



The International Chamber of Commerce (ICC)
and Smadja & Associates
invite you to join:

A roundtable for corporate executives

**Building strategic relationships with
Intergovernmental Organizations (IGOs)**

Date

Tuesday 1 February 2005, Geneva, Switzerland

Venue

Hotel President Wilson, 47 Quai Wilson, Geneva

The roundtable is an intensive, outcome-oriented, one-day event for a maximum number of 50 executives from global corporations which by the very nature and extent of their activities have to take increasingly into account the growing impact of IGOs on business and the expectations and pressures of civil society groups.

The roundtable is organized by the International Chamber of Commerce and Smadja & Associates Strategic Advisory, in cooperation with Weekes & Co, and with the support of the American Chamber of Commerce to the EU (AmCham EU), the European Round Table of Industrialists (ERT) and the Union of Industrial and Employers' Confederations of Europe (UNICE).

Objectives

The roundtable will focus on three questions:

1. How can corporations best respond to the growing global regulatory influence of IGOs - balancing the expectations put on them to act as global citizens with the necessity to meet the expectations of their shareholders?
2. How can corporations develop and implement more proactive strategies vis-à-vis IGOs, in particular on issues of common concern?
3. What are the pitfalls in assuming responsibilities that are increasingly passed over on business but that have traditionally been the domain of governments?

Format

Participating corporate executives will have the opportunity to hear directly from, and engage with, representatives of the most relevant IGOs. They will also have the opportunity to discuss with their counterparts how corporations can best respond strategically to these new challenges. Each session will be chaired in a way most conducive to allow participants to draw "actionable outcomes" from the discussions.

Before the roundtable, participants will receive a briefing paper analysing the current relationship between the business community and the IGO/NGO network.

In partnership with

Akin Gump Strauss Hauer & Feld



International Chamber of Commerce

The world business organization

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Background: What is the problem?

Most global corporations have come to recognize NGOs as a force to be reckoned with and many have learned that an activist NGO campaign can have a substantial impact on corporate activities, sometimes severely damaging image and stock value. But the international business community is now just beginning to realize how much global policy on issues that have an impact directly on their activities is being discussed, shaped, negotiated and decided by IGOs. The push for global standards is now affecting virtually every sector of business including health, trade, labour, telecommunications, intellectual property, IT architecture, advertising, meteorology and the postal system. There is a growing perception that IGOs and NGOs are increasingly acting as a global counterweight to, and even as the ultimate global regulator of, the power of global corporations, setting global standards and criteria for governments to implement and act upon.

The evolving relationship between NGOs and IGOs: the emergence of two complementary trends

- NGO actions and initiatives are no longer limited to reacting against policies or activities of global corporations. They are also increasingly geared towards setting global regulatory agendas, with the objective of enacting binding norms, rules and codes of conduct on corporate activities throughout the world including countries where NGOs have traditionally had very little access or influence.
- UN specialized agencies are increasingly integrating key elements of the agenda put forward by NGOs thus becoming a very potent channel for the advancement of these agendas, and - in many ways - enhancing their legitimacy. NGOs are today among the most active players inside the IGOs deliberation and decision-making process, usually able to provide their input on new regulations at the early stages of the drafting process.

The new landscape of international business standards and corporate responsibility

The attempts to create global standards and new enforcement mechanisms for global business standards are today central to the discussions in every single IGO - whether on issues related to the fight against obesity, cheaper medicine for developing countries, on the insertion of environmental and labour standards in trade agreements, on discussions about intellectual property rights or on making corporations responsible for the enforcement of social and human rights. Such activities include the WHO's Global Strategy on Diet, Physical Activity and Health and work underway at the UNCHR on the responsibilities of transnational corporations and related business enterprises with regard to human rights.

The corporate response

A number of the issues raised by NGOs are also now on the agenda of IGO processes and conventions, and many global corporations have taken the lead in addressing them by setting standards and policies for their operations, and by implementing rules of corporate social responsibility. However, in most cases, this has been done in an ad hoc, reactive, and even defensive way.

- How can corporations recapture momentum in their relations with IGOs?
- What is needed to build proactive, positive relationships with IGOs and NGOs?
- How has the traditional role of business organizations changed in this new "multi-stakeholder" situation?
- How should the increasingly high expectations on business in the field of social responsibility be managed?



Programme

Tuesday 1 February

08.00 *Registration*

09.00 - 09.40 **What has changed in the corporate-IGO relationship? Why is it important?**

What can corporations expect in the short and medium-term? Are we increasingly headed toward global regulatory initiatives, with the emergence of global regulatory agencies? Do we need new ground rules?

09.40 - 10.30 **What are the major issues of collective concern and “battlegrounds” between business and IGOs?**

A roundtable discussion of industries experiences with IGOs.

- **Claude Smadja**, Chairman, Smadja & Associates, Geneva
- **Maria Livanos Cattai**, Secretary General, International Chamber of Commerce
- **Antonio Peñalosa**, Secretary General, International Organization of Employers

10.30 - 12.20 **Dialogue with IGOs**

What are the procedures currently in place to manage relationships with corporations? Are they functioning? Are new mechanisms required? What expectations do IGOs have of corporations, and what do they consider to be their mutual responsibilities? How does this compare with NGO relationship management?

- **Rita Hayes**, Deputy Director General, World Intellectual Property Organization (WIPO)
- **Susan Holck**, Director, Health Information Management and Dissemination, World Health Organization (WHO)
- **Rufus Yerxa**, Deputy Director General, World Trade Organization (WTO)
- A High level representative of the United Nations High Commission on Human Rights (UNHCR)

12.30 - 14.00 **Working lunch with NGOs**

Over lunch, representatives from the most relevant NGOs will discuss their activities and agendas with companies and IGOs.

14.15 - 16.00 **How is business approaching the challenges of increasingly influential IGOs?**

A structured analysis and experience-sharing among corporate executives about the issues involved in managing the relationship with IGOs, highlighting case studies of the food and pharmaceutical industries. Leading the discussions will be senior representatives of global corporations. Among those already confirmed are:

- **Robin Aram**, Vice President External Relations, Shell, United Kingdom
- **Tom Feijtel**, Manager, Government & NGO Relations, Procter & Gamble, United States
- **Constance Kann**, Vice President - Global Public Affairs, Unilever, The Netherlands
- **Herbert Oberhänsli**, Assistant Vice President, Nestlé, Switzerland
- **Ruth Rawling**, Vice President - Public Affairs, Cargill Europe, United Kingdom
- **Dan Spiegel**, Senior Partner, Akin Gump Strauss Hauer & Feld, United States

16.00 - 17.15 **What needs to be done?**

What kind of proactive strategies can business adopt? What works, what doesn't? How can business regain some of the initiative in dealing with IGOs and in particular get a jumpstart on issues of mutual concern? Should the business community as a whole respond to these challenges or should the response continue to be ad hoc?



Logistical note

Date Tuesday 1 February 2005

Venue Hotel President Wilson, 47 Quai Wilson, Geneva, Switzerland

Event **Building strategic relationships with Intergovernmental Organizations (IGOs)**

Organized by

- The International Chamber of Commerce speaks for world business whenever governments make decisions that crucially affect corporate strategies and the bottom line. ICC is the largest, most representative business organization in the world. Its thousands of member companies in over 130 countries have interests spanning every sector of private enterprise. The United Nations, the World Trade Organisation, and many other intergovernmental bodies are kept in touch with the views of international business through ICC.
- Smadja & Associates, Strategic Advisory works with global corporations and various government entities on strategic issues, trends identification and assessment, and organizes events of substance worldwide.
- Weekes & Co focuses on the implications of international political developments for business, and on corporate responsibility issues including corporate relations with civil society.
- Akin Gump Strauss Hauer & Feld, a global law firm focusing on government affairs, trade and public policy advocacy.

Partner

Working language

English only

Contribution to costs

- 650 Euros for ICC; AmCham EU; ERT; UNICE members
- 790 Euros for non-members

Registration

The contribution to costs covers all roundtable activities, including working lunch, coffee breaks and documentation. All fees are exclusive of travel and accommodation.

Please fill out the registration form, indicating method of payment, and:

Fax to: +33 1 49 53 29 42

Mail to: ICC Conferences

Phone: +33 1 49 53 28 69

International Chamber of Commerce

38, Cours Albert 1er, 75008 Paris, France

Registration will be confirmed upon receipt of the registration form and contribution to costs. Registration forms will be handled on a first-come first-served basis.

Participants are responsible for making their travel and hotel arrangements privately.

Travel and accommodation



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Registration form

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 Fax +33 1 49 53 29 42

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47 Quai Wilson, Geneva, Switzerland

Event Building strategic relationships with
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Participant information

Title (Mr/Dr/Mrs/etc.)
 Family name First/given name
 Position
 Company
 Address
 City/state Zip/postal code
 Country E-mail
 Phone (.....) Fax (.....)

Contribution to costs

(Please check the appropriate box)
 650 Euros for ICC; AmCham EU; ERT; UNICE members
 790 Euros for non-members

Should you need an invoice please tick box

Method of payment

By credit card: American Express Euro/MasterCard Visa
 Card number Expiry date
 Name of cardholder

By cheque:
 payable to "International Chamber of Commerce" **bearing the reference "ICC S0502" and clearly indicated the participant's name.**

Registration will be confirmed upon receipt of this completed registration form and contribution to costs.

Cancellation

30% of the registration fee will be refunded for any cancellation received in writing by ICC Conferences prior to **Friday 14 January 2005**. No refund can be made for cancellations received after this date. You are welcome to send a substitute at any time. Please inform us if you plan to send a substitute. Updated registration materials will be required.

Date Signature

The information you provide on this form will be used to compile the participants list for this event. By providing this information, you consent to ICC storing it in its data base for the sole use of the ICC International Secretariat. You may have access to this information and request to have it deleted or corrected at any time by contacting ICC Conferences.

If you know of someone who would be interested in participating, please let us know:

Family name First/given name
 Company Country
 Phone (.....) Fax (.....) E-mail