

# INTERNATIONAL BUSINESS

## Peace and Prosperity Through World Trade

The International Chamber of Commerce at 90

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[www.icc90anniversary.com](http://www.icc90anniversary.com)



Peter M. Robinson, President and CEO, USCIB

***Economic growth and environmental improvement are not mutually exclusive.***

## Now More Than Ever: Sustainable Development Matters

**A**round the world, society faces the challenge of balancing two equally critical imperatives: on the one hand, economic growth and human progress; on the other, environmental sustainability and stewardship for future generations. Some question whether these two imperatives can be met simultaneously. Perhaps, they posit, balancing the economy and the environment is a zero-sum game, with improvements in one area coming at the expense of improvements in the other.

As a general rule, USCIB members do not buy in to the concept of zero-sum games, especially in this area. We believe that environmental and economic progress can, and indeed must, go hand in hand. Because of our unique positioning in the global policymaking sphere, we are now uniquely poised to press policy makers to put that belief to the test in the area of climate change.

This December, diplomatic efforts to develop a long-term international agreement to succeed the Kyoto Protocol will culminate in a major United Nations conference in Copenhagen. Working primarily through the International Chamber of Commerce, USCIB is actively seeking a global framework that will provide energy access and security, while spurring technological innovation and the deployment of climate-friendly technologies to enable us to meet the common challenge of curtailing greenhouse gas emissions.

And this is not just our position. As reported in an earlier issue of *International Business*, participants at a pre-Copenhagen business summit involving influential business groups from all the major emitting countries surprised even themselves with a remarkable degree of consensus around these key points. Clearly, business is on board and will push hard for an effective global agreement on climate.

But one does need to wonder whether our elected officials feel the same sense of urgency. It is worrisome that, in debating the establishment of a cap-and-trade mechanism for the United States, Congress is seriously

weighing the imposition of “green” tariffs to punish those who may not live up to our own new standards. This is precisely how one might wreck the chances for progress in Copenhagen.

Indeed, there is entirely too much talk of sticks, rather than carrots, in the climate debate. There are clearly win-win opportunities in a post-Kyoto framework that would enable countries to grow economically while reducing emissions. But we must keep markets open while fostering innovation.

American companies are up to the climate challenge, and indeed would benefit from lower barriers to imports of environmental technologies abroad. The U.S. and other major governments in developed and developing countries must support the private sector’s proven ability to commercialize and disseminate the fruits of innovation. Open trade is an essential part of that formula.

***Throughout 2009, USCIB President and CEO Peter Robinson devotes this space to discussing the increased relevance of USCIB’s core values, principles and priorities.***

Sustainable development matters, perhaps even more so during a time of recession and scarce resources. It is possible to secure global prosperity while protecting the world’s climate, but only with strong and sensible leadership from all major parties. We hope that leadership to advance economic recovery and encourage greener solutions in a mutually supportive fashion will emerge between now and December. The world can’t wait much longer.

Contact Peter Robinson at (212) 703-5046 or [probinson@uscib.org](mailto:probinson@uscib.org).

## Conference Looks at Role of OECD in Fast-Changing Tax Landscape

In June, USCIB hosted two timely high-level events in Washington, D.C., showcasing the OECD's expertise and role in addressing global taxation policy and in helping keep markets open to cross-border trade and investment (see sidebar).

Taking place against the backdrop of ongoing economic turmoil, growing protectionist sentiment and ambitious proposals for regulatory reform, these events provided important opportunities for USCIB members to interact directly with senior government and international officials making the decisions that will shape the future of the global economy.

The events also underlined the importance and value-added of USCIB's affiliation with the Business and Industry Advisory Committee (BIAC) to the OECD in providing access to the work of the OECD.

This June 1-2 tax conference, held at the Ronald Reagan Building and International Trade Center, was the fourth such event organized by USCIB, the OECD and BIAC, and many of the 200 executives and government officials in attendance called it the best ever. Participants paid special attention to new challenges arising out of the ongoing economic crisis.

"OECD initiatives can help rebuild the post-crisis global economy," said OECD Secretary General **Angel Gurría** in an opening address. "They are aimed at guaranteeing the level playing field, integrity, transparency, fairness and predictability that are the cornerstones of a healthy international economy in which businesses can compete fairly." He said the financial crisis would focus policy makers' attention on tax rules that may have encouraged "excessive risk-taking."

In a special address, House Ways and Means Committee Chairman **Charles Rangel** told participants that he expects tax reform to be a

priority for the Obama administration and Congress during the current presidential term. He said reduction of corporate tax rates could be part of reform, but only as part of a balanced package that increases overall fairness. Congressman Rangel invited business to enter into a dialogue with Congress to develop useful proposals. He also called for greater international cooperation to target tax evasion.

IRS Commissioner **Douglas Shulman**, providing the conference's keynote address, said the financial crisis showed global interconnectedness in "stark terms." He stated that President Obama's tax proposals aimed to promote fairness and reduce tax avoidance. "Good laws make it easier to do right and harder to do wrong," he said.

Panels at the tax conference addressed a range of international tax topics, including bilateral tax treaties, transfer pricing and permanent establishment, attribution of profits and business restructuring. Among the many OECD Secretariat experts who lent their views to the proceedings, **Jeffrey Owens**, director of the OECD's Center for Tax Policy Administration, observed that the loss of tax revenue brought about by the ongoing global recession would put pressure on governments to review rules governing transfer pricing, potentially affecting how companies allocate losses among jurisdictions where they operate.

In organizing the conference, USCIB received valuable support from other business organizations, including the International Fiscal Association – USA Branch, International Tax Policy Forum, National Foreign Trade Council, Organization for International Investment, Tax Council Policy Institute, Tax Executives Institute, Inc., and the Tax Foundation. Special thanks as well to our numerous sponsoring organizations.

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Rep. Charles Rangel (D. - N.Y.) addressed the conference.

### Global Investment Luncheon

On June 2, USCIB, with support from the TransAtlantic Business Dialogue, BIAC, Deloitte and several other leading business organizations, hosted a luncheon discussion on "The Global Investment Agenda: Challenges to Global Capital Flows and Foreign Investment." The impetus for the session was growing concern that cross-border capital flows have contracted sharply and that governments, while cognizant of the benefits of open investment regimes, are apt to yield to domestic economic and political pressures and impede cross-border investment.

OECD Secretary General **Angel Gurría** set the tone in his opening address, declaring: "It is crucial for the investment policy community to counter such pressures, now and firmly." He noted that the OECD is ideally placed to work on investment openness, and that along with the IMF, WTO and UNCTAD, it is monitoring investment activity to ensure that governments refrain from raising new investment barriers. A report by this group will be sent to the G-20.

A panel chaired by **Dan Price** (Sidley Austin) and including **Jeff Shafer** (Citigroup), **Jose Vinals** (IMF) and **Matthias Sonn** (German Embassy), picked up the general theme struck by Mr. Gurría. They urged business to raise its voice to the Obama administration on the need for strong leadership to resist investment protectionism and to keep markets open for cross-border investment.

## New ICC Secretary General Makes First Visit to USCIB

Just three weeks after taking the reins at the Paris-based world business body, **Jean Rozwadowski**, the new secretary general of the International Chamber of Commerce, paid a visit to USCIB, which has served as ICC's American national committee since 1945.

Mr. Rozwadowski was unanimously appointed secretary general by the ICC World Council at a June meeting in Kuala Lumpur, on the eve of the biennial ICC World Chambers Congress. He succeeds **Guy Sebban**, who retired at the end of his four-year term.

"We look forward to working closely with Jean as we help bring ICC into its tenth decade," said USCIB President and CEO **Peter M. Robinson**. ICC is in the midst of a year-long series of events marking its 90th anniversary. The series will include USCIB's 2009 Annual Dinner at the Waldorf-Astoria in New York on October 8 (see page 11).

The Paris-based ICC is the largest, most representative private-sector association



ICC Secretary General Jean Rozwadowski (right) with USCIB President and CEO Peter Robinson and Louise Kantrow, ICC's permanent representative to the United Nations in New York.

in the world, with hundreds of thousands of member companies in over 130 countries, including more than 90 where national committees like USCIB provide a platform for participation from their national business communities.

Mr. Rozwadowski met with USCIB's senior staff and its policy and program depart-

ment. Many USCIB policy committees feed directly into the world business organization's policy-making process. ICC enjoys top-level consultative status at the United Nations and works closely with UN agencies, other international organizations and national governments on behalf of its worldwide business membership.

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# World Business Organization Marks 90 Years With Issue Campaign

The International Chamber of Commerce is celebrating its 90<sup>th</sup> birthday this year with a good deal more vigor than most could hope to achieve after nine decades. Not only is the world business organization holding a year-long series of anniversary events worldwide (with stops in Geneva, Paris, Kuala Lumpur, New York, New Delhi), it is undertaking an ambitious series of awareness-raising ads on CNN International – a project brought about by USCIB.

Each of the three 15-second spots focuses on one of the key messages of ICC: trade as the lifeblood of the global economy and the importance of keeping trade flowing; the

need for sensible regulations; and the importance of international cooperation to address global issues. They are running worldwide on CNN International's various regional feeds throughout the months of September, October and November. You can also view them on USCIB's YouTube channel ([www.youtube.com/USCIB](http://www.youtube.com/USCIB)).

The issue ads were developed as part of a media partnership between USCIB and CNN. During April's G20 Summit in London, ICC took out half-page ads in all worldwide editions of the Financial Times, urging leaders to reject protectionist responses to the worldwide economic crisis. ■

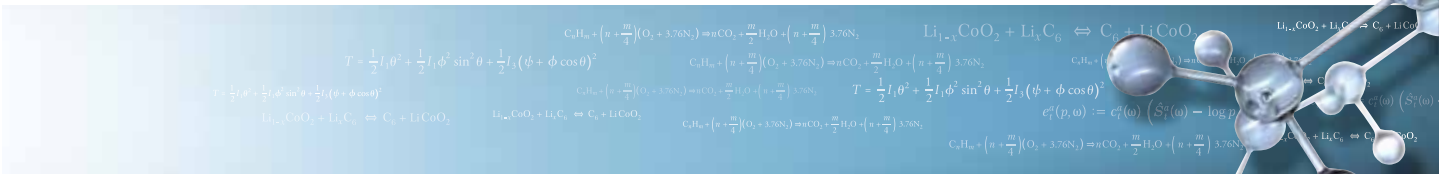


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# G8 Summit Makes Key Strides on Climate

**G**roup of Eight leaders took steps at their July summit in L'Aquila, Italy toward an effective response to climate change that meets economic, social and energy needs, especially in developing countries. But closer cooperation between governments and business will be needed if an effective global response is to be achieved at December's key UN climate meeting in Copenhagen.

The International Chamber of Commerce welcomed the L'Aquila summit outcome as well as the declaration from the Major Economies Forum on Energy and Climate Change that included leaders from G8 countries and other major economies. In particular, ICC applauded the establishment of a Global Partnership to drive the development of low-carbon, climate-friendly technologies and encouraged policymakers to include business expertise in this area as much as possible.

"ICC is pleased to see that the role of the private sector has been underlined," ICC Secretary General **Jean Rozwadowski** said. "The business community has the expertise necessary for successful deployment of finance and technology at the necessary scale to address climate change."

The world business body said a new climate framework should include all major emitting countries, and provide business with a clear and predictable framework to stimulate investment and deploy technology on the necessary scale. Existing low-carbon technologies have the potential to significantly reduce emissions, ICC believes, but new market-based enabling frameworks are needed to support their rapid dissemination in both developed and developing countries.

ICC also welcomed the pledge by G8 leaders to conclude the Doha Round of trade negotiations in 2010. However, the G8 has set many deadlines for these negotiations in the past which have not been met, ICC noted. International business hopes that after so many years of failure governments may now be on the verge of rapid, concrete, and determined action to reach an ambitious agreement, it said.

ICC welcomed the instruction given to trade ministers to meet before the G20 summit in Pittsburgh in September. "We hope this will be more than a stock-taking exercise and will make a decisive contribution towards the conclusion of the negotiations," the ICC statement said.

Prior to the G8 Summit, ICC's leadership met with the summit's host, Italian Prime Minister **Silvio Berlusconi**, to deliver the views of world business on the summit agenda. The delegation included ICC Vice Chairman **Rajat Gupta**, senior partner emeritus with McKinsey & Co., and Honorary Chairman **Marcus Wallenberg**, chairman of Sweden's SEB. ■



ICC Vice Chairman Rajat Gupta (left) delivering the world business organization's statement to the L'Aquila summit in a meeting with Prime Minister Berlusconi

## G8 Business Chiefs: Avoid Credit Crunch

Business leaders from the G8 nations gathered in Sardinia in late April to address urgent global economic issues. Their conclusions and recommendations were contained in a joint declaration presented to the G8 heads of state prior to the L'Aquila summit.

The G8 Business Summit, hosted by Confindustria, the Italian Confederation of Industry, focused on three pressing issues: responses to the financial and economic crisis, especially the need to avoid a global credit crunch; free trade and investment; and the need to tackle climate change.

The United States was represented by USCIB Chairman **William G. Parrett**, **Harold W. McGraw III**, CEO of The McGraw-Hill Companies and chairman of the Business Roundtable, and **Thomas Donohue**, president and CEO of the U.S. Chamber of Commerce.

The business summit was the fourth multilateral meeting to be organized by the main business associations representing the private sector in the countries that make up the G8. The first G8 Business Summit was held in Berlin in 2007, followed by Tokyo in 2008 and an extraordinary summit dedicated to the financial crisis, held in December 2008 in Paris.

After the L'Aquila summit, the G8 business federations reiterated their earlier recommendations, and encouraged political leaders to treat the business community as a partner in addressing the most urgent challenges and the driving force in resuming economic growth.

## Bilateral Investment Treaties: Reviewing the U.S. Model


**U**SCIB is participating in a review of the model U.S. bilateral investment treaty (BIT). The United States currently has BITs with some 40 other countries, and their provisions are included in many U.S. free trade agreements. The treaties help protect private investment, develop market-oriented policies in partner countries and promote U.S. exports.

**Scott Miller** (Procter & Gamble), who chairs USCIB's Trade and Investment Committee, **Ted Posner** (Crowell & Moring) and USCIB Vice President **Stephen Canner** are participating in a review of the model treaty. The review is taking

place under the auspices of a sub-group of the State Department's Advisory Committee on International Economic Policy, chaired by **Alan Larson** (Covington & Burling) and **Thea Lee** (AFL-CIO). Others participating in the review are drawn from business, labor and the NGO community.

From a USCIB perspective, our objectives are to correct the shortcomings of the model BIT revised in 2004 and to establish a new model that sets the highest standards of market access, investor protection and dispute resolution. The sub-group's

report will be sent to the Advisory Committee in late September. USCIB's Mr. Canner made a statement at a public hearing on the matter that is available on USCIB's website at [www.uscib.org/docs/2009\\_07\\_29\\_model\\_bit.pdf](http://www.uscib.org/docs/2009_07_29_model_bit.pdf). ■



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**International Chamber  
of Commerce**  
[www.iccwbo.org](http://www.iccwbo.org)

### **Sixth World Chambers Congress**

Held June 3-5 in Kuala Lumpur, Malaysia and organized by ICC's World Chambers Federation, the Congress brought together some 1,000 chamber of commerce executives and business leaders from 105 countries. The current global economic crisis and impacts of climate change were addressed as two major challenges that require international cooperation from business communities and their governments. More at [www.kl2009.com](http://www.kl2009.com).

### **Marketing: The Challenges of Digital Media**

Governments in the U.S. and Europe have warned digital marketers to regulate themselves and allay consumer fears about Internet privacy, according to a report from ICC. The ICC Marketing and Advertising Commission is committed to working with members and industry partners to gain consensus on the guidance necessary to protect users and foster digital services growth.

### **New ICC Arbitration Court Members Named**

A range of new members has been named to the ICC International Court of Arbitration. ICC named 12 new vice presidents and 41 new members, which brings the total number of Court members to 125. The appointments were made in Kuala Lumpur on the occasion of the ICC World Chambers Federation in June.

### **UN Endorses ICC Documentary Credit Rules**

In July, the UN Commission on International Trade Law endorsed ICC's Uniform Customs and Practice for Documentary Credits (UCP 600) at its 42nd annual session in Vienna. UCP plays an instrumental role in global trade finance, with its rules implemented in more than 175 countries.

### **Piracy Attacks Double in 2009**

Piracy attacks around the world more than doubled – to 240 from 114 – during the first six months of the year compared to the same period in 2008, according to ICC's International Maritime Bureau. The rise in overall numbers is due to increased Somali pirate activity off the Gulf of Aden and east coast of Somalia, with 86 and 44 incidents reported respectively.

### **New Rules on Letter of Credit Trading**

In June, ICC and the International Forfaiting Association (IFA), the worldwide trade association for commercial companies, financial institutions and intermediaries engaged in forfaiting, created a joint drafting group to prepare new global rules on forfaiting. Forfaiting, a type of secondary market for trade finance instruments, is growing rapidly in emerging markets.

### **ICC Provides Business Views on UN Transport Treaty**

In June, the ICC recognized the importance of developing uniformity in maritime transport. A UN treaty scheduled to be final-

ized this September will provide uniform standards for the international carriage of goods. This treaty, informally known as the "Rotterdam Rules," will attempt to provide harmonization for the law governing the transport of goods by sea, which is presently subject to a number of different liability regimes. ■



**Business and Industry Advisory Committee to the OECD** [www.biac.org](http://www.biac.org)

### **Business to Support Green Growth Initiative**

At the OECD in June, business leaders voiced support for a "green growth" initiative, while urging exit strategies from crisis-related measures. Business will encourage the OECD's development of "green growth" initiatives that are intended to stimulate green investment for short-term economic recovery and long-term sustainable growth.

### **The OECD and the Global Crisis**

In May, Lisbon was the site of a high-level conference focusing on how the OECD and business can work together to promote open markets and job creation. The one-day conference provided insight into how the OECD influences economic policies worldwide and how business can engage it. USCIB President and CEO Peter Robinson called on governments to refrain from imposing new barriers to trade and investment, even where technically allowable under multilateral rules. ■

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ICC Arbitration and Dispute Resolution  
212-703-5044

ICC Books USA  
212-703-5066

USCIB Policy and Program  
212-703-5062

USCIB President's Office  
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**ILO Conference Report** - Please see page 12 for a report on the 2009 International Labor Conference and the ILO's Global Jobs Pact.

**Africa's Response to the Global Crisis**

Getting African governments to respond effectively to the economic crisis was the goal of the African Employers Forum, which took place in Nairobi in May. USCIB Executive Vice President **Ronnie Goldberg** highlighted the Obama administration's efforts in Africa, including the goal of increasing U.S. assistance and efforts to strengthen the African Growth and Opportunity Act (AGOA), which provides duty-free access to the American market for a range of products from the continent.

**Flu Pandemic: Advice for Employers**

IOE has prepared an informative overview with guidance for businesses worldwide on how to deal with the outbreak of the H1N1 pandemic flu. Access it at [www.ioe-emp.org](http://www.ioe-emp.org). ■

**continued from page 3**

Following the conference, attention turned to the Obama administration's international tax proposals, which at least in their initial form took many in the business community aback. On July 23, a broad array of companies and business groups including USCIB called on Congress "to reject any attempt to expand taxation of income beyond the borders of the U.S., as it would impair the competitiveness of American companies and American workers." The joint industry letter is available at [www.pace4jobs.org](http://www.pace4jobs.org). ■

**Plea for Presidential Leadership on Trade**

In early August, USCIB joined five other top U.S. business associations in appealing to **President Obama** to "make the case" for international engagement and open markets to revitalize the U.S. economy. "At this time, your leadership is essential to start a new dialogue with the American people on how a revitalized bipartisan trade policy, along with domestic-competitiveness initiatives, can promote America's success and get our economy moving forward again," the groups wrote.

The letter came as the President faces calls for new trade barriers from a number of quarters, while the impetus for trade liberalization has stalled despite the steep fall-off in global commerce as the result of the recession.

"Clearly, renewed U.S. leadership on trade is essential at the international level if we

are to overcome the protectionist backlash brought on by recent economic upheaval," according to USCIB President and CEO **Peter Robinson**. "Such leadership is equally needed in terms of the domestic debate over the economy, jobs and future prospects for growth. The six business groups are urging the President to use his bully pulpit to explain to the American people the clear benefits and urgency of opening new markets abroad while keeping our own markets open to trade and investment."

The groups requested a meeting with President Obama and his top advisors to discuss how they could work together to secure America's economic future. The letter is available at [www.uscib.org/docs/2009\\_08\\_05\\_obama\\_trade.pdf](http://www.uscib.org/docs/2009_08_05_obama_trade.pdf). ■

**More Washington Wire web links:**

**Keeping Investment Standards High**  
USCIB urged a State Department review panel to maintain high standards of market openness and investor protection in the model U.S. bilateral investment treaty.  
[www.uscib.org/docs/2009\\_07\\_29\\_model\\_bit.pdf](http://www.uscib.org/docs/2009_07_29_model_bit.pdf)

**A Green Trade War?**  
USCIB and other industry groups urged the Senate to reject border taxes in the cap-and-trade bill, saying these could spark a "green trade war."  
[www.uscib.org/docs/2009\\_07\\_22\\_senate\\_climate\\_letter.pdf](http://www.uscib.org/docs/2009_07_22_senate_climate_letter.pdf)

**Harbor Tax Increase Opposed**  
A broad coalition of companies and industry groups has voiced opposition to a proposed increase in the U.S. harbor maintenance tax.  
[www.uscib.org/docs/2009\\_07\\_13\\_harbor\\_tax\\_letter.pdf](http://www.uscib.org/docs/2009_07_13_harbor_tax_letter.pdf)

**Priorities for U.S.-China Trade**  
USCIB has submitted recommendations for future work of the U.S.-China Joint Commission on Commerce and Trade.  
[www.uscib.org/docs/USCIB\\_2009\\_JCCT\\_Submission.pdf](http://www.uscib.org/docs/USCIB_2009_JCCT_Submission.pdf)

**Review Ecuador's Trade Preferences**  
The country's breaches of the rule of law call into question the extension of trade benefits, according to USCIB and other industry groups.  
[www.uscib.org/docs/2009\\_06\\_09\\_ecuador\\_atpa\\_letter.pdf](http://www.uscib.org/docs/2009_06_09_ecuador_atpa_letter.pdf)

## Remembering Joseph E. Connor

### Former USCIB chairman and Price Waterhouse chief led UN reform efforts

Joseph E. Connor, the former chairman of Price Waterhouse & Co., died May 6 at age 77. Mr. Connor served as chairman of USCIB



Joseph E. Connor (second from right) met with the first President Bush at the White House prior to the 1990 G7 Summit. Also pictured are then-ICC Chairman Peter Wallenberg (far left) and USCIB President Abraham Katz.

from 1988 to 1990, and he chaired the International Chamber of Commerce for two years thereafter. But his toughest challenge came in a “second career” in which he applied his management acumen to the daunting task of reforming the United Nations. **Abraham Katz**, who was president of USCIB during Mr. Connor’s tenure, recalled: “I was impressed by his sharp mind and rapid, common-sense approach to complex issues of international economic policy, which gave a strong business perspective to the work of our organization.”

At Price Waterhouse, where he was elected chairman in 1978, Mr. Connor advocated increased oversight of the big accounting firms that performed the lion’s share of public-company audits. In 1988, he was elected chairman of the Price Waterhouse World Firm, which coordinated the activities of the company’s local partnerships around the globe.

As the UN’s undersecretary general for administration and management from 1994 to 2002, when Congressional critics frequently complained about the world body’s bloated budget, Mr. Connor oversaw staff reductions and financial reforms. “His private-sector experience was invaluable,” said former UN secretary general **Kofi Annan**, who credited Mr. Connor with introducing modern management practices.

**Martin Wassell**, ICC’s first director, recalled “a man of considerable moral stature, who was meticulous in fulfilling the duties he assumed and infinitely curious to understand and contribute to the solution of complex public policy problems.”

USCIB and ICC members worldwide join us in expressing our deepest sympathies to Mr. Connor’s family.

#### We also remember fondly:

Ashraf Tabani, former chairman of the International Organization of Employers, who died on July 16 in Karachi. A pillar of the international employer community for over 30 years, serving as president of the Employers’ Federation of Pakistan and as a member of the International Labor Organization’s governing body, Mr. Tabani also held numerous top government positions within Pakistan. He was a key player in launching the Global Compact.

William Seidman, who passed away May 14. As chief financial officer of Phelps Dodge Corporation in the late 1970s and early ‘80s, Mr. Seidman served as vice chair of USCIB’s Committee on International Monetary Affairs. He went on to head the Federal Deposit Insurance Corporation during the savings and loan crisis of the 1980s. ■

### USCIB Member News

**William B. Matteson**, the former chairman of Debevoise & Plimpton who has served as chairman of the Business and Industry Advisory Committee, has been elected a senior trustee of USCIB. ... **Mike Quinn**, managing director with JPMorgan Global Trade Services, has been named to chair USCIB’s Banking Committee. He enters this position with over 30 years experience in banking, with more than half of that time specializing in trade finance. ... Congratulations to **Bill Sweeney**, formerly of EDS (now part of Hewlett-Packard), who has been named president and CEO of the International Foundation for Electoral Systems, a non-governmental organization that provides assistance with elections and democratic reform around the world.

### USCIB Staff News

**Adam Greene**, vice president for labor affairs and corporate responsibility, took part in a June 10 roundtable at the Department of Labor marking World Day Against Child Labor. Secretary of Labor **Hilda Solis**, who presided along with Senator **Tom Harkin** (D. – Iowa), wrote afterward: “I was impressed and energized by the knowledge, commitment and dedication exhibited during our discussion. I am eager to move forward with a strong focus on awareness-raising and addressing the root causes of child labor.” ... **Justine Bareford** has been promoted to the position of manager for China/APEC and European Union affairs. She takes over from **Kimberly McLaughlin**, who has moved to the West Coast after five years of dedicated service. Ms. McLaughlin’s former responsibilities for nanotechnology have been added to **Helen Medina**’s life sciences portfolio, which also encompasses biotechnology, health care and food/agriculture issues.

## USCIB and Commerce Department Team Up to Promote Exports

In June, USCIB signed a multi-year agreement with the U.S. Department of Commerce's Commercial Service to expand awareness of ATA Carnets among the nation's up-and-coming exporters.

This year celebrating their 40th anniversary in the United States, ATA Carnets are internationally recognized customs documents, accepted in 65 countries, that allow for temporary duty-free, tax-free import of commercial samples, professional equipment and goods displayed at trade shows. Companies of all sizes use them to speed shipments, reduce costs and simplify global operations. USCIB issues and guarantees Carnets in the United States with the help of a nationwide network of service providers.

Under a joint ATA Carnet Education Project, USCIB and the U.S. Commercial Service will work together to develop educational and training programs for smaller companies, with the goal of expanding use of the innovative "merchandise passports."

"Our goal is to create jobs by helping to get our exports growing again," stated **Cynthia Duncan**, USCIB's senior vice president for Carnet operations. "Trade is essential for our economy to prosper, and ATA Carnets can make it easier for smaller companies to make inroads into overseas markets."

Under the terms of the agreement, information on ATA Carnets will be distributed by U.S. Commercial Service offices nationwide and via the 1-800-USATRADE hotline. USCIB will help identify new and potential exporters who could benefit from the department's services and assistance. Both groups said the effort would help bring new-to-market and new-to-export firms more swiftly into the international marketplace.

"In the current economic climate, many companies are looking for opportunities overseas to diversify. International sales are important to firms' long-term growth strategy, and exporting contributes to job creation here in the U.S.," said **Rochelle J. Lipsitz**, acting assistant secretary for trade promotion and director general of the U.S. & Foreign Commercial Service. "Our collaboration with USCIB will provide more opportunities for small- and medium-sized businesses to expand their overseas sales."

The U.S. Commercial Service, the trade promotion unit of Commerce's International Trade Administration (ITA), has a network of offices in more than 100 U.S. cities and in American embassies and consulates in nearly 80 countries. Last year, the U.S. Commercial Service helped facilitate more than 12,000 export successes worth nearly \$70 billion in sales, supporting jobs across the country. ■



### ATA Carnet Service Reaching Out to the Export Community

With use of the ATA Carnet service declining along with overall U.S. trade, USCIB is taking a number of steps to strengthen the worldwide Carnet system to ensure it can rebound once the recession is over. Overall, Carnet usage is down between 10 and 20 percent worldwide.

In April, USCIB hosted the meeting of the Executive Committee of the World ATA Carnet Countries. Topics for discussion included potential new member countries, including Brazil, promoting Carnet use worldwide, and the possible impact of the U.S. "10+2" rules. The meetings concluded with celebrations marking the 40th Anniversary of Carnets in the United States.

Also in April, USCIB's **Amanda Barlow** visited U.S. export assistance centers in California, explaining how Carnets help U.S. exporters get their goods into foreign markets, while **Christopher Gillard** organized training sessions for some 80 U.S. Customs officers at Los Angeles International Airport. Meanwhile, USCIB exhibited at the National Customs Brokers and Freight Forwarders Association of America's annual conference.

During World Trade Week in May, USCIB was awarded the Department of Commerce's export appreciation award. "Companies of all sizes use Carnets to operate smoothly across borders," said USCIB President and CEO **Peter M. Robinson** in accepting the award. "They can help pave the way for new overseas sales, which are more important than ever as we seek to get our economy out of recession."

These efforts, along with ongoing measures to streamline and promote the Carnet system worldwide, should position the service to rebound along with international trade in the months and years ahead.

# Global Jobs Pact a Highlight of 2009 ILO Conference

**A**t the International Labor Organization's 2009 conference, which took place in Geneva June 2 to 19, governments, employers and trade unions adopted a Global Jobs Pact outlining the role of the ILO in economic recovery worldwide (see sidebar). This came on the heels of a "Global Jobs Summit," where 17 heads of state shared their perspectives on the worldwide recession and jobs crisis.



USCIB's Ronnie Goldberg and AFL-CIO President John Sweeney at the International Labor Conference.

"The Global Jobs Pact is a resource of practical policies that will enable each country to formulate a package specific to its situation and priorities," according to USCIB Executive Vice President **Ronnie Goldberg**, who serves as the American employer member of the ILO's governing body. She said delegates also began work on an ILO recommendation to governments on HIV/AIDS in the workplace, and held a discussion on gender issues.

The International Organization of Employers, which coordinates business participation in the ILO, has released an employers' guide to the Global Jobs Pact, available on the IOE website ([www.ioe-emp.org](http://www.ioe-emp.org)).

In keeping with the tripartite structure of the ILO, representatives of governments, business and labor participated in all of these discussions. The U.S. employers delegation, organized by USCIB and led by **Ed Potter** (Coca-Cola), also included Ms. Goldberg, **Paurvi Baht** (Levi Strauss), **Margaret Hart Edwards** (Littler Mendelson), and **John Raudabaugh** (Baker & McKenzie).

During the discussion on HIV/AIDS, employers stressed the primary responsibility of the health sector in this area of policy making and allocation of resources. Workplace policies and responses must be in support of national responses to HIV/AIDS, business representatives said, and ILO work in this field must take

place in the context of international cooperation, in particular with the World Health Organization and UNAIDS. The ILO Code of Practice on HIV/AIDS, which has the support of both employers and workers, remains an essential reference document. The debate will continue at the 2010 ILO conference. ■

## A Global Approach to the Jobs Crisis

The Global Jobs Pact is the first truly global identification of labor and social measures to combat the crisis, which brings together both the developed and developing world. USCIB Executive Vice President **Ronnie Goldberg**, who serves on the ILO's governing body and helped draft the pact, said it lays out clearly the policy approaches needed to support job creation by the private sector. "Enterprises of all sizes have been negatively impacted by the crisis, and they all require the right policies to return to growth," she said.

The Global Jobs Pact directly meets the challenge laid down by G20 governments in April – supporting employment by stimulating growth, investing in education and training and implementing effective labor market policies, while also focusing on the most vulnerable.

"Having agreed measures which can combat the crisis, the hard work now begins," the International Organization of Employers said in a statement. "The challenge for the ILO, international organizations, governments, trade unions and employers, will be translating these ideas into practical measures which actually make a difference on the ground. The true test of the new pact will be its translation into more jobs in all countries.

The text of the Global Jobs Pact is available on the ILO's website ([www.ilo.org](http://www.ilo.org)).

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# Global Economic Survey Finds Rising Optimism

**M**uch-anticipated “green shoots” appear to be surfacing in the global economy, at least in terms of expectations. As ICC-Ifo world economic climate index rose significantly in the third quarter, its second consecutive increase resulting mainly from favorable future economic expectations.

The climate indicator rose to 78.7 points from 64.4 points in April and 50.1 points in January, according to the latest survey by the International Chamber of Commerce and Germany’s Ifo Institute for Economic Research.

“Despite the good news of a second consecutive rise in the economic climate index, the world economy remains in recession and has even worsened in some areas,” said **Jean Rozwadowski**, ICC’s secretary general. “We need to caution against excess optimism and realize that the signs of recovery that we are seeing remain unfortunately weak.”

The survey, based on a July poll of 1,049 economic experts in 92 countries, said a number of factors, including high unemployment rates and the rising public debt in many countries, “contribute to major concerns about a sustained recovery in the near term.”

“Thus, although the latest survey results indicate that the global recession is receding,” the report added, “some major risks prevail and the economic recovery will remain on shaky grounds in the coming months.”

## **Action on corruption urged**

An ICC special question on corruption and the financial crisis revealed divergent views on whether the world recession will affect businesses’ compliance with anti-corruption practices. While in most regions the majority of those

questioned said they expected minimal impact, there were wide differences between countries.

In an unprecedented move, chief executives from some of the world’s leading companies have called on governments to more effectively and robustly implement the United Nations Convention against Corruption. In a recent letter to UN Secretary General **Ban Ki-moon**, the CEOs threw their support behind the convention, describing it as “an essential instrument in the fight against corruption,” but they underlined the need for the establishment of an implementation review mechanism at the next conference of parties to the convention, which will be held this November in Doha, Qatar. ■

## **continued from page 4**

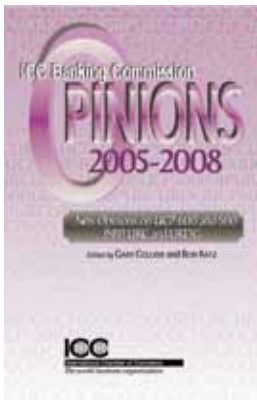
“I am delighted and honored to be joining such an illustrious organization,” Mr. Rozwadowski said in accepting his position in June. “In these times of dramatic and accelerating change, it is more important than ever to strengthen ICC’s mission as the voice of global business in promoting a rules-based multilateral trading system and international cooperation.”

Mr. Rozwadowski was born in Holland to a Polish father and a French mother, and grew up in South Africa. A French national, he has lived and worked on five continents, holding senior executive positions with MasterCard and American Express in Bahrain, Belgium, Brazil, Britain, France, Germany, Singapore, and the United States. He speaks several languages, including English, French, Portuguese, Polish and Spanish. ■

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## New ICC Book Titles on Banking, Arbitration

The latest additions to the ICC Books USA catalogue include a compendium of ICC banking opinions and a handbook to ICC arbitration. Visit [www.iccbooksusa.com](http://www.iccbooksusa.com) or call 212.703.5066 to place an order.

### **ICC Banking Commission Opinions 2005 – 2008** New Opinions on UCP 600 and 500, ISBP, URC and URDG

Edited by Gary Collyer and Ron Katz  
ICC No. 697, 2009 Edition

The latest in the celebrated series of Banking Commission Opinions dating back more than 30 years. As UCP 600 gave rise to a number of queries from letter of credit practitioners worldwide, *Opinions 2005 – 2008*, provides precise answers to the key questions raised under UCP 600 as well as UCP 500, ISBP, URC and URDG.

### **Handbook of ICC Arbitration** Commentary, Precedents, Materials

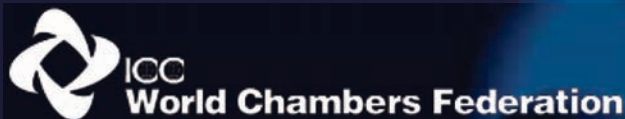
Second Edition  
By Michael W. Bühler, Thomas H. Webster  
ICC No. 968, 2008 Edition

A user-friendly introduction to the rules of the ICC Court of Arbitration — one of the world's most respected arbitral institutions — this is also the ideal sourcebook for more in-depth research and information. Expert annotation guides you through every aspect of the arbitration process. The text also reviews the diverse issues that can occur during the arbitration hearing as well as providing case-law, precedents and details of awards and features details of new cases that involve enforcement of annulled awards and enforcement of awards on truncated tribunals.

### **Collection of ICC Arbitral Awards 2001- 2007** (Volume V)

By Jean-Jacques Arnaldez, Yves Derains, and Dominique Hascher  
ICC No. 699, 2009 Edition

An indispensable reference work for anyone interested in international arbitration. This collection supplements four previous volumes of awards from the periods 1974-1985, 1986-1990, 1991-1995 and 1996-2000. This compilation is a practical reference tool, containing useful indexes incorporating information from all four previous volumes. Includes case notes and expert commentaries on the awards. ■



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## USCIB Annual Dinner: Celebrating ICC's 90th Anniversary

October 8, 2009  
The Waldorf-Astoria  
New York City

USCIB's **2009 Annual Dinner** will commemorate the International Chamber of Commerce's 90th anniversary, as part of a worldwide series of events throughout 2009. The dinner will also serve to mark the 40th anniversary of the ATA Carnet system for temporary exports in the United States.



The evening's keynote address will be delivered by U.S. Secretary of Commerce **Gary Locke**. CNN senior political analyst **Bill Schneider** will also speak. ICC will be represented by Chairman **Victor Fung** (Chairman, Li & Fung Group) and by members of ICC's Executive Board.

We are pleased to offer attractive sponsorship opportunities for the USCIB Annual Dinner. Visit [www.uscibgala.com](http://www.uscibgala.com) to purchase tickets. For more information on sponsorship opportunities, please contact **Abby Shapiro** ([ashapiro@uscib.org](mailto:ashapiro@uscib.org)). We hope you will join us for this historic celebration. ■

## International Commercial Arbitration in Latin America: The ICC Perspective

November 1-3, 2009  
The Ritz-Carlton, South Beach  
Miami

Under the auspices of the ICC International Court of Arbitration, this conference is a key forum for understanding international commercial arbitration in Latin America. Participants will have the rare opportunity to learn from leading experts firsthand through presentations and a mock case.

Topics for discussion include arbitrating under economic distress, arbitrating natural resources disputes, developing international arbitration in Latin America using the Mexican and Brazilian experiences, and commercial arbitration in Latin America in the "Treaty Arbitration Era."

For more information, please contact **Lea Felluss** (212-703-5044, [lfs@iccwbo.org](mailto:lfs@iccwbo.org)). ■

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**calendar**

**september**

9	Washington, DC	USCIB Environment Committee
9	Washington, DC	USCIB Information, Communications and Technology Policy
9	Washington, DC	USCIB Climate Change Working Group
14	New York	Fourth Annual International Court of Arbitration New York Conference
17	Paris	BIAC/OECD Consultation on Taxation and Tradable Permits

**october**

5	Paris	BIAC Committee on Multinational Enterprises
6 - 7	Paris	ICC E-Business, Information Technology and Telecoms
7	New York	USCIB Taxation Committee
8	New York	USCIB Executive Committee
8	New York	2009 USCIB Annual Dinner
19 - 23	Paris	ICC Environment and Energy Commission, ICC Climate Change Working Group
20 - 21	Paris	ICC Anti-Corruption Commission
20	Paris	BIAC Environment Committee
20	Paris	BIAC Energy Committee
29	Paris	BIAC Taxation Committee

**november**

1 - 3	Miami	Conference: International Commercial Arbitration in Latin America - The ICC Perspective
2	Paris	BIAC Task Force on Corporate Governance
23 - 24	Brussels	ICC Banking Commission
25	Brussels	ICC Commission on Commercial Law and Practice

**december**

8 - 10	Washington, DC	OECD Conference: Empowering E-Consumers - Strengthening Consumer Protection in the Internet Economy
9	New York	USCIB Executive Committee

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**Editor:**

Jonathan Huneke, VP communications & public affairs, USCIB  
**United States Council for International Business**  
1212 Avenue of the Americas  
New York, NY 10036  
Tel: 212-354-4480  
Fax: 212-575-0327  
Web: [www.uscib.org](http://www.uscib.org)

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