Business in Society: Creating Shared Value

2018–2019 ANNUAL REPORT
TO OUR MEMBERS AND FRIENDS,

Throughout the past year, USCIB has actively served on the front lines of global policy, representing the views of American business in Washington, New York, Geneva, Paris and elsewhere around the world. We have done so with the twin goals of ensuring that the voice of our members is heard in important debates affecting their interests, and of leveraging the unique ability of the private sector to address urgent global challenges.

In a year when many long-held expectations about international trade, investment and diplomacy were overturned, several themes emerged:

**Trade Policy in a Changing World:**
- We welcomed the conclusion of the United States-Mexico-Canada Agreement, updating NAFTA. Modernization of this trilateral agreement has been a key priority for the business community.
- USCIB put forward a business roadmap for the World Trade Organization, whose continued existence and effectiveness is vital to U.S. business, focusing on market-distorting support for state-owned enterprises new rules for digital trade and customs, and ensuring a properly functioning appellate body.
- As the U.S. and China escalated their trade fight, USCIB reminded leaders from both countries of the stakes involved. Companies and consumers are already feeling the impact of tariffs, and additional action is likely to make matters worse.

**New Forms of Partnership:**
- At the United Nations, we and our members underscored the business community’s critical role in implementation of the UN’s 2030 Development Agenda. We showcased private-sector contributions to the Sustainable Development Goals (SDGs) and how companies measure and manage their contributions.
- Pushing back against assertions that business has a “conflict of interest” when it speaks to international organizations, we continued to make the case for inclusive multilateralism. We aim to ensure business access and representation, which is essential to realizing the SDGs, making real progress on climate change and achieving other shared objectives.
Driving an Agenda for American Success in The Global Economy

USCIB advocates for international legislative and regulatory regimes that affirm the essential role of business in building a prosperous and sustainable global economy. As the main business interface with international institutions, USCIB ensures that U.S. business has a seat at the table to inform international policy development. From pushing for effective enforcement of trade rules and eliminating recent trade restrictions to promoting effective regulatory regimes to combat human trafficking and illicit trade, here is a snapshot of the issues we cover:

Cross-Border Business in a Digital World:

- We advanced American business objectives with respect to global tax policy as well as the further development of our digitalizing society – including through cooperative measures and high-level conferences with the OECD, a key standard-setter in both arenas, and our partners in Business at OECD (BIAC).
- USCIB weighed in early and forcefully on the WTO e-commerce negotiations, which aim to formulate new global rules to facilitate the expansion of the digital economy. We are actively engaging in the negotiations alongside our partners at the International Chamber of Commerce (ICC) and others.
- We are actively pursuing the digitalization of the ATA Carnet system, with the help of ICC and our service providers, the Corporation for International Business and Roanoke Trade Services.

Making a Positive Impact on Society:

- We continued to tackle important issues around business and human rights, supporting the work of our partners in the International Organization of Employers (IOE) network. Business underscores the importance of vigorous government action and rallying opposition to proposals that would shift the burden of policing human rights to multinational companies.
- The USCIB Foundation ramped up its research and education activities significantly. We joined with the Global Alliance for Improved Nutrition to develop best practices for public-private partnerships to achieve the nutrition-related SDGs. Other innovative projects are moving forward to address the future of work as well as inclusive multilateralism.

In each of these areas, our members’ voices have been amplified by an expert staff, and by USCIB’s unique network of global business organizations – ICC, IOE and BIAC. With the help of our members, each group is seeking to further raise the voice and profile of the private sector in the international arena.

We invite you to familiarize yourself more fully with our recent activities in the following pages. If you’re not already involved, please consider partnering with USCIB as we move forward to bring the very best of American business to the world at large.

Harold McGraw III  
Chairman, USCIB  
Former Chairman,  
President and CEO,  
The McGraw Hill Companies  
June 2019

Peter M. Robinson  
President and CEO  
USCIB

Spur Growth Through Expanded Trade  
Promote and Protect Investment in the United States and Abroad  
Prepare the Workforce for the Jobs of the Future  
Advance American Competitiveness and Innovation  
Highlight the Essential Private-Sector Role in Sustainable Development  
Catalyze Business’s Positive Social Impact
Global Investment and Trade

Promoting policies that spur market-led, cross-border trade and investment, contributing to job creation in the U.S. and promoting growth for USCIB members.

The success of the American economy depends upon a reliable framework for cross-border trade and investment, as well as an international business environment that will drive innovation, economic development, and job creation. Tensions over perceived imbalances in the global trading system, and in key bilateral trading relationships, have continued to drive U.S. policy debates under the Trump administration. The administration’s imposition of unilateral tariffs on imports of steel and aluminum, coupled with across-the-board duties on imports from China, have elicited criticism domestically (including unilateral tariffs on imported steel and aluminum, and continuing to drive U.S. policy debates under the Trump administration. The administration’s imposition of unilateral tariffs on imports of steel and aluminum, coupled with across-the-board duties on imports from China, have elicited criticism domestically (including unilateral tariffs on imported steel and aluminum, and)

From NAFTA to USMCA

The North American region remains critical to U.S. business, and the trade relationship with Canada and Mexico supports more than 12 million American jobs. U.S. goods exports to Canada and Mexico account for about 40% of the growth in overall U.S. goods exports. In 2019, USCIB welcomed a modernized framework for North American commerce, the United States-Mexico-Canada Agreement (USMCA), which makes important improvements over the earlier NAFTA framework. Thanks to strong advocacy by USCIB and a broad-based coalition of more than 200 leading companies and associations, the USMCA now includes modernized chapters on financial services, digital trade, customs and intellectual property protection. Now that the agreement is finalized, we are working alongside our partners to support ratification of the USMCA on Capitol Hill as well as in Canada and Mexico.

Modernizing the WTO

To ensure that multilateral rules provide the necessary predictability to facilitate growth in cross-border trade and investment, USCIB has supported U.S. efforts to improve and modernize the World Trade Organization. In a well-received white paper, USCIB urged the U.S. government and all WTO members to focus on addressing subsidies and other market-distorting support provided to state-owned enterprises, along with the establishment of new rules for digital trade and customs practices impacting trade. We have worked with the International Chamber of Commerce, as well as leading private-sector groups from Argentina, Brazil, the European Union and Mexico, among others, to strengthen world business support of critical agenda.

Bilateral Trade Agreements

Looking ahead, USCIB has provided the U.S. government with detailed suggested negotiating objectives for bilateral trade agreements with Japan, the European Union and the United Kingdom. As these potential negotiations move forward, USCIB will push for comprehensive and high-standard agreements, with not just improved market access provisions but also strong enforcement protections for investment, provisions on digital trade, as well as protection of intellectual property rights and trade facilitation measures.

China

On China, USCIB continues to push for a bilateral agreement that addresses fundamental structural issues including intellectual property theft and forced technology transfer. USCIB will also continue to push the administration to work with U.S. trading partners to find multilateral solutions to how China engages in the global trading system.

Customs and Trade Facilitation

Customs and Trade Facilitation (i.e., the cutting of red tape and reduction of transaction costs at the customs border) matters of critical importance to USCIB members. USCIB provides leadership in this highly technical area through domestic and international advocacy work. Domestically, USCIB works closely with U.S. government agencies, such as the Department of Homeland Security, Department of Commerce, and U.S. Customs and Border Protection, and Office of the United States Trade Representative. Internationally, USCIB leverages its close ties with U.S. government partners providing consensus views on issues as the U.S. develops their policy positions on issues of importance being discussed at such intergovernmental forums as the World Trade Organization (WTO), the World Customs Organization (WCO), and the Asia Pacific Economic Cooperation (APEC).

USCIB is known for its deep technical, subject-matter, and practitioner knowledge on customs and trade facilitation matters. USCIB advocacy priorities (e.g., E-Commerce in the Customs space, technical customs matters, customs and trade facilitation proposed text for FTAs) reflect consensus among the members. We engage on a wide array of customs and trade facilitation topics, however at our core we are focused on the core nuts and bolts technical topics of customs (i.e., customs classification, customs valuation, and origin).

e-Commerce

Since late 2017, USCIB has developed and provided robust content-based consensus inputs into the WTO’s work on the Cross-Border E-Commerce Framework of Standards, which established fifteen global standards on e-commerce that have been adopted by the WCO Council. As the work at the WCO continues on the Framework of Standards, we continue to develop necessary content and share consensus views with our USG partners.

Asia Pacific Economic Cooperation (APEC)

On APEC, USCIB provides critical industry input into several Customs and Trade Facilitation work streams, including at APEC Business-Customs Dialogue, the Alliance for Supply Chain Connectivity (A2CC), as well as the Subcommittee on Customs Procedures where we are working on a joint program with the Chemical Dialogue related to the treatment of chemicals at the Customs border. Led by Chile Customs, USCIB participated at a September 2018 event, and was joined by WCO representatives and Chilean and Chinese customs officials to address challenges and gaps in implementation of the APEC Customs Transit Guidelines. USCIB’s role contributed to a consensus on guidelines and secured a path forward as Chile plans more meetings in the second half of 2019.

Trade Facilitation Agreements

In addition, supplementing the work of the Trade and Investment Committee, robust technical inputs were provided into USG partners on Customs related provisions for FTAs currently under negotiation or re-negotiation (e.g., USMCA). Overall, the Committee continues to advocate for WTO TFA plus provisions and implementation as well as seek the elimination of non-tariff barriers to trade at the Customs border.
Competitiveness and Innovation

Policy and regulatory approaches must be developed in a holistic, whole-of-government manner so that the societal benefits of digital transformation of the economy can be maximized.

The digital transformation of the global economy has revealed exciting potential for a more prosperous, productive, inclusive and socially beneficial world. To make the most of this potential, business needs an enabling policy environment for investment and innovation. The attendant challenges caused by digital transformation, such as those related to privacy, security, and the future of work, are most effectively addressed through processes enabling dialogue and cooperation among governments, industry stakeholders, and civil society.

Going Digital Conference
In 2019, in partnership with OECD and Business at OECD, USCIB organized a conference in Washington, DC, gathering OECD staff, U.S. government officials and member companies to explore the findings of the Going Digital project and raise awareness to the broader policy-making audience. Speakers considered how best to secure the digital economy from ever more sophisticated cybersecurity threats. Experts delved into the promise and challenge of tapping the power of Artificial Intelligence (AI). Common themes of the day revolved around the future of work; primarily the need for economies to invest in increased access to STEM training, innovative use of apprenticeships and skills-based training programs to ensure that the workforce is prepared for the future. Participants echoed the need to reduce barriers to promote AI innovation and application to realize the potential of AI in providing opportunities and creating new sectors of industries. Meanwhile, speakers acknowledged that governments should explore development of principles to ensure public trust and confidence in AI technologies. The conference, Going Digital: OECD Insights for a Changing World, was dedicated to the late Joseph Alhadeff, former chief privacy strategist at Oracle, and commemorated his decades-long leadership and contribution to the ICT space. Alhadeff served on the USCIB Board and was a Vice Chair of the USCIB ICT Policy Committee for over 15 years.

Internet Governance Forum (IGF)
The Internet Governance Forum (IGF) remains a critical platform for USCIB to promote American competitiveness in the digital economy. IGF’s multistakeholder model of Internet governance ensures that representatives from business, government, civil society, academia, and the technical community have a voice in shaping policies that continue to drive innovation, foster a secure and stable online environment, protect personal privacy and human rights, and promote the participation of women in the digital economy—all of which align with the UN’s 2030 Development Agenda. At the 2018 IGF, French President Emmanuel Macron depicted a digital economy fraught with danger from cyberattacks and anti-democratic forces that require development of a “better model” of regulation. In response, USCIB emphasized the commercial and developmental benefits that can be realized through the creation of a pro-innovation policy environment, the effectiveness of business-informed, risk-based approaches to privacy and security, and the importance of the multistakeholder model in digital economy issues.

Domain Name System
We continue to leverage our role as the Business Constituency representative to the Commercial Stakeholder Group of the Internet Corporation for Assigned Names and Numbers to shape policies that safeguard the security, safety and resilience of the Domain Name System.

Privacy and Personal Data
The global Internet ecosystem benefits when policymakers and business work in close cooperation to develop and ensure that legal, policy and regulatory approaches adopted result in a holistic framework. USCIB provided this perspective to the U.S. Commerce Department’s National Telecommunications and Information Administration (NTIA) during a call for comments about international Internet policy priorities. USCIB also responded to NTIA’s request for comments concerning consumer privacy protections caused by the evolving digital economy. USCIB noted that data flows now account for a larger share than global trade in goods, which has increased the volume of personal data collected, used and stored, and thereby generated a flurry of responses in the global community, as well as in the U.S. about how to address privacy concerns. Countries such as China, India, Malaysia and South Korea have proposed restrictive data protection laws that could significantly harm U.S. companies while undermining efforts to enhance global interoperability. These harmful approaches range from onerous data localization requirements to national privacy frameworks that are administratively burdensome and impose economic costs on the country by undermining its attractiveness as a destination for investment and innovation. They also create an increasingly fragmented regulatory landscape, which imposes compliance costs on business. USCIB therefore urged the U.S. to lead discussions at the OECD and the Asia Pacific Economic Cooperation forum (APEC) to develop a shared vision of strong privacy protections and methods.

USCIB will continue to advocate to the U.S. Government and at the OECD, the UN, APEC and other forums, for policies that are informed by stakeholder engagement and evidence-based analysis.

Intellectual Property
Poor protection of intellectual property rights abroad continues to threaten American competitiveness. Furthermore, IPRs are sometimes called into question in key multilateral deliberations and in bilateral trade discussions, such as with China. In response to this challenging landscape, USCIB is pushing proactively for a common goal of improving USCIB members’ global competitiveness and identifying new international initiatives, such as USCIB’s Geneva Week (see page 20), to secure IPR rights and promote innovation. USCIB’s Intellectual Property and Innovation committee focuses on issues dealing with trademarks, copyrights, patents and confidential business information.

World Intellectual Property Organization (WIPO)
The committee is building upon USCIB’s longstanding commitment to protecting intellectual property—and the innovation and creativity it underpins—via robust U.S. trade policy and expanded international diplomatic commitments. In 2019, USCIB met with the U.S. Department of State team handling IPR, counterfeiting and piracy and the World Intellectual Property Organization (WIPO) to review U.S. government policy priorities, management concerns and upcoming challenges across the IPR agenda. USCIB also fostered ties with WIPO during its second annual Geneva Week; the USCIB delegation was even welcomed by WIPO Director General Francis Gurry and took part in a series of thematic briefings and discussions with WIPO officials.

China Trade
Finally, in its engagement with the U.S. government on China trade issues, USCIB presses the administration to resolve structural issues at the core of the trade dispute, which include forced technology transfer, cyber theft and intellectual property violations, to protect American technology, innovation, and intellectual property.
Sustainable Development

Promoting inclusiveness, transparency and accountability with good governance and clear metrics to scale private sector resources to solve global challenges.

In 2018-2019, USCIB and the business community closely monitored progress by governments in advancing negotiations of the Global Environment Pact and refining implementation measures for the Paris Agreement, while continuing to face challenges in terms of accelerating progress of the United Nations Sustainable Development Goals (SDGs).

Across these initiatives, the UN and other actors make it abundantly clear that success is contingent on extensive involvement and investment by the private sector. However, many of the actors within the multilateral system, which is still largely intergovernmental in nature, regard the private sector exclusively as a source of funding rather than a trusted partner. Furthermore, anti-business rhetoric persists in several UN agencies, which cite the private sector’s engagement as a conflict of interest. USCIB believes that governments and UN institutions must engender inclusiveness, transparency and accountability with good governance and clear metrics to promote and scale private sector resources and public-private partnerships to solve complex global challenges.

UN Sustainable Development Goals (SDGs)

Meanwhile, USCIB members continue to embed the SDGs as a framework for corporate social responsibility, as they develop innovative metrics and means to demonstrate the value, return on investment and impact of business-SDG implementation. Through its Foundation, USCIB launched the All In Campaign – an advocacy initiative that brings together policymakers and global businesses in key UN cities to engage in dialogues that advance opportunities for inclusive engagement with business from all industry sectors as essential to meeting the SDG goals. At the 73rd Session of the UN General Assembly, USCIB gathered stakeholders to present examples and integrate approaches in terms of value propositions for business, measuring impact of private sector action, and reporting progress on SDG’s with the international community.

Businessfor2030.org

USCIB is also expanding its platform, Business for 2030, to highlight company contributions to sustainable development. At the time of this report’s publication, the Business for 2030 platform showcased over 218 initiatives across 54 companies and organizations in over 150 countries, covering over 53% of the 169 SDG targets. Through its interactions with UN agencies and governments around the globe, USCIB highlights ongoing business leadership and the diversity of business responses and contributions to the full range of the UN 2030 Agenda outcomes, along with related climate policy.

Climate Change

On the climate front, USCIB, along with its members and partners, including the Major Economies Business Forum (BizMEF) and the International Chamber of Commerce (ICC), attended the UN Conference of the Parties (COP 24) in Poland. During the COP, USCIB urged the Trump administration to remain at the table in the UN climate process to defend American economic interests. USCIB also presented its report Business Engagement in Implementing National Climate Pledges and the Paris Agreement, which gathers business and government experiences on national pledges, as well as best practices as national governments strengthen their national climate programs by working with business and other societal partners. In part due to USCIB’s advocacy, COP 24 culminated in the “Paris Rulebook,” which offers clarity and predictability for companies planning long-term investment and operations relating to energy. The Rulebook will serve as an implementation guide for the Paris Agreement that will advance accounting and reporting of national climate pledges.

Global Pact for Environment

Finally, at the behest of French President Emmanuel Macron in 2018, UN Member States voted to launch a series of negotiations for the development of a “Global Pact for Environment.” The Pact would be a binding, universal agreement providing a common global legal basis for environmental policy principles, environmental rights-based approaches and other international environmental regulations. UN Environment will serve as the forum to mediate these negotiations. While the U.S. government voted against the resolution to launch talks for this pact, USCIB will closely follow these deliberations and work with the administration to ensure that business has input into the final outcome.

USCIB will continue to support its global network, notably ICC, Business at OECD and the International Organization of Employers as these aforementioned intergovernmental discussions move forward. Looking ahead, USCIB is preparing to weigh in and help shape emerging discussions, including at the upcoming UN Climate Summit to be convened by UN Secretary General Antonio Guterres and at the upcoming COP in Chile.
USCIB is also working with new partners to raise awareness of the role of the private sector in eliminating human rights violations. In 2019, USCIB organized a workshop with the Institute for Human Rights and Business to educate an array of stakeholders on the new Center for Human Rights and Sport in Geneva. Through sponsorship, infrastructure, production of equipment and services, business plays a key role in the intersection of sports and human rights. As part of its responsibility under the UNGP, USCIB believes that business needs to identify and mitigate possible adverse human rights impacts. However, companies are facing systemic issues that require a whole-of-government approach. USCIB member companies at the event presented on the role of public-private partnerships and the benefits of data analytics, Artificial Intelligence and machine learning to create predictions about forced labor and human rights violations. These issues will form important topics of discussion at the upcoming 11th Annual Engaging Business Forum on Business and Human Rights, organized jointly by USCIB, IOE, and USCIB member The Coca-Cola Company. At the end of the year, USCIB will also participate in the ILO’s Global Dialogue Forum on Sports and Decent Work.

ILO Centennial

As the ILO celebrated its centennial in 2019, it also focused on creating a new legally binding labor standard on violence and harassment. Through a series of ongoing consultations between the ILO and stakeholders, USCIB provided input in regard to the definition of violence and harassment, the persons covered under the standard, the scope of the “world of work” and the inclusion of a list of groups disproportionately affected by violence and harassment convention. A final declaration was released at the 2019 International Labor Conference (ILC) in June, in which USCIB participated as the voice of U.S. business through the IOE. The 2019 ILC gathered over 6,000 ILO tripartite constituents to negotiate this new declaration, focusing in broad strokes on the next 100 years.

Social Impact

Advocating for strong domestic rule of law, good governance and corporate respect for human rights.

USCIB supports U.S. business in fostering a more prosperous and just society. A significant component of this is demonstrating respect for human rights and labor through eliminating forced labor in supply chains, engaging in public-private partnerships, and employing innovative technologies and data analytics. Additionally, much remains to be done in addressing violence and harassment in the workplace and in achieving the UN Sustainable Development Goal (SDG) on decent work and economic growth. As the affiliate of the International Organization of Employers (IOE), USCIB’s corporate responsibility and labor affairs team provides business input into the International Labor Organization (ILO), the G20/B20 process and the United Nations, such as the UN Forum on Business and Human Rights and the UN 2030 Development Agenda.

UN Guiding Principles on Business and Human Rights

While companies are working to identify and eliminate possible forced labor or human trafficking that may exist in their supply chains, their ability to effect comprehensive change is limited without critical support and enforcement by governments. USCIB therefore advocates for strong domestic rule of law, good governance and the state duty to protect human rights, in line with the UN Guiding Principles on Business and Human Rights (UNGPs). The commitment by governments to enforce human rights, coupled with methodical steps taken by companies to eliminate possible labor or human trafficking in supply chains, is critical in achieving the UN Sustainable Development Goals (SDGs).

However, in the past year, some governments, led by Ecuador, proposed a treaty at the UN that would fundamentally shift the burden of policing and enforcing global human rights from governments to multinational companies. USCIB expressed concern on this proposed treaty noting that it is not aligned with the UNGPs, which is the premier global standard for both governments and business. Furthermore, the proposed treaty would establish divergent and unclear requirements for transnational business activities versus other enterprises and organizations. USCIB supported the world business statement co-sponsored by IOE, ICC and Business at OECD that outlined business consensus.

USCIB is looking forward to providing input into the UN Annual Forum on Business and Human Rights in November. Having participated in this forum every year since its inception in 2012, USCIB is pleased that for the first time the meeting will hone in on the fundamental role that governments must play in carrying out their duty to pass laws that meet international human rights standards, and then effectively enforce those laws within their own jurisdictions.

Much remains to be done in addressing violence and harassment in the workplace and in achieving the UN Sustainable Development Goal (SDG) on decent work and economic growth.
Tax Policy

Ensuring that new tax rules are consistent with international obligations, avoid double taxation and recognize technology intangibles.

USCIB plays a key leadership role in tax policy across multiple intergovernmental forums, such as the Organization for Economic Cooperation and Development (OECD), the United Nations and the European Union. Debate around taxation of the digitalized economy, new tax measures on technology firms and continued implementation of the Base Erosion and Profit Shifting (BEPS) project are ongoing topics that dominate taxation policy discussions both at home and abroad.

Taxes on the Digitalizing Economy

Taxation of the digitalized economy continues to be a pressing issue for USCIB. The OECD is the leading organization in developing a consensus-based approach to this debate. USCIB engages with the OECD through its affiliate role in Business at OECD (known as BIAC) and through its long-standing partnership with the OECD in organizing the annual International Tax Conference in Washington DC, which celebrated its 14th year in 2019. The 2019 conference honed-in on digital taxation, tax and development policy, transfer pricing and the tax implications of Brexit.

The G20 has called on the OECD to deliver a solution by 2020 to the tax challenges posed by the digital economy. Some countries believe that it is appropriate to tax digital companies differently because they have a unique relationship with their users and data is more valuable to these firms. Other countries, such as the U.S., believe that digital companies should not be singled out; if new rules are appropriate, then those rules should apply broadly to all companies. USCIB supports a consensus-based, comprehensive income tax-based solution applied equally to agree upon issues in segments of the digitalized economy and has voiced these views in various fora including to the OECD, the EU Commission, various EU countries, and the U.S. Treasury.

Base Erosion and Profit Shifting (BEPS)

The BEPS project generally accepted the current rules for dividing income between countries based on the functions, assets and risks located in each country, and focused on better delineation of what that means. U.S.-based companies must remain engaged because consistent implementation of the agreed rules will be essential to avoid double taxation. USCIB continues to provide important input into areas such as the transfer pricing of intangibles and the attribution of profits to branch activities.

USCIB works with its members and partners to ensure that new tax rules are based on income tax principles, are consistent with international obligations, avoid double taxation, are based on value creation in the local jurisdiction, and recognize technology intangibles.

Arbitration

Fostering an effective means to help companies resolve international commercial disputes.

U.S. parties continue to be the most numerous among those using International Chamber of Commerce (ICC) arbitration to resolve their international business disputes – a reflection of the significant international exposure of American business through cross-border trade and investment. Fostering an effective means to help these companies resolve international commercial disputes is a key component of USCIB’s mission to promote economic growth through international commerce. Through our affiliation with the ICC, USCIB nominates members to serve on ICC’s prestigious International Court of Arbitration, assists the Court with nominations of U.S. arbitrators and enables our members to serve on ICC’s Commission on Arbitration and ADR.

Furthering ICC’s Dispute Resolution in the U.S.

USCIB’s Arbitration Committee plays an active role in promoting and guiding the development of ICC’s dispute resolution services in the United States. USCIB’s committee encompasses some 400 renowned attorneys at international law firms, experienced U.S. arbitrators and mediators and executives from USCIB’s Fortune 500 corporate members. Drawing from a vibrant network of regional and substantive subcommittees, USCIB organizes various programs on dispute resolution for the American business and legal communities. Working with ICC Conferences, SICANA or ICC Arbitration North America, USCIB’s Arbitration Committee leaders help organize conferences, seminars and corporate roundtables to educate the public about the different ICC dispute resolution services.

Singapore Convention on Mediation

USCIB played a leadership role in a letter to U.S. Secretary of State Michael Pompeo urging for the U.S. government to sign and ratify the Singapore Convention on Mediation. The Convention is a powerful tool that will greatly facilitate international trade and commerce for international businesses by reducing costs and eliminating duplicative litigation. The Convention also improves the enforcement process by obliging governments to recognize the legal status of any international commercial mediated settlement.

As a result, the Convention helps mitigate risk when entering into a commercial relationship with businesses in foreign markets and raises the standards of fair trade globally. The treaty negotiation was launched by the U.S. with the aim of developing a cost-effective international legal mechanism for resolving cross-border commercial disputes between private parties. Among other things, USCIB also works with ICC Arbitration North America to organize luncheons, conferences and seminars on arbitration disputes regarding business-to-business data breaches, life sciences, international energy as well as the 16th annual Miami conference.
Trade Facilitation through ATA Carnet

Smoothing the Way for Trade

Trade facilitation through the reduction of trade barriers and transaction costs at the border is a top priority for USCIB and its members. USCIB provides leadership in this area through the ATA Carnet System as well as through domestic and international advocacy work.

Value of ATA Carnet

The ATA Carnet – an international customs document that allows duty-free and tax-free temporary imports of goods for up to one year – is an important tool for international trade facilitation. It serves as the global gold standard and the global best practice for temporary admissions.

The ATA Carnet was developed by the International Chamber of Commerce (ICC) in the 1950s and took off globally in 1961, when the Customs Cooperation Council – the WCO – adopted the Customs Convention on the ATA Carnet for the Temporary Admission of Goods. In 1968, the U.S. Department of the Treasury appointed USCIB as the U.S. National Guaranteeing Association (NGA), giving USCIB the ability to operate and manage the ATA Carnet system in the U.S.

Operating under the ATA Convention, the ATA Carnet covers three main categories of goods: commercial samples, professional equipment and goods for presentation or use at trade fairs, shows, exhibitions or similar events. U.S. ATA Carnets can be obtained from USCIB’s two service providers, Roanoke Trade and the Corporation for International Business. In partnership with USCIB, both service providers play a vital role in growing and expanding U.S. Carnets. For 2019, we are on target to issue over 21,000 carnets, and in May 2019 alone, we issued +2,300 carnets making it the best ever month on record for carnets sold.

Today, nearly 80 countries honor ATA Carnets, and in 2018, approximately 195,000 ATA Carnets were issued, a six-percent increase over 2017, for goods representing a total value of just over $25 billion.

Digitizing the ATA Carnet (eATA)

ICC’s World Chambers Federation (WCF) established a project to digitize the ATA Carnet (eATA) in 2017. The system is now in the final stages of development and is expected to be ready for the test pilot in September 2019. The United States, Switzerland, Belgium, United Kingdom, China and Russia, along with their respective NGA’s and national customs agencies, have been selected to participate in the pilot.

Transitioning to a seamless, paperless ATA Carnet system is a top priority. Thus, USCIB is part of the eATA steering committee that was established to oversee and manage the project. At the same time, USCIB has been working with U.S. Customs and our service providers to ensure that their needs have been addressed for the new digital ATA Carnet.

Today, nearly 80 countries honor ATA Carnets, and in 2018, approximately 195,000 ATA Carnets were issued, a six-percent increase over 2017, for goods representing a total value of just over $25 billion.

Promoting Carnet Globally

Around the globe and particularly in Latin America, USCIB staff promote and educate exporters and customs administration officials about the benefits of the ATA Carnet System. At an April 2019 meeting in Colombia, which focused on Colombia’s implementation of the WTO Trade Facilitation Agreement (TFA), USCIB recommended that Colombia implement the ATA Carnet, linking the temporary admissions provisions of the TFA to the ATA Carnet.

For more information on our Customs advocacy work, see page 5.

Our Service Providers

- Boomerang Carnets
- Roanoke Trade

USA ATA Carnet Success Stories

Fast-growing California start-up

— Utilizes ATA Carnets to sell into overseas markets. Within 3 years of ATA Carnet use, closed 41 international deals valued at $5 million.
- ATA Carnet Use and Value on the Rise:
  - Year 1: 64 ATA Carnets, total value of approximately $3 million.
  - Year 2: 123 ATA Carnets, total value of nearly $4 million.
  - Year 3: 189 ATA Carnets, total value of nearly $5 million, representing a 195 percent increase in ATA Carnet usage and an 87 percent increase in temporary export values.

American theatrical service company

— Utilizes ATA Carnets to bring show and electrical equipment, as well as performers’ wardrobes to save an annual estimated $200,000, allowing global performances, resulting in worldwide earnings in excess of $2.5 million.
- “When you consider that our stage equipment is really expensive, an ATA Carnet is the only way to go.”

Industrial machine corporation

— Utilizes ATA Carnets to allow engineers to bring in tools to repair machinery at nuclear plants. This company generated sales contracts and servicing agreements in a given year that exceed $50 million.
Promoting the Vital Role of the Private Sector Globally

USCIB staff and members circled the globe, advancing the view and priorities of American business in key international forums. Here is a sampling of our global reach.

Throughout 2018-2019, USCIB staff and members advanced the view and priorities of American business in key international forums, promoting and advancing the benefits of a free market economy and demonstrating the role of the corporate private sector in economic growth and social development. USCIB also leveraged the power of USCIB’s global network—the International Chamber of Commerce, Business at OECD, and the International Organization of Employers, as well as numerous national business organizations to influence international laws, regulations and treaties. USCIB makes its members’ views known through its direct access to international organizations, governments and policy makers.
Global Access, Global Influence

No other organization can do what USCIB does, because no one else can match our global network. USCIB serves as the American affiliate of three global business bodies – the International Chamber of Commerce, the International Organization of Employers, and the Business and Industry Advisory Committee to the OECD – and works closely with partner business organizations at the national level in many countries. This unique network provides unparalleled access to the international policy makers and regulatory authorities. ICC, IOE and BIAC are the recognized private-sector representatives in the United Nations system, the 35-nation Organization for Economic Cooperation and Development (OECD) and the International Labor Organization (ILO). They speak with authority on behalf of business at major diplomatic gatherings and directly with national governments.

ICC
The International Chamber of Commerce (ICC) is the world’s largest business organization representing more than 45 million companies in over 100 countries. ICC’s core mission is to make business work for everyone, every day, everywhere. Through a unique mix of advocacy, solutions and standard setting, ICC promotes international trade, responsible business conduct and a global approach to regulation, in addition to providing market-leading dispute resolution services. ICC members include many of the world’s leading companies, SMEs, business associations and local chambers of commerce.

ICC was granted Observer Status at the United Nations in December 2016—providing businesses with direct access into the UN system for the very first time. www.iccwbo.org

Business at OECD
Established in 1962, Business at OECD stands for policies that enable businesses of all sizes to contribute to growth, economic development, and societal prosperity. Through Business at OECD, national businesses and employers’ federations representing over 7 million companies provide and receive expertise via our participation with the OECD and governments promoting competitive economies and better business.

IOE
IOE is the largest private sector network with more than 150 business and employer organization members worldwide. For the past 100 years, IOE is recognized for its unique expertise, advocacy and influence as a powerful and balanced voice for business at the ILO - where it is the sole employer representative, the United Nation’s G20 and other international organizations.
The USCIB team did an amazing job organizing and executing Geneva Week and the ‘All In’ Roundtable. Relationships are at the heart of our business. This year’s program advanced existing relationships, established new ones and greatly enhanced the private sector’s commitment to inclusive multilateralism.”

Gerald Kunde,
Senior Vice President of Ferrero U.S.A.
At its annual International Leadership Award Dinner on December 11, 2018, USCIB honored Paul Polman, Chief Executive Officer of Unilever and Chairman of the International Chamber of Commerce (ICC). As in 2017, the gala took place at the Delegates Dining Room at the United Nations Headquarters in New York. Over 200 USCIB members, UN dignitaries and press attended.

In honoring Polman, USCIB recognized Polman’s dedicated work and leadership on the UN 2030 Development Agenda and the UN Sustainable Development Goals (SDGs). During Polman’s eight-year term as CEO, Unilever adopted an ambitious vision to fully decouple its growth from its overall environmental footprint and increase its positive social impact through delivery of the Unilever Sustainable Living Plan. Polman actively sought cooperation with other companies to implement sustainable, long-term business strategies and drive systemic change.

Established in 1980, USCIB’s International Leadership Award is presented to a senior business executive who has made significant policy contributions to world trade and investment, and improvement of the global competitive framework in which American business operates.

In his remarks at the gala, USCIB President and CEO Peter Robinson also noted the 70th anniversary of the landmark Universal Declaration of Human Rights, which he called “a fundamental recognition of our shared humanity and the equality of every person in the eyes of God and in the eyes of their fellow men and women.” He told attendees that “USCIB members stand united in support of human rights, and we pledge to do all we can in the ongoing struggle to defend human dignity.”

Robinson also introduced a new USCIB video highlighting the organization’s policy expertise, close working relationship with decision makers and links to key international business organizations.

“Without expanded cross-border trade, smart regulation and support for innovation, there is not a chance in the world that we can hit the mark of the UN’s 2030 Agenda.”

Terry McGraw, Former Chairman, President and CEO, The McGraw Hill Companies
Thought Leadership

The USCIB Foundation, Inc

The USCIB Foundation promotes the benefits of a free market economy and documents the essential role of business in achieving economic growth and social development. Through education, research and convenings, the Foundation strives to inform future choices made by stakeholders and policymakers that benefit people around the world. We believe business has the capacity to be a force for good as well as profit through innovation, investment and shared values that will lead to a more prosperous and just society. The Foundation currently supports several programs including:

**Going Digital: OECD Insights for a Changing World:**
In 2019, The Foundation, joined by the OECD and Business at OECD, hosted the inaugural Joe Alhadeff Memorial Conference, which explored the findings of the OECD’s Going Digital Project and drew upon the expertise of the OECD, senior U.S. government officials, and business experts to discuss the digital transformation of the global economy and the necessary enabling environment for investment and innovation.

**Businessfor2030.org:**
A public access online platform showcasing the private sector’s past and continuing contributions to sustainable development vis-a-vis case studies presented through the prism of the SDGs.

**Together for Nutrition (formerly called No More Missed Opportunities):**
In collaboration with the Global Alliance for Improved Nutrition (GAIN) and the Wilton Park Foundation USA, Together for Nutrition is a series of dialogues that discuss how to realize broader recognition and support for principles of engagement between public-private partnerships in achieving global goals related to nutrition. The study pointed to several areas where USCIB could make a difference and in March 2019 a virtual Center, Business Partners for Sustainable Development (BPSD), with four pillars was designed. Using the recommendations as a guide, the four pillars are as follows:
- Dialogues
- Informational online platform
- Tools
- Thought leadership

**Future of Work:**
Convening dialogue on the changing nature of work, the workforce and the workplace to stimulate learning, develop new insights and build a tangible sense of what is possible.

**Business Partners for Sustainable Development:**
A new project that evolved based on previous research done in 2018 at the request of The Foundation Board for a landscape assessment of Public Private Partnerships to determine if there was an opportunity for The Foundation to lead the way in establishing a Center for International Public & Private Partnerships. The study pointed to several areas where USCIB could make a difference and in March 2019 a virtual Center, Business Partners for Sustainable Development (BPSD), with four pillars was designed. Using the recommendations as a guide, the four pillars are as follows:

**Business in Society: A Crisis of Trust:**
A multi-year project designed to counter a growing and dangerous narrative among the international community of intergovernmental organizations and nongovernmental organizations that big business cannot be trusted to act in the best interests of society.

**Global Apprenticeship Network (GAN):**
Grants to support a coalition of committed companies, international organizations and business and employers’ federations who create work-readiness programs for youth and foster skills for business.

**Future of Work:**
Convening dialogue on the changing nature of work, the workforce and the workplace to stimulate learning, develop new insights and build a tangible sense of what is possible.
USCIB Membership

Throughout 2018-2019, USCIB members and staff leveraged the power of its global business network – encompassing the International Chamber of Commerce, Business at OECD (BIAC), and the International Organization of Employers, as well as numerous national business organizations – to influence international laws, regulations and treaties. USCIB makes its members’ views known through its access to international organizations, governments and policy makers.
Board & Policy Committees

USCIB’s committees form the heart of our work, providing expert business advice and guidance to policy makers at the national and international levels, across an array of disciplines and industries.

BOARD OF DIRECTORS
Chair: Harold McGraw III
Former Chairman, President and CEO, The McGraw Hill Companies

FINANCE AND OVERSIGHT
A standing committee of the Board of Directors; oversees USCIB financial operations.
Chair: Donald Monks
Vice Chairman (Ret.)
The Bank of New York Mellon

ANTI-ILlicit TRADE
Takes a comprehensive, multi-disciplinary approach and public-private partnerships to elevate the fight against illicit trade.
Chair: David Luna
President and CEO
Luna Global Networks & Convergence Strategies LLC

ARBITRATION
Promotes ICC arbitration as an expeditious and economical means of settling commercial disputes.
Chair: Michael F. Quinn
Managing Director, Global Trade Services
J.P. Morgan Chase & Company

China
Monitors China-related policy developments at major multinational institutions and influence policy-making process to reflect interests of U.S. business.
Co-Chair: Jianmei Feng
Counsel, Public Policy
GE China
Co-Chair: Vacant
Subcommittee: China Environment

COMPETITION
Promotes international legal policies that favor open and competitive environments for U.S. business worldwide.
Chair: Dina Kalay
Head of Antitrust (IPR, Americas & Asia-Pacific), Ericsson
Vice Chair: Jennifer Patterson
Partner
Kaye Scholer

CORPORATE RESPONSIBILITY AND LABOR POLICY
Communicates business views to national governments and intergovernmental organizations regarding corporate responsibility and labor issues, including the substance of government regulations and guidelines on corporate conduct.
Chair: Laura Chapman Rubbo
Director, Global Public Policy
The Walt Disney Company
Vice Chair: Tam Robert Nguyen
Global Head of Sustainability
Bechtel Corporation
Vice Chair: David N. Barnes
Vice President, Global Workforce Policy
IBM

CUSTOMS AND TRADE FACILITATION
Promotes global convergence and modernization of customs practices.
Chair: Jerry Cook
Vice President, Government & Trade Relations
HanesBrands, Inc.
Subcommittee: Customs Valuation

ENVIRONMENT AND CLIMATE CHANGE
Promotes appropriate environmental protection within an open trade and investment system; advances environmental protection and economic development as fundamental to sustainable development.
Chair: Paul Hagen
Director
Beveridge and Diamond PC
Vice Chair: Catherine McKalip-Thompson
Senior Advisor, Public Affairs
Novozymes
Subcommittees: Climate Change
International Energy Group

EUROPEAN UNION
Coordinates and formulates USCIB policies on a broad range of developments in the EU affecting U.S. business.
Chair: Vacant

FOOD AND AGRICULTURE
Fosters coordination among organizations working to ensure a safe food supply, meaningful food security and enhanced environmental sustainability.
Co-Chair: Diego T. Ruiz
Vice President, Global Public Policy and Government Affairs
PepsiCo
Co-Chair: Sylvia Aguilerat
Director, Federal Government Relations
McDonald’s Corporation

HEALTH CARE
Provide timely and objective information and policy advice to the OECD and USCIB affiliate organizations, with the aim of promoting market driven approaches to health care policies.
Chair: Vacant

INFORMATION, COMMUNICATIONS AND TECHNOLOGY POLICY
Provides business leadership on digital economy policy issues and governance of the Internet and domain name system.
Chair: Ellen Blackler
Vice President, Policy Strategy, Global Public Policy
The Walt Disney Company
Working Groups:
Internet Governance
ICANN
Privacy
Cybersecurity

INTELLECTUAL PROPERTY AND INNOVATION
Promotes the improvement of intellectual property rights protection worldwide.
Chair: Sharon Reiche
Corporate Counsel, Global Patents and Policy, Legal Division
Pfizer Inc

MARKETING AND ADVERTISING
Furthers the interests of U.S. business with respect to international regulation of marketing, advertising and consumer issues, and promotes self-regulation as an alternative to government intervention.
Chair: Brent Sanders
Associate General Counsel
Microsoft Corporation
Vice Chair: Carla Michelotti
Vice President
International Advertising Association

PRODUCT POLICY
Works to encourage product and chemical policies based on hazard and risk evaluations that reflect good science, protect confidential business information, avoid technical barriers to trade and ensure that U.S. products have timely access to markets around the world.
Chair: Sophia Danenberg
Manager, International EH&S Regulatory Program
Boeing

TAXATION
Works to eliminate obstacles to international trade and investment arising from U.S. tax regulations, legislation, or treaties.
Chair: William Sample
Tax Policy Advisor
Microsoft Corporation
Vice Chair: Timothy M. McDonald
Vice President, Finance and Accounting, Global Taxes
The Procter & Gamble Company
Vice Chair: Will Morris
Deputy Global Tax Policy Leader
PricewaterhouseCoopers
Vice Chair: Louise Weingrod
Vice President, Global Taxation
Johnson & Johnson
Subcommittees: BIAC/ICC
Consumption Tax
Environment & Energy Taxes
Inbound Investment
Legislative & Administrative Developments
Tax Treaties
Transfer Pricing
Digital Economy
Financial Services
Permanent Establishment Issues

TRADE AND INVESTMENT
Promotes international regimes conducive to foreign investment, market access for goods and services under conditions of fair competition through strengthened international rules and disciplines.
Chair: Charles R. Johnston
Managing Director, Global Government Affairs
Citigroup Inc.
Subcommittees:
Anti-Bribery
Digital Trade
Export Credits
Financial Services
State Owned Enterprises

SUBCOMMITTEES:

Chamber of Commerce of the United States
The Committee for Economic Development
National Association of Manufacturers
U.S. Chamber of Commerce Foundation
US-China Business Council
US-China Business Council Foundation
US Council on International Business
U.S. Council on Competitiveness
US-Japan Business Council
US-Japan Business Council Foundation
USCIB Leadership

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Harold McGraw III
Former Chairman, President and CEO
The McGraw Hill Companies

PRESIDENT AND CEO
Peter M. Robinson

VICE CHAIRS
Dennis Nally
Chairman Emeritus
PricewaterhouseCoopers

International Limited

Thomas M.T. Niles
U.S. Ambassador (Ret.) and President Emeritus, USCIB

TREASURER
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Vice Chairman (Ret.)
The Bank of New York Mellon

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Cynthia Braddon
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The Braddon Group

Dorothy Atwood
Global Public Policy
The Walt Disney Company

Mary Catherine Toker
Chairman and CEO
PepsiCo

Bradford L. Smith
President, General Counsel and Corporate Secretary
Microsoft Corporation

William H. Spence
Chairman, President and CEO
PPL Corporation

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Exxon Mobil Corporation

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Former Executive Vice President
General Electric Company

C. Meade Geisel, Jr.
Private Investor

Charles Fadel
Center for Curriculum Redesign

Leonard Cali
Senior Vice President, Global Public Policy
AT&T

Remembering John Merow

USCIB lost a longstanding and dynamic champion in January 2019, when John Merow tragically passed away, alongside his wife Mary Alyce, in a fire at their home in New York City. The former chairman of member law firm Sullivan & Cromwell, John served as a USCIB board member and corporate secretary for many years. He was also on the board of The USCIB Foundation.

Words simply cannot express our profound sorrow. John was a wonderful friend, partner and supporter of this organization for more than 30 years. His wisdom and guidance, always expressed with the utmost gentility and tact, helped us through many tough situations and laid the foundation for the strong and vibrant organization USCIB has become.

As one of John’s colleagues commented at his memorial service: “He was a lion who didn’t need to roar to be heard. “John Merow was a great man, a great gentleman and a great business leader, and he left us far too soon.

The USCIB Foundation, Inc.

Leonard Cali
Senior Vice President, Global Public Policy

Charles Fadel
Founder and Chairman
Center for Curriculum Redesign

Ronnie Goldberg
Senior Counsel
USCIB

Dan Konigsburg
Managing Director, Corporate Governance & Public Policy
Deloitte Touche Tohmatsu

Cynthia Braddon
President
The Braddon Group

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MISSION STATEMENT

The United States Council for International Business advances the global interests of American business. We do so through advocacy that calls for an open system of world trade, finance and investment, where business can flourish and contribute to economic growth, human welfare and protection of the environment.

HOW WE OPERATE

USCIB’s advocacy spans a broad range of policy issues, leveraging the expertise of our business members and a unique network of global business organizations: the International Chamber of Commerce (ICC), the Business and Industry Advisory Committee (BIAC) to the OECD, and the International Organization of Employers (IOE). Through these organizations’ official consultative status in major intergovernmental forums, USCIB represents American business positions both to the U.S. government and to international organizations such as the UN system, the OECD and the International Labor Organization.

Our policy positions are developed by our membership, encompassing more than 300 global corporations, professional firms and industry associations, who work through our committees to provide business input for USCIB to convey to policy makers at home and abroad. In addition to our policy work, USCIB is the National Guaranteeing Association for the ATA Carnet, a customs document under which merchandise can be temporarily imported duty-free into the United States and many other countries, and offers a number of other services designed to facilitate cross-border trade and investment.
Global business leadership
as U.S. affiliate of:

BUSINESS AT OECD
13/15 Chaussee de la Muette
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INTERNATIONAL ORGANIZATION OF EMPLOYERS
71 Avenue Louis-Casaï
CH-1216 Cointrin
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