligence reports on trade finance, including analysis to support ICC contributions on trade finance in key international forums.
■ Issue official opinions on queries on ICC banking rules on a biannual basis.
■ Organize the Supply Chain Finance (SCF) Summit under ICC Banking Commission auspices and participate in the industry-wide Global SCF Forum to draft terminology for SCF practice.
COMMERCIAL LAW AND PRACTICE

MANDATE
To set global business standards for international B2B transactions and provide world business input on commercial rules developed by intergovernmental organizations.

PROJECTS FOR 2015

- Develop a training programme on the new ICC Principles to Facilitate Commercial Negotiations.
- Prepare and launch new model contracts and guides, including on construction joint ventures and consortia, and refresh existing publications to reflect current business practices, including the increasing importance of sales of digital goods.
- Make business recommendations to improve the legal framework for international procurement.
- Provide global business views to European legislators on the proposal for a regulation to introduce an optional Common European Sales Law.
- Contribute to rule-making by The Hague Conference and the European Commission on specific jurisdiction and applicable law issues relevant to business.
- Develop practical tools and expert guidance to promote the effective use of the Incoterms® 2010 rules globally, including through development of guidance on the implications of the rules for the transport community.

COMPETITION

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

PROJECTS FOR 2015

- Develop a version of the ICC Antitrust Compliance Toolkit for small- and medium-sized enterprises and continue to promote the importance of compliance programmes as a tool for competition law enforcement, at both the national and international levels via the International Competition Network (ICN), and through continued dialogue and thought leadership on compliance.
- Organize the 7th ICC-ICN roundtable at the ICN Annual Conference in Sydney, thereby further establishing ICC’s role as the main business interlocutor of the ICN.
- Promote the ICC recommendations on best practices for the creation and reform of specific merger control regimes by organizing workshops at national and international levels, and holding discussions with selected competition authorities and governments.
- Complete ICC recommendations on the improvement of the European Competition Network (ECN) Model Leniency Programme and elaborate recommendations regarding cooperation between antitrust enforcement agencies in the cartel area, in particular with regards to Common Market for Eastern and Southern Africa (COMESA).
- Continue to reinforce the collaboration between ICC and the European Commission by holding annual meetings on antitrust developments, and deepen the dialogue between ICC and the antitrust community in Asia by organizing further regular roundtable discussions.

International competition policy issues will be discussed at the ICC-ICN Roundtable on Competition Policy on 27 April 2015 in Sydney.
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 2015
■ Finalize and launch ICC training based on the *ICC Ethics and Compliance Training Handbook*, addressing a range of issues including SMEs and solicitation.
■ Adapt Corporate Responsibility and Anti-corruption Commission tools into educational services and products, including the development of a compendium of commission tools.
■ Shape G20 anti-corruption work, drawing from ICC’s anti-corruption tools as a basis for concrete action by business for fighting corruption.
■ Uphold the approach taken by the UN Guiding Principles on business and human rights, with a view to ensuring the balance between the corporate responsibility to respect human rights and the State duty to protect these rights.
■ Advance work to identify possibilities for harmonization of due diligence processes.
■ Provide global business input into international initiatives on corporate responsibility and anti-corruption, including the implementation of the UN Convention against Corruption (UNCAC), the Organisation for Economic Co-operation and Development (OECD) Anti-Bribery Convention and the OECD Guidelines for Multinational Enterprises.
■ Contribute global business views on corporate responsibility reporting.
■ Articulate business views on the International Organization for Standardization’s (ISO) initiatives in the area of social responsibility and anti-bribery.

CUSTOMS AND TRADE FACILITATION

MANDATE
To promote simplified customs and transport policies and procedures as well as other measures to facilitate international trade.

PROJECTS FOR 2015
■ Provide input into the work of the World Trade Organization and the World Customs Organization (WCO) on customs valuation, classification, and trade facilitation by working with the WTO and WCO secretariats as well as the WCO Private Sector Consultative Group.
■ Support the implementation of the WTO Agreement on Trade Facilitation, including by mobilizing ICC’s global network, by encouraging increased cooperation between customs and business at the country level, and by promoting the use of practical ICC tools such as the ICC Customs Guidelines, the ICC Guidelines for Cross-border Traders and the ATA Carnet System.
■ Revise the ICC policy statement on Transfer Pricing and Customs Value and pursue inclusion of the statement into the WCO Revenue Package to assist WCO members.
■ Prepare business recommendations on Authorized Economic Operators programmes, non-preferential rules of origin, free trade zones (in cooperation with BSCAP) including the simplification of the rules governing the establishment of such zones, and the nexus between transport and the environment (in cooperation with the ICC Commission on Environment and Energy).
■ Contribute practical guidance on the relation between the Incoterms® 2010 rules and the transport of goods (in cooperation with the ICC Commission on Commercial Law and Practice).
■ Start work to promote greater multimodal supply chain connectivity and transport- and trade-related infrastructure.

Viviane Schiavi, Senior Policy Manager of the ICC Commission on Corporate Responsibility and Anti-corruption, addressed the OECD Forum on Integrity in March 2014
**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 2015**
- Prepare suitable, fit-for-purpose policy material on the contribution of the digital economy to economic growth, social development and job creation, to be used for cross-commission ICC high-level intergovernmental engagement, including the G20, United Nations, Millennium Development Goals/post-2015 development agenda, WTO, and others. Compile this material into a global action plan for the ICC Commission on the Digital Economy to highlight global business priorities, with guidance for governments supported by a compendium of business actions and practice.
- Develop ICC cybersecurity guidelines for companies and governments. Provide a resource for companies and governments to offer ways to mitigate the risks of cybercrime for e-business and preserve consumer and business confidence through effective privacy and cybersecurity practices.
- Advocate cross-sectoral and global business priorities on privacy policy and regulatory frameworks [EU, Asia-Pacific Economic Cooperation (APEC) and others], including support for policy interoperability. Raise awareness on the importance of transborder data flows and the harm to the digital economy and global supply chains that results from efforts at localization, indigenous innovation or other trade and market distorting regulation.
- Advance business-government dialogue to encourage greater alignment between e-government and e-business objectives, including by providing input into the development of global standards for dematerialization aimed at linking current regional initiatives.
- Provide practical policy inputs on topical issues that can help ICC demonstrate the value and necessity of a multistakeholder approach to Internet and ICT policies. Apply these practical global business inputs where possible to intergovernmental discussions and to reinforce the viability of multistakeholder entities such as the Internet Governance Forum.
- Contribute to the transition of the Internet Assigned Numbers Authority (IANA), working with the Internet Corporation for Assigned Names and Numbers (ICANN) to ensure business input and support for ICANN multistakeholder oversight of the Domain Name System.

**ENVIRONMENT AND ENERGY**

**MANDATE**
To develop policy recommendations and tools to address major global environmental and energy issues, including climate change, green economy, sustainable development, and make a substantive contribution to key intergovernmental discussions in these areas.

**PROJECTS FOR 2015**
- Develop and promote global business priorities on resource and energy efficiency, including on enabling investment conditions, the role of the ICT sector, the water-energy nexus, and the efficient use/reuse of rare raw materials.
- Advance business priorities on climate change mitigation, adaptation, technology and investment with a focus on innovation, finance, trade, resilience, long-term mitigation strategies, enabling conditions, and substantive business engagement as an integral part of the United Nations Framework Convention on Climate Change (UNFCCC) negotiations towards a post-2015 agreement in Paris.
- Continue to coordinate the UNFCCC business and industry major group process and related business days.
- Further promote and update the ICC Green Economy Roadmap, and outline key success factors for effective public-private partnerships as a means to implement and scale up solutions that advance economic growth, societal development and environmental stewardship.
- Launch the new ICC Charter for Sustainable Development to help businesses of all sectors to shape their sustainability business strategy, develop a practical toolkit, and facilitate adoption and implementation through the ICC global network.
- Further develop ICC policy views on sustainability reporting, and prepare a guide with a focus on emerging markets and small- and medium-sized companies.
- Provide expert input to the United Nations Environment Programme (UNEP) International Resource Panel, Climate Investment Funds, and UNEP/United Nations Industrial Development Organization (UNIDO) Green Industry Platform — including issuing a survey report on green industry policies and practices, and work with ICC’s Permanent Representative to the UN to bring forward ICC environment, energy and sustainable development policies and tools to inform the UN post-2015 development agenda and its sustainable development goals.
INTELLECTUAL PROPERTY

Mandate
To promote efficient intellectual property (IP) systems that support international trade, encourage investment in creation and innovation, and facilitate sustainable economic development.

Projects for 2015
- Provide input on policy developments relating to the protection of confidential business information including the European Union directive on trade secrets.
- Issue a paper on practical considerations relating to trial practice for IP cases to assist countries setting up courts/jurisdictions specific to IP.
- Ensure business input on the implementation of the Convention on Biological Diversity’s Nagoya Protocol on Access and Benefit Sharing.
- Prepare an issues paper on the implications of 3D printing for IP creation, management and enforcement.
- Explore the implications of ambush marketing provisions for intellectual property.
- Work with regional organizations, the IP commission ambassadors network and national committees to raise awareness of the role of IP in innovation and economic growth, e.g. in Latin America.
- Explore the feasibility of a handbook on IP management for small businesses.
- Pursue cooperation with St Petersburg University (Russia) on training in IP law and management.

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 2015
- Participate in APEC Committee on Trade and Investment project on common advertising standards, by contributing to capacity-building activities that improve understanding of responsible marketing and the ICC marketing codes, which are the foundation of most national programmes.
- Develop adapted policy material to help companies and policymakers interpret broad code principles as they might apply to sensitive or rapidly evolving issues such as native advertising, mobile marketing, advertising to children, social media and big data, liaising with other relevant commissions where appropriate.
- Contribute global business perspectives and advocate awareness of the Consolidated ICC Code of Advertising and Marketing Communications Practice as a global self-regulatory instrument to United Nations Conference on Trade and Development (UNCTAD) and UN member states through the revision of the UN Guidelines on Consumer Protection.
- Advance work on misplacement of ads to ensure the integrity of marketing and consumer confidence, including the development of a catalogue of initiatives that have been undertaken in national markets, and together with any efforts to monitor the initiatives to assess their effectiveness.
- Undertake a targeted advocacy effort with governments where broad regulatory restrictions are being considered on products that abridge freedom of commercial speech and risk having detrimental effects on consumer choice, intellectual property protection and cross-border trade; and encourage governments to consider the trade implications while also demonstrating examples of robust self-regulatory efforts that have served as an effective policy alternative.

Visit codescentre.com to download the Consolidated ICC Code of Advertising and Marketing Communications Practice.
TAXATION

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

PROJECTS FOR 2015
- Examine new avenues to create a global tax landscape without significant tax barriers by addressing core tax base differences between countries as well as explore improved dispute resolution mechanisms.
- Lead global business input into the work of the UN Committee of Experts in Tax Matters and its sub-committees.
- Make a substantive contribution to the G20/OECD’s Base Erosion and Profit Shifting Project, in cooperation with the Business and Industry Advisory Committee to the OECD.
- Promote ICC recommendations on transfer pricing in various intergovernmental policy processes (including the OECD, G20, WCO and UN).
- Contribute to ICC’s work on environmental tax and market mechanisms to feed into climate change policy discussions in cooperation with the ICC Commission on Environment and Energy.
- Continue to provide business input on VAT-related issues from a global business perspective (including through participation in the EU VAT Experts Group).

TRADE AND INVESTMENT POLICY

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

PROJECTS FOR 2015
- Elaborate policy positions to shape the ICC World Trade Agenda, and G20 and Business 20 deliberations on trade and investment, by contributing to the development of a post-Bali global trade and investment policy agenda including the implementation of the World Trade Organization Trade Facilitation Agreement.
- Foster progress towards a high-standard multilateral framework for international investment; as well as towards enabling regulatory frameworks for Foreign Direct Investment (FDI), including investment in infrastructure, as a vehicle for long-term economic growth and prosperity.
- Provide a forum for discussing the impacts of mega-regional trade agreements on the multilateral trading system.
- Build a business case for trade in global value chains, their implications for trade policy and their impact on growth and job creation.
- Support multilateral approaches to promote and liberalize trade in environmental goods and services, working with the ICC Commission on Environment and Energy.
- Advocate in favour of effective provisions for arbitration and “Investor-State Dispute Settlement” in coordination with the ICC Commission on Arbitration and ADR.
- Develop recommendations on trade in the digital economy in collaboration with the ICC Commission on the Digital Economy, including on restrictions to cross-border data flows.

ICC delegation at the annual session of the UN Committee of Experts on International Cooperation in Tax Matters in Geneva in October 2014

ICC leaders collaborated with Roberto Azevedo, Director-General of the World Trade Organization (left), to successfully advocate for the ratification of the WTO Trade Facilitation Agreement
BUSINESS ACTION FOR RESPONSIBLE MARKETING AND ADVERTISING (BARMA)

MANDATE
To facilitate the spread of self-regulation and reinforce its effectiveness through two avenues — 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 2015
- Build on recent outreach activities in Asia and Latin America and extend efforts to Africa, working with the ICC global network and partner organizations, to increase awareness of the Consolidated ICC Code of Advertising and Marketing Practice and adoption where local codes are updated or new self-regulatory mechanisms are established.
- Enhance the CodesCentre.com site to increase awareness of ICC Codes, the training module and companion resources, including the revised ICC/INSEAD module in university marketing programmes and a model seminar programme for industry professionals and policymakers.
- Work with national committees to explore suitable training opportunities to deepen understanding of responsible marketing practice to support activities such as the APEC Committee on Trade and Investment work on advertising standards.

BUSINESS ACTION TO STOP COUNTERFEITING AND PIRACY (BASCAP)

MANDATE
To raise awareness of the economic and social harm of counterfeiting and piracy and to petition for greater commitments by local, national and international officials in the enforcement and protection of intellectual property rights.

PROJECTS FOR 2015
- Publish country reports on the value of IP, the economic and social risks from counterfeiting and piracy, and recommendations for improving IP enforcement regimes — and distribute to key intergovernmental organizations, national governments and multilateral bodies such as ASEAN, APEC, G20 and BRICS (Brazil, Russia, India, China and South Africa).
- Encourage national governments to adopt proactive IP rights enforcement measures, including the use of proceeds of crime legislation and improving IP rights enforcement in free trade zones.
- Work with supply chain intermediaries to protect supply chains from the infiltration of counterfeiting and piracy and engage with stakeholders to promote best practice.
- Broaden the reach of the BASCAP “I Buy Real, Fakes Cost More” campaign to national governments and national anti-counterfeiting associations.

ICC SPECIAL PROJECTS AND GROUPS
ICC special projects are intended to complement ICC commission work by increasing the outreach of policy products developed by commissions.
BUSINESS ACTION TO SUPPORT THE INFORMATION SOCIETY (BASIS)

MANDATE
To promote global business priorities on the range of Internet governance and information and communications technology issues that contribute to economic and social development, in forums established by the UN World Summit on the Information Society (WSIS), and preserve the multistakeholder approach to these issues.

PROJECTS FOR 2015
■ Lead business engagement in the 2015 Internet Governance Forum (IGF) and its preparatory processes to ensure business views are taken into consideration.
■ Contribute actively towards engaging broad support across stakeholders for renewal of the IGF, influencing the scope of the emerging Netmundial Initiative (NMI), and shaping new multistakeholder models for the security and governance of the Internet.
■ Provide business views to the UN Commission on Science and Technology for Development and to WSIS follow-up activities in the UN Economic and Social Council and UN General Assembly.
■ Engage in the Internet Corporation for Assigned Names and Numbers to promote accountability efforts and support a secure, stable, and resilient Domain Name System.
■ Advocate ICC Commission on the Digital Economy policy positions and ensure the key role of business in innovation, economic and social development as well as job creation is considered in global discussions and events on Internet governance and ICTs for development.

ICC G20 CEO ADVISORY GROUP

MANDATE
To provide a CEO-led platform to leverage ICC’s policy work and pursue progress on international business priorities through the work of the G20 on an on-going basis.

PROJECTS FOR 2015
■ Develop and consolidate global business policy views on key issues for global business on the G20 agenda.
■ Conduct a globally inclusive appraisal of business views on G20 priorities, including consultations with businesses worldwide.
■ Produce distinctive reports that complement ICC policy recommendations, including new editions of the ICC G20 Business Scorecard, the ICC Open Markets Index and the ICC Global Survey of G20 Business Policy Priorities.
■ Ensure effective world business input into the work of the G20, including by communicating business priorities at CEO-level to G20 leaders, sherpas and ministers.
■ Strengthen ICC’s position as the indispensable representative organization of world business vis-à-vis the G20, leading up to the G20 Leaders Summit in Turkey in November 2015, by working with the Turkish government, business associations and others.

Turkish Deputy Prime Minister Ali Babacan (right) and ICC Secretary General John Danilovich make plans for ICC to continue leading business input to the G20 process in 2015

ICC Executive Board member Rifat Hisarciklioglu (centre) will be the Chair of the Business 20 in 2015
**ICC WORLD TRADE AGENDA (WTA)**

**MANDATE**
In partnership with the Qatar Chamber of Commerce and Industry, enable global business leaders to define multilateral trade negotiation priorities and help governments set a trade and investment policy agenda for the 21st century that contributes to economic growth and job creation.

**PROJECTS FOR 2015**

- Promote WTA post-Bali business priorities in relevant forums, including Business 20 and G20 discussions, and in particular at the WTO in the lead-up to and during its next Ministerial Conference.
- Continue to mobilize world business in support of a robust post-Bali trade and investment policy agenda, with a particular focus on SMEs and chambers of commerce, by organizing a high-level plenary session at the ICC World Chambers Federation’s 9th World Chambers Congress in Torino, Italy, on 10-12 June 2015.

**GROUP ON ECONOMIC POLICY**

**MANDATE**
To advise ICC and its leadership on global economic and financial issues and their implications for world business.

**PROJECTS FOR 2015**

- Develop global business perspectives on major international macroeconomic and financial issues affecting global business conditions.
- Provide views on global macroeconomic policies to promote economic growth and job creation.

Nicolle Graugnard, Policy Manager of the ICC World Trade Agenda, at the WTO Public Forum

ICC Chairman Terry McGraw discusses international business priorities with Chinese Premier Li Keqiang in May 2014
PERMANENT REPRESENTATIVE TO THE UNITED NATIONS

MANDATE
To convey world business views to the UN through representation at intergovernmental deliberations and through substantive engagement with UN agencies, departments and programmes.

PROJECTS FOR 2015

- Represent ICC at UN meetings in New York on behalf of the ICC Secretary General including the UN Global Compact Board and UNIDO’s Green Industry Platform among others.
- Coordinate the engagement and tasks of the Global Business Alliance for post-2015, a diverse group of major international private sector organizations which aims to make effective, concrete and long-term contributions to the UN post-2015 development agenda.
- Collaborate with member states, UN agencies, intergovernmental organizations, non-governmental organizations and other stakeholders to participate and co-organize events around issues relevant to the UN post-2015 development agenda.
- Mobilize the ICC global network to provide private sector input to the intergovernmental processes for the Third United Nations World Conference on Disaster Risk Reduction and the Third International Conference on Financing for Development, including through ICC’s role as Chair of the Private Sector Steering Committee for both processes.
- Continue to serve as organizing partner for the business and industry major group, representing the voice of business at the High-Level Political Forum, successor to the Commission on Sustainable Development.
- Monitor the activities of the different UN bodies and alert ICC headquarters, national committees and chambers on issues that are of major concern to the global business community.
- Provide business speakers to UN high-level meetings through engagement with ICC’s international secretariat and global network.

NATIONAL COMMITTEES AND MEMBERSHIP

MANDATE
To strengthen ICC representation across the globe by fostering effective working relations between national committees, direct members and the ICC international secretariat in Paris.

PROJECTS FOR 2015

- Support national committees in the promotion of ICC products and services, and in increasing the number of active ICC members.
- Improve the implementation of the ICC Charter between national committees and the ICC World Council.
- Provide updated practical guidance for national committees, including through the ICC Guide to running a National Committee.
- Increase opportunities for interaction and exchange of best practice within the ICC global network, by way of training sessions, regional consultative groups and other mechanisms.

ICC Brazil was re-opened in Sao Paulo in December 2014

ICC’s presence in Africa was strengthened in March 2014 with the re-launch of ICC Ghana in Accra during the Ghana Economic Forum
ICC DISPUTE RESOLUTION SERVICES

MANDATE
To provide dispute resolution services through the ICC International Court of Arbitration® and the ICC International Centre for ADR, by administering proceedings pursuant to the ICC Arbitration, Mediation, Expertise, Dispute Board and DOCDEX Rules and by providing information about said rules and services.

PROJECTS FOR 2015
- Support the implementation of the new ICC Mediation Rules, Expert Rules, Dispute Board Rules and DOCDEX Rules.
- Further advance dispute resolution know-how worldwide by hosting in conferences, training events, publications and other services.

The annual ICC Mediation Competition will feature around 200 mock mediation sessions, training programmes and social events for over 500 participants in February 2015.

ICC COMMERCIAL CRIME SERVICES

MANDATE
To provide business services to help fight 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)
- Implement new systems to match case characteristics of recent trading fraud and disseminate information to members.
- Work with INTERPOL on a joint project on debriefing former hostages held by pirates in support of law enforcement investigations.
- Implement web portal services to enable exchange of fraud alerts with members.

FINANCIAL INVESTIGATION BUREAU (FIB)
- Set up a service to provide compliance departments of banks with information they need to meet anti-money laundering requirements.
- Implement exchange of information with members using a secure online portal.
- Disseminate prompt analysis to member banks on current fraud schemes and measures to avoid them.

COUNTERFEITING INTELLIGENCE BUREAU (CIB)
- Upgrade the Hologram Image Register database for portal access by hologram manufacturers.
- Explore the possibility of setting up a system for transport intermediaries to conduct due diligence on exporters of counterfeit goods.
- Conduct investigations to close down websites offering or distributing counterfeit products.
BUSINESS DEVELOPMENT

The role of the Business Development Department is to develop ICC products and services that will bring increased value to users, including ICC members and the ICC global network. This will broaden the availability of ICC publications, trainings, conferences and online programmes in all regions of the world.

ICC TRAINING AND CONFERENCES

MANDATE
To share ICC’s expertise with a wider audience, through events such as training seminars and conferences, and raise awareness of ICC rules, services and policy work.

PROJECTS FOR 2015
- Increase the availability of ICC trainings, including e-learning modules to better satisfy market needs and give greater visibility to ICC products.
- Broaden the offer of regional and annual conferences on ICC Arbitration.
- Develop e-education on ICC rules and other policy products through the framework of the ICC Academy, starting with trade finance.

MEDIA RELATIONS AND WEB

MANDATE
To increase awareness of ICC’s role as the world business organization and to promote its policies, rules and services in the media and via the ICC website.

PROJECTS FOR 2015
- Leverage print and broadcast media as well as ICC’s own media platforms (including the ICC website) to position ICC as the premier source of business views on ICC priority issues such as the implementation of the WTO Trade Facilitation Agreement.
- Highlight ICC’s role in shaping business recommendations to G20 leaders.
- Drive the strategic placement of ICC opinion articles and letters to top-tier international publications and news wires.
- Generate content for ICC social media accounts that creates buzz on ICC and drives traffic to the ICC website.
- Promote the expanding international reach of ICC and the ICC International Court of Arbitration.

icc institute of world business law

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

icc publications

MANDATE
To expand the reach of ICC publications to spread ICC knowledge and work to an ever-increasing audience, and provide essential tools for conducting international business and facilitating cross-border trade and investment.

PROJECTS FOR 2015
- Work closely with the ICC commissions to identify new contents and new authors.
- Develop co-distribution channels to reach new markets and ensure greater visibility.
- Improve the effectiveness of the new ICC online store as an essential sales and promotional platform.
- Strengthen relations with national committees through direct channels.

icc academy

MANDATE
To become a global leader in the provision of business education that contributes to the expansion of cross-border trade and investment, including through a series of specialized certification programmes recognized by business worldwide.

PROJECTS FOR 2015
- Establish a global and commercially-driven ICC Academy with its main headquarters located in Singapore.
- Develop a comprehensive curriculum taught by ICC world-class experts and practitioners, incorporating insights from senior business leaders and policy-makers.
- Launch a professional individual membership programme and new professional certificates recognized by business and promoted through the ICC global network, notably with the active participation of ICC national committees.
- Create a dynamic digital platform for business education, including innovative tools for combining digital learning and group-based project work.
WORLD CHAMBERS FEDERATION (WCF)

MANDATE
To be the global forum for chambers of commerce and industry, facilitating the exchange of best practice and the development of new global products and services for chambers, as well as fostering international partnerships between global business stakeholders and chambers, including transnational chambers.

ATA CARNET
- Support customs authorities and business organizations in implementing the ATA system for the duty- and tax-free temporary admission of goods in Brazil, Indonesia, Kazakhstan, Qatar and Saudi Arabia.
- Develop an e-ATA Carnet issuance data storage platform for national guaranteeing organizations, with links to the World Customs Organization e-ATA project.

CERTIFICATES OF ORIGIN
- Increase the number of International Certificates of Origin (COs) Accreditation Chain member chambers.
- Promote the acceptance of electronic COs by customs, and expand the delivery of preferential certificates of origin and trusted traders programmes to competent chambers through partnerships with customs.

WORLD CHAMBERS NETWORK (WCN)
- Develop usage of the World Chambers Network’s (WCN) ChamberTrust seal programme and expand its use into other countries.
- Market the WCN’s Business Opportunity Service (GBX) to companies, chambers and trade promotion organizations as the global business opportunities platform.

CAPACITY BUILDING AND BEST PRACTICE
- Manage the global nomination network for the annual Oslo Business for Peace Award.
- Develop programming, online training and printed materials to reinforce chambers’ role, tailored for both developed and developing economies.

WORLD CHAMBERS CONGRESS
- Organize the 9th World Chambers Congress, in Torino, Italy, on 10-12 June 2015.
- Produce the 2015 edition of the World Chambers Competition.
- Commence preparations with the co-host of the 10th World Chambers Congress to be held in Sydney, Australia in 2017.

The ICC WCF 9th World Chambers Congress will take place in Torino, Italy, on 10-12 June 2015
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, they voice the interests of global business to their national governments and provide input to ICC’s policy work.

Afghanistan
Andorra
Angola
Armenia
Azerbaijan
Bahamas
Belarus
Bermuda
Bosnia-Herzegovina
Botswana
Côte d’Ivoire

Democratic Republic of Congo
Eritrea
Ethiopia
Gibraltar
Haiti
Honduras
Iraq
Jamaica
Korea (DPR)
Latvia
Liberia

Libya
Macedonia
Malta
Mauritania
Mauritius
Moldova
Mongolia
Montenegro
Mozambique
Myanmar
Nepal

Nicaragua
Oman
Peru
Seychelles
Sudan
Tajikistan
Tanzania
Turkish Cyprus
Uganda
Vietnam
Zambia

In countries where no national committee exists, companies and business associations can join ICC individually by becoming direct members. ICC membership is currently bolstered by direct members in over 30 countries.

DIRECT MEMBERS

Afghanistan
Andorra
Angola
Armenia
Azerbaijan
Bahamas
Belarus
Bermuda
Bosnia-Herzegovina
Botswana
Côte d’Ivoire

Democratic Republic of Congo
Eritrea
Ethiopia
Gibraltar
Haiti
Honduras
Iraq
Jamaica
Korea (DPR)
Latvia
Liberia

Libya
Macedonia
Malta
Mauritania
Mauritius
Moldova
Mongolia
Montenegro
Mozambique
Myanmar
Nepal

Nicaragua
Oman
Peru
Seychelles
Sudan
Tajikistan
Tanzania
Turkish Cyprus
Uganda
Vietnam
Zambia
CHAIRMAN
HAROLD MCGRAW III
Harold McGraw III became Chairman of the International Chamber of Commerce on 1 July 2013. He is Chairman of McGraw Hill Financial, one of the leading financial intelligence companies in the world. He is also Chairman of the US Council for International Business, and Chairman of the US President’s Advisory Committee for Trade Policy and Negotiations.

VICE-CHAIRMAN
SUNIL BHARTI MITTAL
Sunil Bharti Mittal became Vice-Chairman of the International Chamber of Commerce on 1 July 2013. He is Founder, Chairman and Group CEO of Bharti Enterprises and the Chairman of Bharti Airtel. Bharti Enterprises is one of India’s leading business groups with interests in retail, realty, financial services and agri-products, with global telecom companies operating in India, South-Asia and Africa.

HONORARY CHAIRMAN
GERARD WORMS
Gerard Worms became Honorary Chairman of the International Chamber of Commerce on 1 July 2013. He is also Chairman of ICC France, Vice-Chairman of Rothschild Europe and Honorary Chairman of Coe-Rexecode.

Mr Worms is a Commander of the French Legion of Honour.

SECRETARY GENERAL
JOHN DANILOVICH
John Danilovich became Secretary General of the International Chamber of Commerce on 30 June 2014. Mr Danilovich is a global business leader with extensive experience in trade-related issues. He has also had a long career as an international diplomat.

For full biographical details and information on the ICC Executive Board, please go to www.iccwbo.org
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 mission of ICC is to promote open international trade and investment and help business meet the challenges and opportunities of an increasingly integrated global economy. 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, dispute resolution, and policy advocacy. 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. ICC also offers specialized training and seminars and is an industry-leading publisher of practical and educational reference tools for international business, banking and arbitration.

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 relevant technical subjects. These include: banking, commercial law and practice, competition policy, corporate responsibility and anti-corruption, customs and trade facilitation, the digital economy, environment and energy, intellectual property, marketing and advertising, taxation, and trade and investment policy.

ICC works closely with the United Nations, the World Trade Organization and intergovernmental forums including the G20.

ICC was founded in 1919. Today its global network comprises over 6 million companies, chambers of commerce and business associations in more than 130 countries. National committees work with ICC members in their countries to address their concerns and convey to their governments the business views formulated by ICC.

In 2014 the ICC Hearing Centre was voted as the best arbitration-specific facility by Global Arbitration Review’s Guide to Regional Arbitration.