



## Annual Report 2018

**ICC**@100 years  
1919 - 2019



**A Word by Mr. Naji Chaoui,  
President of International Chamber of Commerce in Syria  
Ladies and Gentlemen  
Members of ICC Syria**

2018 was a challenging year at all levels, but because of the appreciated hard work of our fellow members and staff, we have been able to continue the ground breaking work that our founder predecessors in the ICC – Syrian National Committee had done.

As you all know, the Syrian business community have always been historically vibrant. Many of us, professionals, and actors of the Syrian private sector, are striving to preserve our business legacies and social role despite the many upheavals and tense political moments.

In these circumstances, the Syrian National Committee of the ICC, will continue to engage with the various national and international stakeholders, in support of the Syrian private sector, which is an important vector for reconstruction of our beloved country.

In addition to its continued role as the link between Syria and the world, as a transferor of experiences and updates in all business areas. Also, to represent Syria in international meetings and events for focusing on the role of trade in global peacemaking, as it was founded in 1919 by a group of merchants who called themselves “Merchants of Peace”, which we will continue to pursue in our activities.

We shall do so by contributing, through a variety of activities, to disseminate and raise awareness, among our members, of the ICC advocacy work for responsible business conduct, and in the challenges of different changes.

We shall provide the platform for our members to engage with the activities that the ICC carries out in support of the resolution of commercial disputes, its business policy advocacy, in the development of business rules and guidelines, and in the ICC Academy training courses.

This will be an integral part of the mission and duties of the Syrian National Committee of the ICC, in the coming future, and it is my great privilege to participate in leading the way forward in this period, together with my honorable colleagues of the Board.

**Naji Chaoui  
Chairman - ICC Syria**

## About ICC Syria



As Syrian National Committee is part of the International Chamber of Commerce since 1987 and one of over 130 National Committees around the world; ICC Syria adapts and works on achieving ICC Mission and Vision by applying and implementing the updates of global business environment which lead to maintain the positive impact in business all over the world.

### ICC Mission:

We Make Business Work for Everyone, Every day, Everywhere.

### ICC Vision:

We Enable Business Worldwide to Secure Peace, Prosperity and Opportunity for All.

## Activities of International Chamber of Commerce Syria

### 1. National Activities

#### ICC Syria General Assembly

##### 15th of May 2018 in Damascus – Syria

On May 15th 2018 at 12:00 am, The International Chamber of Commerce Syria, held its General Assembly in Cham Hotel, Damascus - Syria.



During the Assembly, the accounts of 2017 were approved and an election was made to select the board members.

The meeting was attended by the Minister of Internal Trade and Consumer Protection Dr. Abdulla AL Gharbi, and representatives of the Ministry of Internal Trade and Consumer Protection. The Minister praised on the role of ICC Syria in supporting the Syrian economy, and he emphasized the need to reactivate the role of the committees in particular, the field of the international arbitration and to organize international conferences.



### 2. International Activities

#### 10th B-MENA Meeting

##### 19th and 22nd of June 2018 in Paris - France

ICC Syria represented by Chairman Mr. Naji Chaoui, and Secretary General Mr. Khalil Sara, attended the 10th MENA meetings, in order to enhance the cooperation between Mediterranean and North African countries, which was held on June 19th and 22nd 2018 in Paris - France.



## The main topics of the meetings were:

- 1- Implementation of ATA Carnet.
- 2- ICC Academy Services.
- 3- Digital Library and purchasing of ICC publications, through [special codes](#), which guarantee discounts of national committees' members.

## ICC Permanent Heads Meeting

20th of June 2018 in Paris - France

ICC Syria represented by Chairman Mr. Naji Chaoui, and Secretary General Mr. Khalil Sara, attended the 10th MENA meetings, in order to enhance the cooperation between Mediterranean and North African countries, which was held on June 19th and 22nd 2018 in Paris - France.

ICC Secretary General, Mr. John Denton developed the new ICC strategy for the period of his tenure, in which he emphasized the necessity to interact between the head office and the various national committees and among the national committees themselves, to arrive at a greater cohesion in the global action of ICC in order to influence positively different international organization, and that will lead to achieve the United Nations (UN) and the World Trade Organization (WTO) visions, with the aim to promote and enhance free international trade, which is the only path available to the world community, to create and empower economic growth at an acceptable pace, to increase wealth and meet population needs around the world, especially in developing countries for education, health and improved livelihood.

Mr. Alexis Mourre President of the International Court of Arbitration provided some general updates on the Dispute Resolution Services. During the meeting, the emphasis was made on the different services provided by ICC to resolve disputes by the four methods:

1. Mediation.
2. Arbitration.
3. Expertise.
4. Resolution of Dispute on Intellectual Property and Shareholders.

Concerning the Middle East, an office in Dubai of the International Court of Arbitration; is to be opened very soon, to promote Arbitration in the MENA region, where the procedure of arbitration can be conducted in Arabic.



## ICC General Assembly

**21st of June 2018 in Paris - France**

ICC Syria Chairman Mr. Naji Chaoui and Secretary General Mr. Khalil Sara, attended ICC General Assembly, which was held on June 21st in Paris - France.

Where the former ICC Chairman Mr. Sunil Bharti Mittal welcomes his successor Mr. Paul Polman (Chief Executive Officer of Unilever), who has been elected at this session as the new Chairman for the coming two years. Two new vice chair were elected, as new members of the executive board. Mr. Alexis Mourre was re-elected President of the ICC Court of Arbitration.

During the assembly, Mr. Naji Chaoui intervened in the general discussion with the valuable aspect of ICC role, ensued to point out the fact that the ICC would react at various levels against the economic sanctions imposed as a political tool. As these actions are harming the development of people, who live in the sanctioned countries, which will reflect negatively on their living conditions such as the quality of (Education, Health, Gender Equality, Economic Growth, Poverty Level) and that will contrast with ICC and UN plans of Sustainable Developments Goals (SDGs), which we all work to achieve by 2030.



## ICC Knowledge Sharing Sessions

**3rd – 5th of December 2018 in Paris - France**

ICC Syria Secretary General Mr. Khalil Sara, attended mainly the sessions on extraterritoriality and sanctions on 4th – 5th of December 2018 – Paris - France.

### 4th of December Sessions

The moderator was Mr. Thomas Pletscher, Secretary General of ICC Switzerland. The discussion started on how to approach sanctions from a practical point of view in order to make them more transparent. ICC will recommend, through its observer status at the UN and its delegate at WTO, that a special bureau/organization be set up to inform and advise the public, on what is the nature of sanctions in general and what products, goods, services, financial transactions are sanctioned and how to go about in conducting business with sanctioned countries in order for large companies and SMEs to be aware on how to conduct their business.



Furthermore, Mr. Khalil Sara suggested, that ICC should take a position in principle on condemning economic sanctions as a political tool, used between countries in dispute, as it is a major hindrance to the free flow of goods and services in international trade. It being understood that the ICC was founded in 1919 (100 years ago) on the very principle of fostering and facilitating free trade amongst nations, as a tool for establishing prosperity and peace in the world. Economic sanctions are in opposition to those principles and against human rights when affecting food, medicine and medical equipment. Both recommendations were adopted.

A communication is to be drafted and send to our ICC delegate at the UN to follow up the matter with the UN secretary general.

## 5th of December Sessions

### First Topic:

#### Incoterms 2020®



The launch of Incoterms 2020® will take place in early September 2019. The main contributor to the elaboration of Incoterms 2020® is Charles Debatista.

National Committees will provide training on the new Incoterms 2020, but the certification and exams will be done online with ICC Paris.

### Second Topic:

#### ICC World Chambers Federation



ICC and the World Chamber Federation, have concluded an agreement, by which a common platform is made accessible only to direct ICC members and to National Committees.

The official launch will take place in March 2019. A soft opening will take place in November 2018. The information channel of the World Chambers Federation (WCF) is available to local chambers of commerce only if they are members of the National Committees of their countries.

### Third Topic:

#### ICC World Congress - Rio De Janeiro, Brazil



The ICC World Congress will be held in Rio De Janeiro, Brazil, between 12th – 14th of June 2019.

### Fourth Topic:

#### ICC Academy



The ICC Academy is incorporated in Singapore and It is a subsidiary of ICC Paris. There are already 2000 people enrolled in the Academy. The turnover last year was 1.5million \$. The Academy is advertised on the ICC Paris website

[iccwbo.org](http://iccwbo.org). National Committees can make money by encouraging people to register with the Academy. A 20% commission is payable to all national committees that promote courses.

Secretary General Mr. Khalil Sara suggested that, we can look into making applicable courses for Banking committee and insurance companies and promote them to our members and interested entities in Syria.



## BUSINESSMED Events

### BUSINESSMED General Assembly

21st of November 2018 in Barcelona – Spain



Mr. Naji Chaoui, President of the International Chamber of Commerce Syria, participated in the General Assembly of the Union of Mediterranean Confederations of Enterprises (BUSINESSMED), which organized in the framework of the Mediterranean Week of Economic Leaders MEDAWEEK 2018, which was held on November 21st 2018 in Barcelona - Spain.

During the meetings the presidency of BUSINESSMED in accordance with the partners and members explored partnership opportunities with Mediterranean neighborhood countries through the involvement in activities implemented in African countries.

The main topics of the meetings were:

- General Planning of BUSINESSMED's activities 2018-2019.
- BUSINESSMED's Strategy and New services 2018-2020.
- Projects' State of advancement 2017-2018 such as:

**SOLiD** - South Mediterranean Social Dialogue, is a three-year programme (2016-2018) with a budget of 3.750 million Euros, funded up to 80% by the European Union. It is coordinated by a consortium of 10 partners.

**EBSOMED** - Enhancing Business Support Organisations and Business Networks in the Southern Neighborhood, is project co-financed by the European Union and coordinated by BUSINESSMED.

**HOMERE** - High Opportunity for Mediterranean Executive Recruitment, is an intra-Mediterranean Internship Mobility scheme offering companies in search of new business perspectives a unique opportunity for sourcing young talents from the Euro-Mediterranean region to become their interns.

Signing of new Partnership Agreements such as:

- ▶ Institut de Prospective Economique du Monde Meditteraneen(IPEMD)
- ▶ Euro – Mediterranean Economist Association (EMEA)



# Activities of TIR Syria and the International Road Transport Union (IRU)



## 1. TIR in Syria and Lebanon 2018

During 2018, the TIR administration received a request from Syrian companies to mediate with Lebanese customs, after issuing the EX3 export statement from Lebanese side on all Syrian companies, when carrying goods from Syria.

to Europe via Beirut International Airport, and through this statement imposed on the companies, very high fees will be applied on Syrian transit companies, which is in opposition with the work of TIR, and hinders the export mechanism; therefore, Mr. Naji Chaoui, chairman of the TIR in Syria, required to hold a meeting under his chairmanship in Lebanon, in the presence of representatives of the TIR office in the Chamber of Commerce, Industry and Agriculture of Beirut and Mount - Lebanon, a delegate from the International Road Transport Union (IRU) and representatives from Lebanese Customs, to discuss the need to abolish the statement EX3, in conclusion of discussions with several Lebanese parties, solutions agreed by all companies; TIR Syria has played an important role in overcoming these problems.

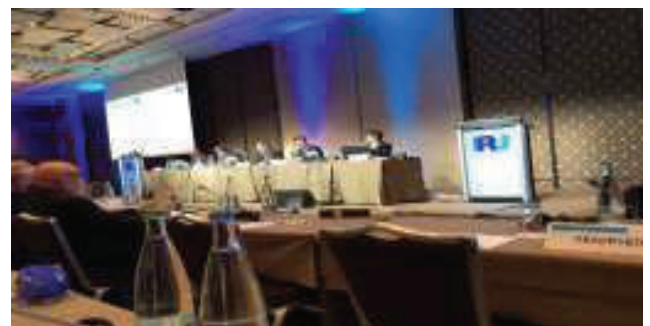
As a result, the Syrian-Lebanese crossing was reactivated, and transportation through Beirut International Airport was carried out in order to ensure the continued export procedure of Syrian goods, which help the Syrian's economic growth.

## 2. IRU General Assembly

### 4th of May 2018 in Geneva - Switzerland

Mr. Naji Chaoui, President of the International Chamber of Commerce Syria, attended the General Assembly of the International Road Transport Union, which was held on May 4th 2018 in Geneva - Switzerland.

As ICC Syria is the guarantor of TIR in Syria, Mr. Chaoui met with the Secretary General of the International Road Transport Association, Mr. Umberto de Pretto, in order to discuss how to reactivate the work of TIR in Syria, in addition to finding ways of collaboration in various activities, such as holding training courses, which aim to inform Syrian companies of the latest updates to coordinate with the external authorities in order to promote the economic situation in Syria in the post-crisis period. IRU Position on managing the transition to autonomous vehicles, adopted unanimously by the IRU General Assembly.





As a summary of the meetings, “IRU AWARD FOR TOP ROAD TRANSPORT MANAGERS 2019”, will be attributed only to the top managers of road transport companies engaged in the national or international transport of goods or passengers by road, including taxi companies, who have done honor to their profession through their wide professional experience and specific managerial achievements.

### The main advantages of automated commercial vehicles were:

- Improving Road Safety.
- Increasing Transport Efficiency.
- Decreasing Transport Costs.
- Reducing Emissions.
- Potential to Bridge the Gap in Driver Shortage by Making the Job of the Driver More Attractive.

## 3. IRU World Congress

### 6th – 8th of November 2018 in Muscat – Oman

International Chamber of Commerce Syria, represented by Chairman Mr. Naji Chaoui, participated in IRU World Congress 2018, which was held between November 6th – 8th 2018 in Muscat - Oman.

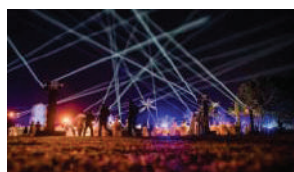
“Sustainable Transport Policies Unite IRU Members”

was the title of WC 2018. IRU’s General Assembly concluded with the endorsement of a voluntary framework for collective action on the future of road transport, mobility, trade and logistics – which will be considered by up to 30 ministerial delegations during the World Congress.

IRU members also approved three major position papers on decarbonisation, digitalisation and driver shortage.

IRU President Mr. Christian Labrot in his opening, remarks to the Assembly reminded members of the industry’s challenges, the changes disrupting trade and transit and how IRU needs to adapt quickly to this new environment.

In addition to the award of the Grand Prix d’Honneur, the General Assembly awarded five companies from Belarus, Kazakhstan, Russia and Ukraine with the 2018 Best Eurasian Transport Award.



## ICC Commissions

ICC commissions are specialised working bodies composed of business experts nominated by ICC national committees that examine major issues of practical concern to world business and that work together to address cross-cutting subjects.

They prepare policy products, including statements to inform and shape intergovernmental discussions and resulting policy, as well as rules and codes to facilitate international business transactions.

### 1. Arbitration and ADR

#### Mandate

As a forum for pooling ideas on issues relating to international arbitration and other forms of dispute resolution, the ICC Commission on Arbitration and ADR aims to:

- Draft and revise ICC's Arbitration, Mediation, Expert, Dispute Board Rules and other forms of dispute resolution rules.
- Provide reports, guidelines and best practices on a range of topics of current relevance to the world of arbitration and ADR, with a view to improving ICC dispute resolution services.
- Create a link among arbitrators, counsel and users to enable ICC dispute resolution to respond effectively to users' needs.
- Promote ICC's various dispute resolution services globally.

#### Projects for 2017-2018

An office in Dubai of the International Court of Arbitration; is to be opened very soon.



### 2. Banking

#### Mandate

To serve as a global forum and rule-making body for banks worldwide, with particular focus on the financing of international trade; and to help policymakers and standard setters create a regulatory framework that facilitates trade finance throughout the world.

#### Projects for 2017-2018

- Make recommendations to the Business 20/G20 process on key issues related to trade finance.
- Actively contribute to the WTO Expert Group on Trade Finance.
- Help promote the ICC Academy educational offering in trade finance.



### 3. Commercial Law and Practice

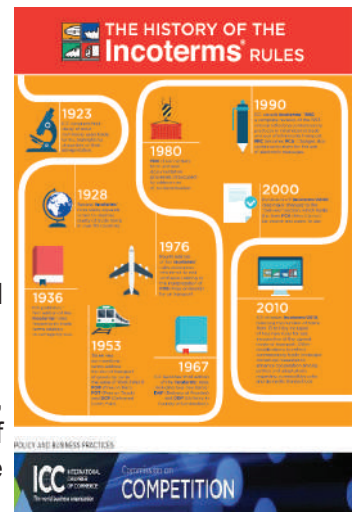
#### Mandate

To set global business standards for international B2B transactions and provide world business input on commercial rules developed by intergovernmental organisations.

#### Projects for 2018-2017

- Revise the Incoterms® 2010 rules and continue to develop practical tools and expert guidance to promote the effective use of the Incoterms® 2010 rules globally.
- Prepare and launch new ICC model contracts, clauses and guides, including on a variety of consultancy services and the provision of logistics services by third a variety of consultancy services and the provision of logistics services by third parties.

Consider the development of new products reflective of the increasing importance of sales of digital goods, online sales and the digitalisation of the international economy, and the increasing interface between businesses and customers online.



### 4. Competition

#### Mandate

To ensure that business needs and markets are taken into account in the formulation and implementation of competition laws and policies.

#### Projects for 2018-2017

- Publish an advocacy guide to help further promote the ICC recommendations on best practice for the creation and reform of specific merger control regimes, and pursue a dialogue with selected competition authorities and governments.
- Organise a seminar for judges and other stakeholders to exchange views on legal review and best practice in due process.

### 5. Customs and Trade Facilitation

#### Mandate

To promote simplified customs and transport policies and procedures as well as other measures to facilitate international trade.

#### Projects for 2018-2017

- Support the ratification and implementation of the World Trade Organization (WTO) Trade Facilitation Agreement—feeding into the work of the Global Alliance for Trade Facilitation of which ICC is a host organization.
- Provide input into the work of the WTO and the World Customs Organization (WCO) on customs valuation, classification, trade facilitation and rules of origin.
- Prepare, together with the ICC Commission on Taxation, a policy statement on VAT/GST in the context of customs valuation and transfer pricing, building on the 2015 ICC policy statement on customs valuation and transfer pricing.
- Provide guidance for traders on the incorporation of the transfer of risk during transport in contracts of carriage, in cooperation with the ICC Commission on Commercial Law and Practice.



## 6. Intellectual Property

### Mandate

To promote efficient intellectual property (IP) systems that support international trade, encourage investment in creation and innovation, and facilitate sustainable economic development.

### Projects for 2018-2017

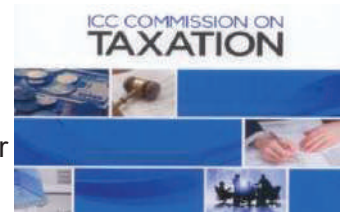
- Develop a knowledge compendium for businesses regarding the valuation and monetization of IP assets.



## 7. Taxation

### Mandate

To promote transparent and non-discriminatory treatment of foreign investments and earnings that eliminates tax obstacles to cross-border trade and investment.



### Projects for 2018-2017

- Establish opportunities to support the endorsement of cooperative compliance by global tax authorities in order to enhance administrative efficiency.
- Develop a Charter of fiscal rights for international investors, notably on the basis of the ICC Guidelines for International Investment.
- Identify and promote opportunities for fostering growth and cross-border trade in the area of international tax policy.

## 8. Marketing and Advertising

### Mandate

To promote high ethical standards in marketing by business self-regulation through the Consolidated ICC Code of Advertising and Marketing Communications Practice and formulate world business positions and initiatives to address government actions that affect marketing and consumer protection.



### Projects for 2018-2017

- Advance Consolidated ICC Code communication efforts on the occasion of the 80th (2017) Anniversary of the Code to underscore the underlying principles of the Code and reaffirm its role as the global reference for effective marketing and advertising self-regulation.
- Promote awareness of existing policy materials to help companies and policymakers interpret broad Code principles as they might apply to sensitive or rapidly evolving issues such as advertising to children and mobile marketing and actively pursue opportunities to enhance engagement and strengthen self-regulation in developing markets.

## 8. Marketing and Advertising

### Mandate

To promote cross-border trade and investment by business and an open global economy to foster job creation, sustainable development, and improve living standards.

### Projects for 2018-2017

- Secure G20 commitments on WTO reform—based on business expertise and insights—to strengthen global trade governance and enable inclusive growth.
- Accelerate ongoing negotiations to establish a new global framework on digital trade to empower entrepreneurs and small businesses.



## JCI Syria Events



### 1. Launching Believe in Syria Campaign

Believe in Syria Campaign firstly launched in 2018 by JCI Syria Active Citizens due to the need of breaking the stereotyped image taken of Syria & Syrian youth; Believe in Syria Campaign came to shed light at youth's life in Syria & tell their untold story to the world. Beside promoting the culture and achievements of Syrian youth by using social media exposure & participating in JCI International Area Conferences; using global village corner to engage and spread positive Syrian vibes with multi-nationalities. Believe in Syria Campaign Sponsored by NOI for Marine Services and its activities is going on till the moment.



### 2. JCI Syria Awards

JCI Syria awarded for 6 projects out of 9 categories internationally in the Awards Ceremony for projects in 2018, at 2019 JCI Africa & Middle East Conference in Mauritius, Balaclavia.

- 1). Best Local Economic Development Program to On Board Project (JCI Lattakia).
- 2). Best Local Corporate Social Responsibility Program to Corporate Social Responsibility Project (JCI Lattakia).
- 3). Best Local Growth & Development Program Leadership for Change Academy (JCI Lattakia).
- 4). Best Inter-Organization Collaboration Project to Mishwar Al-Alam Cultural Fair "Cross Culture" (JCI Lattakia).
- 5). Best of the Best Local Projects to Mishwar Al-Alam Cultural Fair "Cross Culture" (JCI Lattakia).
- 6). Best Local Community Empowerment Program to Super Women (JCI Damascus).

JCI Syria delivered to the finals of 2018 JCI Ten Outstanding Young Persons Nomination and awarded with the candidate: Ms. Dima Al-Naeb winner for Academic Leadership & Accomplishment.



### 3. JCI Syria International Presence

2018 JCI Syria National President Firas Deeb Elected as International Vice President for 2019 in 2018 JCI World Congress in Goa, India. Assigned for the following countries: Ghana, Gabon, Iran, Jordan, Lebanon, Nigeria, Tunisia & Uganda.

JCI Syria today have the power in decision making as strong and unique national organization on the international level. JCI Syria had participated in 2018 JCI Africa & Middle East in Benin & in 2019 JCI World Congress in Goa, India with the biggest delegation coming from Syria with the participation of +20 chief delegates.



### 4. JCI Syria National Activities

- First National Meeting & General Assembly in 2018 held in Sweida and gathered +300 participated members from 6 governorates.
- JCI Homs reactivated in 2018.
- JCI Syria had committed nationally to Let's Do It & Peace Is Possible International Campaigns.
- 10th JCI Syria National Convention held in Tartus with +700 participants.
- JCI Syria had executed +200 projects in 2018.

