



Geneva, 8-9 April 2014

# FACILITATING TRADE IN THE DIGITAL ECONOMY

How to facilitate paperless interaction between business and government

## SPONSORSHIP OPPORTUNITY

### ICC Facilitating Trade in the Digital Economy 8-9 April 2014, Geneva

#### *An interactive discussion to improve the paperless trade process*

This conference will provide an opportunity for business and public administration practitioners to engage in a constructive dialogue on the regulatory and practical issues that arise when paper-based trade and administrative processes are replaced with ICT-facilitated interactions.

Sessions will be structured on real experience in electronic supply chain management and law enforcement, and not on abstract law or policy. Plenaries will focus on how to bringing government and business together. Workshop topics include: e-customs, e-tax, e-public procurement initiatives. Keynote address by Alexandre Fasel, Permanent Representative of Switzerland to the United Nations Office.

The conference is a unique opportunity for business practitioners who are facing significant challenges to integrate country-specific e-government and associated administrative requirements into their supply chain automation strategies to interact with the government official responsible for these requirements.

Examples include regulation and mandatory administrative interfaces for tax, customs, public procurement and other areas from BRICS, APEC, EU and the Americas. Requirements typically include:

- Regulated or government operated pre-authorization systems
- Compulsory agreements between market players
- Localization and related requirements
- Authentication mechanisms, ID Management and security
- How current practices influence business global data integration strategies worldwide

## TARGET AUDIENCE

This premier conference will be actively marketed throughout ICC exclusive global contacts in various fields, including:

- |  |   |                         |
|--|---|-------------------------|
| ■ Business trade, finance, supply chain, logistics, tax, legal practitioners | ■ State operated or regulated administrative reporting or clearance service representatives | ■ Government regulators |
|  |   | ■ Policy makers         |
|  |   | ■ Civil society         |
|  |   | ■ Academics             |

Across sectors such as:

- |                |                         |                        |
|----------------|-------------------------|------------------------|
| ■ Aeronautics  | ■ Intellectual property | ■ Taxation             |
| ■ Banking      | ■ International trade   | ■ Transportation       |
| ■ Construction | ■ Manufacturing         | ■ Trade and investment |
| ■ Energy       | ■ Pharmaceutical        |                        |
| ■ Finance      | ■ Telecoms              |                        |



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# SPONSORSHIP OPPORTUNITIES



## AN OPPORTUNITY FOR EVERY MARKETING GOAL

Sponsors have the opportunity to increase interaction with participants before during and after the conference.

During the conference, sponsors have preferential networking opportunities during the social activities which include the reception, lunches and coffee breaks.

ICC offers your company many levels to sponsor this conference:

BENEFITS	GOLD €15,000	SILVER €10,000	BRONZE€ 5,000
CEO address during a social event	X		
Sponsor reception based on availability	X		
Option to send announcement to participants Email sent by ICC	X		
Mention in related press releases when appropriate	X		
Sponsor a lunch or coffee break based on availability	X	X	
Exhibition space and exhibitor pass	X	X	
Dinner and reception invitations	4	2	
Complimentary entries each valued at €1,400	6	4	2
Special reduced registration fee 20% reduction	Unlimited	8	4
Logo and description in folders (number of words)	400	200	100
Option to distribute branded products to participants*	X	X	X
Branding on promotional materials + signage at venue website, emails, collateral, banners, social media	X	X	X

*\* To be procured by sponsor, and be pre-approved by ICC*

### NOTE:

Tailor-made packages are available to suit your company's needs.

## CONTACT

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