

6th WORLD CHAMBERS CONGRESS OUTLINE

"Leading sustainable growth & change"

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Our Global Challenges

What will our world look like in 2025? In order to meet the challenges of tomorrow, our strategic planning must begin today.

Current global trends in demographics, migration, and industrialization are placing increasing stress on the most basic resources – food, water and energy – with sweeping effects on international commerce. The importance of technology in advancing free trade and globalization is clear. But is technology as a vector of change entirely positive?

Changes in international trade patterns and economic development have seen the rise of new powerhouse economies and a rebalancing of the global order. Despite a downturn in global GDP in 2007 and 2008 and further slowing expected for 2009, continuing expansion in emerging markets – such as China, India, Russia and the Persian Gulf – is expected to counterbalance the economic decline of advanced economies. But are markets really helping the poor? Is global trade today “inclusive”?

Challenges like the sub-prime crisis, and the soaring food and oil prices are creating new obstacles to sustainable economic development. Confronted by such challenges, is the world dividing once again? As governments reassert their roles, global ties are under strain, protectionism is increasing, and barriers to cross-border trade and investment are being reestablished – including the proliferation of sovereign wealth funds. Are there really any “limits to growth”? Or are there only our own limits to change?

This session will focus on the meaning of today’s changes and the challenges for tomorrow’s decision-makers, addressing the areas that are expected to undergo the most tremendous transformations:

- Population growth, migration and urbanization
- Resources: food, water and energy
- Technology: advancements and backlashes
- Knowledge in the information society
- Economic integration and globalization
- Conflict and the transformation of force
- Governance

Following a presentation of the issues at work in these areas of change, our panellists will provide their forward-looking analysis that will offer a strategic basis for world business leaders.

Moderator

- **Victor Fung**, Chairman, International Chamber of Commerce; Chairman, Li & Fung Group of companies, Hong Kong

Mapping the future presentation

- **Erik R. Peterson**, Senior Vice President, Center for Strategic and International Studies (CSIS), United States of America

Panellists

- **Sullivan O'Carroll**, Managing Director, Nestlé (Malaysia) Berhad, Malaysia
- **Mari Elka Pangestu**, Minister, Ministry of Trade Indonesia, Indonesia
- **Yoshihiro Watanabe**, Managing Director, The Institute for International Monetary Affairs; Chairman, The Standing Committee of India-Japan Business Cooperation Committee, Japan Chamber of Commerce, Japan

Food, Water and Energy

Improved access to safe drinking water and basic sanitation are key requirements for achieving sustainable development as well as the Millennium Development Goals (MDGs), designed to cut extreme poverty by half by 2015. A recent World Health Organization study suggests that every dollar spent on improving sanitation generates an average economic benefit of US\$7.

Energy is needed to improve irrigation systems and to increase safe water production, but in a world of soaring energy prices, ever scarcer water resources and a global food crisis, what are our chances of ensuring sustainable growth? How can the MDGs be met in light of such challenges?

It is impossible to identify one single cause for this complex macroeconomic situation, arrived at through a complicated confluence of political and economic factors. The food industry is seriously at risk from the effects of climate change, environmental degradation and water shortages.

With food and energy markets both in turmoil, open trade policy in many nations could be undermined by rising inflation and trade imbalances. The food crisis is becoming a real challenge to globalization. What are the roles and responsibilities of business, government and society in moving forward?

To increase awareness of the importance of sanitation, the UN declared 2008 the International Year of Sanitation. As the social and economic impact of water shortages has led to talks of a water crisis, what priorities need to be set and what are the solutions needed to address this crisis?

To shed light on the intricacies of the global food, water and energy crisis, experts will discuss the following issues:

- The food crisis: global, local or commodity-specific?
- What are the factors related to bioenergy?
- What are the solutions to the water crisis?
- The interdependency between the food, water and the energy crisis
- Can sustainable economic growth be achieved in least-developed countries?
- What are government agendas, priorities and responses to food and fuel crises?
- The roles and responsibilities of business for each crisis

Food, Water and Energy

Moderator

- **Rajat Gupta**, Senior Partner Emeritus, McKinsey & Company Inc. - New York, United States

Panellists

- **Mike Mack**, CEO, Syngenta, Switzerland (food)
- **Jack Moss**, Senior Water Advisor, AquaFed, France (water)

Economic Implications of Climate Change

Climate change could shrink the global economy by 20%, several recent studies show. Taking action now to mitigate the effects of climate change and adapt to the effects of climate change would bear an estimated cost of about 1% of global GDP.

Climate change is a global problem requiring a global solution and business is part of that solution. The private sector is a critical provider of cost-effective climate solutions. It plays a central role in the development and use of existing and new, cost-effective, efficient energy technologies with low greenhouse gas emissions in all sectors. Business needs clear, predictable and stable frameworks for long-term planning and investment – important for implementing and accelerating technology cooperation for projects related to energy access, supply and energy efficiency.

How will the development of a post 2012 United Nations Framework Convention on Climate Change (UNFCCC) impact business decisions? How can business contribute to the finalization of a UNFCCC agreement in Copenhagen at the end of 2009?

Experts in this plenary will probe the following issues:

- How can governments, business, and civil society best support a global climate regime?
- Is there contradiction between economic growth, trade liberalization, environmental protection and sustainable development?
- What role can, and should business play in addressing climate change?
- What new opportunities and challenges are there for business worldwide in addressing climate change?
- What does business need to make the most of new opportunities?
- What is the outlook for the next decade for climate, energy demand, the economy, the consumer?

Moderator

- **Carlos Busquets**, Policy manager, Environment and Energy, International Chamber of Commerce, Paris

Panellists

- **Kimball C. Chen**, Chairman, Energy Transportation Group Inc., United States of America
- **Chow Kok Kee**, Managing Director, Sustainable Technology Resource Centre, Malaysia
- **Andrei Marcu**, Senior Advisor Climate Change and Emission Trading, BennetJones, Canada
- **Patrice Rollet**, Executive Chairman, Avantec S.A., France

Good Governance

Business associations and chambers of commerce play a pivotal role in building a foundation for sustainable economic development. They are uniquely positioned to unite the business community around a set of common issues, develop solutions, advocate for change, and monitor implementation.

In addition to being drivers of economic development, business associations and chambers must also fulfill their organizational mandate to serve the interests of their members in an effective manner.

This session will present governance guidelines for chambers and associations. Case study presentations will feature:

- Challenges faced in governance
- Solutions to governance issues
- Impact – benefits of good governance for organizations

Moderator

- **Aleksandr Shkolnikov**, Global Program Officer, CIPE, United States of America

Women and Business

The importance of the role of women as contributors to economic development, whether it be in developed or developing countries, has been firmly recognized over the last decade.

However, there is still a great deal that needs to be done to support women in business. Studies show that many small businesses in both the developed and developing world are run by women. However, in larger companies, the story is very different. In the United States, less than a third of the leading 1,500 companies had even one woman in their top ranks in 2006. Across the European Union, women account for only 11 percent of the membership of governing bodies such as boards of directors. Elsewhere the numbers are even worse: in South Korea, for example, 74 percent of the companies surveyed in 2007 had no female senior executives whatsoever.

In post-conflict countries, women have expanded the boundaries of traditional roles to become leaders in reconstruction. Support for their efforts is support for lasting peace and economic rejuvenation.

- What is the role of women leaders and women-run companies in an economy?
- What are the lobbying efforts being undertaken to raise the importance and visibility of women in the economy?
- What are the defining traits of women leaders and what can they bring to a company or organization?
- What are the challenges facing women running businesses, e.g. obtaining credit, etc?
- How are chambers and women business groups making a difference?
- How can women gain access to the skills and training necessary to advance?

Moderator

- **Beatrice Booth**, President, Chamber of Commerce and Industry of Queensland, Australia

Lead Remarks

- **Irene Natividad**, President, Global Summit of Women, Washington D.C.

Panellists

- **Selima Ahmad**, President, Bangladesh Women Chamber of Commerce, Bangladesh
- **Sophia Economacos**, President, Eurochambres Women Network, Brussels

Ports - Facilitating Economic Development and Trade

The role of the CCI's in world ports

Many of the original chambers of commerce were formed with thriving trade and shipping through port cities in mind. From the first chamber in Marseille in 1599, chambers quickly formed in Rotterdam, Antwerp, Manchester, Liverpool and Le Havre before spreading to other port cities in Africa, Asia and the Americas.

The pace of international trade has expanded rapidly, and ports and their surrounding regions have been challenged from increasing cargo volumes, insufficient freight transport infrastructure which affects all parts of the global supply chain. World trade and commerce depends on efficient and reliable freight transport services, as does the economic health of individual trading nations.

It has become essential that all parties in the global supply chain, from industry stakeholders to public authorities work together to optimize, expand and improve port and freight transport infrastructure. In recent years, there has been a reinvigoration of the relationship between Port Authorities, Chambers and local municipalities, recognizing that each play an important role in their area's economic development and sustainability for their communities.

This session will explore these relationships as well as:

- What new public-private partnerships are being created?
- How can chambers and ports explore opportunities of strengthening the economic activities of the manufacturing and service industry in their communities?
- How can chambers protect the environment during this expansion process?

Panellists

- **Ton Geerts**, General Manager Rotterdam, Rotterdam Chamber of Commerce, Netherlands
- **Tan Sri Datuk G. Gnanalingam**, Executive Chairman, Westports Malaysia Sdn Bhd, Malaysia [FMM recommendation]

Creating Sustainable Cities

Cities, leading the way for a more sustainable future

The world's new economic hubs are cities. With the rapid growth of both population and cities, the world's greatest challenges are increasingly being defined as "urban challenges". Asia's cities, in particular, are at the forefront of this global challenge of urbanization.

Around the world cities are actively building strategic alliances to find sustainable solutions to the effects of urbanism. For example, cities consume 75% of the world's energy and produce 80% of the greenhouse gas emissions. As a chamber your pro-active involvement in working with your local municipalities is just as critical as the role of national governments in tackling issues like climate change.

Profit from the Congress' global network by participating in this unique session, where the best cities will share their path to success. Find out how to:

- Create new private-public partnerships
- Speak out for the business community
- Be at the forefront of your city's action plans
- Make your city and chamber a leader in sustainability

LEARN FROM C40 CITIES & THEIR CHAMBERS

Addis Ababa, Athens, Bangkok, Beijing, Berlin, Bogotá, Buenos Aires, Cairo, Caracas, Chicago, Delhi, Dhaka, Hanoi, Hong Kong, Houston, Istanbul, Jakarta, Johannesburg, Karachi, Lagos, Lima, London, Los Angeles, Madrid, Melbourne, Mexico City, Moscow, Mumbai, New York, Paris, Philadelphia, Rio de Janeiro, Rome, Sao Paulo, Seoul, Shanghai, Sydney, Toronto, Tokyo, & Warsaw

IP and Chambers

"Illicit: The Dark Trade"

Intellectual property (IP) is a driving force for growth in both companies and economies. Many chambers of commerce and their business organizations are already involved in various actions related to IP in order to increase competitiveness.

"Illicit: The Dark Trade" is a 60 minute film that tells the behind the scenes story of the links between intellectual property theft, counterfeiting and other illicit activities, including arms and human trafficking, terrorism, child labor and the drug trade.

The film produced by the US Chamber in partnership with National Geographic is based on Dr Moises Naim's best selling book *Illicit* and was rolled out in 2008 to chambers and universities across the United States. The film will be shown to a worldwide chamber audience for the first time at the 6th World Chambers Congress during this session.

This session will also highlight the importance of IP for business and showcase chamber initiatives from the ICC IP Toolkit for Chambers.

Moderator

TBD

Panellists

- **Michael Kuckartz**, Head of department for IP, Hamburg Chamber of Commerce and Industry, Germany
- **Geoffrey Onyeama**, Assistant Director General, World Intellectual Property Organization (WIPO), Switzerland

Web 2.0 in business

Online Networking Technologies Using Web 2.0

Web 2.0 is not just a technology phenomenon. It is a set of economic, social, and technology trends that facilitate communication, secure information sharing, interoperability and collaboration within any enterprise as well as with its stakeholders.

Those organizations who separate the promise from the hype will win a competitive advantage in serving the needs of employees, clients and stakeholders.

How can Chambers use Web 2.0 to maximize communication and marketing, secure information sharing, interoperability and collaboration?

What are the possibilities and opportunities on LinkedIn or FaceBook for forums and discussions, as well as the Wikis for problem solving and projects?

How can Twitter be used along with more established social networks for marketing and engagement with stakeholders?

What about cloud computing and software as a service – is this a way for chambers to reduce costs or access try before you buy applications?

Come and learn how to maximize your use of today's technologies to better serve your organization as well as to connect with members and partners.

Session leader

- **Sheryle Moon**, Centre for Skills Development, Australia

Transformational Leadership

A wide range of possible futures face business and government leaders today. Some leaders seem to be lost in a fog which is impacting their vision and affecting key decisions. Business leaders must overcome the potential paralysis that dooms any organization and begin shaping the future of their organizations.

Leadership is the first step. Companies that nurture flexibility, awareness, and resiliency are more likely to survive the crisis and even prosper. History is full of stories of leaders who seized opportunities during periods of vast uncertainty, thus ensuring their survival.

In today's uncertain business environment, companies cannot settle for incremental improvement; they must ensure regular transformation to remain the best in their field.

During this session business leaders will share their stories and strategies for success while answering today's paramount questions: What do leaders need to do to adjust their strategies in moments of uncertainty or crisis? What exactly should business leaders be doing now?

Panellists will present the following case studies:

- Coming out of a crisis - turning around a struggling airline
- Improving associations through leadership - how the World LP Gas Association was transformed

Moderator

- **Seelan Singham**, Managing Partner, Malaysia McKinsey & Company, Malaysia

Panellists

- **Kimball C. Chen**, Chairman, Energy Transportation Group Inc., United States of America
- **Idris Jala**, CEO, Malaysia Airlines, Malaysia

Youth and Entrepreneurship

Entrepreneurs drive economic growth as all countries depend on the aspirations and ideas of their people to innovate, create jobs and prosper. Entrepreneurial dreams become tomorrow's small businesses, and their owners are the driving force behind new innovations, technologies and ideas.

It is necessary to build a platform for entrepreneurial education, planting the seed of entrepreneurship in the heart of youth. Empowering youths for the future through access to education and training improves their business 'employability' and potential, in turn contributing to improving their own social mobility. These positive effects to young individuals have important positive impact on families, communities and society.

Being an entrepreneur means life long learning, with proper mentoring and expertise to help succeed along the way. How can these young minds benefit from seasoned professionals? Developing chamber members of tomorrow starts at the very beginning of our educational and professional lives.

- How can business and chambers of commerce better help young people entering the workplace?
- What successful programmes and services exist to help entrepreneurs get started?
- What programs are available to ensure business longevity?

Moderator

- **Graham Hanlon**, 2008 JCI World President, Ireland

Speakers

- **Kevin Smith**, Chief Executive, Young Chamber, United Kingdom
- **Andrea Tomat**, President and CEO, Lotto Sport Italia SpA; President, ICC Italy, Italy

Social Responsibility

Voluntary initiatives by business for integrating social and environmental dimensions in its operations and in its interaction with stakeholders can make a significant contribution to business competitiveness, efficiency and reputation”.

The benefits of corporate social responsibility (CSR) are many, but it must be recognized that the best and most effective way for business to contribute to sustainable development is by creating wealth for its owners, employees, customers and society at large. No other human activity matches private enterprise in its ability to assemble people, capital, and innovation in order to create meaningful jobs and produce goods and services profitably.

The continuing development of corporate responsibility initiatives around the world – whether by individual companies, organizations or through collaborative efforts – is a very positive sign.

The role thus of business institutions such as chambers of commerce and associations is unquestionable. Such groups are essential advocates that governance and integrity in business create a healthy business environment.

In this session, brought together by the Center of International Private Enterprise (CIPE), an affiliate of the US Chamber of Commerce, panellists will present their findings from associations social responsibility workshops held in 2008 in Asia, Central Europe and Latin America.

CIPE will also present its social responsibility guidelines, valuable to chamber and association, which will:

- Define social responsibility for associations and chambers
- Outline social responsibility values for associations and chambers
- Provide concrete ideas on association and chamber social responsibility programs
- Highlight the impact of social responsibility for organizations and communities

Moderator

- **Aleksandr Shkolnikov**, Global Program Officer, CIPE, United States of America

Customer Service

Surprise, Delight and Challenge: Creating Exceptional Customer Service Experiences

Would you join your own organization in these challenging economic times? Are you treating your constituencies the way you would like to be treated, or more to the point, how they would like to be treated? Chambers and other organizations have critical relationships with, and responsibilities toward their stakeholders. The organizations that provide exceptional customer service are the ones that will gain the competitive edge. In these tough times, organizations must reexamine themselves and take steps to become extraordinary. Capturing the hearts and souls of your constituencies and being more vigilant than ever about exceeding customers expectations is the way to the top. Attend this interactive session and leave with a renewed passion for service and specific ideas for surprising, delighting and challenging your stakeholders.

Session leader

- **Susan Sarfati**, CEO, Beyond Excellent!, United States of America

The Growth of Arbitral Institutions – Competition or Synergy?
Maximizing opportunities for the future!

There is little doubt that international and domestic arbitration has seen continued growth over the last decade. A corollary of that growth has been a proliferation in the number of arbitral institutions vying for a slice of what is perceived to be a lucrative domestic or international market for dispute resolution. However, the market isn't growing as fast as the number of players in it. Accordingly, the increase in the number of arbitral institutions brings with it competition, varying standards of service and increased business risk, not only for the institutions but for the parties who depend on them to resolve their disputes. Is this a good thing? Can the phenomenon be managed to all participants' best advantage or does it risk bringing arbitration itself into disrepute? Where do the synergies as well as new opportunities lie for chambers with the ICC?

A breakfast round table discussion.

Moderator

- Jason Fry, Secretary General, ICC International Court of Arbitration, Paris

United Nations Procurement Opportunities

The United Nations (UN) Procurement Secretariat generates over US\$2 billion per year with business vendors from all over the world. It is actively working to increase its sources of supply from countries that are either developing or are categorized as having economies in transition.

The UN Secretariat - Procurement Division provides responsive, effective, and quality procurement services and expert business advice to UN Headquarters in New York, peacekeeping missions (UNAMID, UNMIS, UNIFIL, MONUC, etc.), and other UN organizations (Geneva, Bangkok, Nairobi, etc.), while achieving best value for money. In addition, UN Procurement opportunities also extend to the Capital Master Plan (CMP) for the renovation of the UN Secretariat Building in New York.

The UN Procurement Secretariat, in cooperation with all other UN procurement organizations (with business valued at over US\$9 billion per year) wants to develop in-house expertise on UN Procurement within all Chambers of Commerce, to help bring in new business vendors to the UN Procurement system.

This session will provide your chamber with direct links into the UN Procurement Secretariat and develop new business opportunities for your member companies.

Moderator

- **Paul Buades**, Director, UN Procurement Division, New York

Panellists

- **Lisa Fraser**, Member States Liaison Officer for Business Seminars, UN Procurement Division, New York
- **Kiyohiro Mitsui**, Chief, Integrated Support Service, UN Procurement Division, New York

ATA Carnet System

The ATA Carnet system permits duty and tax-free temporary import of all kinds of goods for business purposes. By issuing ATA Carnets, chambers and other similar business organizations offer a practical support service to traders, salesmen, exhibitors and other international business travellers. The ATA system, which is currently operational in 66 countries, contributes to strengthen the customs-business and public-private partnership worldwide.

During the first part of the session, speakers will address the following issues:

- *Globalisation and the Need to Expedite Trade Facilitation*
The benefits of the ATA System for countries/economies - Measures/initiatives to be taken by any given country to ratify the Convention on temporary admission and implement the ATA System
- The role of chambers/business organizations/national committees in the implementation of the System - Measures/initiatives to be taken by the appointed national guaranteeing organization to prepare the effective implementation of the system: contacts with Government, Customs, banks, Insurance companies, ATA Carnet unit to be set up, printing of ATA Carnets, etc.
- Management/operation of a national guaranteeing/issuing organization - staff training, Carnet issuing, claim management, security measures to be put into place at national level, role and impact of information technology .
- Promotion of the use of ATA Carnets both at national and international levels.

Moderator

- **Peter Bishop**, Chairman, ICC WCF-World ATA Carnet Council (WATAC); Deputy Chief Executive, London Chamber of Commerce and Industry, United Kingdom

Panellists

- **Lee Ju Song**, Director, ICC Asia; Deputy Chief Executive, Singapore International Chamber of Commerce, Singapore
- **Carmen Gloria Fuentealba**, Manager, International Business, Santiago Chamber of Commerce, Chile
- **Christoph Wolf**, Director, Law of International Trade, Trade Facilitation, Association of German Chambers of Industry and Commerce (DIHK) – Berlin, Germany

ATA Roundtable

Just as the participants in the congress personify the diversity and vastness of the global economy, their own constituents represent just as wide a range of interests and responsibilities related to trade and customs. The ATA Carnet system can be useful to a wide and diverse audience. To this end, participants will be offered a unique opportunity to deepen their understanding of the ATA Carnet operation through first-hand round table discussions with ATA experts from all over the world. During these face to face meetings, participants can raise any questions regarding the operational, financial and managerial aspects of the daily running of the system by national guaranteeing organizations in the 65 countries where it is in place today.

Preferential Certificates of Origin

Chambers have been issuing certificates of origin (CO) as early as 1898. As such, they have the credibility, respect and trust of Government Agencies and the business community because of their neutrality and integrity in the issuance process.

With the expansion of FTA's and their preferential COs, a trend is emerging for Customs Administrations to delegate the authority to issue preferential COs to chambers.

How are Customs and Chambers work together in trade facilitation issues? What are the role and responsibilities of chambers in issuing Preferential COs?

Moderator

- **Lee Ju Song**, ICC Asia Director, Chair of Certificates of Origin Task Force, Deputy Chief Executive, Singapore International Chamber of Commerce, Singapore

Lead Remarks

- **Antoine Massina Manga**, Director, Tariff and Trade Affairs Directorate, World Customs Organization, Brussels

Panellists

- **Steve Baker**, Certification and Training Projects Manager, British Chambers of Commerce and Enterprises (pref CO), United Kingdom
- **Eki Kim**, Counsellor, Market Access Division, World Trade Organization, Geneva
- **Liu Ping**, Executive Director, Office of Rules of Origin, Department of Customs Collection, General Administration of Customs of People's Republic of China, China

Electronic Certificates of Origin

Chambers of commerce issue millions of Certificates of Origin (CO) per year. To keep pace with the rapid shift to e-business and improve their efficiency in serving their business community, the implementation of total ECO is a top priority for Chambers.

Increasing concerns on fraud and the need to improve the supply chain security, ECOs are seen as a means not only to facilitate and provide a secure trading environment but also save time, costs and increase transparency.

What are some of the solutions available to chambers in the issuance of electronic Certificates of Origin?

Moderator

- **Lee Ju Song**, Deputy Chief Executive, Singapore International Chamber of Commerce, Singapore

Panellists

- **Somkiat Anuras**, Vice Chairman of the Board of Trade, Thai Chamber of Commerce, Thailand
- **Christophe Coulie**, Legal Affairs Manager, Federation of Chambers of Commerce and Industry of Belgium, Belgium
- **Carman Rossi**, Managing Director, eCertify Pty Ltd, Australia
- **David Siah**, Business Development Director, Crimson Logic, Singapore

Chambers & the Environment

Chambers have been pro-active in the environment field by implementing a range of services to support the business community and their business activities.

Companies realize that by lowering their impact on the environment, they gain investor confidence, reducing their exposure and increasing profits.

Being environmentally conscious, also offers new business opportunities - new markets, new jobs, new technologies and new trade.

- How are chambers of commerce working with their businesses to adapt to the challenges of climate change?
- What plans and projects can chambers prepare to raise awareness amongst their members of the negative effects of climate change on the business environment, as well as seize the opportunities?
- How are SMEs adapting to climate change?
- What platforms can chambers create to help join together the actions and efforts of members at the national and transnational levels?

Moderator

- **Jose Alejandro**, Vice-President, Philippine Chamber of Commerce and industry (Energy and Utilities), Philippines

Panellists

- **Hamad Buamim**, Director General, Dubai Chamber of Commerce and Industry, United Arab Emirates
- **Aaron M Nelson**, President and CEO, Chapel Hill-Carrboro Chamber of Commerce; Executive Director, Foundation for a Sustainable Community, United States of America
- **Kate Nicolazzo**, General Manager, Center for Innovation and Sustainability Excellence, Victorian Employers Federation of Chambers of Commerce and Industry (VECCI), Australia
- **Rajeev Singh**, Secretary General, Indian Chamber of Commerce -Calcutta, India

Best Small Business Project

Applicants will have developed an exceptional small business project that has fostered local economic development, created jobs and opened up new business opportunities for the chamber's member companies. Any project that supports small businesses while increasing their dynamism and reach will be considered.

Moderator

- **Peter Mihok**, President, Slovak Chamber of Commerce and Industry, Slovakia

Finalists

Hamburg Chamber of Commerce – *Dual Vocational Training for Madagascar*

In 2003, Madagascar started a political and economic reorientation. The new president of Madagascar invited the Hamburg Chamber of Commerce to analyze the potential of the Chamber of Commerce and Industry. The Hamburg Chamber of Commerce concluded after discussions with numerous entrepreneurs, that there was a tremendous need for a qualified workforce. Dual Vocational Training (DVT) was introduced as a solution. DVT combines practical on-the-job training (80% of the apprenticeship) with theory classes (20% of the apprenticeship). At the end of the apprenticeship a final exam must be passed in order to obtain a certificate of proficiency.

The National Chamber of Commerce of Sri Lanka – *Grow Your Business - BPF*

Following the Tsunami in 2005, the National Chamber of Commerce of Sri Lanka made a special effort to revitalize the Micro Small and Medium Enterprises (MSME) in the affected coastal region by providing them with machinery, equipment and raw materials to restart their businesses. Following on from this initial assistance the chamber started a new project aimed at further developing the MSME's. The Grow Your Business project set up the Business Promotion Fund, with the sponsorship of the Royal Netherlands Government to grant funds to MSME's whose business expansion had become limited due to the non availability of capital.

Greater Baltimore Committee – *Bridging the Gap Initiative*

The Greater Baltimore Committee created the Bridging the Gap Initiative (BTG) increase the opportunities that are available to smaller minority and women-owned businesses (MWBEs) in the region. This was achieved through various steps including connecting MWBE's firms with larger corporate entities, assisting with training and networking, creating a database of MWBE's, creating a Minority and Women Business Inclusion Committee and an annual awards ceremony to pay tribute to individuals and firms.

Mongolian National Chamber of Commerce and Industry – *Partnership project*

The Mongolian National Chamber of Commerce and Industry created the Partnership project to establish a model for mobilizing farmers and business people in impoverished rural areas to work actively for change by venturing into concrete projects which will contribute to local economic development (LED). This was achieved through LED projects which aimed at enhancing the productivity of primary production, promoting their processes and improving the marketing of rural products. The successful implementation of these projects will generate local income and employment for the local economy.

Best Unconventional Project

Applicants will have developed an exceptional project in an activity not typically associated with a chamber of commerce. The project must be inspirational and innovative, while demonstrating that it fulfilled specific needs and objectives of the chamber, its SME member community, and/or the local economy.

Moderator

- **Prince Sifiso Zulu**, Past President, Durban Chamber of Commerce and Industry, South Africa

Finalists:

Oslo Chamber of Commerce – INN – *International Network of Norway*

With an unemployment rate of fewer than 2%, Norway relies on foreign skilled workers to fill the gaps in local expertise. Norway is ranked by the UN as one of the best places to live in the world; however this did not stop 15-30% of the foreign labour force from breaking off their contracts early. In late February 2005, the Oslo Chamber of Commerce introduced INN® - International Network of Norway to assist expats in the various aspects of settling into their new lives in Norway. The service includes a handbook, assistance with visas, helping find housing and much more.

Wermland Chamber of Commerce – *Meetingpoint Wermland*

In 2000, a survey showed that only 41% of Varmland's (one of 21 counties in Sweden) companies had an email address. The Wermland Chamber of Commerce created the Meetingpoint Wermland project to increase the knowledge and growth of ICT skills in the region and therefore the competitiveness of local companies. The project is a portal which offers various services to facilitate the cost-effective exchange of electronic messages, including invoicing and ordering.

Chamber of Commerce and Industry of Western Australia (CCIWA) – *Apprenticeships Australia*

A major challenge for Western Australian businesses has been the decline of skilled labour. With the government unable to fulfil industries requirements, the CCIWA stepped in with a solution, the Apprenticeships Australia project. CCIWA has now become the largest employer in Western Australia of apprentices and trainees across a range of occupations with 900 apprentices and trainees with more than 200 different host employees.

Izmir Chamber of Commerce – *Izmir University of Economics*

The Izmir Chamber of Commerce realized that without the creation of an internationally orientated labour force, Izmir would be left behind in the rapidly developing world economy. Although establishing a university is not an activity typically associated with a chamber of commerce, in 2001 the chamber established the Izmir University of Economics. Through the university, the chamber has been able to strengthen its members and created a strong link between the business community and academia.

South Trinidad Chamber of Commerce and Industry – *Safe to Work in Trinidad and Tobago*

The Safe to Work in Trinidad and Tobago (STOW-TT) project addressed the health, safety and environment (HSE) challenges facing the energy sector in the country. Previously companies managed their HSE needs individually, usually adopting them from parent companies abroad. STOW-TT introduced an overall management of HSE in the energy sector which provided companies with one set of clearly defined, industry approved principles.

Camara de Industria, Comercio, Servicios y Turismo se Santa Cruz (CAINCO) – *Entrepreneurship fostering social cohesion*

The Entrepreneurship fostering social cohesion project was created to open up opportunities for microenterprises in the most dynamic economic sectors in Bolivia. This was achieved through various activities including promoting the transfer of experiences and knowledge, improving management knowledge among entrepreneurs, and exploring new markets for micro-businesses. Social aspects were also a part of the project and included developing a recycling culture in the region and creating a physical space for educational and cultural activities.

Best International Project

Applicants will have developed an exceptional project of international scope. Projects focusing on trade and investment opportunities for member companies, strengthening of a chamber's capacity to service its members in an international domain, or other international oriented activities will be eligible.

Moderator

- **Pere Vicens**, Commission Chairman, Barcelona Chamber of Commerce and Industry, Spain

Finalists:

Paris Chamber of Commerce – GEFI

From 1997-2008 the Paris Chamber of Commerce (who issue nearly 100,000 certificates of origin a year) provided a system that allowed users to request certificates of origin via the Internet. However the process involved the document to be physically delivered to the user. To overcome this, the chamber created the GEFI online system so that a certificate could be issued electronically with a level 3 electronic signature, the highest level of security.

Torino Chamber of Commerce – From concept to car (FCTC)

The Piemonte region can be defined as the cradle of the automotive industry in Italy. With a slowdown in production at FIAT, the Torino Chamber of Commerce launched a marketing programme aimed to enhance the international visibility and business opportunities of and for the Piemonte automotive cluster. The project included organizing trade missions abroad with FCTC companies, organizing business to business meetings between local supplier and international car manufacturers and direct one-on-one assistance to local suppliers for their commercial contracts and negotiations with potential clients.

Istanbul Chamber of Commerce – Start exporting program

Small-and-medium enterprises (SMEs) are estimated to constitute approximately 99% of registered companies in Turkey; however they are frequently faced with the difficulties of internationalization. The Istanbul Chamber of Commerce (with the cooperation of the Madrid Chamber of Commerce and Industry) created the Start Export Program to assist SMEs in entering into international markets. The process involved one-on-one consultancy sessions on export marketing and planning (both theoretical and practical issues) as well as a range of complementary services.

Chamber of Commerce of Malaga – Support for the internationalisation

With only 3% of Malaga businesses carrying out export activities on a frequent basis, the Chamber of Commerce of Malaga implemented a programme to assist companies in entering into exports. The programme was implemented in two stages. The first was to identify the companies in the local sectors who would most benefit from the programme and provide them with international information and documentation on their particular sector (market research,

fairs that they may be interested in etc). The second was to put at the disposal of these companies a highly trained foreign trade expert who would guide the company in foreign markets.

Sheffield Chamber of Commerce and Industry – *South Yorkshire International Trade Centre — increasing internationalisation (SYITC)*

The Sheffield Chamber of Commerce and Industry created the SYITC to provide a one-stop service for businesses in South Yorkshire to engage in international trade. A broad range of assistance and interventions are made available to assist companies looking to identify new opportunities including market information, research and knowledge management.

Best Networking Project

Relationships are one of the key methods to generate and sustain business success. The best business networking groups are based upon the establishment of a mutually beneficial relationship, providing an exchange of business information, ideas, and support. Applicants in this category will have established a project that fosters and creates such relationships between business people, potential clients and/or customers, as well as within the chamber of commerce community.

Moderator:

- **Neville Reyner**, President, British Chambers of Commerce, United Kingdom

Finalists:

Serbian Chamber of Commerce - *Establishing CSR in SEE*

Corporate Social Responsibility (CSR) is an important topic for South East Europe countries as it will assist them in gaining a stronger connection to the international business community. In 2007 the Serbian Chamber of Commerce, jointly with the United Nations Industrial Development Organization, organized a conference on CSR for small and medium businesses. They also established the CSR Award 2007 to identify the best CSR projects and initiatives in South Eastern Europe.

Konya Chamber of Industry - *Konya Auto Sub Industry Cluster*

With both regional and international competition in automotive sub-industries increasing, in 2006 a study was undertaken with the cooperation of both Selcuk University and the Konya Chamber of Industry to look into the potential benefits of creating the Konya Auto Sub Industry Cluster.

Dubai Chamber of Commerce and Industry – *Dubai Hamburg Business Forum*

With similar logistical infrastructure and worldwide renowned sea ports, the Dubai Chamber of Commerce and Industry and the Hamburg Chamber of Commerce agreed to work together to implement the Dubai Hamburg Business Forum. The aim of the project was to promote business development in selected industries in the regions by providing a channel to exchange information and research on opportunities or challenges each market faces. The Forum provides a full programme of plenary sessions, interactive briefings, networking opportunities along with one-to-one sessions and site visits.

Greater Manchester Chamber of Commerce – *Post-Tsunami Chamber Cooperation*

Following the tsunami in December 2004, the Greater Manchester Chamber of Commerce (GMCC) took a decision to invest in a programme to support the economic re-development of tsunami affected areas. After a search for a suitable organization with whom it could build a relationship, GMCC signed a three-year partnership agreement with the Hambantota District Chamber of Commerce in Sri Lanka. The project has produced an economic development strategy for the Hambantota District, the development of tourism in the region and the development of a careers service centre.

International Chamber of Commerce
The world business organization

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