



International Chamber of Commerce

The world business organization

Communications and Media Relations

MEDIA RELEASE

7th World Chambers Congress kicks off in Mexico City

Mexico, 8 June 2011

Mexican President Felipe Calderon officially opened the 7th World Chambers Congress today in Mexico City.

Among the internationally renowned speakers set to take part in the event are Muhtar Kent, Coca-Cola Chief Executive; Steve Killelea, Institute for Economics and Peace, Global Peace Index; Ekaterina Walter, Social Media Strategist, Intel; Martha Delgado Peralta, Head of the Mexico City Ministry of Environment and Secretary of the Environment for Mexico City; and environmental researcher Rajendra Pachauri, Chair of the Intergovernmental Panel on Climate Change and Director General of The Energy and Resources Institute.

“It’s important to get back to the basic rules of economic growth, and especially to use open trade as a fundamental instrument for elevating the wellbeing of people and for stimulating the economy,” Mr Calderon told over 1,000 delegates during the inaugural ceremony of the Congress. “The outcomes of this Congress will help us to address global challenges.”

Joining Mr Calderon in the opening ceremony line-up were Rona Yircali, World Chambers Federation Chairman and Arturo Mendicuti, Chairman of the Mexico City National Chamber of Commerce (CANACO).

Addressing delegates of the only gathering of global chambers, Mr Yircali said: “With insights from an impressive line-up of political and business leaders and world-renown experts, we can expect a superior level of analysis and discussion in our plenary sessions and workshops,”

More workshop than talkshop, the Congress provides chamber leaders with a unique opportunity to learn and interact with their peers from around the world. Delegates will also have the chance to develop new business opportunities and interact with the region’s leading companies from the oil, agriculture, trade, and services sectors.

“For over 60 years the World Chambers Federation has been the backbone of the chamber community,” Mr Yircali said. “As an essential intermediary between government, business and civil society we work tirelessly to address contemporary challenges, from climate change to rebalancing the global economy.”

Organized by the International Chamber of Commerce (ICC), the World Chambers Federation (WCF) and the Mexico City National Chamber of Commerce (CANACO), the Congress comprises four plenary sessions and a series of workshop sessions aimed at addressing topical issues under the event’s overarching theme of “Enterprise – Network – Prosperity”.

“Here we meet representatives from more than 105 countries, interested in enhancing the commercial and services sector worldwide from which a great number of people can benefit, no matter where they are,” said Mr Mendicuti.

The Congress will also feature the final round of the 2011 World Chambers Competition. Open to all chambers, the Competition aims to encourage innovation by showcasing chamber projects that have had a positive impact on their respective communities, and that can potentially be adopted by others.

International Chamber of Commerce

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Entries were received from 72 chambers from 41 countries under the categories of Best Unconventional project; Best Small Business project; Best International project and Best Corporate Social Responsibility project. Twenty finalists will present their projects in designated Congress sessions. Winners will be announced in an Award ceremony on the closing day of the Congress.

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About 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 cross-border trade and investment and the multilateral trading system, and to help business corporations meet the challenges and opportunities of globalization.

Business leaders and experts drawn from ICC's global membership establish the business stance on broad issues of trade and investment policy as well as on vital technical subjects.

ICC enjoys a close working relationship with the United Nations and other intergovernmental organizations, including the World Trade Organization and the G20.

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

For more information please visit: www.iccwbo.org