

# Business Event at WSIS

Thursday 17 November 10.00-13.00

Kram Conference Centre

Interactive Roundtable Discussion

## The business view on critical issues for the Information Society

The global business community is committed to speeding the development of a truly worldwide people-centred information society that can foster economic growth and social development. This event will tackle the fundamental issues:

What conditions are required to encourage investment in ICTs and the Internet? What stimulates innovation and promotes entrepreneurship? How can business create digital opportunities and support the integration of ICTs for development? What will it take to ensure the Internet remains an open environment with a free flow of information?

### Moderator

**Guy Sebban**

Secretary General, International Chamber of Commerce

### Special guest

**Her Majesty Queen Noor of Jordan** (invited)

### Panellists

**Talal Abu-Ghazaleh**

Chairman and Chief Executive Officer, Talal Abu-Ghazaleh Organization, Egypt

**Jean-Philippe Courtois**

President, Microsoft International; Senior Vice President, Microsoft Corporation, France

**John Gage**

Chief Researcher and Vice President of the Science Office, Sun Microsystems, USA (invited)

**Mohamed Ibrahim**

Chairman, Celtel International, The Netherlands

**Amin Lakhani**

Managing Director, Lakson Group of Companies, Pakistan

Interpretation: Arabic, English, French, Spanish

**Byung-Hun Lee**

Chief Executive Officer, Netpia.com, South Korea

**Jean-Bernard Lévy**

Chairman of the Management Board and Chief Executive Officer, Vivendi Universal, France

**Velusamy Mathivanan**

Chief Executive Officer, CrimsonLogic, Singapore

**Richard McCormick**

Chairman Emeritus, US West; Vice Chair, United States Council for International Business; Chairman, International Chamber of Commerce (2001-2002)

**Rama Ramaraj**

Chief Executive Officer, Sify Corp, India

**Veli Sundbäck**

Senior Vice President, Nokia, Finland

**William Siu**

Vice President and General Manager, Channel Platforms Group, Intel, People's Republic of China

# Who is CCBI?

CCBI is open to all business participants. Among the organizations actively involved in CCBI are:

- International Chamber of Commerce (ICC)
- Asociación Hispanoamericana de Centros de Investigación y Empresas de Telecomunicaciones (AHCET)
- Brazilian Chamber of Electronic Commerce
- Business and Industry Advisory Committee to the OECD (BIAC)
- The Computer Society of Kenya
- Global Business Dialogue on Electronic Commerce (GBDe)
- Global Information Infrastructure Commission (GIIC)
- Latin-American Information Technology Association (LAITA)
- United States Council for International Business (USCIB)
- World Information Technology and Services Alliance (WITSA)



**International Chamber of Commerce**  
*The world business organization*

38 Cours Albert 1er, 75008 Paris, France  
Telephone +33 (0)1 49 53 28 28  
Fax +33 (0)1 49 53 28 59  
E-mail [icc@iccwbo.org](mailto:icc@iccwbo.org)  
[www.iccwbo.org](http://www.iccwbo.org)



Coordinating Committee of  
Business Interlocutors

# BUSINESS ACTION



## world summit on the information society

Tunis, 16-18 November 2005

[www.businessatwsis.net](http://www.businessatwsis.net)

## Message from Guy Sebban

The two-part World Summit on the Information Society in Geneva 2003 and Tunis 2005 is an important juncture to ensure that the fundamental building blocks of a people-centred information society will be put in place. Business is the driving force behind the creation of an information society.

Business has the unique capability to generate the ingredients required to continue to build the infrastructure, technology and tools to make the information society a reality.



Information and communication technologies are critical tools for economic growth and social development. Maximizing business innovation, entrepreneurship and resources, and building partnerships that draw upon the complementary fields of experience and expertise of all stakeholders will help us to realize the full potential of this global asset. CCBI, the Coordinating Committee of Business Interlocutors for WSIS, was formed with this spirit, and we look forward to working with you to fulfil these important objectives.

### Guy Sebban

Secretary General, International Chamber of Commerce  
Chair, CCBI

## What is CCBI?

The Coordinating Committee of Business Interlocutors (CCBI) is the voice of business at WSIS. The summit organizers invited the International Chamber of Commerce (ICC) to create a vehicle to coordinate private sector input. The result is CCBI, a network of business organizations whose members include companies of all sizes, in all sectors, from all over the world.

[www.businessatwsis.net](http://www.businessatwsis.net)

## What are CCBI's priorities?

- To raise awareness among political leaders of the conditions necessary for ICTs to be tools for social and economic development.
- To encourage governments to develop ICT-related legislation, policies or programmes that:
  - promote competition;
  - attract investment;
  - foster entrepreneurship;
  - set up national multistakeholder participation in policy shaping;
  - invest in education and training;
  - remove legal obstacles to e-commerce investment and innovation;
- ensure intellectual property protection;
- establish public/private partnerships; and
- recognize ICT as a tool for the provision of clean water, health, education and sanitation.
- To ensure the stability, security and dynamism of the continued development of the Internet and the free flow of information and promote capacity building to increase participation of all stakeholders, particularly from developing countries.
- To promote ICT applications such as e-learning, tele-medicine, e-government and e-commerce.

## Ten steps to an information society

- 1** Provide the fundamental building blocks of the Information Society, namely:
  - reliable access to secure networks and services;
  - sound and broadly available education and training systems; and
  - integration of ICTs in government-provided citizen services.

- 2** Ensure the stability, security and consistent functioning of the Internet.

- 3** Create a legal, policy and regulatory environment that stimulates private investment in ICTs including:

- strong intellectual property protection consistent with existing international agreements;
- trade liberalization;
- government policies and regulations that promote competition;
- technology neutrality with respect to user choice;
- national legal systems that are predictable, transparent and that respect the principle of non-discrimination; and
- respect for commercial, value-based agreements between businesses.

- 4** Ensure that policy-making is based on communication between governments, business and all relevant stakeholders.

- 5** Remove barriers that hinder innovation, entrepreneurship and the creation of new businesses.

- 6** Maximize public-private partnerships to create educational and training facilities.

- 7** Expand programmes to encourage businesses of all sizes to integrate ICTs in their operations and thereby improve performance and productivity of their employees.

- 8** Promote a global culture of information and communications network security and combat cybercrime through an appropriate legal framework.

- 9** Work to incorporate ICTs into social and economic development strategies that promote a people-centred Information Society.

- 10** Promote cooperation and information exchange between existing organizations.