



International Chamber of Commerce
The world business organization



INTERNATIONAL CHAMBER OF COMMERCE

BASCAP

*Report on mission,
achievements, work plan
and membership*



An ICC initiative

BASCAP

Business Action to Stop
Counterfeiting and Piracy

The challenge

Counterfeiting and piracy impact virtually every product category. The days when only luxury goods were counterfeited, or when unauthorized music CDs and movies DVDs were sold only on street corners are long past. Today, counterfeiters are producing fake foods and beverages, pharmaceuticals, electronics and electrical supplies, auto parts and everyday household products. And, copyright pirates have created multi-million networks to produce, transport and sell their unauthorized copies of music, video and software.

Millions of fake products are being produced and shipped around the world to developing and developed markets at increasingly increasing alarming rates. Millions of consumers are now at risk from unsafe and ineffective products, and governments, businesses and society are being robbed of hundreds of billions in tax revenues, business income and jobs.

The drain on the global economy is significant and the longer term implications of the continuing growth in this illicit trade are enormous. The OECD has reported that “international trade in counterfeit and pirated products could be up to US\$ 200 billion”. Taken together with the value of domestically produced and consumed counterfeits, the significant volume of digital and fake products being distributed via the Internet, and the loss of economic development, harm to health & safety, reduced technology transfer, and innovation, the total magnitude of counterfeiting and piracy worldwide is well over US\$ 650 billion.

The enormous impact of counterfeiting and piracy

- Loss of business – Perhaps most obvious to business are lost sales, diminished reputations and loss of good will suffered by legitimate right holders. For example, about a quarter of small to medium sized businesses in Europe report lost sales resulting from customers purchasing counterfeit items. According to the toy industry, counterfeiting was responsible for lost sales of almost 11% in Spanish companies, rising to just below 50% amongst a group of very small companies.
- Loss of employment – The loss of legitimate jobs among trademark owners and their supply chain partners is real and significant. In 2004 French Finance Minister Nicolas Sarkozy (now President) said that counterfeit goods were costing France some 30,000 jobs a year through lost sales suffered by affected companies. The US Chamber of Commerce estimates that counterfeiting and piracy costs the U.S. 750,000 jobs annually. The motion picture industry reports 141,030 jobs are lost to piracy annually. The U.S. auto industry estimates 210,000 jobs per year lost to counterfeit auto part markets. It is estimated that a 10 % reduction in computer piracy in the US would lead to an additional 105,511 jobs.
- Damage to reputation and image – The presence of fake products in the marketplace confuses consumers and eventually destroys consumer trust in branded products. This becomes an even more significant problem for pharmaceutical, over-the-counter drugs and other products that have serious health and safety implications. Counterfeits eventually can damage the reputation of an entire company.
- Risks to health and safety – An increasingly alarming aspect of the counterfeit problem is the increase in fake drugs and other goods that present public health and safety risks. Substandard counterfeit products already have caused injuries and deaths in developing and

developed markets and there is evidence these problems are escalating. The World Health Organization (WHO) estimates that counterfeit drugs account for 10% of all pharmaceuticals. That number can rise to as high as 60% in developing countries. And, it is not just fake drugs that are of concern. Among the other reported cases involving serious health and safety ramifications: fake vodka with lethal doses of methanol in the U.K.; counterfeit airplane parts in Russia; counterfeit toys found to cause suffocation and strangulation; 3,000 doses of counterfeit blood pressure drugs administered to patients in Siberia; 10 % of pharmacies in Taiwan found selling counterfeit sleeping pills containing harmful substances; and the European toy sector reporting products that do not comply with basic safety standards and contain toxic substances or be made from hazardous materials; and counterfeit fake brake pads, brake shoes and steering linkages in the auto parts segment.

- Loss of tax revenues – Significant tax revenues may be lost to the country or region in which the abuse occurs. Tax losses include unreported and unpaid corporate profits taxes, value-added taxes uncollected when items are purchased, and payroll taxes from undocumented workers. These losses deprive governments of revenues needed for other social priorities. The associated Chambers of Commerce and Industry of India found that counterfeiting and piracy has robbed the Indian government of \$31.25 billion in lost tax revenue.
- Stifling innovation, entrepreneurship and business initiatives – Innovation and creativity suffer in markets where counterfeiting and piracy are present. Companies become cautious about investing in R&D or decide to locate a manufacturing plant or research facility somewhere else. A European survey of small and medium sized companies found that 25% of decisions to invest in R&D or production were adversely influenced by considerations of IPR abuses.
- Links to organized crime – Attracted by high profits, low risk of detection and minimal penalties for IP crimes, organized criminals increasingly are moving into the manufacture and distribution of counterfeits. The U.S. Federal Bureau of Investigation (FBI) and Interpol have both reported that organized criminal groups have moved into IP crime and that they are using the profits generated from these crimes to facilitate other illegal activities.

BASCAP mission

A disorder of this magnitude undermines economic development, a sound market economy system and open international trade and investment. No legitimate business and no country is immune from the impact of counterfeiters and pirates. *No single business, business sector or country can fight this battle alone.*

Business Action to Stop Counterfeiting and Piracy – BASCAP – was launched by the International Chamber of Commerce to:

- Connect and mobilize businesses across industries, sectors and national borders in the fight against counterfeiting and piracy.
- Pool resources and expertise – creating greater critical mass than any single company or sector could do alone.

- Amplify the voice and views of business to governments, public and media – increasing both awareness and understanding of counterfeiting and piracy activities and the associated economic and social harm.
- Compel government action and the allocation of resources towards strengthened intellectual property rights enforcement.
- Create a culture change to ensure intellectual property is respected and protected.

Key recommendations

- Government efforts to stabilize the economy and stimulate economic growth, trade and employment must include the critical and pervasive role that intellectual property (IP) protection plays in driving, innovation, development and jobs.
- Government failure to enforce IP protection significantly reduces the levels of Foreign Direct Investment (FDI) a country can attract, creating huge problems for developing economies, which rely substantially on trade and technology transfer from developed economies to drive forward economic growth.
- Government efforts to strengthen IP enforcement regimes should therefore not be considered costs, but rather investments that pay tangible dividends to economic development and society. In short, better enforcement pays for itself and generates available revenues for additional public services. Now is the time to increase, not decrease, the resources committed to stopping the illegal trade in counterfeits and piracy.
- As outlined in previous communications to government leaders worldwide, BASCAP suggests that governments act swiftly to:
 - Abolish all known counterfeiting and pirate markets (physical and online/internet).
 - Designate a chief intellectual property enforcement officer with high-level authority to raise the profile of the issue, oversee coordination of relevant government officials and agencies, and allocate necessary financial and personnel resources.
 - Ensure that criminal penalties for IP theft reflect the magnitude of the crime and match existing legal penalties for theft of physical merchandise and that these penalties be applied to both online and off-line IP transactions.
 - Disrupt the flow of counterfeit goods through Free Trade Zones and other transshipment sites by extending greater authority and effective powers to local Customs and enforcement authorities.
 - Expand the powers of national customs authorities to be able to interdict and stop shipments entering or exiting their jurisdictions.
 - Develop global “minimum standards” in the area of adjudication of counterfeiting and piracy cases presented to authorities.
 - Treat counterfeiting and piracy crossing national borders as a transnational crime, recognizing that organized criminals are behind commercial level counterfeiting trade.

Program and achievements

Public Policy & Advocacy

BASCAP's long term goal is to press governments to take concrete action to reduce and ultimately eliminate counterfeiting and piracy. Shorter term, BASCAP's priority is to push for significantly higher benchmarks for government performance at the national, regional, multi-lateral and international level. Some of the key recent actions and accomplishments include:

BASCAP Action	Impacts & Achievements
Anti-counterfeiting Trade Agreement (ACTA)	BASCAP is actively pressing for strong enforcement provisions in ACTA, meeting with USTR Ambassador Schwab and providing Ministers from each negotiating country with a series of papers detailing recommendations for inclusion of enforcement provisions in the final treaty. This work has been complemented with press releases conveying business perspectives on the negotiations and formulation of a 'business response group' comprised of 20 national anti-counterfeiting associations endorsing BASCAP input to ACTA.
G8 Ministers	BASCAP has called on the leaders of the G8 in advance of their annual Summit Meetings (UK in 2005, Russia 2006, Germany 2007, Japan 2008) to make counterfeiting and piracy, and protection of IP rights, a higher priority for their governments. This direct intervention has resulted in official statements on the importance of protecting intellectual property in the Declaration documents from each Summit, and we continue to press the G8 leaders to turn these Declarations into action.
OECD	BASCAP played a leadership role in funding and developing the major OECD study on impacts of counterfeiting. BASCAP continues to assist OECD to communicate results to thought leaders and policy makers globally, and to pursue further studies and action steps to leverage the OECD's reputation and standing with key governments around the world.
EU	BASCAP has engaged with the European Union directly and in partnership with other industry groups to push for stronger EU action in the fight against counterfeiting and piracy. Recent efforts include a letter signed by all BASCAP CEOs to EU President Barosso to encourage stronger European Union attention to IP enforcement. BASCAP also has added its support to the development of the "EU Observatory on Counterfeiting".
Intergovernmental Organizations	BASCAP works continually to urge tangible actions by Interpol, WIPO, WCO, and other intergovernmental organizations, by engaging in partnerships and advisory group roles and in stakeholder meetings, and providing targeted project support and funding.
Global Congress	BASCAP is a partner with WCO, WIPO and Interpol in organizing an annual Congress bringing together government and private sector leaders from around the world to identify challenges, best practices and recommendations for better enforcement of IP rights.
World Economic Forum	BASCAP collaborates with the World Economic Forum to ensure counterfeiting and piracy are included as priority issues in WEF forums in Davos and around the world and to support and participate in WEF sessions with government, IGO and NGO leaders on the issues.
Country action centers	<p>BASCAP is working to improve national intellectual property enforcement regimes by creating country-level action plans and coalitions, leveraging existing local business voices to push for tangible and measureable results.</p> <p>Established the first business association to fight counterfeiting and piracy on a national level in Canada.</p> <p>Held consultations with German ministries and provided recommendations to legislative initiatives.</p> <p>Supporting enforcement of U.K. legislation tracking and seizing revenues earned through counterfeit product trafficking.</p>

	<p>Met with Indian Economics minister and associated public debate on provisions for reducing counterfeiting and piracy in India.</p> <p>Creating a BASCAP Russia coalition of multi-national companies to press for the introduction of new legislation to criminalize counterfeiting.</p> <p>Partnering with the Africa Industrial Association to assimilate recommendations to Africa governments, continent-wide.</p>
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Communications & Education

Greater public awareness and education are essential in the fight against counterfeiting and piracy. BASCAP communications capitalize on ICC’s strong and broad media “assets” including materials production staff, editorial writers, global mailing lists, email alerts, website featuring 300,000 page views per month, and a worldwide network of media contacts.

Hundreds of BASCAP news reports have appeared on television and radio and in wire services, newspapers, magazines, and e-publications. Major international media, including CNN, BBC, CNBC, Bloomberg TV, Star TV Asia, Reuters, Associated Press, Dow Jones Newswire, Agence France Presse, the Financial Times and the International Herald Tribune have covered BASCAP meetings, events and press releases. National television, radio and press reports have appeared in over 30 countries throughout the world, notably in China, Russia, India, and Brazil. Our messages have repeatedly reached at 350 million households worldwide.

Additionally, a cornerstone of BASCAP activities is the creation of educational content aimed to help governments better understand the value of investing in stronger IP enforcement.

BASCAP Action	Impacts & Achievements
Impact reports	Many government leaders still need to be convinced that counterfeiting and piracy are issues that warrant attention and resources. To this end, BASCAP develops strong data-based arguments on the costs and other impacts. BASCAP currently is working with an international economics consultancy to construct models to quantify losses and impacts associated with counterfeiting and piracy and better determine how investments in IP enforcement can pay tangible dividends to local economic development and society (employment, tax base, technology transfer, crime).
Global survey	In collaboration with the City University of London, BASCAP conducted a global survey on counterfeiting and piracy and is using it as a policy tool to highlight areas that deserve greater attention within national IP protection programs and to measure progress in country.
IP Guidelines for Business	One challenge in convincing governments to take action is to show that the private sector is doing its part. In this regard, BASCAP has developed a set of IP Guidelines for Business that provides practical steps for businesses to take to assess the effectiveness of their IP management policies and to improve management of risks associated with counterfeiting and piracy. The Guidelines were launched in meetings with senior government officials, industry and press in Jedda, Saudi Arabia and Strasbourg, France. The guidelines along with suggestions for implementation are being provided to thousands of companies and governments worldwide.
Standing up for intellectual property	Through publication and dissemination of this document, BASCAP provides arguments for the protection of intellectual property rights from economic, social and legal standpoints.

Consumer awareness campaign	BASCAP is working with professional communications agencies, private sector organization partners and WIPO to create a global awareness campaign to generate awareness, understanding and collective action by consumers, decision makers and supply chain partners worldwide.
BASCAP Digest	The Digest provides weekly reports on counterfeiting and piracy incidents, policy developments and technology solutions. It has emerged as the “go-to” source for regular statistics, data, news and information by 3,000 subscribers.
BASCAP country gateways	BASCAP delivers a first-ever web portal offering critical intelligence on a country-by-country basis, tracking developments in 60 countries, spanning 6 continents. ICC national committees sponsor twelve of these gateways
BASCAP sector gateways	Sector gateways are an on-line tool to share lessons-learned across sectors and serve as one-stop portal for locating counterfeiting and piracy information by product sector. There are currently 11 Sectors Gateways, each of which features facts and recent studies conducted in the sector; along with information on sector-related enforcement activities and an index of key contacts working in the area. Gateways are sponsored by trade associations, linking visitors back to their websites.
Brand protection directory	Developed in partnership with the ICC Counterfeiting Intelligence Bureau, the Directory provides information on how companies can protect their brands through investigation or use of anti-counterfeiting technologies. There are currently 45 companies headquartered in 18 countries listed in the Brand Protection Gateways.
Connections gateway	This BASCAP service is a first-ever on-line connection hub of anti-counterfeiting groups working at the national level around the globe. It has been useful in conducting the global survey of anti-counterfeiting advertising campaigns and in generating global business support for ACTA. There are currently 31 national associations from 22 countries participating in the Gateway, in addition to 7 regional/ international associations, and 6 intergovernmental organizations.
Case study database	The BASCAP case study on-line database is a first-ever attempt to catalogue thousands of reports, facts and experiences that clarify the need for better IPR enforcement and deepen public understanding of the harm counterfeiting and piracy impose on the greater society.

A brief history of BASCAP

- During ICC's World Congress (Marrakesh, July 2004), corporate leaders called on ICC to take a leading role in the fight against counterfeiting and piracy. They cited ICC's unique role as the voice of world business, its credibility and legitimacy, its existing network of national committees and member companies around the world, and its cross-sectoral representation.
- In response, BASCAP was launched in early 2005, with a strategy of engaging CEOs and other top executives from multiple sectors and industries directly in the fight against counterfeiting and piracy. A Global Leadership Group (GLG) made up of CEOs and senior executives was formed to provide strategic direction, set priorities and act as the voice of BASCAP with senior government officials and the media. The first meeting of the GLG was held in London in October 2005 with follow-up meetings in Geneva (2007) and New York (2008).
- Membership at the CEO level has grown and the GLG now includes 25 core members. Each company is also represented by a senior executive who serves on a Steering Committee that directs the day-to-day activities and priorities of BASCAP. The Steering Committee shapes the BASCAP message and program direction, formulates products and missions and establishes implementation priorities.
- Overall, BASCAP has included participation by some 150 companies and trade associations that have championed the initiative through various degrees of participation, contributions of expertise and/or financial support.
- BASCAP is supported by a dedicated and experienced group of experts at the ICC charged with implementing the strategies, direction and priorities identified by the GLG and Steering Committee. The initial focus of BASCAP was the development of a set of core information products and a wider portfolio of tools and intelligence that would provide the base upon which to build a full and forceful engagement in the fight against counterfeits and pirates.
- BASCAP subsequently moved forward with direct interventions to deliver the positions of the business community to governmental bodies such as the G8 and EU, and intergovernmental organizations, including WIPO, WCO and Interpol.
- BASCAP also has spoken out through news conferences and news releases to the international media on important developments in the battle against counterfeits and piracy, and initiated a public education and media campaign to reach consumers and government leaders.
- BASCAP's key priorities moving forward include setting standards for global performance by governments and companies; framing decisions for policymakers; pushing for the allocation of resources at the highest levels in national governments; and, improving awareness on a global basis.
- BASCAP – through its member companies and their CEOs and other senior executives and its dedicated support staff – will continue to look for new and creative ways to deliver the

strongest and most compelling case for priority action by governments and enforcement officials. BASCAP's mission is to change the policy and legal climate on counterfeiting and piracy by – calling local, national and international enforcement officials to action, petitioning for the re-allocation of resources, and pressing for results.

Benefits of membership

BASCAP was created to strengthen a company's internal capability to deal with the counterfeiting or piracy of its products or brands.

1. **Leverage.** Participation in this unique coalition of companies working *across sectors*, enables a member to combine its own experience with those of other BASCAP members to build a comprehensive and compelling case to governments that the problem is: bigger and more critical than any one company or sector's corporate losses; more damaging to economic growth than may be currently understood.
2. **Pooling resources.** Membership in BASCAP provides members with a vehicle to pool funding and create a greater critical mass of resources for pressing governments for more effective IP enforcement.
3. **Member-driven agenda.** A hallmark of BASCAP is that it exists to serve the objectives of members. The strategies and programs undertaken by BASCAP are developed with the input and approval of the member companies through their direct participation in the Steering Committee and the Global Leadership Group. Only those projects that support and leverage member company objectives in a particular region, country, forum or subject area are pursued.
4. **ICC umbrella.** BASCAP is an initiative of the International Chamber of Commerce, the recognized voice of global business. This provides BASCAP members with immediate recognition among government and NGO leaders. It also delivers access to Intergovernmental Organizations, including UN forums via ICC's unique consultative status with UN agencies, and to the resources and connections of ICC's broad network of national committees, located in 90 countries and providing powerful on-the-ground resources for reaching and influencing national and local policymakers. Finally, the connection to ICC allows BASCAP to leverage the reach of the ICC Communications Department and its wide-ranging network of global media contacts.
5. **Action at the highest levels.** BASCAP creates an opportunity for member CEOs and top executives to exchange views and priorities with other CEOs and directly impact the strategic direction of the effort. BASCAP also provides a platform for CEOs to join together to address global audiences and communicate directly with national government ministers and IGO officials through personal meetings, letters or the international media.

6. **Steering committee.** Each company is represented on the BASCAP Steering Committee, giving the company an opportunity to directly: Participate in cross-sector, global business engagement to collectively tackle counterfeiting and piracy; Contribute company-specific guidance, expertise and experience; Exchange views and practices with other senior corporate executives engaged in the protection of intellectual property rights; Shape international business policies and messages to national government leaders, UN agencies and the public and media; Develop tools, intelligence, policies and products to leverage company-specific work; Demonstrate global leadership in communicating the critical value of intellectual property in economic and social development.

7. **Corporate responsibility.** Companies that join BASCAP do so to emphasize that the protection of intellectual property rights is a social and economic imperative. They are committed to the belief that the erosion of these protections, through the illegal practices of counterfeiting and piracy, are debilitating to all companies that invest in intellectual capital – not just their own.

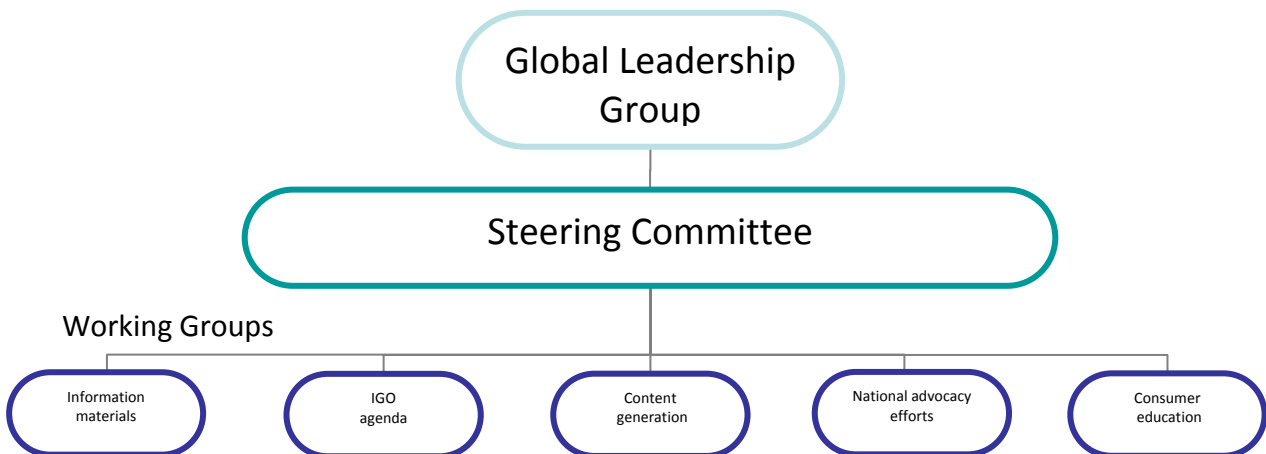
BASCAP Structure

Global Leadership (CEO) Group. The formation of the Global Leadership Group (GLG at CEO level) is critical to building awareness, strengthening statements to the media, adding weight to interventions with inter-governmental organizations, amplifying the lobby effort with national governments, and generating the core financial resources for the initiative.

Corporate Executives have joined BASCAP to emphasize that the protection of intellectual property rights is a social and economic imperative. They are committed to the belief that the erosion of these protections, through the illegal practices of counterfeiting and piracy, are debilitating to all companies that invest in intellectual capital – not just their own. For these reasons, BASCAP CEOs have stepped forward to help raise awareness on this vital issue.

BASCAP creates an opportunity for member CEOs and top executives to exchange views and priorities with other CEOs and directly impact the strategic direction of the effort. BASCAP also provides a platform for CEOs to join together to address global audiences and communicate directly with national government ministers and IGO officials through personal meetings, letters or the international media. Responsibilities include:

- Setting priorities and strategic direction of BASCAP.
- Lend name in support of BASCAP.
- As appropriate and convenient, CEOs in the BASCAP Global Leadership Group are invited to accept high-level media interviews and prominent speaking engagements.
- Nominate a representative to the BASCAP Steering Committee.
- Contribute €50,000 toward financing core BASCAP activities, including development and deployment of BASCAP products and publicity and outreach activities.



Steering Committee. The Steering Committee brings expertise and a wide, cross-sectoral approach to the BASCAP initiative. It shapes the BASCAP message and program direction and establishes BASCAP implementation priorities and strategy to deliver value to, and leverage the ongoing efforts of, companies and associations working worldwide against counterfeiting and piracy. Representatives are appointed by members of the Global Leadership Group and include ICC International Secretariat.

Current members of the Global Leadership Group

British American Tobacco, U.K	Paul Adams, CEO
Cisco Systems, U.S	Jim Sherriff, Chairman, Cisco China & SVP
Daimler, Germany	Gerd T. Becht, Vice President and General Counsel
Eli Lilly, U.S.	John Lechleiter, CEO*
General Motors, U.S.	Richard Wagoner, Chairman and CEO
Henkel, Germany	Kasper Rorsted, CEO
Japan Tobacco, Switzerland	Hiroshi Kimura, President and CEO
Jones Day, U.S.	Stephen Brogan, Managing Partner
LVMH, France	Bernard Arnault, President Director General
Microsoft, U.S.	Steven A. Ballmer, CEO
NBC Universal, U.S.	Jeffrey Zucker, CEO
Nestlé, Switzerland	Paul Bulcke, CEO
Nokia, Finland	Olli-Pekka Kallasvujo, CEO
Pfizer, U.S.	Vacant
Philip Morris International, Swiss	Louis C. Camilleri, Chairman, CEO
Procter & Gamble, U.S.	Robert A. McDonald, Chief Operating Officer
Sanofi Aventis, France	Jean-François Dehecq, Chairman
Sara Lee, U.S.	Vincent Janssen, CEO, Sara Lee Household and Body Care
SEB, Sweden	Marcus Wallenberg, Chairman
Seiko Epson, Japan	Seiji Hanaoka, CEO*
SICPA, India	Philippe Amon, Executive Co-Chairman
Sony Corporation, Japan	Nobuyuki Idei, former CEO of Sony Corporation and Representative Director of Quantum Leaps Corporation
Unilever, U.K.	Paul Polman, CEO
Vivendi, France	Jean-René Fourtou, Chairman of the Supervisory Board
Wimm-Bill-Dann Foods, Russia	David Iakobachvili, Chairman

*denotes GLG representative in transition

Membership

BASCAP is open to all companies and organizations, large and small, committed to the fight against counterfeiting and piracy. Members are invited to provide in-kind support by contributing to the drafting of materials, participating on implementation teams, hosting stakeholder events, leading in-country efforts and contributing financial support.

Global Leadership Group (Core member)	Core participation in the BASCAP initiative at both the Steering Committee and GLG-CEO levels. CEOs & senior executives act as the BASCAP <i>board of directors</i> , providing strategic direction, priorities and overall funding guidance. They meet formally once per year, and agree to participate in special, high-level meetings, events and public relations campaigns. Steering Committee members provide direction, guidance and final approval to the work plan, actions and budget approval. The Steering Committee meets formally 2-3 times per year and participates in meetings and teleconference of self-selected project task forces. Members have voting rights on priorities, work plans, program development and budgets and spending. Members are invited to participate in all meetings, teleconferences, events with IGOs, national governments, Global Congress (discount) and media. Members have access to all materials, meetings, staff and media support. Display of company logo in online and print materials.	€50,000
Supporting Member	Opportunity to demonstrate the corporation's support for the BASCAP mission and to receive status reports and basic information products. Eligible to participate in meetings, task forces, etc. of the Steering Committee as an observer (no voting rights). No participation in GLG level meetings and initiatives. Display of company logo in online and print materials is included.	€20,000 ¹
Associate	Opportunity for legal service providers, technology suppliers and industry sector associations to participate and provide views and expert contributions to the BASCAP process. Members are invited to participate in Steering Committee and GLG meetings in an observer capacity and to contribute to BASCAP project working groups. Display of company logo in online and print materials. Members are welcome to contribute content to BASCAP media outlets, website, email news alerts, newsletter, etc. featuring achievements and case studies. No voting rights.	€20,000
Special project fund	For companies wishing to support and fund specific BASCAP programs and projects, e.g. the specific in-country program. Open to standing members as a way to augment and target funding; open to non-members wishing to engage with BASCAP on a specific project.	€5,000 to €50,000
Country or Sector Gateway	Open to companies or industry associations interested in supporting the development of a particular gateway and receiving a sponsorship profile on the main page on the portal.	€5,000

¹ Negotiable, depending on level of interest and commitment to the BASCAP mission.

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.

The fundamental mission of ICC is to promote trade and investment across frontiers and help business corporations 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 last century. The small group of far-sighted business leaders who founded ICC called themselves "the merchants of peace".

ICC has three main activities: rules-setting, dispute resolution and policy. 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.

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 vital technical and sectoral subjects. These include financial services, information technologies, telecommunications, marketing ethics, the environment, transportation, competition law and intellectual property, among others.

ICC enjoys a close working relationship with the United Nations and other intergovernmental organizations, including the World Trade Organization and the G8.

ICC was founded in 1919. Today it groups hundreds of thousands of member companies and associations from over 130 countries. National committees work with their members to address the concerns of business in their countries and convey to their governments the business views formulated by ICC.

For information on how to join ICC, visit the ICC website (iccwbo.org) or contact the ICC Membership Department in Paris.