

BPO RULES LAUNCH & TRAINING 2013



— 17 May, Paris —

The ICC has set itself an ambitious goal to introduce an innovative way for trading counterparties to secure and finance their open account trade transactions via their banking partners. The new instrument called “Bank of Payment Obligation” (BPO) will enable importers and exporters to involve their preferred banking partners in their trade transactions and get flexible risk and financing services. Based on standardised messaging and advanced transaction matching operated by SWIFT, this new instrument will accelerate the financial supply chain in support of ever accelerating physical supply chains.

ICC will present the final draft of the Rules for adoption during its commission meeting in April. If approved the Rules will be launched in May 2013 in Paris. The event will also include a full day of training sessions to guide users of the new rules.

Global reach (Provided Rules are approved in April)

The Rules will be featured on the ICC website, which is subject to 450,000 monthly page views. The Rules will also be sent to:

- International organizations and policy makers worldwide:
 - United Nations, World Bank International Monetary Fund, World Trade Organization
- ICC worldwide business members:
 - Thousands of companies across business and professional sectors in over 120 countries
 - ICC national committees in over 90 countries

Sponsorship opportunity

BENEFITS	GOLD €15,000	SILVER €10,000	BRONZE €5,000
Opportunity to submit a relevant speaker	x		
Table in exhibition area	x		
Option to send announcement to participants	x	x	
Ad in participants foldern (page)	1	1/2	1/4
Complementary copies of the Rules	15	10	5
20% discount on branded copies of the Rules	x	x	x
Complimentary entries to launch and training event (each valued at €999)	4	2	1
Verbal recognition during 2013 Banking commission Meetings and press conferences	x	x	x
Branding on all promotional materials and activities website, emails, newsletters, collateral, banners, social media	x	x	x

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 fundamental mission of ICC is to promote open international trade and investment and help business meet the challenges and opportunities of globalization. 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 anti-corruption, banking, the digital economy, marketing ethics, environment and energy, competition policy and intellectual property, among others.

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

ICC was founded in 1919. Today it groups hundreds of thousands of member companies and associations from over 120 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.



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

Website: www.iccwbo.org

Contact

Luz A. Rodriguez

Global Partnerships Manager

+33 (0)1 49 53 28 42

lrz@iccwbo.org

Paulina Martinez

ICC Banking Commission

Project Coordinator

paulina.martinez@iccwbo.org