



The International Chamber of Commerce (ICC) Executive Board meeting

New York, Boston - October 8-12, 2009



 Dr. Abdul Rahman Attar, President of the International Chamber of Commerce in Syria (ICC Syria), affirmed to Ban Ki-moon, Secretary-General of the United Nations (UN), that peace in the Middle East is a necessary tool for the development of the local and international economy. Dr. Attar made the remarks during a session which brought together the Executive Board of the International Chamber of Commerce (ICC) and the Secretary General of the UN, at the UN headquarters in New York, on the sideline of the Executive

Board of the ICC meeting held in New York between 8 and 12 October 2009.

Attar, the only Arab in the ICC Executive board, stressed to the audience that Syria was and still plays an active role in the global economy. He also said the country was continuing its ambitious process of economic reform aiming to open up the country to the global economy. For his part, the Secretary General praised the role of the chamber, which is considered the second international organization which has been recognized after the emergence of the UN in 1946.

Ki-moon also praised the chamber for its role in the global economy. In cooperation with the U.S. Council for International Business, the ICC Executive Board meeting focused on putting a strategy in place for chamber for the next three years.

The U.S. Council for International Business, one of the strongest U.S. economic organizations, hosted a gala dinner for the gathering, attended by U.S. Secretary of Commerce and a number of Arab ambassadors, including Dr. Bashar Jaafari, the Syria's Permanent Representative to the United Nations.

The ICC Executive Board also visited Harvard University where workshops were held during which senior academics at the university explained their perceptions of the global economy, both now and in the future. Issues discussed included corporate governance, the role of the state in the economy, climate change, the development and drafting of financial laws and the revival of bilateral, regional and strategic trade agreements for integrated business.

The International Chamber of Commerce Executive Board meeting

New Delhi, India - December 2009



 A new round of the ICC Executive Board meetings was held in New Delhi, India between 3 and 5 December 2009, where Dr. Abdel Rahman Attar, a member of the Executive Board, President of ICC Syria has participated in.

The meeting discussed several topics related to the work of the chamber's specialist commissions. The ICC's 2010 Program of Action and annual budget were also discussed and ratified. The Copenhagen United Nations Climate Change Conference decisions were also reviewed, in addition to a number of topics related to the World Chambers Federation.

This ICC meeting was held simultaneously with the (ICC Regional CEO Forum) under the title: "Globalization and the Rapid Growth" on 4-5 December, in the presence of both the President and Secretary General of the ICC, during which a range of topics related to trade, employment, finance and sustainable growth were provided.

ICC announces new rules for Uniform Rules for Demand Guarantees (URDG)

New Delhi – December, 4, 2009

ICC announced a revised version of the Uniform Rules for Demand Guarantees (URDG) on December, 4, 2009.

The new version destined to apply to hundreds of billions of dollars of demand guarantees securing monetary and performance obligations in a wide array of international and domestic contracts.

The revised rules, the first in 18 years, were formally adopted by the ICC Executive Board at its meeting in New Delhi and will enter into force on 1 July 2010.

“The revised URDG rules are the latest example of ICC’s leadership in writing the rules that govern some \$14 trillion of international trade,” said ICC Chairman Victor K. Fung. “Since its founding in 1919, ICC has been writing rules to facilitate cross-border trade and investment. ICC rules are globally accepted in the fields of banking, customs, marketing, advertising and trade finance.” Comprising 35 articles, the URDG rules set out the liabilities and responsibilities of the parties at each key stage of the lifecycle of the guarantee. The changes include innovative treatments of payment contingencies and more precise language for determining whether a presentation made under a guarantee or counter-guarantee, whether paper-based

or electronic, is a complying presentation. These changes are expected to curb the rate of rejection of demands and increase the certainty of the instrument.



“This collective effort has borne fruit as it has produced rules that reflect a broad consensus among bankers, users, and all members of the guarantee community,” said ICC Secretary General Jean Rozwadowski. “It is the result of an ambitious project to create a new set of rules for the 21st century that is clearer, more precise, and more comprehensive, offering the

fairest balance yet between the parties’ competing interests and doing so in innovative ways.” In international sales, whereas a documentary credit assures the exporter of being paid upon the presentation of complying documentation showing that shipment is made, a demand guarantee provides protection to the importer against non-performance, or late or defective performance, by the exporter.

The URDG have gained increasing worldwide acceptance over the years. They were adopted by the International Federation of Consulting Engineers in their model guarantee forms and later incorporated by the World Bank in all of its unconditional guarantee forms. The

rules have also been endorsed by the United Nations Commission on International Trade Law, and national lawmakers have used them as a model for independent guarantee statutes. The revision of the URDG spanned two and a half years and was a cooperative effort by ICC’s Banking Commission and its Commission on Commercial Law and Practice, which are made up of representatives from banks, companies and law firms worldwide.

“Business- the leading factor in increasing international cooperation, understanding, trade & investment”, at the ICC Regional Consultative Group meeting South Asia and the Middle East

Damascus - February 15, 2010.



 Syria hosted the second meeting of the ICC Regional Consultative Group for South Asia and the Middle East under the theme “ Business- the leading factor in increasing international cooperation, understanding, trade & investment” at the Four Seasons Hotel - Damascus on February 15, 2010.

In his speech at the opening, Abdullah al-Dardari, Deputy Prime Minister for Economic Affairs, asserted on the importance of cooperation with the ICC in transferring the technology knowledge to Syria, calling the ICC Syria to work to consolidate an education of an existing open trade system, and the promotion of cooperation and competition in the coming years among its members.

Dardari also drew the attention to the importance of the role played by the ICC Syria in helping Syria to develop its vision as a bridge between Europe and the Arabian Gulf, and between East and West, not



only in the fields of trade but also in all areas. In turn, Dr. Abdul Rahman Attar, President of ICC Syria , affirmed on the importance of the

meeting and its role in promoting cooperation among members of the ICC because of its impact in achieving the maximum benefit from the experience of others in the development of investment field.

During the meeting also there were discussions on the regional trade, finance, tariffs and markets and the ICC role in promoting cooperation, understanding, trade and investment.

This meeting was attended by Jean Roswadowski, the Secretary-General of the ICC, Rona yircali, President of the World Chambers Federation ,



presidents and secretary-generals of the ICC in Pakistan, Sri Lanka, India, Iran, Lebanon, Jordan, Georgia, United Arab Emirates, Bahrain and Kuwait.

The meeting comes in a series of regional meetings aimed at bringing together the national committees of the same geographic area. The importance of this series of meetings comes from gathering members facing similar challenges in this region of the world, in which they exchange and discuss their views about how to access the best business practices.

Official visits on the sidelines of the second ICC RCG meeting



 Within the framework of the official visit he paid to Syria, Jean Rozwadowski, ICC Secretary-General, visited Lamia Assi, Minister of Economy and Trade in Syria on the 16th of February 2010. Dr. Abdul Rahman Attar, President of ICC Syria accompanied Rozwadowski during the visit, where they reviewed with the minister the ICC's areas of work, the activities which are being undertaken by it and the mechanism of its committees specialized in various fields, particularly investment, banking, insurance, and electronic commerce. During the meeting with Minister Assi, Dr. Attar stressed the ICC Syria interest to provide the

ministry with all studies, plans and recommendations issued by the ICC. He also wished that the ministry will designate a representative to follow up all matters relating to the chamber.

Mr. Rozwadowski and Dr. Attar also discussed the with Adeb Mayaleh, Governor of the Central Bank of Syria, the modifications done by ICC, on "Uniform Rules for Demand Guarantees" (URDG) and how to implement these guarantees in Syria.

Mayaleh welcomed the coming symposium to be under the auspices Central Bank of Syria, a forthcoming event which will be organized by the ICC Syria about these rules. Where all banks operating in Syria - public and private - will be invited to the symposium to be the starting point of a fruitful cooperation between the ICC Syria and the Central Bank of Syria. During the meeting, discussions on topics relating to documentary credits and banking regulations issued by the ICC were also held, as well as topics related to the ICC court, one of the most important arbitration centers in the world. Rozwadowski was visiting Syria to participate in the second meeting of the ICC- Regional Consultative Group for South Asia and the Middle East.

The Incoterms between 2000 and 2010, Amendments and Developments,

Damascus - February, 17, 2010



 Under the patronage of Dr. Eng. Yarob Suleiman Badr, the Syrian Minister of Transport, ICC Syria held a symposium entitled 'The Incoterms between 2000 and 2010, Amendments and Developments', at the Four Seasons Hotel, Damascus, on February, 17, 2010. Experts from the International

Chamber of Commerce in Paris lectured at the symposium, including Mr. Christoph Martin Radtke, Chairman of the committee that is reviewing the 2000 Incoterms, and Emily O'Connor, who administers the Commercial and Practices Commission and who also supervises reviewing the rules of the 2000 Incoterms.

In his opening speech, Minister Badr stressed the importance of terminology in clarifying commercial contracts and identifying the mechanisms and rules to be followed between the seller and buyer, stressing the need to know those terms especially in the light of the regional and international agreements Syria is entering. Badr also stressed on the importance of the amendments carried out by the ICC taking into account the new developments taking place, particularly relating to the entry of new patterns in the delivery of containers, and the increase of electronic commerce activities, as well as efforts to clarify the old version of these terms and remove the ambiguity that surrounds the relationship between the seller

and the buyer and specifying the time period that the responsibility of the goods is transformed between the seller and the buyer.

Badr cited the synchronization of amending those terms with the efforts of the Syrian Ministry of Transportation to regulate the transport of goods.

“We are seeking to pass a new law for the transfer of goods and applying the electronic administration in the Syrian ports,” the Minister said.

Dr. Abdul Rahman Attar, President of the ICC Syria stressed on the Chamber’s pursuit to be Syria’s window to the world through transferring the international expertise and studies to the country and contributing at the developing process of the international trade where the special symposiums that the chamber holds in various fields comes in this context.

Dr. Attar stressed on the importance of the incoterms role in determining the responsibilities between the seller, the buyer, the carrier and



the insurance companies. He indicated that an acute awareness of these terms help to reduce misunderstandings between those parties, affirming the chamber’s interest in reviewing those rules and work continuously to issue its amendments which would make those terms easier, more accurate and taking into account the technological development, particularly those which are related to electronic documents. For his part, Dr. Rateb Shallah, the Chairman of Syrian Enterprise

and Business Centre, pointed out to the private sector’s participation with the government in making decisions related to trade, especially in the light of the openness of the national economy on the global one.

Dr. Shallah stressed that the amendments on the Incoterms 2000 come in the context of efforts to secure the requirements of economic openness, stressing the importance of work on these terms and its criteria to ensure that the openness process is going on its best image.

This while the lecturers reviewed vary of topics most notably giving an overview of the Incoterms, the reasons and procedures for review of the Incoterms 2000, and the basic elements for reconsidering it. The lecturers also made a presentation about the rules of 13 rules of Incoterms explaining the responsibilities of the seller and the buyer in accordance with those rules, the risk transmission and how to choose the item or “term” appropriate.

Mediterranean Business Forum “Strengthening Investment Relations among Mediterranean Countries”

Rome, Italy - February, 25 - 26, 2010

Heading an 11-Syrian businessmen delegation, Dr. Abdul Rahman Attar, President of ICC Syria, participated in the II Mediterranean Business Forum works which was held under the title “Strengthening Investment Relations among mediterranean countries” in Rome , Italy between February, 25 and 26 2010.

The Forum was organized by the Italian Trade commission (ICE), the Confederation of Italian Industries (Confindustria), jointly with the Association of Italian Banks, with the support of the Italian Ministries of Economic Development and of Foreign Affairs.

The forum aimed to encourage



the Italian cooperation with the Mediterranean countries, and promote investment collaboration in the region in addition to renovating a full industrial, commercial and cultural dialogue between these countries.

As a representative of the chamber,

Dr. Attar gave a lecture in a session approached the small and medium enterprises system and industrial cooperation.

It is worth mentioning that the Syrian delegation participated in the forum held 110 bilateral business meetings with different Italian companies.

New directions... Developing a new service in the digital marketing...

 As a member of the BusinessMed Organization, International Chamber of Commerce in Syria, in cooperation with the Syrian Enterprise and Business Centre, a member of the of Anima Investment Network, provided a project entitled “Med-Digital, development of a new service in the digital marketing” and that was within the third round of the “Invest in Med”, which the European Commission is funds 75% of its budget to be started in the second half of April 2010.

Participants in the project:

- International Chamber of Commerce - Syria / Leader
- Syrian-European Business Centre (SEBC)
- The Chamber of Commerce, Industry and Agriculture of Beirut and Mount Lebanon
- Estonia Chamber of Commerce and Industry
- COPCA (Barcelona)
- CGEM - Confédération Générale des Entreprises

The project's Idea

 The basic idea of the project is based on guidance and focus on small and medium enterprises, as many institutions are still regarded as they do not require a coherent strategy for digital marketing in order to succeed. However, it is important to understand the increasing use of the Internet among customers independently from the market, to inquire about the products and / or services available, and particularly to make purchasing decisions. The Internet is characterized today as one of the most important factors of communication in the Mediterranean region for consumers. For this, those institutions - that lack a coherent strategy for digital marketing – are losing a great opportunity for sustainable competition. The project, therefore, aims to improve the skills of the economic operators on the technologies related to “e-business” in the Mediterranean countries, and to diagnose the

current situation for the use of electronic business technologies in the targeted countries (Lebanon, Syria and Morocco), and developing a new tool to promote the electronic business. Such technologies will be transferred to the Mediterranean partners.

Phases of the project

The project consists of 3 main phases:

1st Phase:

(Syria, Lebanon and Morocco)

Diagnostician of the situation in the Mediterranean countries (Syria, Lebanon, Morocco), where experts from Spain to visit Syria and Lebanon in mid-April, and then visit Morocco in mid-May, to study the situation of those countries, and do a survey to measure the level of using electronic business solutions in small and medium projects.

2nd Phase:

Tallinn, Estonia

According to the data form the 1st Phase, there will be a workshop in Tallinn, the

proposed date to be held is between 20 and 23 September 2010, under which staff of the partners from Syria, Lebanon and Morocco - will be subject to training on the digital marketing services tools. They will also be provided with information about new services, the mechanism of supporting small and medium enterprises, and how to encourage the use of electronic trade.

3rd Phase:

(Syria, Lebanon and Morocco)

Professional experts from Catalonia will visit Syria, Lebanon and Morocco to identify the added value for 10 Mediterranean SMEs from the new services developed by this project.

The ICC Syria, thus invites all small and medium enterprises to participate and get the benefit from this project and that's through contacting the ICC Syria offices.

For more information, please call Tel: 011 / 33 44 391.