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Transfer and Networking
Beirut, 11-12 March 2004

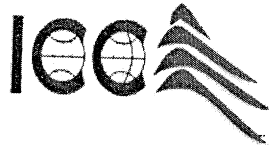
ICC'S ROLE IN GLOBAL AND NATIONAL CAPACITY BUILDING

By

Roger Tarazi

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**International Chamber of Commerce
Lebanon**

ICC's Role in Global and National Capacity Building

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March 11-12, 2004

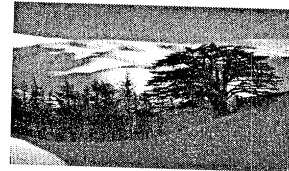
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Agenda



- ICC – An Introduction
- Capacity Building at a Global Level

➤ ICC ->



The world business organization
www.iccwbo.org



World Chambers Federation
Working for chambers

- Capacity Building at National Level

➤ Cisco ->

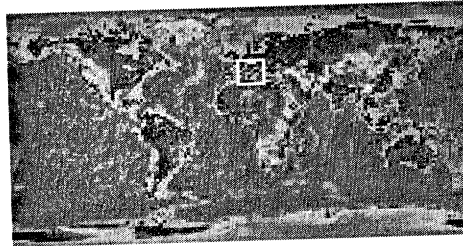


- Conclusions

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What is ICC?

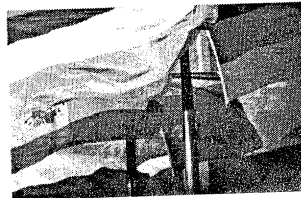
The world business organization:

- The largest, most representative business organization in the world;
- Tens of thousands of member companies from over 140 countries;
- Broad representation around the globe make it “the voice of business”;
- Influence where it counts - representing the interests of the private sector to governments and intergovernmental organizations;
- The world’s premier dispute resolution service - the International Court of Arbitration

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What does ICC do?

A Knowledge & Capacity building engine

- **Advocates for world business** - representing the interests of the private sector whenever government decisions affect the bottom line;
- **Advances the global economy** – through international cooperation as a force for economic growth;
- **Sets rules and standards** - ICC creates the voluntary rules and defines the standards by which international trade is practiced daily;
- **Capacity Building** - channels the entrepreneurial and business expertise of its combined membership to developing countries and intergovernmental organizations;
- **Promotes growth and prosperity** - supports international trade to open markets and liberalize economies.

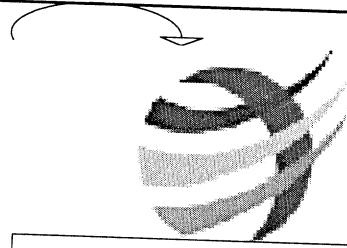
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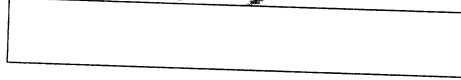
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The world business organization
www.iccwbo.org



How does ICC work?



- ICC has national committees in over 90 countries - for example, ICC France, ICC Ghana, ICC Thailand, ICC Australia, ICC Brazil, ICC Lebanon ...
- Each national committee contributes to the policy work of ICC International Secretariat, helping to create the voluntary rules by which international trade is practiced;
- A full-time staff of 140 people work at ICC International Secretariat in Paris, formulating international business policy and running the ICC International Court of Arbitration;

The "United Nations of the business world"



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Incoterms
2000



the last word on documentary credits



The ICC Short Form
Model Contracts



ICC Makes Business Policy

- Anti-Corruption
- Arbitration
- Banking Techniques & Practices
- Bio-society
- Business in Society
- Commercial Law & Practice
- Competition
- Customs and Trade Regulations
- *E-Business IT & Telecoms*
- Economic Policy
- Environment and Energy
- Financial Services & Insurance
- Intellectual Property
- Marketing & Advertising
- Taxation
- Trade & Investment Policy
- Transport & Logistics

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ICC Commission on e-Business IT & Telecoms (EBITT) Task Force

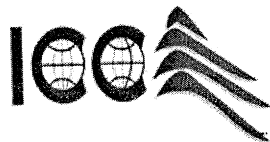
An inventory for
online shoppers

- Telecoms Policy (*issues related to regulatory affairs and competition*)
- Protection of Personal Data (*Impact of Regulatory on Privacy*)
- IT Services (*ICANN, IPv6, Tech Mgmt of Internet*)
- Jurisdiction and Applicable Law in E-Commerce
- Consumer Policy for E-Business (*On-Line Dispute Resolution*)
- Security and Authentication (*policy regulation of importance to bus users*)
- Electronic Contracting - joint with ICC's Commission on Commercial Law and Practice (CLP) (*Key resource on UN Trade Law*)
- Cyber Crime / Cyber Security (*Merged w Telecom Policy & Security*)

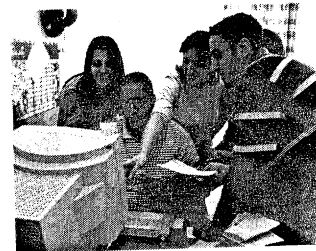
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What is Capacity Building? A UNDP Definition



Sum of efforts needed to:

- nurture, enhance and utilize the skills and capabilities of
- people and institutions at all levels
- nationally, regionally and internationally
- to progress toward sustainable development.

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Capacity Building Some Goals and Objectives

- "translate" knowledge and information into practical skills, models or pathways
- Improve individual health, literacy and other skills required to adapt to differing and changing circumstances
- Integrate laws, policies and strategies which encourage sustainable development, including environmental integrity
- Improve management practices and techniques
- Cooperate with institutions that foster and support partnerships and cooperative arrangements
- Develop appropriate infrastructure and technology to support sustainable development including environmental integrity
- Identify and promote sustainable financing mechanisms

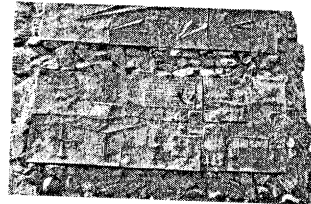
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ICC and Capacity Building at a Global Level

Support for capacity building in TRADE FACILITATION

- Establish common standards for customs practices
 - Ensure interoperability of electronic systems
 - Organize regional trade policy training course based on individual member needs combined with distance learning technologies, to bolster both the sustainability and the uniformity of training.
- *Effective and sustained improvement requires a holistic approach to the modernization and overall management of the trading process.*
- *Capacity building should improve the efficiency of the supply chain, enabling cost effective control and revenue collection, lower inventory levels, and ensure a predictable and secure supply.*

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World Chambers Federation
Working for chambers



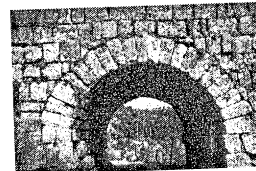
WCF Capacity Building

- WCF to exchange experiences and improve their performance in areas such as finance, management and the development and promotion of services.
- WCF works closely organizations, e.g. World Bank & UNDP, on capacity building projects to assist chambers from developing countries in developing sustainable business services, thus consolidating their role in the economic development of their countries.
- Chambers of commerce work together to help their members take advantage of new market opportunities worldwide.

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ICC and Capacity Building at a National Level

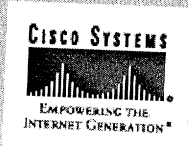
ICC Lebanon and Cisco are joining forces to promote capacity building in Lebanon. NetCorps Lebanon is an example of a capacity building program sponsored by Cisco



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**Building the Capacity of
Rural Communities
in Lebanon**



Imagine if...



... communities were **empowered**
to discover **their** reason to use
technology

www.dotrust.org

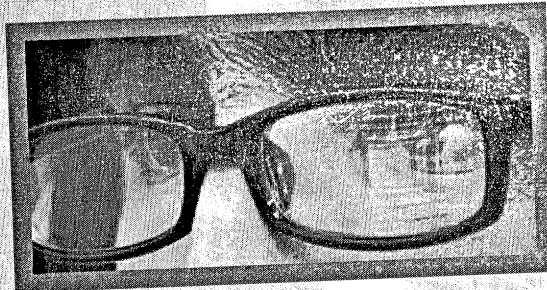
Imagine if...

... **ICT** could
cause

economic

and social

community **well-being**

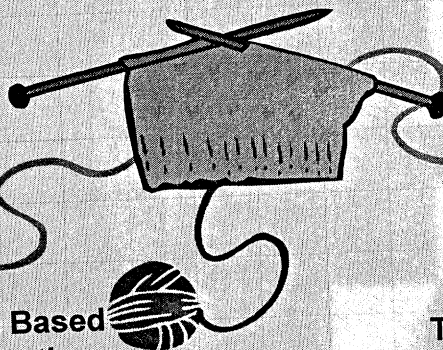


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The community training program
weaves three components

*Global NetCorps Theme Based
Training*

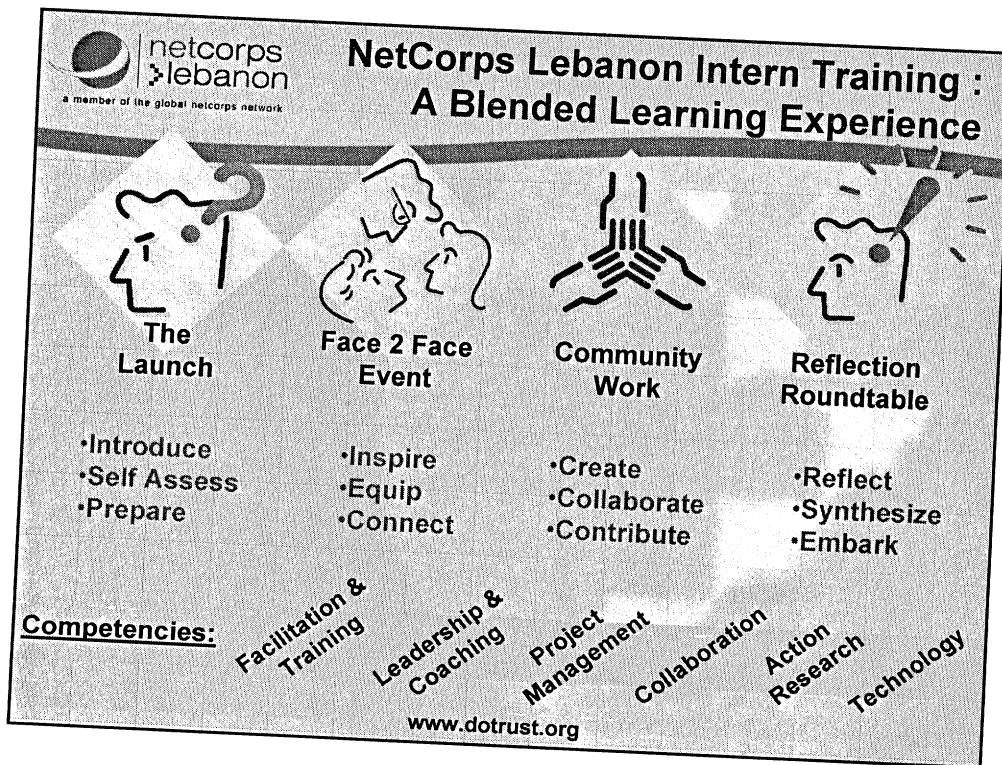
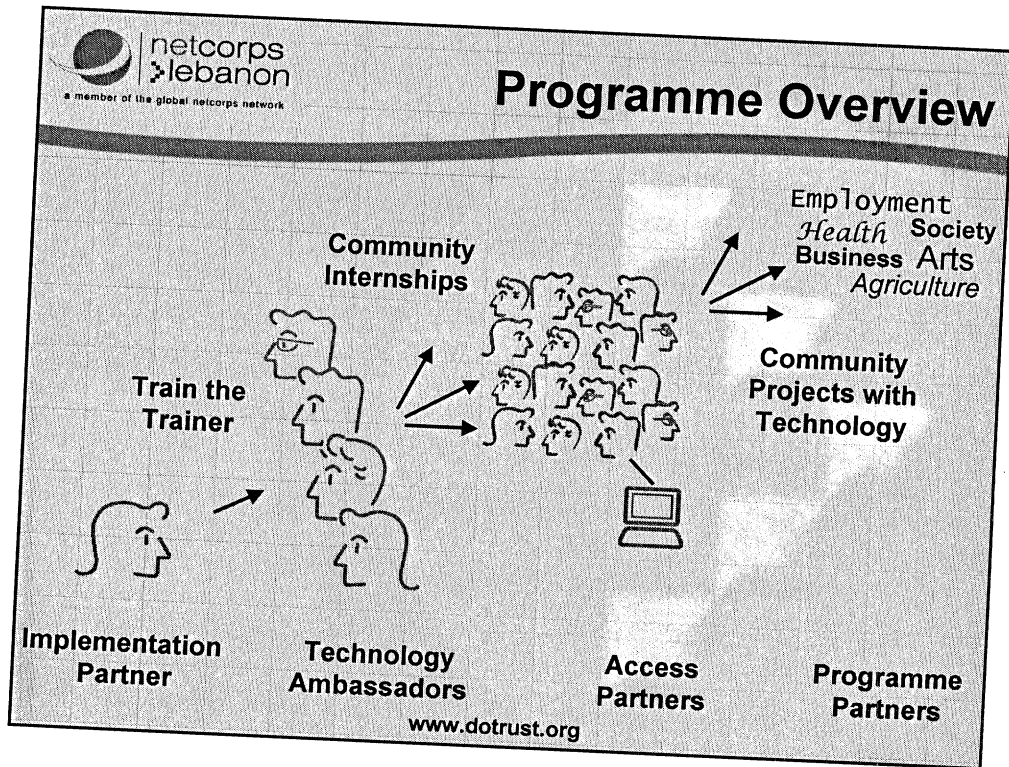
ICT Computer
Literacy
Training



Theme Based
Application

Community
Theme Projects

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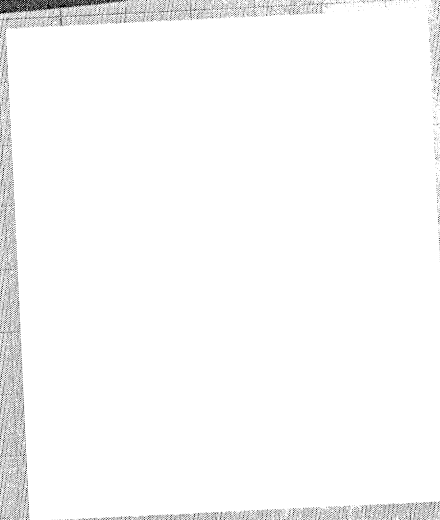
In July 2003, we defined NetCorps Lebanon's Objectives

Objectives:

- To create awareness & demand for ICT across various community groups
- To link computer literacy to economic and social benefits
- To make the program sustainable
- To activate young technology leaders to exponentially impact their community
- To build the capacity of the Lebanese implementation partner



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Critical Success Factors were identified by our partners

Critical Success Factors

- **Select the correct region & communities for the pilot**
- **Clearly identify target groups for each theme**
- **Choose the best implementation partner**
- **Find financial sustainability partners**
- **Successfully engage national & local champions**
- **Finalise the pilot funding**
- **Drive community sustainability**
- **Develop quantitative indicators of success to track our progress**

Creating Opportunities for Future generations
UNDP Arab Human Development Report 2002

Your concern with developing the land should be greater than your concern with collecting taxes, for the latter can only be obtained by developing.



whereas, he who seeks revenue without development destroys the country and the people.

Ali Bin-Abi-Taleb

We have a beautiful Country to preserve and a great People to empower...
We, therefore, seek the ever eternal wisdom from the past to guide us towards the future!