

# INTERNATIONAL BUSINESS

## A Legacy of Leadership

30th anniversary of USCIB's International Leadership Award

page 2



USCIB



### Inside

Climate update	4
Digital divide	6
New Washington rep	12



Peter M. Robinson, President and CEO, USCIB

*The recipients of the International Leadership Award have helped to shape the world we live in today.*

## Leadership's Legacy, and Its Promise

On important anniversaries, it's customary to look back, to reflect on all that's occurred over the years, and how things have changed. As we commemorate the 30th anniversary of USCIB's International Leadership Award, presented this year to 3M CEO **George Buckley** at USCIB's Annual Dinner on November 3, we certainly have plenty to look back on.

I'd like to use this space to look at how the "legacy of leadership" – the priorities and passions of the 30 individuals who have been honored with the award – shapes the world we live in today, and provides guidance for dealing with the global business challenges ahead.

Since its inception in 1980, the International Leadership Award has represented, first and foremost, an unassailable commitment to open markets, to expanding international trade and investment. In his acceptance remarks, our first honoree, **Reginald Jones** of GE, focused on the vital importance of exports to the U.S. economy, calling increased trade essential to achieving sustained economic growth, improved productivity, technological advancement and job creation. Certainly no one could argue with the continued relevance of that message.

Three years later, **David Rockefeller** put the trade/growth imperative in the context of Cold War tensions, noting that supporting economic development in poorer countries was an important way to counter Soviet hegemony. While the stark ideological divide of those days has thankfully dissipated, we all know that trade and growth remain critical factors in countering extremism around the world.

Some honorees have used the platform of the International Leadership Award to rally business and government on important new concerns. This was the case in 1984, when **Edmund Pratt** of Pfizer issued a call to action to develop new and better rules to protect intellectual property rights – which led directly to the inclusion of IP protection in the Uruguay Round trade negotiations. Twenty years later, **Jean-René Fourtou** of Vivendi Universal picked up the IP banner again, announcing the creation of ICC's innovative BASCAP (Business Action to Stop Counterfeiting and Piracy) initiative.

Environmental protection and responsible business have been recurring themes among award winners. In 1992, Dow Chemical's **Frank Popoff**

noted that "society expects and demands that we be a major part of the environmental solution, and not a contributor to the problem." Fifteen years later, as product safety concerns rippled around the world, **Fisk Johnson** of SC Johnson stated: "We are the ones who must take the lead. We can't leave it to the Chinese. We can't leave it to the NGOs. We can't leave it to the federal

regulators. The government cannot test everything. We must be responsible"

Through it all, perhaps the most important theme, and one that bears repeating in today's world, is can-do spirit. Current USCIB Chairman **Terry McGraw**, honored in 2006, noted that international trade "rests on quintessentially American values" of openness, fairness, competition and inclusion. In 1991, during recessionary times not unlike our own, **Kay Whitmore** of Eastman Kodak warned against unfounded U.S. pessimism and the siren song of isolationism. "Pessimism is self-perpetuating," he said, "and failure of nerve can lead to very bad policies." Nearly 20 years later, these words still carry remarkable weight.

Persistence, and staying true to one's principles, was a theme taken up in 2002 by **Dick McCormick**, the longtime CEO of US WEST who also served as chairman of USCIB and ICC. He said a benchmark of his career was "the certainty I've gained – that the mission and efforts of the United States Council for International Business are the right things, at the right time, for the right reasons – and that we cannot give up, even when the going gets tough."

More than ever, American business must wrestle with difficult challenges: how to balance corporate profitability with environmental responsibility; how to increase jobs in the U.S. while pursuing new markets overseas; how to support the growth and development of societies around the world, while remaining true to our core values. As we honor George Buckley and look ahead to the next 30 years, we can have no better guides than the remarkable individuals who have been honored with the International Leadership Award.



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### International Leadership Award Recipients

*Note: USCIB's International Leadership Award was not presented in 2009, when USCIB's Annual Dinner celebrated the 90th anniversary of the International Chamber of Commerce.*

2010	George Buckley, 3M Company
2008	Muhtar Kent, The Coca-Cola Company
2007	H. Fisk Johnson, Ph.D., S. C. Johnson & Sons, Inc.
2006	Harold McGraw III, The McGraw-Hill Companies
2005	Lee R. Raymond, Exxon Mobil Corporation
2004	Jean-René Fourtou, Vivendi Universal
2003	Charles O. Holliday, Jr., DuPont
2002	Richard D. McCormick, ICC Chairman
2001	Philip M. Condit, The Boeing Company
2000	George David, United Technologies Corporation
1999	Michael R. Bonsignore, Honeywell International Inc.
1998	Abraham Katz, USCIB President
1997	Joseph T. Gorman, TRW Inc.
1996	Alex Trotman, Ford Motor Company
1995	Jerry R. Junkins, Texas Instruments Incorporated
1994	Lawrence A. Bossidy, AlliedSignal Inc.
1993	Dexter F. Baker, Air Products and Chemicals, Inc.
1992	Frank Popoff, The Dow Chemical Company
1991	Kay R. Whitmore, Eastman Kodak Company
1990	John S. Reed, Citicorp/Citibank
1989	John F. Akers, IBM Corporation
1988	David M. Roderick, USX Corporation
1987	Edson W. Spencer, Honeywell, Inc.
1986	James D. Robinson III, American Express Company
1985	John A. Young, Hewlett-Packard Company
1984	Edmund T. Pratt, Jr., Pfizer Inc
1983	David Rockefeller, The Chase Manhattan Bank
1982	Lee L. Morgan, Caterpillar Tractor Co.
1981	Irving S. Shapiro, E.I. du Pont de Nemours and Company
1980	Reginald H. Jones, General Electric Company

# New ICC Chairman Presents Business Views at UN “MDG Summit”

**R**ajat Gupta, who in July was elected chairman of USCIB’s affiliate the International Chamber of Commerce (ICC), joined over 100 heads of state, ministers, private sector and civil society leaders at September’s high-level events surrounding the opening of the 65th Session of the United Nations General Assembly. The focus of this year’s opening events was on accelerating progress to achieve the Millennium Development Goals (MDGs).

“Healthy and developing societies create new business opportunities and new markets,” Mr. Gupta told UN delegates. “This is why, despite the current economic challenges, investments in health from both domestic and global sources must be increased.”

Governments and the UN system increasingly regard the business community as a critical partner in achieving UN goals. In that light, Mr. Gupta’s remarks to a full plenary session of the General Assembly provided an opportunity to galvanize commitment, rally support and spur collective action in order to reach the MDGs by 2015.

Mr. Gupta, senior partner emeritus with McKinsey & Company, also attended the UN Private Sector Forum, where business leaders were able to dialogue with heads of state and UN agencies on business contributions to achieving the MDGs. Convened by UN Secretary General Ban Ki-moon, the Forum featured round-table discussions designed to generate a range of commitments to action, leveraging both individual and collective efforts.

In his address to the General Assembly, Mr. Gupta called for a “war-room” strategy to accelerate progress toward the goal of reducing deaths from malaria, HIV/AIDS and other communicable diseases, saying this could save an additional three million African children while improving the continent’s investment prospects.

“I believe that success for the MDGs is possible and that public-private partnerships are part of that success,” the ICC chairman said. “But we cannot forget that our greatest chance of achieving the MDGs will be through economic growth, which requires us to fundamentally address access to education, universal healthcare, environmentally responsible growth and the challenges of urbanization.” ■



Caption: ICC Chairman Rajat Gupta (right) and Lena Blomstrand of the Swedish International Development Agency at September’s World Business and Development Awards ceremony in New York.

## World Business and Development Awards

Also during the MDG summit, Mr. Gupta joined top officials of the UN Development Program and the International Business Leaders Forum to host the World Business and Development Awards ceremony. Established by ICC in 2000, the awards recognize the contributions of the private sector in achieving the Millennium Development Goals through companies’ core business, and in the process raise awareness, promote best practices, and encourage further action. The 2010 awards received an unprecedented 172 applications from 42 countries.

Ten companies were recognized for their unique approaches to expanding market-based activities and demonstrating the value of business models that combine commercial viability with development impact. Winners were: Cemex, (Mexico), Eli Lilly (U.S.), GroFin/Shell (U.K, South Africa), Heineken (Netherlands), LifeSpring Hospitals (India), Novartis, (Switzerland), Nuru Energy, (Rwanda), Reuters Market Light (India), Royal DSM (Netherlands) and Walmart Mexico. Read more about the winners and their projects at [www.iccwbo.org/awards](http://www.iccwbo.org/awards).

The patron of this year’s award ceremony was **President Ellen Johnson-Sirleaf** of Liberia. Also attending as keynote speakers were **Andrew Mitchell**, Secretary of State for International Affairs of the United Kingdom, **Raj Shah**, administrator of the U.S. Agency for International Development, **Helen Clark**, administrator of UNDP, and **Mo Ibrahim**, chair of the Mo Ibrahim Foundation.

“Business innovation can play a critical role in helping countries recover from crisis through access to technology and by creating decent jobs,” said **President Johnson-Sirleaf**. “As leaders, it is important that we create the space for companies that use their business models to fight poverty, as these companies can then show that business can impact poverty.”

## Expert Analysis:

# Business Is a Resource – and a Reality Check – for the UN’s Environmental Initiatives

By **Norine Kennedy**

Vice President, Environment and Energy  
USCIB

**A**s 2010 draws to an end and policymakers and civil society gear up for the international climate negotiations at the 16th Conference of the Parties to the UN Framework Convention on Climate Change, which convenes in late November in Cancún, Mexico, crucial questions remain unanswered.

After the inconclusive outcomes of the last UN climate meeting in Copenhagen in December 2009, many wonder: What will happen to the Copenhagen Accord, the last-minute agreement reached at the Copenhagen meetings led by the United States and the significant amounts of money pledged? How will governments set emissions targets and how will they meet them? What will happen to the Kyoto Protocol, the climate change agreement binding many developed countries (but not the United States) when it expires in 2012?

From a USCIB standpoint, there is an additional fundamental question: will the resulting agreements animate the U.S. business innovation, investment and technological deployment that is indispensable to international cooperation towards ambitious actions?

Yet in spite of these uncertainties, an important point of progress and positive development has emerged, as policymakers have for the first time launched a serious conversation about the role of business in future climate change and environmental negotiations. USCIB is actively involved in shaping this discussion and offering its experiences gained over 20 years representing U.S. business in the UN.

This July, the government of Mexico convened a series of public-private “Mexican Dialogues,” a first-of-its-kind government/business partnership, aimed at achieving goals set for the international climate negotiations in Cancún and beyond in key business areas of markets, financing and technology. USCIB members were there to bring their perspectives on what it would take

to best advance progress in international markets and policymaking.

The Mexican Dialogues reflect a unique collaboration between the Mexican government, International Chamber of Commerce (ICC) and the World Business Council for Sustainable Development (WBCSD), setting a new precedent and model for substantive business engagement in climate change and environment negotiations.

This unique partnership may have significant implications, not only in the context of climate change, but also in the opportunities for business interaction with the United Nations. With preparations beginning for next year’s Rio+20 Earth Summit, the 20th anniversary of a historic 1992 environment meeting in Rio de Janeiro, we have an opportunity to demonstrate the contributions that business makes to economic growth, social development and environmental stewardship.

ICC, as focal point for business in the UN climate change meetings, has built trust and established itself as a source of business expertise and views across a wide range of sectors on multidisciplinary issues such as climate change and intellectual property rights, trade and environmentally sound technologies, and the synergy between public and private sector finance for climate investment.

Through activities such as dialogues with the UNFCCC experts group on technology transfer, participation in in-session workshops, co-organizing COP “business days” with the WBCSD, among others, ICC represents a unique voice in the UN climate change process. Over the last two years, USCIB has participated in ICC consultations within its own network and with other business groups to determine how to take the next step to improve access and substantive input for business in these critical deliberations.

In August, ICC submitted a paper based on those discussions to provide views “on ways to enhance



the engagement of observer organizations.” In that paper, ICC recommends a standing advisory body to the UNFCCC which will provide a resource for government delegations, offering a range of responsible business views, and access to business technical and other expertise.

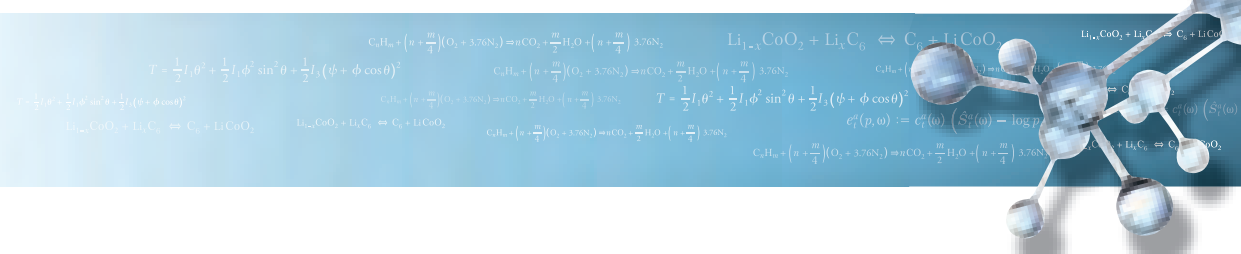
USCIB is looking ahead to Rio+20, when governments will consider how to pursue greener economic growth and strengthen governance in international policymaking, with a view to improving efficiency and engaging non-governmental and business interests. As in climate change, the involvement and contributions of business are crucial and necessary, as policymakers grapple with questions around finance, technology transfer, innovation and other business and industry-specific issues.

USCIB’s Environment Committee will continue to seek constructive and mutually beneficial ways to express its members’ views, and bring its members’ resources and solutions to bear on sustainability challenges. ■

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## IGF Seen as Key to Overcoming Digital Divide



BASIS members meet with Kenyan delegates at the Internet Governance Forum in Vilnius, Lithuania. L-R: Ayesha Hassan (ICC), Art Reilly (Cisco), Joseph Alhadeff (Oracle).

**A**s September's fifth UN Internet Governance Forum (IGF) drew to a close in Vilnius, Lithuania, members of ICC's Business Action to Support the Information Society (BASIS) initiative urged participants to share experiences and best practices of this year's forum in their home countries, so they can inform decision-making at a local level and continue to tackle ongoing issues such as digital inclusion.

Representing companies and associations from many industries and regions of the world, BASIS believes the multi-stakeholder IGF provides a prime opportunity for the generation of new ideas, discussion of real experiences and challenges, and the sharing of best practices – all key elements to inform fair and progressive policymaking.

Such topics as data security and privacy, cloud computing, and access and diversity all took center stage at this year's IGF, reflecting the fast-paced and advancing nature of the Internet, whose development continues to spawn new regulatory challenges.

**continued on page 13**

### USCIB Contributes to ICANN Leadership Selections

Since its creation, the multi-stakeholder Internet Corporation for Assigned Names and Numbers (ICANN), which oversees the Internet domain name system, or DNS, has forged close links with private sector groups such as USCIB. This partnership has most recently included our participation in the nominating committee for new ICANN board members and other leadership positions.

The NomCom, as it is known, has announced its selection of seven new appointees. These include three new ICANN board members: **Cherine Chalaby** of Egypt, currently chairman of Rasmala Investment Bank and former managing partner with Accenture; **Bertrand de la Chapelle** of France, currently special envoy for the Information Society in the French Foreign Ministry; and **Erika Mann** of Germany, executive vice president with the Computer and Communications Industry Association and a former European parliamentarian.

"These new leaders bring strong board governance, and international business and political experience, to ICANN's leadership at an important time in ICANN's evolution," according to

**continued on page 13**

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# OECD Obesity Report Urges Balanced Approach

Over the past two and a half years, USCIB has worked with its affiliate BIAC (the Business and Industry Advisory Committee to the OECD) and with USCIB members, including those in the food and beverage industry, to actively shape the OECD's project on obesity and to prepare for the OECD Health Ministerial so as to reflect the important work that industry has undertaken to curb obesity.

In preparation for the ministerial, which took place in Paris in October, the OECD issued a new study on obesity and the economics of prevention. The report examines the worldwide obesity epidemic, providing new comparative data, trends and projections across OECD countries and outlining causes and costs. It also notes ways in which both the private sector and governments encouraged obesity, and makes recommendations for ways they can contribute to combating it.

Some of the more notable observations from the report:

- *"The obesity epidemic is the result of multiple, complex and interacting dynamics, which have progressively converged to produce lasting changes in people's lifestyles."*
- *"Regulation and fiscal measures are more transparent and contestable interventions, although they hit all consumers indiscriminately, may be difficult to organize and enforce and may have regressive effects."*
- *"The private sector, including employers, the food and beverage industry, the pharmaceutical industry, the sports industry and others, has made a potentially important contribution to tackling unhealthy diets and sedentary lifestyles, often in co-operation with governments and international organizations. ... [A]ctive collaboration between the public and the private sector will enhance the impact of any prevention strategies and spread the costs involved more widely."*
- *"The adoption of a 'multi-stakeholder' approach is increasingly invoked as the most sensible way forward in the prevention of chronic diseases. ... [N]o party is in a position to meaningfully reduce the obesity problem and associated chronic diseases without full co-operation with other stakeholders."*



The OECD has also established a website dedicated to the report at with country facts and related material. ■

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## OECD Unveils U.S. Economic Survey



The OECD's 2010 Economic Survey of the United States was unveiled on September 20 at a New York breakfast hosted by USCIB Chairman Harold McGraw III. OECD Secretary General Angel Gurría (above) discussed the economic, fiscal and environmental challenges that will critically shape U.S. economic performance in the coming years, highlighting the survey findings, which forecasts slow growth but no "double-dip" recession ahead.

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addresses (click "About USCIB")

### Gurría Receives Second Term at OECD Helm

Angel Gurría was appointed to a second five-year mandate as the OECD's secretary general when his current term finishes on June 1, 2011. The decision by the OECD's governing council, composed of 33 member countries, constitutes an endorsement of Mr Gurría's vision for the OECD as a more relevant, more open and more inclusive organization. Portugal's ambassador to the OECD, Eduardo Ferro Rodrigues, who serves as dean of the council, said the consensus decision reflected the "high regard" member countries had for Mr Gurría's "energetic leadership" and reflected their confidence in his ability to lead the organization during the next five challenging years. Mr. Gurría previously served as Mexico's minister of finance and minister of foreign affairs.

### Slovenia, Israel and Estonia join OECD

Slovenia, Israel and Estonia have all recently been welcomed into the OECD. This brings the organization's membership to 33 countries. National industry groups from each new member have also joined BIAC's ■



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### UN -ECOSOC Ministerial Roundtable

In June, USCIB Executive Vice President Ronnie Goldberg spoke at a ministerial-level program in New York on "The Global Jobs Pact: Crisis Recovery through Women's Economic Empowerment," organized by the International Labor Organization and the UN Development Program. The meeting reviewed successful national responses to the global jobs crisis, with a special focus on the ILO's Global Jobs Pact, which offers a menu of policy options to guide national and international policies aimed at stimulating economic recovery and providing social protection to working women and men and their families. ■





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## Joint Competition Meeting in New York



In September, USCIB's Competition Committee and ICC's Competition Commission held a joint meeting in New York. Agenda items ranged from regional developments in China to updates on OECD and International Competition Network initiatives. Commissioner Melanie Aitken of Canada's competition authority (pictured above with ICC Commission Chair Ferdinand Hermanns of Germany and Daphne Yong d'Hervé of ICC) spoke to the groups on recent changes in Canadian antitrust law as well as her agency's involvement in international convergence efforts.

### New Leadership at World Business Organization

At the July meeting of ICC's Executive Board in Hong Kong, **Rajat Gupta**, senior partner emeritus of McKinsey & Company (see page 3), was elected to succeed **Victor K. Fung**, chairman of the Hong Kong based multinational group Li & Fung, as ICC chairman. Mr. Gupta, an Indian national who resides in the United States, held a range of top management posts at McKinsey during his 34 years with the firm. "I consider the ICC chairmanship to be an honor and an opportunity," Mr. Gupta said. "I share ICC's strong commitment to open trade and a market economy, particularly in difficult economic times."

### G20 Protectionism on the Rise

An ICC Research Foundation study released in June, "G20 Protection in the Wake of the Great Recession", finds an alarming increase in market-restricting measures among the G20 nations in the past two years. Russia, the United States, India, Argentina and Brazil are the five most protectionist countries according to the report, which looked at trade-restricting and investment-restricting measures either implemented or in the pipeline.

### New Trade Finance Register

ICC and the Asian Development Bank have created a database of trade finance transactions that show the low-risk nature of lending and guarantees to support imports and exports. The ICC-ADB Trade Finance Default Registry currently contains data over five million trade finance transactions conducted around the world by nine leading international banks over the past five years. The database of \$2.5 trillion worth of trade deals is a driver in making sure banks can provide low-risk finance to support imports and exports especially in developing countries. Banks currently provide the finance for around 30 percent of all world trade.

### Intellectual Property Directory

ICC's BASCAP (Business Action to Stop Counterfeiting and Piracy) initiative has unveiled a new tool to help companies better protect their IP assets. The online *Product Authentication & Security Directory* is designed to help brand owners and IP professionals identify the tools, relationships and partners they need to protect their intellectual property from counterfeiting, piracy, diversion, cargo theft and other product security threats. Listed companies can use the directory to inform a global audience about the products and services they provide in the fight against product fakes. ■

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# Incoterms® 2010: Revised Trade Rules for an Interconnected World

**C**ontinuing a long tradition of providing the global trading community with the most up-to-date trade tools, USCIB's affiliate the International Chamber of Commerce (ICC) in September launched the latest revision of its internationally recognized trade terms *Incoterms*® 2010. The rules, used by companies in countless business transactions around the world, will come into effect on January 1, 2011.

Short for "international commercial terms," the *Incoterms*® rules were first created by ICC in the 1930s to help traders avoid misunderstandings by clarifying the costs, risks, and responsibilities of both buyers and sellers in the delivery of goods. Throughout the fall and into 2011, USCIB is organizing a series of training seminars throughout the United States to explain the changes to the *Incoterms*® rules.

"Before ICC developed the *Incoterms*® rules, the different terms were often subject to varying interpretations in different countries, often giving rise to disputes and litigation," said ICC Chairman **Rajat Gupta**. "Today the *Incoterms*® rules for the usage of terms such as Ex Works (EXW), Free on Board

(FOB), Cost and Freight (CFR) and Cost, Insurance and Freight (CIF) are part of the recognized canon defining the responsibilities of buyers and sellers in transactions for the sale of goods worldwide."

The *Incoterms*® 2010 rules take into account developments in global trade since they were last revised in 2000. These include changes in cargo security, which has been at the forefront of the transportation agenda for many countries since the 9/11 attacks, and the increased use of electronic communications in business transactions.

Revisions have been made to ensure that the wording of the *Incoterms*® rules clearly and accurately reflects present-day trade practices. The number of rules has been reduced from 13 to 11, and two new rules have been created: Delivered at Terminal (DAT) and Delivered At Place (DAP). The latest version also features guidance notes at the beginning of each of the rules to help clearly steer the user to the correct *Incoterms*® rule.

ICC has a long history of developing rules of practice for business, according to USCIB President and CEO

**Peter M. Robinson**. "Because its rules are developed by experts and practitioners brought together by ICC in a thorough consultative process, they are globally accepted and have become the standard in international business rules-setting," he said.

USCIB seminars are being led by **Frank Reynolds**, a longtime authority on international commercial rules and the U.S. representative on the ICC drafting group that recommended the changes. The seminars provide an overview of the *Incoterms*® rules and the revision process, definitions, their role in sales/purchasing contracts, analysis of the various *Incoterms*® rules and their relation to payment terms. Each attendee receives a copy of the official ICC *Incoterms*® 2010 book as well as a companion book, *Incoterms*® for Americans®, along with comprehensive seminar notes.

Visit [www.iccincoterms2010.org](http://www.iccincoterms2010.org) for a full list of seminar dates and locations, and to register. Copies of *Incoterms*® 2010 may be ordered at the ICC Books USA website ([www.store.iccbooksusa.net](http://www.store.iccbooksusa.net)).

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# Growth in Trade Is a Good Sign for Carnet Service

Worldwide trade has rebounded nicely from the hammering it took in the wake of the 2008 financial crisis. That's good news for USCIB members, and it's also good news for our ATA Carnet service, which helps exporters move goods abroad temporarily for trade shows, product demonstrations and other purposes, without paying duties or taxes.

According to the World Trade Organization, a faster than expected recovery in global trade flows so far in 2010 has caused WTO economists to revise their projection for world trade growth in 2010 upwards to 13.5 percent. "This surge in trade flows provides the means to climb out of this painful economic recession and can help put people back to work," said WTO Director General **Pascal Lamy**. "It underscores, as well, the wisdom governments have shown in rejecting protectionism."

Meanwhile, exports of U.S. goods and services increased 17.9 percent during the first seven months of 2010, according to data released by the Commerce Department's Bureau of Economic Analysis. "We are heartened by the export increase, which shows a growing appetite for U.S.-made goods and services, and that translates to more American jobs," said **Fred Hochberg**, chairman of the U.S. Export-Import Bank.

According to **Cynthia Duncan**, USCIB's senior vice president for Carnet operations, these numbers are mirrored by a strong uptick in usage of ATA Carnets. "We're seeing growth in the range of 20 percent nationwide, compared to the same month a year before," she said. "What's more, air cargo shipments are up dramatically, and ports are feeling the pinch of not being able to re-staff fast enough. All in all, these are good signs for Carnet growth and for the exporting community." ■

## Macao Joins Carnet Network

The global ATA Carnet system, administered by the World Customs Organization and USCIB's affiliate the International Chamber of Commerce, is expanding, with the Chinese special administrative region of Macao being the latest to take steps to honor Carnets.

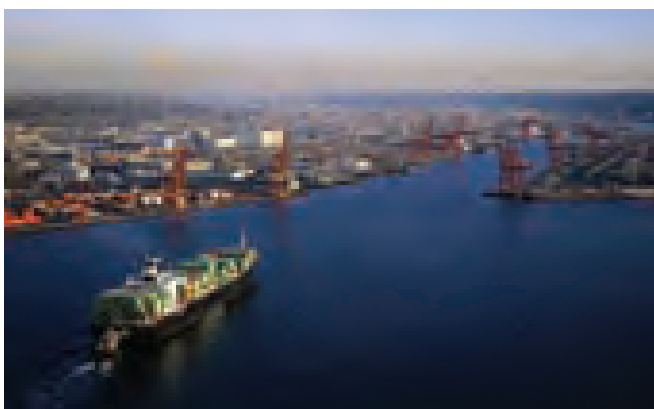
As preparations geared up for the famed Macau Grand Prix in November, the territory was also busy laying the groundwork for the imminent implementation of the ATA Carnet system. TV crews and race teams importing equipment to cover the Grand Prix are just some of those who will benefit from using the "merchandise passports," which cover billions of dollars of goods every year.

"ATA Carnets are simple to use, and can help companies save time and money," said **Peter Bishop**, chair ICC's World ATA Carnet Council. "As we emerge from the worst economic crisis since the Great Depression, Carnets are a practical tool to aid efforts to attract investment and identify new markets."

The Macao Chamber of Commerce will become the 68th guaranteeing organization when the system is implemented on November 1. Moldova joined the system earlier this year. Mexico, Bosnia and Herzegovina, and the United Arab Emirates are all expected to join in the near future.

Learn more about ATA Carnets at [www.merchandisepassport.org](http://www.merchandisepassport.org)

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## Our Man in Washington: Rob Mulligan

We welcome **Rob Mulligan**, who served as the top international executive at TechAmerica, as USCIB's new Senior Vice President for Washington, succeeding **Tim Deal**, who has retired after 14 years of stellar service USCIB.

As head of our five-person Washington, D.C. office, Rob will coordinate representation of USCIB to the Executive Branch and Congress on a wide range of trade and investment issues of importance to the U.S. business community. He will also oversee the organization's participation in business lobbying and coalition-building efforts.

Rob comes to USCIB from TechAmerica (formerly the American Electronics Association), the largest U.S. high-tech trade association, where he served as Senior Vice President, International for six years. He worked with member companies in devising strategies for addressing international trade, investment and regulatory issues affecting the high-tech industry, and he directed advocacy efforts through a team of experts in Washington, Brussels and Beijing.

"Rob Mulligan is an experienced 'business diplomat,'" according to USCIB President and CEO **Peter Robinson**. "In addition to his substantive knowledge in key business policy areas, Rob knows Washington, and has contacts with policymakers and government officials around the world. His background in the corporate sector and in the trade association world gives him an appreciation of the needs of a member-driven organization like USCIB."

Prior to TechAmerica, Rob served for seven years as Assistant Vice President, International External Affairs for The Chubb Corporation, a global commercial specialty insurer. He developed and implemented the corporation's international strategy for interacting with governments and business organizations worldwide on issues related to trade policy, insurance regulation and business development.

Among Rob's earlier positions, he was executive director of the Central Europe Institute in Prague, and served with the U.S. Department of Commerce as an International Trade Specialist. He has an MBA from the Solvay Business School at the Université Libre de Bruxelles, a J.D. from the Ohio State University College of Law, and a B.A. from Miami University.

Tim Deal, who will continue to advise USCIB on numerous matters, reflected upon retirement: "I had the privilege of collaborating closely with three outstanding USCIB presidents. The past few years under Pete Robinson's leadership in what have been trying times, were especially rewarding." USCIB members and friends hailed Tim and welcomed Rob at an October 12 reception in Washington.



Rob Mulligan

## More Member and Staff News

USCIB Chairman **Harold McGraw III** (Chairman, President & Chief Executive Officer, The McGraw-Hill Companies) was recently elected to the ICC Executive Board, succeeding former USCIB Chairman **William G. Parrett**, retired CEO of Deloitte. Mr. McGraw was also named by **President Obama** to serve on the President's Advisory Committee for Trade Policy and Negotiations. ... ICC has appointed **Eve Magnant** (Vice President and Corporate Social Responsibility Director, Publicis Group) and **Brent Sanders** (Associate General Counsel, Microsoft Corporation) to serve as Vice Chairs of ICC's Commission on Marketing and Advertising. ... **Martina Bianchini** (Vice President of EU Government Affairs & Public Policy, Dow Chemical Company) has been named to chair ICC's new Task Force on Green Economy, part of the ICC Environment and Energy Commission.

USCIB is pleased to welcome **Zaneta Butscher**, an intern working with the Arbitration Committee. Zaneta is a former litigation associate from the New York office of Baker & McKenzie LLP, where she worked on various aspects of complex commercial litigation and international arbitration. ... **Lynda K. Walker** recently stepped down from her position as Vice President and International Tax Counsel with USCIB to become the Executive Director of the Tax Council and Tax Council Policy Institute. We are actively searching for Lyn's successor and wish her the best in a new and exciting position. ■

## IGF Key to Overcoming Digital Divide continued from page 6

"The IGF is a unique environment that should not be taken for granted," according to **Art Reilly**, senior director for strategic technology policy with Cisco Systems and chair of USCIB's Information & Communications Technology (ICT) Committee. "By offering an open and frank dialogue on the full spectrum of Internet issues, the outcomes of the IGF can promote economic development, enable innovation and creativity, and bring more people into the information society."

Business leaders also applauded the catalytic effect of the global IGF national and regional initiatives. These forums provide regular opportunities for participants to hear local perspectives and engage in multi-stakeholder interaction.

ICC hosted an event on data protection and privacy, to raise awareness about the important policy initiatives and practical tools developed by its task force on data protection and privacy. The BASIS initiative also co-organized a workshop with the government of Kenya – the host of next year's IGF – on cloud computing its policy implications.

The IGF provides business with the opportunity to interact directly with many governments, organizations and stakeholders, and this year BASIS members met with a range of governments from Egypt to Brazil as well as the highest ranking United Nations representative present, Assistant UN Secretary **General Kwame Jomo Sundaram**, to discuss priorities and positions. Business experts contributed to substantive discussions on a wide variety of Internet policy issues.

Echoing the founding principles of this year's umbrella theme – developing the future together – IGF 2010 had more remote participation than ever before. Stakeholders from countries as far away as St. Lucia and Kenya joined workshops, panels and debates through remote hubs, and engaged in lively and interactive conversations. Looking ahead, a key focus will be to drive numbers of remote participants and increase representation from small- and medium-sized businesses, and developing country stakeholders.

"The variety of workshops and panels provided attendees with the opportunity to discuss complex issues directly related to the regulatory environment of the Internet," said Mr. Reilly. "This insight is invaluable. That is why ICC BASIS continues to support the IGF in its unique format and based on its founding principles." ■


## USCIB Contributes to ICANN Leadership Selections continued from page 6

**Chris Martin**, USCIB's manager for DNS policy, who served on the 2010 NomCom.

ICANN faces a number of challenges, according to Mr. Martin. "It must wisely develop and implement important current initiatives, such as the potential rollout of new top-level domains like .eco or .music," he observed. "More broadly, the private sector-led and multi-stakeholder model of Internet governance embodied by organizations like ICANN is facing renewed pressure from some stakeholders, who seek to increase government involvement."


Mr. Martin expressed confidence that the new leaders appreciate the important role that ICANN plays, and can help it successfully navigate these challenges not only as strategic decision-makers within the organization, but also as advocates for ICANN's private-sector model and its central role in coordinating the Internet's DNS.

The NomCom is charged with ensuring that ICANN's leadership is diverse in geography, culture, skills, experience and perspective. It evaluated over 80 candidates in the last round. ■



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On January 1, 2011 the much heralded 2010 revision to Incoterms® will come into effect. ICC Incoterms® are global rules that clarify the costs, risks and responsibilities of both buyers and sellers. Developed by ICC and used by companies to move goods around the world, ICC Incoterms® have become the standard in international business rules setting. To educate American business on the new rules, USCIB is offering a series of seminars entitled: ICC Incoterms® 2010 for Americans®. These seminars are accredited by ICC and taught by **Frank J. Reynolds**, an expert on Incoterms® and a member of ICC's Incoterms® 2010 drafting commission. Seminars will continue through February. ■

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**calendar**

**november**

10	Washington, DC	USCIB Information, Communications & Technology Committee
11 - 12	Seoul	G-20 Summit
12 - 13	Geneva	IOE Management Board
12	Istanbul	ICC Commission on Commercial Law & Practice
13 - 14	Yokohama, Japan	APEC Leaders Meeting
15 - 16	Paris	ICC Commission on E-Business, IT & Telecoms (EBITT)/Business Action to Support the Information Society (BASIS)
17	Washington, DC	USCIB Corporate Responsibility Committee
18	Washington, DC	USCIB Labor & Employment Policy Committee
18 - 19	Jakarta	ASEAN-OECD Investment Policy Conference
18 - 19	Brussels	ICC Executive Board
29	Paris	BIAC Food and Agriculture Committee
29 - 30	Paris	OECD Global Forum on Agriculture

**december**

1	Paris	OECD Roundtable on the Economics of Privacy
13 - 14	Paris	OECD Global Forum on International Investment
14 - 15	Paris	ICC Commission on Transport & Logistics
14 - 17	Santiago, Chile	IOE American Regional Meeting

**january 2011**

20 - 21	Paris	ICC Commission on Marketing and Advertising
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**april 2011**

7 - 8	Budapest	BIAC General Assembly
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**may 2011**

4	Washington, DC	USCIB Labor & Employment Policy Committee
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**june 2011**

8 - 10	Mexico City	7th World Chambers Congress
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**ICC Incoterms® 2010 Seminars Nationwide through February 2011**  
To view dates and locations, visit [www.iccincoterms2010.org](http://www.iccincoterms2010.org)

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