

ACTIONS AND
ACHIEVEMENTS
2011
The road to Cannes

“We want to press for the inclusion of business views in deliberations by G20 heads of state and to introduce fresh ideas and innovative approaches to support open trade and investment, economic growth and employment.”

—Jean-Guy Carrier
ICC Secretary General



International Chamber of Commerce

The world business organization

ICC G20 Advisory Group

Report on actions and achievements in 2011



Following our active engagement in the Seoul B20 Summit last year, ICC established the ICC G20 Advisory Group and invited me to chair the initiative. Our aim is to build an enduring platform for global business to provide input to the work of the G20 on an ongoing and long-term basis.

This mandate derives from ICC's historic responsibility as the voice of world business to convey policy priorities to government leaders. The first time we sat down with the G8 was in Houston, Texas in 1990, when American President and G8 Summit host George H. W. Bush called on ICC to present business concerns. That tradition has continued for the past 21 years.

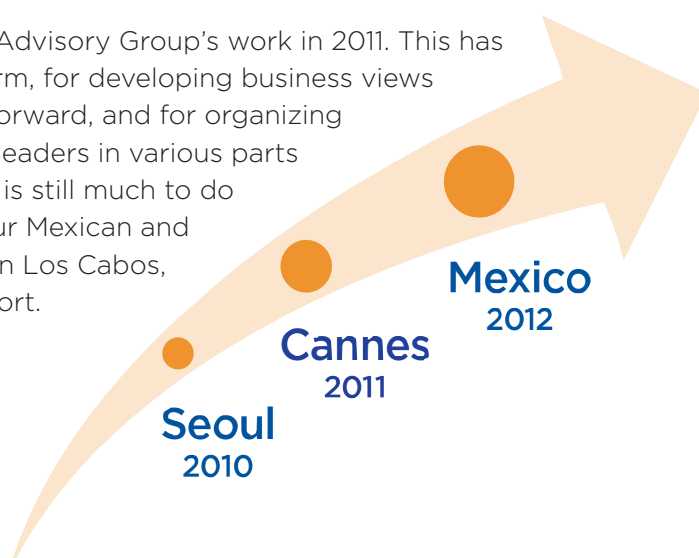
Now the larger more inclusive G20 is driving a more intensive approach by business. For this reason, ICC has strengthened its capabilities through our ICC G20 Advisory Group. The Group is comprised of CEOs who are actively concerned with the G20 policy agenda and are keen to engage with peers, set priorities and speak out on the issues most vital to business.

The principal objective of the group is to develop constructive policy recommendations — and this is where we have focused our efforts. In preparation for this year's Summit in Cannes, we mobilized ICC's worldwide policy-making expertise and solicited priorities from companies and business organizations of all sizes, in all regions of the world. The result is a series of policy recommendations addressing trade, investment, financial regulation, corruption, commodity price volatility, green growth and reforming the international monetary system.

Most importantly, we recognize that the G20 is about much more than the previous series of Summits, and our approach is to ensure that the voice of global business is heard before, during and after the G20 Summit events — from Seoul to France to Mexico, and then on to Russia and Turkey.

In this report, we have summarized the ICC G20 Advisory Group's work in 2011. This has been a very busy year for establishing our platform, for developing business views and priorities, for forming partnerships to carry forward, and for organizing regional consultations on the G20 with business leaders in various parts of the world. While we have achieved a lot, there is still much to do — and to this end we are already working with our Mexican and other partners to prepare for the next G20/B20 in Los Cabos, Mexico in June 2012. We hope to have your support.

Marcus Wallenberg
Chairman
ICC G20 Advisory Group



Media coverage

Media can have a substantial impact on government priorities by placing a spotlight on certain issues and drawing the public's attention to them. ICC has long recognized the value of amplifying business messages through the media.



The G20 Advisory Group's media efforts included press briefings, materials production, editorials, press releases, email alerts, and a worldwide network of media contacts.

The ICC G20 Advisory Group's activities generated significant attention from international media in 2011. CEO members of our Advisory Group appeared in televised interviews that aired on BBC World News,



ICC Vice-Chairman Terry McGraw (right) speaks to the press in Cannes

Bloomberg TV, France 24 and French channels LCI and TF1. The Group's activities were also covered in articles published by the *Financial Times*, *The Wall Street Journal*, *Reuters*, *Le Figaro*, *Les Echos* and *Handelsblatt*, to name a few. Media briefings were organized on the occasion of the launch of the Group; each regional consultation; the economic expert's meeting; the launch of the ICC Rules on Combatting Corruption; the release of ICC's Trade Finance Report; and the B20 Summit. National television, radio and press reports have appeared in more than 30 countries, notably throughout the Middle East and Europe, China, Mexico and Latin America. Our messages are estimated to have reached 350 million households worldwide.



Bloomberg television anchor Mryam Nemazee interviews CEO members of ICC's G20 Advisory Group: Peter Voser, Marcus Wallenberg and Martin Senn, CEOs of Shell, SEB and Zurich Financial respectively

Business Summit – Cannes, 2-3 November



In partnership with the MEDEF (French business confederation) and the World Economic Forum (WEF), ICC played an active role at the Cannes B20 Summit — highlighting business priorities, participating in dialogues with G20 heads of states and government, contributing to policy discussions, particularly in the areas of finance, trade, green growth and anti-corruption, and amplifying business messages through the media.

B20 CEOs, including 20 members of ICC's G20 Advisory Group, presented policy recommendations to G20 heads of state participating in the business summit. The policy recommendations were the product of a collaboration between the B20 working groups and those of the WEF and ICC. The priorities shared with G20 leaders covered subjects including: trade and investment, financial regulation, commodities and raw materials, food security and global economic policy imperatives.

The B20 Summit proceedings commenced with a briefing for participating CEOs hosted by French President Nicolas Sarkozy at the Elysée Palace in Paris, providing business leaders with the opportunity to communicate priorities directly to the G20 host President.

ICC's contribution to the B20 policy messages were derived from an initial set of papers that were developed through a global drafting and vetting process — including input from ICC's global membership of policy experts, ICC's national committees worldwide, and feedback from our regional policy consultations.

Among the G20 leaders participating in the B20 Summit were Julia Gillard, Prime Minister of Australia; Myung-Bak Lee, President of Korea; Yoshihiko Noda, Prime Minister of Japan; Jacob Zuma, President of South Africa; Cristina Fernández de Kirchner, President of Argentina; Recep Tayyip Erdogan, Prime Minister of Turkey; and Dimitri Medvedev, President of the Russian Federation.

The B20 featured a keynote address from Mexican President Felipe Calderon, who emphasized the importance of B20 Summits for the G20's work. He also committed to continue the process next year, with a B20 Summit back-to-back with the G20 in Los Cabos.





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Clockwise from top left: (1) President Medvedev (left) addresses Gérard Mestrallet (centre), CEO of GDF Suez during plenary; (2) Martin Senn (centre) and Gérard Worms (right) participate in roundtable on global governance; (3) Peter Voser (second from left) participates in roundtable on commodities; (4) Terry McGraw speaks on global growth during plenary

ICC CEO Debriefing (and planning for Mexico)

Immediately following the official B20 proceedings, ICC Chairman Gérard Worms and ICC G20 Advisory Group Chairman Marcus Wallenberg (below) called a meeting of the ICC CEOs participating in Cannes. The discussion noted that Head of State interventions during the B20 indicate: (1) G20 policy-making reflects many of business' priorities and recommendations; (2) Sherpas are undertaking good work before and after summits; and (3) the G20 is evolving



institutionally — with an expanding policy reach and a mid- to long-term agenda. These trends suggest that the ICC Group's long-run, between-summits approach remains valid and will become ever more valuable.

The meeting also featured participation by Alejandro Ramírez Magaña, CEO of Cinépolis, officials from the Mexican Ministries of Economy and External Relations, and officers from Coparmex (the Mexican business confederation). Mr Ramírez has been appointed by President Calderon to lead planning for the B20 Summit in Los Cabos in June 2012. The Mexican delegation was keen to include ICC in B20 Summit preparations, and invited members of the Advisory Group to participate in the first planning meeting in January 2012.

Key meetings of the G20 Advisory Group

Launch – Paris, May 24

On 24 May 2011, ICC launched the ICC G20 Advisory Group at a meeting of company executives representing the 20 CEO members of the group. The meeting laid out the work plan of the Group for the 2011 road to Cannes and established an enduring, legitimate voice of global business. The group aims to be recognized by the G20 as a key world source of business expertise on the global policy agenda. Delegates agreed that the work plan will: press for the inclusion of business views in the deliberations by G20 Heads of State; introduce fresh ideas and innovative approaches to support business objectives for open trade, economic growth and employment; and mobilize ICC policy-making expertise and business policy priorities from companies and business organizations of all sizes and in all regions of the world.

WEF-ICC G20 Task Force meeting – Geneva, 25 August

On 25 August the World Economic Forum (WEF) hosted a meeting of the WEF-ICC G20 Task Force. Members of the ICC G20 Advisory Group were invited to participate. The meeting was co-chaired by WEF Executive Chairman Klaus Schwab; Maurice Lévy, Chairman, WEF G20 Working Groups, and Chairman and CEO of Publicis Groupe; and ICC Chairman Gérard Worms. The purpose of the meeting was to review, discuss and finalize the G20 Task Force recommendations for presentation to G20 Sherpas. The meeting also included a peer exchange on the recommendations between CEOs and senior government officials representing the so-called “troika”: Bruno Ferrari, Secretary of the Economy of Mexico, which chairs the 2012 G20 Meeting; Bruno Le Maire, Minister of Agriculture, France; SaKong Il, Chairman, Presidential Committee for the G20 Summit, Republic of Korea.

Meeting with G20 Government Sherpas – Paris, 30 September

On 30 September, MEDEF, WEF and ICC presented the integrated set of policy recommendations on behalf of the B20 to the G20 Sherpas at a meeting in Paris. The paper conveyed key recommendations and concrete actions that G20 leaders could take in Cannes to strengthen economic growth while rendering it more sustainable, balanced and inclusive. This unified business position was critical to demonstrating the credibility of the global business community. The meeting with Sherpas was a key part of this year’s effort to ensure that policymakers had sufficient time to consider business priorities in advance of developing final views in Cannes.

Experts meeting – Paris, 3 October

On 3 October, ICC brought together a group of 30 economic policy experts and corporate executives drawn from the ICC G20 Advisory Group for a discussion on: policies to stimulate jobs and growth and contribute to the recovery of the global economy. The meeting was intended to be the first annual meeting of business experts to discuss G20-related economic issues of immediate concern, but also to look into the future at emerging issues and trends.

Banking experts – Beijing, 24 October

Chaired by ICC Honorary Chairman Victor K. Fung, the group of banking experts anticipated that 2012 would offer no respite from the current poor economic environment; most governments no longer have the flexibility to implement fiscal stimulus; and economic growth was expected to be low and possibly negative in some regions. As a result, trade volumes were expected to drop, with negative consequences for employment. The experts concluded that global solutions were needed to improve the resilience of the international financial system. At the same time, they argued that more needed to be done to accurately reflect the low risks associated with trade finance and remove impediments to job creation and economic growth in the emerging markets.

Regional Policy Consultations

ICC's G20 Advisory Group hosted a series of regional policy consultations, designed to provide local business leaders with an opportunity to help shape ICC's policy recommendations for input into the G20 process.

Mexico City, 9 June – Setting the stage



This initial policy consultation laid out the basis for ICC's intervention in the B20. With the participation and insights of Maria de Lourdes Aranda Bezaury (far left), Undersecretary of Foreign Affairs and Mexico's "Sherpa" for the G20, the consultation was able to tailor ICC's effort more closely to government priorities. The consultation featured a number of the ICC-G20 Advisory Group CEOs, including Eduardo Eurnekian, Chairman and CEO, Corporacion America; Mahendra Sanghi, Chairman, MK Sanghi Group; Sheikh Khalifa Bin Jassim Al-Thani, Chairman of Qatar Chamber of Commerce and Industry; and ICC Vice-Chairman Harold McGraw III, Chairman and CEO of The McGraw-Hill Companies.

Hong Kong, 23 September – Trade matters



The policy consultation in Hong Kong was hosted by ICC's Honorary Chairman, Victor K. Fung (far left). The meeting concentrated on the importance of trade, investment and trade finance, and called on ICC to emphasize these issues at the B20 Summit in Cannes. The roundtable featured CEOs of leading companies from Bangladesh, India, Hong Kong, Singapore, Taiwan, Indonesia and France. Speakers included Cherie Nursalim (near left), Executive Director of GITI Group, and Jean-Pascal Tricoire, CEO of Schneider Electric.

Doha, 6 October – The development agenda



The Doha consultation brought together executives from around the Middle East and North Africa to deliberate on the current global economic situation, and to prioritize issues for the development aspect of the G20 agenda, including energy, food security and anti-corruption. The meeting was co-hosted by Sheikh Khalifa Bin Jassim Al-Thani (left centre), Chairman of ICC Qatar, and Ali Al Misnad, Vice-Chairman of ICC Qatar. The meeting also featured ICC National Committees from Lebanon, Saudi Arabia, Pakistan, Jordan, and Qatar. Key participants included Andrew Brown (far left), CEO of Shell Qatar, Abdul Hakim Mostafawi, CEO of HSBC Qatar, Abed al Rahman Alabdallah, CEO of QAPCO, Mohammed Al Hadfa, CEO of Qatari Diar, and Kamal Chinoy, CEO of Pakistan Cables Limited.

Zurich, 19 October – Economy in crisis



The Zurich consultation was held in the midst of the Eurozone debt crisis, and discussions naturally concentrated on the current state of the world economy and recommendations for the G20 to promote economic growth and create jobs. The meeting was co-hosted by Andreas Schmid (near left), Chairman of ICC Switzerland, and Manfred Gentz (left centre), Chairman of Zurich Financial Services. Participants included business representatives from throughout Europe, including Belgium, Finland, Germany, Greece, Hungary, Luxembourg, Netherlands, Slovakia, Switzerland and Turkey.

G20 Advisory Group members for 2011

Cesar Alierta Izuel, Executive Chairman, Telefonica (Spain)

Emilio Azcarraga Jean, CEO, Televisa (Mexico)

Antonio Brufau, Chairman & CEO, Repsol (Spain)

Paul Bulcke, CEO, Nestle (Switzerland)

Eduardo Eurnekian, Chairman and CEO, Corporacion America (Argentina)

Victor K Fung, Chairman, Li & Fung (Hong Kong)

Kris Gopalakrishnan, Co-Founder and Executive Co-Chairman, Infosys Technologies (India)

Rifat Hisarciklioğlu, Chairman, Eskişehir Group and President of the Union of Chambers and Commodity Exchanges of Turkey (Turkey)

Seung Youn Kim, CEO, Hanwha (Korea)

Sheikh Al-Thani Khalifa, Member of the Board of Directors, Doha Insurance and Chairman of Qatar Chamber of Commerce and Industry (Qatar)

Young Tae Kim, Chairman, Daesung (Korea)

Harold McGraw III, Chairman and CEO, The McGraw Hill Companies (United States)

Gérard Mestrallet, CEO, GDF Suez (France)

Yogendra Kr. (YK) Modi, Chairman & CEO, Great Eastern Energy (India)

Steen Riisgaard, CEO, Novozymes (Denmark)

Mahendra Sanghi, Chairman, MK Sanghi Group (India)

Martin Senn, CEO, Zurich Financial (Switzerland)

Jean-Pascal Tricoire, President & CEO, Schneider Electric (France)

Peter Voser, CEO, Royal Dutch Shell (United Kingdom/Netherlands)

Marcus Wallenberg, Chairman and CEO, SEB (Sweden)

Gérard Worms, Vice-Chairman, Rothschild Europe and Chairman of ICC (France)

About the International Chamber of Commerce

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. ICC was founded in Paris in 1919. Today it groups hundreds of thousands of member companies and associations in over 120 countries. Business experts drawn from the ICC membership establish the business stance on broad issues of trade and investment policy as well as on a wide range of policy subjects of interest to companies worldwide. National committees convey to their governments the business views formulated by ICC. The United Nations, the World Trade Organization, the G20 and many other intergovernmental bodies are kept informed of international business views through ICC. For more information please visit: www.iccwbo.org



Please visit ICC's website for additional information on each of the meetings, associated documents, photos and press releases. www.iccwbo.org/g20



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