

# INTERNATIONAL BUSINESS

## New Rules on Conflict Minerals

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Peter M. Robinson, President and CEO, USCIB

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***If addressing business needs is your yardstick, only one of this past summer's big diplomatic events measured up.***

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## Lessons From the G20 and Rio+20 Summits

**Note:** A version of this column, written with **Norine Kennedy**, USCIB's Vice President for Environment and Energy, appeared in the Washington-based newspaper *The Hill* in July. It serves as a timely reminder of the importance of business representation in major international gatherings such as the G20 and Rio+20 summits, and of USCIB's central role in representing member views to governments through our global network.

Over the coming year, there will be many other summits – on climate change, the future of the Internet and many other issues. It is essential that the process of inter-governmental policy-making and rule-making be well informed with business views and input. As always, we at USCIB look forward to facilitating that business presence.

**M**any in the media shrugged off the recent G20 summit in Los Cabos, Mexico and the United Nations' Rio+20 earth summit in Brazil as failures, long on promises to speed economic recovery and promote sustainable growth, but short on actual commitments and deliverables.

As business representatives who took part in both events, we beg to differ. While much remains to be done, useful lessons can be drawn from each summit to help us move forward.

The G20 summit resulted in a clear understanding that European governments must move beyond austerity in an effort to restart global growth, and developments in the eurozone since the summit have been somewhat encouraging. Clearly the G20 is an important mechanism to coordinate responses in a crisis, and it is fulfilling that mandate once again.

G20 governments also renewed their pledge to avoid protectionist measures that could derail growth. And the summit provided strong impetus to move ahead on bringing Canada and Mexico into the Trans-Pacific Partnership trade talks.

### An active business role

In Los Cabos, even more than at previous summits, the business community played a very active role. CEOs and other business leaders held their own summit, the B20, meeting with many of the G20 leaders. The private sector put forward an agenda to spur growth by improving access to capital, rolling back trade and investment protectionism, and protecting intellectual property rights, among other measures.

Via the International Chamber of Commerce, business also unveiled a scorecard to hold G20 leaders accountable for living up to their pledges (an initiative that was actually welcomed by a number of government leaders).

In short, while the ultimate form and scope of business input to the G20 going forward remains to be determined, Mexico set a clear precedent that private-sector views should be sought out and can be successfully integrated into the summit process. This is important, because the full cooperation from

the business community is essential to implement and follow up on decisions made by G20 leaders.

### Focus on results

The results were a bit more mixed at Rio+20. Here is our scorecard:

First, **what gets measured gets managed**, and we were pleased that UN members agreed to develop better metrics and indicators to gauge progress toward a greener economy. But companies still want a commitment to use trade as a "carrot" rather than a "stick," to keep markets open and encourage developing countries to realize the positive side of moving to more sustainable models of development.

Second, **business requires predictability** in order to plan and invest for the future. While the final outcome document in Rio recognized the need to square economic and environmental policies, and the importance of R&D, it was skewed to environmental, rather than economic, approaches. The Rio+20 process clearly would have benefited from greater participation from economic, commerce and trade ministries.

Finally, we were disappointed that the Rio+20 outcomes almost completely ignore **the need for business to be involved** in the process of building a greener economy. If we truly want to re-launch growth and lay the groundwork for a better, more sustainable world for our children, the private sector needs to play a major role.

Overall, the G20 and Rio+20 summits underscored the importance of having a manageable process and reasonable expectations going into major summits. We would say that Los Cabos passed that test, while Rio rated an "incomplete."

Contact Peter Robinson at (212) 703-5046 or [probinson@uscib.org](mailto:probinson@uscib.org). ■



## SEC Issues Rules on Conflict Minerals

In August, the Securities and Exchange Commission adopted final rules to implement Section 1502 of the Dodd-Frank law requiring companies to publicly disclose whether they source four metals – tin, tantalum, tungsten and gold – from the Democratic Republic of Congo (DRC) or an adjoining country, and whether doing so benefited armed groups in the DRC.

The eastern portion of the DRC has been affected by civil and military conflict for decades, leading to numerous UN and other international efforts to stem the violence. Section 1502 was included in Dodd-Frank to respond to concerns that armed groups in the DRC are using mining and minerals trade to help finance the conflict. “While the SEC rules included some limited changes sought by business, they still contain many overly prescriptive and burdensome provisions, and are likely to ensure the continued de-facto embargo of minerals from the DRC as companies seek to avoid having to report under the rules,” said **Adam Greene**, USCIB’s vice president of labor affairs and corporate responsibility.

Additionally, Greene noted that the SEC failed to conduct an adequate cost-benefit analysis of the new rules: even though the SEC increased their cost

estimate from \$71 million to \$3-4 billion, the new figure still falls well below other estimates that range from \$8 to 16 billion, and no effort was made to quantify the benefits of the new rule. As a result, it is nearly certain that one or more U.S. business groups will sue the SEC to block the adoption of the final rules.

Independent from the SEC rulemaking process, the OECD has developed due diligence guidance for sourcing minerals from areas of conflict minerals and is currently coordinating a multi-stakeholder process to help companies and trade associations implement the guidance. The SEC rules explicitly recognize the importance of OECD guidance as the only meaningful international benchmark to which corporate due diligence measures must conform.

Given the important role of the OECD guidance in these or any SEC rules, USCIB has participated directly in the OECD’s work, in order to ensure that the guidance is practical, reasonable and risk-based. USCIB will continue to play this role going forward and has taken on a leadership role in the governance of the process, which will help us to ensure that it remains effective and well balanced. ■

### Employers Take Action on HIV/AIDS

Around the world, companies and employers organizations are playing an increasingly important role in the fight against HIV/AIDS.

In July, at a special session of the 19th International AIDS Conference in Washington, D.C., **Frederick Muia**, senior adviser with the International Organization of Employers (IOE), reported on a range of actions by national employers’ organizations to respond to the HIV/AIDS epidemic in their countries. The Geneva-based IOE, part of USCIB’s global network, represents employers in more than 140 countries.

This high-level conference was attended by more than 25,000 leaders from the world of science, diplomacy, politics, business and philanthropy, as well as representatives of UN agencies, government, and civil society groups, to assess the current status of the epidemic, to evaluate recent scientific developments and lessons learned, and to chart the way forward.

Muia presented the latest IOE publication documenting employers’ organizations’ efforts to sustain their response to HIV/AIDS in the most affected countries. The IOE report details how key local actors have been scaling up their efforts to sustain recent positive developments, with the business sector playing a vital role by mobilizing its expertise, knowledge, healthcare infrastructure and resources through win-win public-private partnerships.

USCIB was represented at the session by **Paurvi Bhatt**, senior director of Levi Strauss & Co., who reaffirmed the commitment of the international business community to fully play its part in helping to stop the spread of the epidemic. She provided several examples of successful initiatives by Levi Strauss to assist employees and their communities, both in the United States and around the world, to respond to the epidemic.

“Three decades after our first response to HIV and AIDS, we remain firmly committed to creating an informed, healthy workplace, free of stigma and discrimination, where our employees around the world feel free to disclose their HIV/AIDS status,” Bhatt stated. ■



India's parliament in New Delhi

## Indian M&A Tax Plan Called “Too Vague”

**A** revised proposal by the Indian government to retroactively tax M&A activity in the country was criticized by USCIB in July as “too vague” and a likely violation of the U.S.-Indian tax treaty.

Elaborating on a joint industry assessment that the original proposal could drive non-Indian firms to rethink their investments in the country, USCIB told India’s finance ministry that the recently proposed draft guidelines to implement the “General Anti-Avoidance Rules” (GAAR) could create a “rubber-stamp” approval entity for the positions of tax administrators.

USCIB’s letter said the “proposed guidelines are too vague to provide certainty to business investors” and could override double taxation agreements between treaty partners. “Treaty obligations should generally not be overridden by GAAR provisions,” the letter noted.

In addition, USCIB said it was unlikely that all of the potential applications of the GAAR could be reviewed by a single three-member panel, particularly given the fact that senior officials are required to participate on the panel and the short time frames associated with the process.

“We applaud the recognition that these issues need to be resolved quickly, but are concerned that this will lead to ‘rubber stamp’ approvals of the tax administration’s position,” the USCIB letter said. This may be the case even if multiple panels are set up, as the guidelines permit. Thus the role and structure of the three-member panel should be more clearly defined.”

Introduction of the GAAR rules, which was proposed by India’s finance minister in March to check tax evasion, had triggered strong opposition by foreign investors, leading the ministry to postpone implementation to 2013.

Indian Prime Minister **Manmohan Singh** has also set up a committee to hold consultations and prepare a roadmap for implementation of the rules. ■

### Simplification of FATCA Compliance Welcomed

In July, both the OECD and its Business and Industry Advisory Committee (BIAC) welcomed a new model international tax agreement designed to improve cross-border tax compliance and boost transparency that will simplify the requirements for reporting under the U.S. Foreign Account Tax Compliance Act (FATCA). The new model will provide for automatic exchange between governments, thereby reducing compliance costs for financial institutions.

“This is a very welcome development,” said **Chris Lenon**, chair of the BIAC Tax and Fiscal Policy Committee. “Business completely understands the need for greater cross-border compliance in our globalized world, but that should be done in a way that does not stifle the growth in international business that will be one of the keys to recovering from our current economic difficulties.”

BIAC planned to help the OECD organize a September briefing session on the “Model Intergovernmental Agreement on Improving Tax Compliance and Implementing FATCA” at OECD headquarters in Paris. BIAC also said it looked forward to working with the OECD in the coming months to help design rules that will reduce costs and increase benefits for governments and businesses alike. ■

# ICTs Can Speed Economic Recovery

Investment in information and communication technologies (ICTs) and the Internet has the potential to boost job creation and economic growth during the current economic crisis, according to the International Chamber of Commerce (ICC), the world business organization for which USCIB serves as the American national committee. However, opportunities for these technologies must be appropriately harnessed for this to take place, ICC said.

In July, the ICC Commission on Digital Economy recently released *ICTs and the Internet's impact on job creation and economic growth*, a tool designed to help policy makers seize opportunities to improve economic conditions. Findings from studies collected in the paper show a positive correlation between investment in the Internet and other ICTs, and an increase in economic activity. High-speed networks and ICT services not only create a platform for this activity, but also improve the competitiveness of an economy.

The studies show that this potential for growth is even more substantial in developing countries. For each 10 percentage-point increase in high speed Internet connections there is an increase in economic growth of 1.38 percentage points for developing countries, according to research from the World Bank.

"ICTs and the Internet are powerful tools for social and economic growth and this is particularly true during the current economic climate," said **Herbert Heitmann**, chair of the Commission on the Digital Economy. "There is enormous potential for these technologies to foster innovation, particularly in developing countries."

ICC recommends that governments establish a regulatory framework that enables investment and that realizes the full potential of high speed mobility, broadband Internet and cloud computing.

"Governments must also maximize the availability of mobile broadband spectrum for industry and allow cross-border data flows in order to encourage further innovation," Heitmann said. "Any inability to meet growing demand for mobile broadband data could hinder social and economic development, as well as innovation and competition."

ICTs and the Internet also have a critical role to play in building a more sustainable green economy, according to ICC. Use of ICTs account for around 40 percent of recent overall productivity growth among OECD countries.

ICC urged policy makers to maintain a commitment to policies that will promote investment in the Internet and ICTs, which in turn will support sustainable economic growth and recovery. ■



## How Marketers Can Stay "Consumer Savvy"

An engaging roster of top consumer protection and advertising self-regulation experts from the United States and around the world made the line-up of speakers at an ICC seminar on Consumer Savvy Marketing held in New York in June. Hosted by USCIB and the ICC Commission on Marketing and Advertising, the event provided an opportunity for companies and legal experts to stay up to date with the dramatically changing landscape of marketing campaigns and to better understand how rules apply to technological and practice developments.

Participants enjoyed a dynamic and informative keynote presentation on the U.S. Federal Trade Commission (FTC) activities and new projects by **Lesley Fair**, senior attorney with the FTC's Con-

sumer Protection Bureau. Fair shared examples of recent U.S. advertising cases to illustrate how the FTC enforcement serves as a unique backstop to industry self-regulation efforts discussed later in the event.

The seminar also included three discussion panels, addressing: *Social Media Pitfalls and Best Practices*, *Privacy, Marketing and Self-Regulation* and *Mobile Marketing and Applications: Developments to Watch*.

"The seminar provided us with an important opportunity to bring together a dream team from the community of organizations and experts and to showcase the valuable work being done to make self-regulation work," said **Brent Sanders**,

associate general counsel with Microsoft Corp., who chairs both the ICC commission and USCIB's Marketing and Advertising Committee. "It is definitely an exercise the commission would like to repeat and expand upon next year and beyond."

ICC has been a major rule-setter in international advertising self-regulation since 1937, when it issued the first *ICC Code on Advertising Practice* – one of the most successful examples of business self-regulation ever developed. The revised *Consolidated ICC Code of Advertising and Marketing Communication Practice* was launched in 2011 along with **CodesCentre.com**, a one-stop resource for industry, regulators and academics on self-regulation and advertising. ■



At the OECD Ministerial in May (L-R): USCIB Executive Vice President Ronnie Goldberg, Stefano Scarpetta, the deputy director of the OECD's Employment, Labor and Social Affairs Directorate; and BIAC Senior Policy Manager Nicole Primmer.



**Business and Industry Advisory  
Committee to the OECD**  
[www.biac.org](http://www.biac.org)



**International Chamber  
of Commerce**  
[www.iccwbo.org](http://www.iccwbo.org)

## Business Urges Private Sector-Led Growth

At May's annual OECD Ministerial Council Meeting, business leaders delivered important messages on adopting policies that support private sector-led growth to over 60 government leaders and ministers. With the global economic recovery stalling and the world facing a serious risk of long-term economic malaise, the OECD ministers focused their discussions on new approaches to the social and economic challenges necessary to achieve durable and inclusive growth, and priorities for the organization in the coming year. Key themes of the ministerial included growth and jobs, skills, gender equality, development and trade. Led by BIAC Chairman **Charles Heeter** (Deloitte), business highlighted that decisive and coordinated international political leadership is urgently needed to make reforms happen, which will in turn restore private sector-led growth, investor confidence and sustainable consumer demand.

## Economic Confidence Suffers a Fresh Setback

The latest World Economic Survey from ICC and Germany's Ifo Institute reveals declining optimism for global recovery, as fear continues to spread over the unsolved debt crisis in Europe. The quarterly survey's world economic climate indicator, based on responses from more than 1,000 business and economic experts in some 120 countries, fell after two successive quarterly increases. The findings imply a setback in the recovery of the world economy due to unfavorable assessments of the current economic climate and a less positive six-month outlook than in previous quarters, particularly in Europe.

## ICC Network Expands

ICC's global network of national committees is set to expand with the addition of **ICC Albania** and **ICC Kenya**. Located in more than 90 countries worldwide, national committees work with ICC members in their countries to voice the interests of business to national governments and provide input to ICC's policy work. "ICC Albania and ICC Kenya are important additions to the ICC global network and will help us, as the world business organization, to promote entrepreneurship, international trade and investment, and the market economy in the respective regions," said ICC Secretary General **Jean-Guy Carrier**.

### USCIB at Your Service

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**International Organization  
of Employers**

www.ioe-emp.org

## Burmese Laureate Meets with Global Employers



Aung San Suu Kyi address the International Organization of Employers, flanked by IOE Secretary General Brent Wilton (left) and IOE Executive Vice President Daniel Funes de Rioja.

In a special session of the International Labor Organization's annual conference in Geneva in June, the Burmese opposition leader and Nobel Peace Prize winner **Aung San Suu Kyi** was warmly welcomed on behalf of IOE Executive Vice President **Daniel Funes de Rioja** of Argentina. Before inviting Suu Kyi to take the floor, Funes de Rioja reaffirmed the employers' commitment to the tripartite values of the International Labor Organization including the fundamental principles and rights at work laid out in the 1998 ILO Declaration. Suu Kyi noted that good employer-worker relations would be essential in bringing harmonious prosperity to Burma, and that business should, in considering investing in the country, consider such an endeavor to be a cooperative effort between employers, workers and government. As the employer spokesperson on the case involving Myanmar in the ILO over many years, **Ed Potter**, director of global workplace rights with The Coca-Cola Company and chair of USCIB's Labor and Employment Policy Committee, welcomed Suu Kyi's emphasis on democracy and human rights-led growth, which, he said provided a solid base for companies to enter Burma and paved the way for investment.



## Maintaining a Strong International Affairs Budget

USCIB President and CEO **Peter Robinson** joined over 50 corporate leaders and industry association chiefs in urging Congress to maintain a strong and effective international affairs budget. "As the U.S. economy continues to struggle, our nation must utilize all the tools available to catalyze economic growth and spur job creation here in the U.S.," the letter stated. "It is essential the public and private sectors work together to achieve results, and one of the best ways to do this is through our development and diplomacy programs, which strengthen America's global competitiveness and build new markets overseas for American goods and services." The letter noted that past investments in strong U.S. representation overseas had paid "major dividends" for America's economic and strategic interests. "Ten of the U.S.'s top 15 trading partners were once recipients of development and security assistance," the industry leaders observed.

## Trans-Pacific Partnership

An array of industry groups, including USCIB, expressed their strong support for a Trans-Pacific Partnership (TPP) agreement that includes major commitments aimed at further liberalizing cross-border trade and investment in services. In a June letter to U.S. Trade Representative **Ron Kirk**, the groups said that "a robust TPP agreement can deliver an impressive new level of services trade and investment across the Pacific – with related benefits rippling through the manufacturing and agricultural sectors." But they said these benefits could only be realized if the TPP included meaningful disciplines and market-access commitments for services, including rules to address new challenges like the proliferation of state-owned enterprises and forced localization requirements, which can

undermine competitive opportunities for U.S. firms.

## Russia Trade Bill Inches Forward

USCIB welcomed the Senate Finance Committee's approval in July of legislation to establish permanent normal trade relations (PNTR) with Russia. "This is a critical first step in securing U.S. access to an important emerging market," said USCIB President and CEO **Peter Robinson**. "As Russia joins the World Trade Organization, it is opening up many new opportunities for foreign trade and investment, but the U.S. will miss out on these and be at a disadvantage versus our competitors if we do not adopt PNTR." Despite the strong push from industry, however, the full Senate failed to take up the measure before its August recess. Russian WTO membership took effect that month, meaning that U.S. firms will not be able to take advantage of new liberalization opportunities until the Senate and the full Congress approves PNTR.

## Promoting FDI Creates Jobs

USCIB is joining with other like-minded industry groups to line up Congressional support for H.R. 5910, the "Global Investment in American Jobs Act of 2012," which aims to improve America's ability to attract job-creating foreign direct investment (FDI). The act would, for the first time, identify barriers to new inward investment and produce a roadmap for attracting and retaining top-tier businesses from around the world. "Strong investment promotion policy will not only spur international companies to create jobs here in the United States, but will also encourage other nations to open their markets to U.S. investment necessary to access foreign markets," the groups told members of Congress in a June letter. ■

# Merchandise Passports Gain a Foothold South of the Border

**A** year after Mexico began honoring ATA Carnets, usage south of the border is taking off. Mexico reports that more than 1,300 ATA Carnets from around the world have entered the country.

ATA Carnets, commonly known as “merchandise passports,” are temporary export customs documents issued by USCIB and a network of organizations in 71 countries, as part of a global system overseen by the International Chamber of Commerce and the World Customs Organization. Good for one year, Carnets are used primarily to transport professional equipment, product samples and goods for trade shows.

According to **Amanda Barlow**, USCIB’s director of marketing for Carnet and Trade services, some 500 U.S. Carnets have been issued for travel to Mexico since the country officially joined the system in May of last year. “This confirms our belief going in that interest in Mexico would drive a significant uptick in our Carnet business,” she said.

Mexico, at the outset, began accepting ATA Carnets at 10 major ports of entry. A few months later it expanded that list to include Cabo San Lucas – a coup for the U.S. film and fashion industries, for whom the region is a sought-after filming destination. The expansion also aided news outlets covering this year’s G20 Summit in Los Cabos, as well as many touring U.S.-based rock bands.

USCIB has undertaken training missions to U.S. Customs and Border Protection agents in southern ports with heavy cargo and passenger traffic, including: Otay Mesa, CA; Nuevo Laredo, TX; Mobile, AL; and Miami and Orlando. “We also had the great opportunity, in conjunction with CANACO, our counterpart organization in Mexico, to train Mexican customs officers in Tijuana,” said Barlow.

Expanding our Customs training, USCIB will be conducting multiple trainings this October to U.S. CBP in Laredo, TX. To ensure a seamless crossing for Carnet users, U.S. CBP invited Mexican Customs to participate in these scheduled trainings, who welcomed this opportunity and will be sending 12 officers. Barlow said Mexico’s adoption of the system has gone very smoothly, with only a few minor inconveniences and delays.

“It’s a real testament to the dedication of our partners at CANACO and in the Mexican government to implementing the system, which will have major benefits for Mexican business as well as U.S. exporters,” said Barlow.

For its part, CANACO has issued a couple of dozen Carnets for: Robot Cup in Turkey, World Tour of Mana, Frankfurter Sparkasse Ironman European Championship, the London Olympic Games and various trade shows. ■



## USCIB Launches Carnet Online 2.0

USCIB’s Carnet and Trade Services Department is pleased to announce that our new and improved ATA Carnet application is now available. The newly updated Carnet online application system has many new features and enhancements, which were created to allow Carnet users to manage their accounts in a more efficient and effective manner. This next generation of our application has a new visual appearance and also includes some major modifications to the data that we capture and how Carnet users navigate the online application system. A revised User Guide is available on [www.carnetonline.org](http://www.carnetonline.org).

## The fight against bribery and corruption.

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# The New USCIB International Bookstore

**U**SCIB has rebranded and relaunched its popular publications website under the new name of the **USCIB International Bookstore**. Formerly known as ICCBooksUSA.com, the new USCIB bookstore site, a division of the Carnet and Trade Services Department, will continue to serve as the exclusive distributor of International Chamber of Commerce (ICC) titles in the United States.

A leading member of the ICC family with a proud 67 year relationship, USCIB is confident that the new bookstore will continue to provide an important educational service. The USCIB International Bookstore carries a broad catalogue of industry-acclaimed publications that teach the ins and outs of commercial trade, export/import, banking and arbitration around the world.

Featured titles include:

**ICC Banking Commission Opinions 2009-2011 – New opinions on UCP 600, ISBP 681, UCP 500, URC 522, and URDG 758.** A must-have for any trade finance practitioner, the Opinions represent the Commission's official interpretations of how disputes involving ICC rules are to be used in specific situations.



**DCInsight.** Now available in electronic format. For nearly two decades, letter of credit practitioners have turned to *DCInsight* for the latest developments in trade finance. This authoritative quarterly newsletter provides information on the changing role of L/Cs in international trade and frank and insightful interviews with L/C experts. *DCInsight* is the place to go for information in these turbulent financial times.

**ICC Guide to Export/Import.** An easy-to-understand introduction to international trade that appeals to the experienced practitioner, which contains an extended analysis of new rules, such as Incoterms® 2010 and crucial topics including:

- the legal framework and dispute resolution in international business
- transport risks, customs and cargo insurance
- online documentation and e-commerce
- tips and tricks for negotiating international contracts
- intellectual property.

To place an order or to read more information on these titles, please visit [InternationalTradeBooks.org](http://InternationalTradeBooks.org). ■

## ICC to Administer New Internet Domain Name Disputes

With the current number of domain name endings set to dramatically increase, a unit of the ICC Center for Alternative Dispute Resolution is among four dispute-resolution providers that will adjudicate disputes regarding new Internet domain names. ICC was recently invited by the Internet Corporation for Assigned Names and Numbers (ICANN) to administer disputes arising from applications made for new Internet generic Top-Level Domain Names ("gTLD"), a shift that will see a dramatic increase in the existing number of domain name endings currently available.

The dispute resolution procedure is part of a comprehensive program designed to protect the rights and interests of individuals or entities who oppose the registration of any domain name "strings" submitted for registration, as alternatives to the commonly known .com and .org extensions become possible.

Since mid-June, ICANN has kicked off a seven-month objection period and made publicly available a list of all 1,930 gTLD "strings," for which

complete applications were filed.

Under the program, ICC has accepted to process cases under the following two categories of objection.

- "Limited public interest objections," whereby proposed names are considered to be contrary to generally accepted legal norms relating to morality and public order, recognized under principles of international law.
- "Community objections," a substantial opposition to the gTLD application from a significant portion of the community to which the string may be explicitly or implicitly targeted.

The ICC International Center for Expertise will administer cases under its Rules for Expertise which have been updated to include an appendix to govern the financial aspect of the proceedings. The center has also published a Practice Note to supplement the Rules.

## Mulligan to Help Lead BIAC Trade Committee

USCIB Senior Vice President **Rob Mulligan** has been appointed by the BIAC (Business & Industry Advisory Committee to the OECD) Executive Board as vice chair of the BIAC Trade Committee. Rob, who heads USCIB's Washington, D.C. office, together with Committee Chair **Cliff Sosnow** and Vice Chair **Oliver Wieck**, will help guide BIAC's work on trade, which is currently focused on trade and jobs, global value chains, services trade, export restrictions, non-tariff measures and state-owned enterprises.



Rob Mulligan

## Help Us Keep USCIB's Member Base Growing

**By Abby Shapiro**

*Senior Vice President – Business Development, USCIB*

USCIB's membership is growing! This year, more than ever, we owe our success to USCIB's volunteer leadership – our current members – who have worked hard to open doors and tell their peers about the benefits of a USCIB membership. Our 2012 membership campaign, led by USCIB's Executive Committee and many key members, has resulted in the addition of 21 new members in the first half of 2012 – the most new members in the first six months of any year since 2005.

While that's great news, now is not the time to sit back. Competition for membership dollars is at an all-time high, and we need your help to tell the USCIB story to as many prospects as we can.

If you have a contact at a company that could benefit from USCIB membership, here are three simple steps you can take to get the ball rolling:

1. E-mail or call with testimonial support on the value USCIB brings to your organization.
2. Invite them to join you at a committee meeting as an observer to see how the process works first-hand.
3. Offer them a one-year complimentary subscription to **International Business**.

Then be sure to let us know. When you reach out, you'll be helping to enrich your own membership at USCIB by adding more voices to support action on issues that are important to your company. For more information on how you can get involved, contact me at [ashapiro@uscib.org](mailto:ashapiro@uscib.org), or Member Services Director **Alison Hoiem** at [ahoiem@uscib.org](mailto:ahoiem@uscib.org). You'll be glad you did.

### New USCIB Members

We are delighted to welcome the following companies and organizations as the latest additions to USCIB's diverse membership:

**DirecTV Latin America**

**Dickstein Shapiro LLP**

**McDermott Will & Emery LLP**

**McKenna Long & Aldridge LLP**

**WeiserMazars LLP**

*To learn more about how USCIB membership can benefit your organization, contact **Alison Hoiem** (202-682-1291 or [ahoiem@uscib.org](mailto:ahoiem@uscib.org)).*

## CarnetsOnline™... A New Day, A New Look

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 **TRADE**  
**ROANOKE**

ATA Carnet Service Provider for the USCIB

## USCIB International Leadership Award Dinner



**Wednesday, November 28, 2012**

The Waldorf-Astoria  
New York City

**Harold (Terry) McGraw III**, Chairman of USCIB, invites you to join USCIB members and friends at USCIB's 2012 International Leadership Award Dinner, which will be held on November 28 at the Waldorf-Astoria in New York. The dinner brings several hundred industry leaders, government officials and diplomats together for a gala evening that celebrates the values of an open system of world trade, finance and investment in which business can flourish and contribute to economic growth, innovation, human welfare and sustainable development. This year USCIB honors the Business and Industry Advisory Committee (BIAC) to the OECD on its 50th anniversary, in recognition of its work with the OECD to improve the global framework in which American business competes. Additional details are available on the event website: [www.uscibgala.com](http://www.uscibgala.com). Please contact **Abby Shapiro** ([ashapiro@uscib.org](mailto:ashapiro@uscib.org)), SVP for Business Development, to discuss sponsorship or any other aspect of the event. ■

## 10th Annual Conference on International Arbitration in Latin America: The ICC Perspective

**November 11-13, 2012**

Mandarin Oriental Hotel  
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A key forum for understanding international arbitration in Latin America, this conference has become one of the most important gatherings for the Latin American arbitration community. Not only does it offer a line-up of top-class speakers, topical discussions and relevant news, but also an excellent opportunity to network. Last year's conference attracted an audience of 400 participants from over 30 countries. The theme chosen for this year's special edition is "Revisiting the Basics." On Sunday, November 11, the conference will start with the seminar: "ICC Arbitration Special: The World Cup and Olympics coming to Latin America." Both conferences will be conducted in English, Portuguese and Spanish. USCIB members will be entitled to a 5% discount when registering for this event online using the NC code USA-8796. Register at [www.iccnorthamerica.org](http://www.iccnorthamerica.org). For questions regarding the conference, please contact **Charlotte Strandberg** ([events@iccwbo.org](mailto:events@iccwbo.org)). ■

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calendar

**september 2012**

17-21	Nairobi	International Conference on Chemicals Management
18	New York	ICC/USCIB Young Arbitrators Forum
18	New York	UN General Assembly
25	Geneva	ICC Commission on Trade & Investment Policy
29	Dublin	ICC Commission on Arbitration

**october 2012**

4-5	Paris	ICC Conference on Global Supply Chain Financing (SCF)
9-11	Kuwait	Internet Governance Forum (IGF)
<b>15</b>	<b>Washington, DC</b>	<b>USCIB Corporate Responsibility Committee</b>
<b>16</b>	<b>Washington, DC</b>	<b>USCIB Labor &amp; Employment Policy Committee</b>
<b>16</b>	<b>Washington, DC</b>	<b>USCIB Customs Committee</b>
17	Paris	BIAC Economic Policy Committee
17	Paris	BIAC Tax Committee
18-19	Johannesburg	ICC Commission on Environment and Energy
23	Paris	ICC Commission on Corporate Responsibility and Anti-Corruption
24-25	Montreal, Canada	ICC Customs Committee/Transfer Pricing and Customs Valuation Seminar
25-26	Beijing	ICC Commission on Intellectual Property
26	Brussels	BIAC Nanotechnology Committee
30	Boston	ICC/USCIB Young Arbitrators Forum

**november 2012**

1-16	Geneva	ILO Governing Body
6-9	Baku, Azerbaijan	Internet Governance Forum (IGF)
7-8	Paris	OECD VAT Global Forum
10	Miami	ICC/USCIB Young Arbitrators Forum
<b>11-13</b>	<b>Miami</b>	<b>10th Annual International Arbitration in Latin America: The ICC Perspective</b>
12-16	Mexico City	ICC Banking Commission
21-22	New Delhi	ICC Taxation Commission Meeting & International Taxation Roundtable
Nov 26 – Dec 7	Doha, Qatar	UN Framework Convention on Climate Change (COP 18)
<b>28</b>	<b>New York</b>	<b>USCIB International Leadership Award Dinner</b>
29	New York	USCIB Taxation Committee

**december 2012**

3-14	Dubai	World Conference on International Telecommunications
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**Editor:**

Jonathan Huneke, VP communications & public affairs, USCIB  
**United States Council for International Business**  
1212 Avenue of the Americas  
New York, NY 10036  
Tel: 212-354-4480  
Fax: 212-575-0327  
Web: [www.uscib.org](http://www.uscib.org)

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