



2010 USCIB Policy Advocacy Priorities

USCIB promotes open markets, competitiveness and innovation, sustainable development and corporate responsibility, supported by international engagement and prudent regulation. Throughout 2010 and beyond, we will pursue a broad agenda of policy goals, utilizing the unique strengths of our global business network, with the aim of applying the ideas and solutions of American business to major world challenges.

Jobs, Recovery and Growth

Promote open markets to spur private-sector employment, economic recovery and entrepreneurship

- Focus policy makers' attention on the importance of cross-border investment for jobs, growth and R&D.
- Press for global competition policies favoring open markets.
- Lead efforts to balance regulatory and market-based approaches to corporate governance.

Support global commerce through new agreements to open markets for trade and investment

- Press the Obama administration to articulate an ambitious, pro-growth trade policy.
- Advocate closer U.S.-Chinese cooperation on key trade and investment issues.
- Urge ratification of pending bilateral free trade agreements with Korea, Panama and Colombia.
- Push for completion of a Doha Round trade pact with ambitious and balanced results.
- Work to advance post-Doha trade initiatives, e.g., the Trans-Pacific Partnership.

Provide business leadership on global employment issues

- Engage in UN, ILO and OECD initiatives on "green jobs" and "green economies."
- Support the OECD's work to support flexible labor markets and pro-growth labor policies.
- Educate U.S. companies on emerging global industrial relations developments such as global unions and international framework agreements.

Innovation and Competitiveness

Support tax policies to enhance U.S. competitiveness and promote cross-border commerce

- Oppose efforts to unfairly increase the tax burden on multinational companies.
- Ensure strong U.S. business input into OECD taxation projects, e.g., on transfer pricing, permanent establishment and other key issues.
- Work to support the OECD's Model Tax Convention and eliminate double taxation on international transactions.

Promote innovation through the maintenance of strong intellectual property rights protection

- Champion robust protection of IPRs in multiple organizations and treaty negotiations.
- Provide leadership in global anti-counterfeiting efforts such as ICC's BASCAP (Business Action to Stop Counterfeiting and Piracy) initiative.
- Highlight the importance of IPR protection for effective action on climate change, biodiversity and other environmental goals.

Advocate sound policies and sensible regulation for new and emerging technologies

- Ensure the continued stability and increased security of the Internet through business engagement in UN and other multilateral forums.
- Promote a competitive climate for new information technology applications and services.
- Support efforts to enhance trust and promote privacy without impeding global information flows or development of new products and services.
- Advance a science- and risk-based approach to regulation of biotechnology and nanotechnology.
- Provide timely input to international discussions of health care policies and technology.

Climate, Energy and the Environment

Spearhead business contributions to discussions of international action on climate change

- Lead business engagement in ongoing UN climate negotiations, and in other key forums such as the Major Emitters Forum and the Asia Pacific Partnership.
- Champion market-based, cost-effective solutions across all industries on climate mitigation and adaptation.
- Press for climate policies that support and mobilize open markets for trade and investment.
- Provide practical business guidance to climate measuring, reporting, and verification efforts.

Promote energy policies that ensure diversity of supply and meet long-term energy needs

- Champion the role of the private sector in energy infrastructure and capacity-building.
- Advocate climate change solutions that do not preclude any specific sources of energy.

Promote sensible production and natural resources policies

- Promote risk- and science-based approaches in OECD and UN discussions of chemicals life-cycle management.
- Mobilize global business support for economically sound approaches to natural resource management, including on water and biodiversity.
- Advocate sustainable production and consumption policies based on innovation, safety and consumer choice.

Responsible Business Practices

Provide business support for efforts to improve labor conditions worldwide

- Work to increase the ILO's focus on improving the capacity of national labor programs, including through the Better Work Program.
- Promote business alliances with the ILO to address forced and child labor.

Foster practical international discussion of the role of business in society

- Focus business input to the UN's development of guiding principles on business and human rights.
- Mobilize business input to the review and updating of the OECD Guidelines for Multinational Enterprises.
- Promote voluntary approaches to corporate responsibility in international policy discussions.

Make the case for extended international self-regulation in marketing and advertising

- Drive the launch of a new ICC Framework for Responsible Environmental Marketing.
- Promote the benefits of self-regulation in key emerging markets (Mexico, Brazil, Russia, India and China).