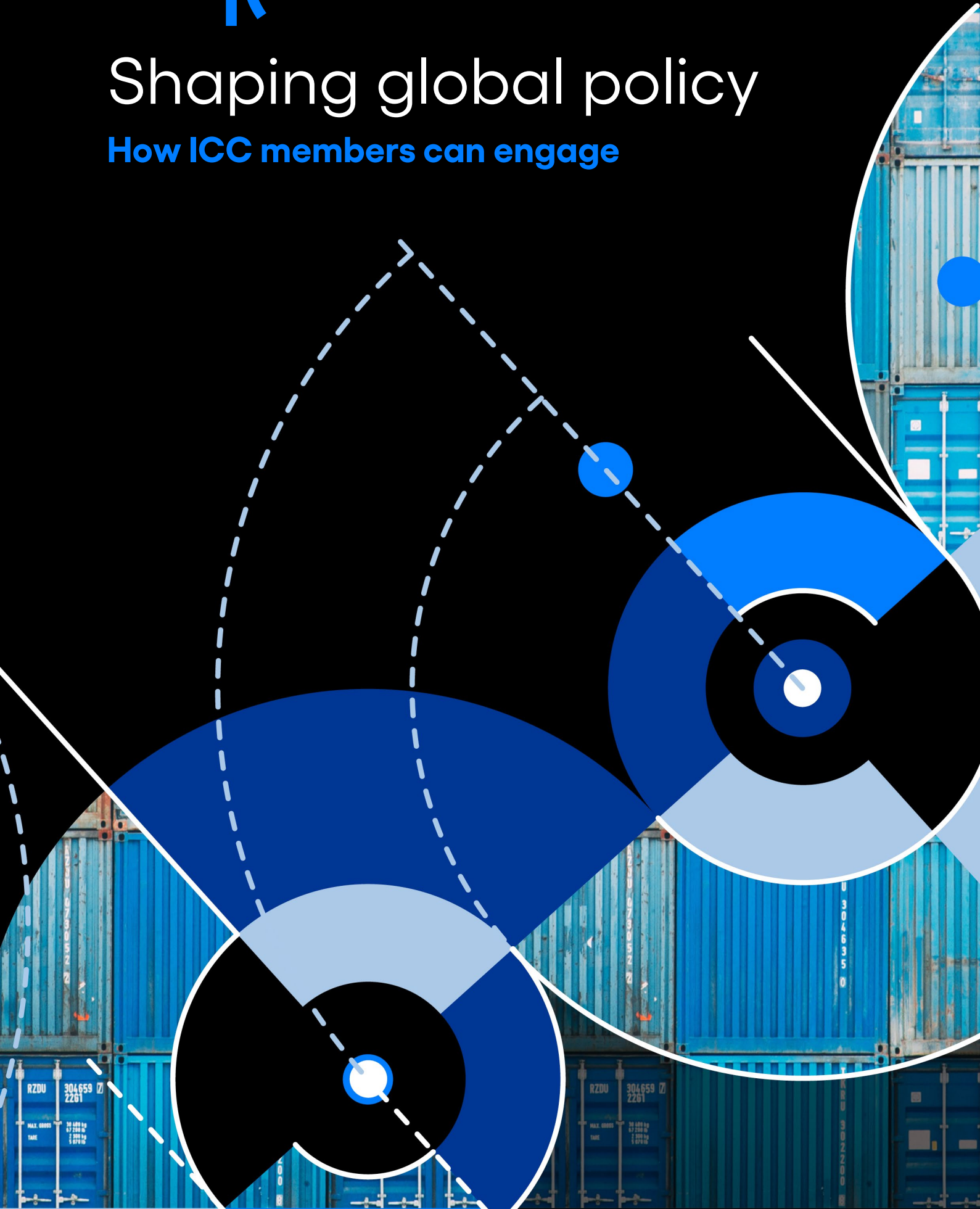




# Shaping global policy

How ICC members can engage





# How ICC shapes global policy

Through our policy work, the International Chamber of Commerce (ICC) offers governments unique business insights to inform their decisions. At the same time, we provide companies with the tools they need to do cross-border business and drive sustainable development.

## We do this by:

- **Developing** common global industry positions on major public policy issues;
- **Delivering** business input to shape key intergovernmental processes by leveraging ICC's official observer status at the United Nations and other multilateral bodies;
- **Establishing** common rules and self-regulatory standards for cross-border commerce.

This policy work is driven by ICC members from across the globe with leading expertise in different technical disciplines who collaborate in our thematically focused global commissions and working groups.

# Why participate in ICC working bodies?

We welcome and value all new and existing ICC members who wish to participate in our policy work through commissions and other working bodies.

## Participation will allow members to:

- **Access** information on key policy developments and trends that can help them and their organisation anticipate changes and manage risks;
- **Ensure** their organisation has a say in shaping global business positions, policy outcomes and industry-led solutions, rules and guidance;
- **Participate** in major multilateral processes and engage with organisations;
- **Exchange** with and learn from leading professional peers from different sectors around the world.

## The profile of contributing experts

To ensure that our work benefits from the best experience, expertise and information from different sectors and regions, we particularly value participation from experts who:

- Can represent the private sector;
- Have substantive knowledge of and practical experience in the relevant issue area;
- Can share cutting-edge information on pertinent policy, business and legal developments;
- Can draw from professional networks in their area of expertise;
- Are willing to invest time to contribute to ICC's policy work by sharing information, participating in discussions and providing feedback on projects;
- Are sufficiently fluent in English (ICC's working language) to participate in discussions and work on documents.

## How members can get involved

ICC national committees nominate their members to ICC working bodies. To participate in any of the workstreams below, please reach out to your [national committee](#). For more information on each workstream, please contact the relevant person from ICC Global Headquarters via the contact details below.

## How small businesses benefit

Through targeted research and advocacy, ICC strives to ensure that the views of the small business community are fully reflected across the breadth of policy initiatives.

We leverage the expertise of the broader SME community, for example through the ICC SME Champions Network, to provide specific [tools and services focused on the needs of smaller businesses](#). This includes practical guidance to enable access to finance, effective digitalisation and ambitious climate action.

# Introducing the ICC working bodies shaping global policy

Our global commissions and other working bodies are focused on thematic areas and collaborate closely on cross-cutting themes.

In addition to the overview below, you will find more information on [our website](#), with fact sheets and our annual policy work plan available upon request. This overview does not include information on the Commission on Arbitration and ADR which can be found on [our website](#).



## Global trade

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### Trade and investment

The commission advocates for policies that facilitate global trade and investment and an open global economy at the World Trade Organization (WTO) and other intergovernmental and regional bodies.

**Key focus areas:** WTO reform, digital trade, trade and environment, including carbon border adjustment mechanisms, Ecoterms and circular economy, industrial policy

#### Contact

[Valerie Picard](#), Head of Trade

[Florence Binta Diao-Gueye](#), Global Policy Lead, Trade and Customs

[Sandra Hanni](#), Global Policy Lead, Trade and Climate

### Customs and trade facilitation

The commission advocates for simplified customs policies and practices that streamline international trade processes, reduce barriers to trade and enhance efficiency in customs procedures. It identifies best practices and works closely with the World Customs Organization (WCO) in ICC's role as official industry observer, to provide global business input on WCO rules and standards.

**Key focus areas:** customs valuation and product classification, Authorised Economic Operator Programmes/trusted trader programmes, rules of origin, emerging challenges for customs (circular economy, e-commerce and digitalisation)

#### Contact

[Valerie Picard](#), Head of Trade

[Florence Binta Diao-Gueye](#), Global Policy Lead, Trade and Customs

## **Banking (trade, supply chain and export finance)**

As leading standard-setting body for international trade finance transactions, the commission develops and provides guidance on globally recognised ICC banking rules and major trade finance discussion forums. It undertakes projects in trade finance areas such as digitalisation, sustainability, financial crime, export finance and supply chain finance and advocates to intergovernmental forums.

**Key focus areas:** ICC banking rules (UCP600, URDG 758, ISDGP, ISBP, URC 522, eUCP, eURC, URDTT), global credit risk in trade and export finance (ICC Trade Register), capital treatment of trade finance assets, digitalisation of trade finance process, financial crime and risk policy, sustainable trade finance

**Contact:**

[Tomasch Kubiak](#), Policy Manager, Banking

## **Commercial law and practice**

The commission promotes a balanced self-regulatory and regulatory legal framework for international business-to-business (B2B) transactions to help traders everywhere of all sizes and sectors participate in global trade. It develops global business standards and practical tools for international B2B transactions (e.g. Incoterms® Rules) and provide global business input on commercial rules developed by intergovernmental organisations, e.g. UN Commission on International Trade Law (UNCITRAL), International Institute for the Unification of Private Law (UNIDROIT), The Hague Conference on Private International Law and regional regulators.

**Key focus areas:** Incoterms® 2020 Rules guidance and tools, model contracts/clauses and guidance, advocacy on modernisation of legal frameworks for trade digitalisation

**Contact:**

[Emily O'Connor](#), Director, Trade and Investment

## **Digital Standards Initiative**

The global initiative, led by ICC in partnership with Enterprise Singapore, the Asian Development Bank, the World Trade Organisation and the World Customs Organisation, spearheads global efforts to eliminate paper-based processes in trade by accelerating the adoption of interoperable standards and enabling legal frameworks. DSI 2.0 builds on these efforts to scale implementation worldwide, empowering businesses of all sizes to fully embrace and benefit from trade digitalisation.

**Key focus areas:** transparency and guidance on digital trade standards, adoption and implementation, technologies and trust, supply chain, legal, policy and regulatory reform, capacity building

**Contact:**

[Pamela Mar](#), Managing Director, Digital Standards Initiative

## **Global Alliance for Trade Facilitation**

The donor-funded public-private partnership initiative, led by ICC, the World Economic Forum and Center for International Private Enterprise, supports developing and least developed countries to deliver targeted trade facilitation reforms, driving inclusive economic growth and opportunity. It leverages public-private partnerships at local and global level to ensure that programmes are informed by business needs and expertise and provide real-world solutions.

**Key focus areas:** deploying digitalisation and other best practices to reduce the time and cost of trade, strengthen supply chains, enhance border controls, promoting access to the benefits of international markets, focusing particularly on micro-, small- and medium-sized enterprises, aligning cross-border trade facilitation with key Sustainable Development Goals, including food security, global healthcare provision and disaster preparedness

**Contact:**

[David Tanenbaum](#), Deputy Director, Global Alliance for Trade Facilitation



## **Sustainability and corporate social responsibility**

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### **Environment and energy**

The commission promotes sustainable, inclusive and responsible business conduct and advocates to ensure coherent policy frameworks, solutions and tools that enable and scale business ambition and action through ICC's representative roles in the United Nations Framework Convention on Climate Change (UNFCCC), UN General Assembly, the UN Convention on Biological Diversity (CBD) and negotiations on an international treaty to curb plastic pollution.

**Key focus areas:** UN Climate Change negotiations (business focal point), carbon pricing mechanisms, sustainable trade finance framework, Plastics Pollution Treaty negotiations, Convention on Biodiversity (focus on access and benefit sharing), cross-cutting sustainability projects relating to competition policy, SMEs, circular economy, taxation, marketing and advertising and trade

**Contact:**

[Raelene Martin](#), Head of Sustainability

[Sophie Talarico](#), Policy Manager, Climate

[Maria Clara Franca](#), Policy Adviser, Sustainability

### **Business integrity (anti-corruption and corporate responsibility)**

The commission acts as a leading global private sector body for fighting corruption and advancing corporate responsibility through the development of rules of conduct and best practices, and advocacy to the UN and other key multilateral institutions. Platform for peer exchange on best practices and constructive engagement with policymakers on business and human rights.

**Key focus areas:** promoting revised ICC Rules on Combatting Corruption, updating ICC Anti-Corruption Clause, deploying industry frameworks for responsible engagement with "sensitive" markets, tools for business, business and human rights processes and ESG regulations

**Contact:**

[Viviane Schiavi](#), Global Policy Lead, Business Integrity

## Marketing and advertising

The commission promotes high ethical standards in marketing by business self-regulation through the ICC Code of Advertising and Marketing Communications, the global backbone for all local self-regulatory bodies in the advertising and marketing industry. The commission formulates global business positions and initiatives to address government actions that affect marketing and consumer protection.

**Key focus areas:** promoting the 11th edition of the ICC Advertising and Marketing Communications Code, revising the ICC/ESOMAR International Code on Market and Social Research, ICC Frameworks for Responsible Food and Beverage Marketing Communications, Responsible Alcohol Marketing Communications, Responsible Environmental Marketing Communications and ICC Toolkit on Marketing and Advertising to Children and Teens; promoting advertising self-regulation on issues of growing interest to policymakers and consumers (such as influencer marketing, green claims and the use of new technologies including AI), supporting ICC's Certificate in Responsible Green Marketing Communications.

**Contact:**

[Georgiana Degeratu](#), Policy Manager, Marketing and Advertising



## Digital economy

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### Digital economy

The commission promotes the global development of the digital economy and continued growth of its underlying information and communication technologies (ICTs) and related business models, by championing sound regulatory approaches and enabling policy environments through private sector policy leadership, advocacy in intergovernmental forums and best practices.

**Key focus areas:** connectivity and access, cybersecurity, data governance, artificial intelligence, Internet governance advocacy (with ICC BASIS)

**Contact:**

[Timea Suto](#), Global Policy Lead, Digital

[Meni Anastasiadou](#), Policy Manager, Digital

### **ICC Business Action to Support the Information Society**

ICC BASIS provides a unique platform to facilitate business engagement in major Internet governance processes. It acts as business focal point on Internet governance, information and ICTs and digital policy issues at the Internet Governance Forum and other post-World Summit on the Information Society activities.

**Key focus areas:** advocacy at key UN forums including the Internet Governance Forum, World Summit on the Information Society Forum and General Assembly

See also [Digital Standards Initiative](#) above



## Enabling frameworks for business

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### Competition

The commission advocates to enhance harmonisation and convergence among jurisdictions in key competition policy areas to minimise regulatory costs and increase the efficiency of antitrust enforcement at a global level from a legal and economic perspective. It develops practical tools and guidance to help companies of all sizes in their daily activities. It engages with the International Competition Network and other intergovernmental forums.

**Key focus areas:** enabling industry collaboration for sustainability, merger control harmonisation, foreign subsidies guidance, antitrust compliance tools, antitrust damages claims, antitrust enforcement in the digital economy

**Contact:**

[Caroline Inthavisay](#), Global Policy Lead, Competition

### Intellectual property

The commission contributes the business voice to debates on key intellectual property (IP) issues facing the international business community and engages with intergovernmental organisations involved in intellectual property policymaking, such as the World Intellectual Property Organization (WIPO) and the World Trade Organization (WTO). It works with governments and other stakeholders to develop solutions to new challenges confronting the intellectual property system, build efficient IP systems, promote IP as a positive force for society and build capacity to use IP as a tool for business.

**Key focus areas:** anti-counterfeiting and piracy, abusive third party litigation, IP tools for SMEs, industry and policy trends (IP Roadmap), WIPO processes, benefit sharing frameworks under the Convention on Biological Diversity

**Contact:**

[Danny Grajales Pérez-y-Soto](#), Policy Manager, Intellectual Property

[Daphne Yong-d'Hervé](#), Director, Global Network Policy Engagement (Access and Benefit-Sharing)

### Taxation

The commission promotes the transparent and non-discriminatory treatment of foreign investments and earnings, eliminating tax obstacles to cross-border trade and investment.

**Key focus areas:** UN Framework Convention on International Tax Cooperation negotiations, UN Tax Committee of Experts tax proposals, OECD tax reform initiatives, regional tax forums (e.g. Latin America, EU Commission), dispute prevention and resolution mechanisms, tax treatment of cross-border teleworkers, tax, sustainability policy and ESG reporting

**Contact:**

[Luisa Scarcella](#), Global Policy Lead, Taxation



## About the International Chamber of Commerce

The International Chamber of Commerce (ICC) is the institutional representative of more than 45 million companies in over 170 countries. ICC's core mission is to make business work for everyone, every day, everywhere. Through a unique mix of advocacy, solutions and standard setting, we promote international trade, responsible business conduct and a global approach to regulation, in addition to providing market-leading dispute resolution services. Our members include many of the world's leading companies, SMEs, business associations and local chambers of commerce.



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