“Akubra Hats was honoured to exhibit at the 10th World Chambers Congress held in Sydney, Australia in September 2017. This event represented a once in a lifetime opportunity to network with a diverse group of individuals representing more than 100 countries. Akubra was able to display its iconic headwear and in the process develop opportunities to open up new markets for our product. We were delighted with the outcomes achieved and feel optimistic that our brand will now be better recognised on the world stage.”

Roy Wilkinson
Chief Financial Officer
Akubra Hats

“We really enjoyed being part of the Congress this year and are looking forward to collaborating in the future.”

Sarra Mumayiz
Manager
Expo 2020 Dubai

“Chambers coming together to learn from each other and make them more relevant and useful to members.”

Christopher Forster
President
Sierra Leone Chamber of Commerce, Industry and Agriculture

“The most stimulating and thought provoking business programme and most valuable gathering of like-minded business professionals.”

Steve Baker
Associate
TradeCert
INTRODUCTION

Dear Congress delegates,

The ICC World Chambers Federation (WCF) has served as a champion of the unique global chamber network, since its creation in 1951 by the International Chamber of Commerce (ICC). Our work to build chamber capacity, facilitate knowledge sharing and cultivate lasting partnerships, bolsters chambers of all sizes, from every region—helping them to evolve and remain relevant in a challenging global landscape.

The 10th World Chambers Congress highlighted some wonderful examples of how chambers are making a real difference to businesses and society through meaningful action to support job creation, entrepreneurship, sustainability and inclusivity.

Under the theme “where business connects,” we examined some of today’s most pressing issues—from sustainability and diversity challenges to digital growth and slowing global trade. Following our discussions, we must now commit to continuing engagement and strengthening the ties we have built in support of the essential work we do back home. I hope that this report will serve as a useful reference tool in relation to the issues we examined.

Looking ahead, I urge you to join WCF in our efforts to promote the valuable role chambers play as a voice for business at a local, regional and national level. Developing the potential of all chambers to deliver to the best of their abilities is a reason we developed Chamber Check, a simple and easy-to-use online diagnostic tool made available exclusively to Congress delegates in Sydney. I encourage you to use this tool to benchmark and improve your chamber operations to the benefit of your members.

Our shared belief that open and fair markets can bring about positive change in the world is the foundation on which our successful working relationship is built. We remain steadfast in this belief and look forward to working with you productively in the time we have until we meet again for the 11th edition of the Congress in Rio de Janeiro, Brazil in June 2019.

We sincerely thank you all for your participation and look forward to seeing you again.

Peter Mihok
Chair
ICC World Chambers Federation
PLENARY SESSIONS

5  Business, conflict and terrorism: rebuilding peace and prosperity
6  Sustainability
7  Global mobility
8  Leadership
9  World of tomorrow
10  4th industrial revolution
BUSINESS, CONFLICT AND TERRORISM: REBUILDING PEACE AND PROSPERITY

The first plenary focused on how to achieve peace and stability for long-term economic development, discussing countries laws, government systems, employment rates, as well as the role of women in society in regards to perpetrating and preventing terrorism.

Opening the session was Steve Killelea, moderator and Founder and Executive Chairman of the Institute for Economics and Peace. Mr Killelea set out to discuss the dilemma that peace has in today’s world, raising questions about the most peaceful nations and challenging what we know about peace itself.

Mr Killelea stated that there had been a sharp decline—by 2.14%—in peace over the last decade, despite 80 countries becoming more peaceful in the same period. He noted Johan Galtung’s idea of positive peace—peace that fills us with positive content—highlighting the vital importance of understanding which countries are most peaceful and why.

Furthermore, Mr Killelea defined negative peace as the absence of war, violence or fear of violence. The level of safety and security can be determined by analysing a country’s level of homicide, violent crimes and sexual violence. His stance was encapsulated by his statement: “With peace, some things are improving and other things are getting worse.”

Sofia Patel, an analyst for the Australian Strategic Policy Institute, concentrated on the nature of terrorism, particularly regarding the role of gender. Ms Patel emphasised that women of all classes have been involved in terrorism in some form—whether they be frontline fighters or perpetrators. She went on to speak of how women are the subordinate key to Islamic state propaganda. While it is evident that political and economic grievances affect women the same as men, women are typically known for playing crucial peacekeeping roles within their respective communities. However, this is an unofficial responsibility. Ms Patel said: “A peacekeeping agreement is more likely to be successful if a woman is involved.”

Monica De Greiff, President of the Bogota Chamber of Commerce, concluded the discussion by explaining how one of her chamber’s objectives was to build a singular agenda for the private sector that all can follow. “We are working together to build an agenda that will comply with the expectation that we want,” said Ms De Greiff. She spoke of the agenda’s alignment with the United Nation’s Sustainable Development Goals (SDG)—also known as the Global Goals—particularly that of number 16: building peace and prosperity. Ms De Greiff went on to discuss the inextricable connection between the city of Bogota and peace efforts, as it generates inputs for public peace building policies and creates reconciliation projects. She stated: “Chambers have the capacity to bring together key actors, overcome particular interests and align regional dynamics.” Ms De Greiff used her country’s experiences in reaching a peace agreement with the Revolutionary Armed Forces of Colombia guerrillas as an example. Thanks to chambers in Bogota, ex-guerrillas were aided in their re-integration into civil society.

“First and foremost, if you are going to tackle a problem, you must understand it...Stopping violence is very different from creating peace.”

Steve Killelea
Founder and Executive Chairman, Institute for Economics and Peace
**SUSTAINABILITY**

Globalisation of workforces and supply chains, climate change and competition for food, water, energy and natural resource are intrinsically linked to economic prosperity and growth. Leaders must engage, inspire and connect with their employees, customers and communities to succeed in this rapidly changing age of globalisation, international trade and innovation.

Peter Townsend, CEO of Canterbury Employers Chamber of Commerce, served as a moderator for this plenary. During his opening remarks, he emphasised that business is leading the way in sustainability initiatives across all sectors—placing a strategic focus on innovation, technology and business models. Mr Townsend said: “It is going to be the responsibility of chambers around the world to enforce sustainable practices.”

Gunter Pauli, Founder of Zero Emissions Research and Initiatives (ZERI), discussed the importance of business in utilising innovation and entrepreneurship to act and produce more sustainably. In Mr Pauli’s opinion, the business model of the future is fundamentally changing and new ways of making value are emerging. This includes making multiple cash flows and seeing value in new areas of work. Businesses of the future need to adapt to this model to survive but also to remain sustainable in their practices. He also stressed the importance of acting now rather than simply making business models and planning ahead, as well as how crucial this is for effecting real change.

Nathalie Meusy, Head of Sustainable Development at the European Space Agency (ESA), outlined practical guidelines in which ESA is able to maintain itself as an exemplary space station in relation to sustainability. She additionally spoke on the programmes that were introduced to launch their corporate sustainable activity: climate change monitoring and disaster management. Ms Meusy stressed the importance of an internal change of mindset in carrying out these changes. She highlighted that externally, a company must support all public policy and help reach sustainable development goals.

Pedram Soltani, First Vice-President of the Iran Chamber of Commerce, Industries, Mines and Agriculture, referred to a new chamber generation—generation 3.0—whose activities are more focused on society-oriented issues, such as sustainability. In his opinion, chambers of the past—generations 1.0 and 2.0—used to deliver services to their members but now, due to an evident shift in focus, they are delivering initiatives. Mr Soltani concluded by saying that in order to help implement sustainable practices, chambers needed to include their previous delivery of services into their new framework. By using a blended business model, chambers could then become the pacesetters of sustainability.

Wendy Northcross, CEO of the Cape Cod Chamber of Commerce, outlined the specific opportunities of the Chambers for Innovation and Clean Energy (CICC) in her region, highlighting their success in becoming the largest organisation of local chambers. The CICC provides expertise on a variety of topics, such as a timely education on environmental issues. They also help companies to make well-informed decisions, save money and assist them in attracting more money to pay for energy upgrades.

Karamea Pearl Puriri, an administrator of the Raglan Chamber of Commerce, discussed the work behind the removal of single use plastic bags in her community and how these changes were put into actuality. In Ms Pearl Puriri’s opinion, the process was very much a collaboration between the community and working with local businesses to make a seamless and easy transition into this new model of behavior. She stated that one of the biggest challenges was finding alternative solutions to plastic bags for businesses. Distributing flyers to accommodation providers of the initiative and starting a community project in which fabric bags were made by volunteers aided in alleviating some of these burdens.

“The way we are doing business is not enough. We need to dramatically improve our business models... Do not be nice to those who do not want to adapt. Force them to adapt and disrupt.”

Gunter Pauli
Founder, Zero Emissions Research and Initiatives (ZERI)
GLOBAL MOBILITY

This plenary concentrated on the global issue of migration and refugees. Migrants fill important roles in fast-growing and declining sectors; contribute in taxes; and boost the workforce with a young, able-bodied labour source. The session provided an overarching view that migrants are critical to boosting economies and successful business models.

Hamad Buamim, moderator and Deputy Chair, ICC World Chambers Federation, explained how migration is an important area that has great potential for a nation’s development because of its contribution to the economies.

Mr Buamim provided an interesting array of statistics that emphasised the economic impact of skilled and educated migrants, and gave background information on the growth of migrant populations. Some of the figures included:

- Australia, Germany, and the United States rank among the top 10 countries for migration
- More than half of the United States workforce comes from outside the country
- A fourth of all high-tech startups were created by immigrants in United States
- In Dubai, 85% of the population is migrants

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David Khoudour, Head of Migration and Skills at the OECD Development Centre, stated that there has been a strong increase in international immigration within the last 25 years—a 60% increase between 1990 and 2015. For him, it is surprising how the private sector is rarely involved with immigration policies, despite employing the majority of immigrants.

Mr Khoudour underlined the impact of migration in origin countries. He provided examples, such as acting as a safety valve for the labour market; remittances representing a source of finance for development; and the enabling of social development.

He also explained about the impact of immigration in destination countries, providing examples, such as helping reduce skills mismatches; expansion of the domestic market; contributing to financing social protection systems, including ageing facilities, pension systems, taxes, etc.; and spurring the economy through entrepreneurship and innovation.

Thomas Albrecht, Regional Representative for the United Nations High Commissioner for Refugees (UNHCR), expressed his firm view on refugees having the potential to positively impact their communities and provide valuable employment. He called attention to innovation, strategic thinking and problem solving as being the keys to success.

The New York Declaration of Refugees and Migrants—an action plan for a new era in refugee response adopted by the United Nations in 2016—reflects the understanding of protecting those who are forced to flee, sharing national responsibilities equitably. The global policy serves as an excellent discussion point for countries and governments around the world.

Volker Treier, Deputy CEO of the Association of German Chambers of Industry and Commerce, explained his association’s agenda, which offers migrants acceptance through the German qualification system based on eight activity fields. The programme aims to overcome the common misconception that there is a lack of skilled workers in Germany.

The eight fields of activities include:

- informing and advising businesses;
- supporting businesses in the qualification and training of refugees;
- offering professional guidance for young refugees;
- identifying and assessing refugees’ skills;
- helping young refugees with trainee placement;
- placing refugees over the age of 25 into qualification courses;
- assisting refugees with language acquisition; and
- encouraging refugees to develop their own startup businesses.

“Migration is the missing link of globalisation.”

David Khoudour
Head of Migration and Skills, OECD Development Centre
This session spotlighted the importance of leadership and individual empowerment in business, while emphasising how each industry has specialised knowledge and conceptual ideas that must be effectively put into practice. Leaders must engage, inspire and connect with their employees, customers and communities to succeed in this rapidly changing age of globalisation, international trade and innovation.

Opening remarks were provided by moderator and Bureau Chief for The New York Times in Australia, Damien Cave. He remarked on how our conception of leadership had changed because the environment in which we work had also changed and remains in constant flux.

Umit Subasi, President of Campell Arnott’s in the Asia-Pacific, reinforced Mr Cave’s sentiments by explaining the impacts these changes have had on leadership as a whole. As an example, he touched on how all aspects of business, including processes applied to marketing and operations management, were influenced now by technology.

Mr Subasi remarked that the foundations of 21st leadership were based on a leader’s ability to learn, unlearn and relearn. He urged leaders to adapt if they wanted to survive this ever-changing market. If one can unlearn a skill, concept or innovation and relearn it in a different way, one can proactively expand and diversify their skill set, in addition to obtaining a multi-faceted perspective. For him, this, paired with the ability to be selfless and step outside comfort zones, are key to progressing as a leader.

Esko Aho, former Prime Minister of Finland and Executive Chairman of the Board for the East Office of Finnish Industries, followed with a presentation formed on the premise that to be an effective leader moving into the future, one must be a conceptual leader. This new form of leadership was summed up in two aspects: The industrial age versus the digital age and business collaboration with the government. As we move further into the new world, we are seeing a shift from standardised services to personalised services. For modern leaders, this may serve as a challenge but can be faced by emulating conceptual leadership.

In terms of cooperation, Mr Aho noted that there was a common misconception among businesses that their biggest enemies are governments. He said that ICC had a significant role to play in facilitating such leadership changes as we move forward into the future.

Mr Aho’s sentiments were summed up by his application of a hockey analogy: a good player is skating to where the puck is, but a star player is skating to where the puck is going. In his view, the same logic can be applied to leaders of the 21st century and applied using the conceptual method.

Parveen Mahmud, Chairperson of Shasha Denims Limited and Micro Industries Development and Assistance Services (MIDAS) and Founding Managing Director of Grameen Telecom Trust (GTT), spoke of leadership from a Bangladeshi perspective.

Ms Mahmud also outlined the leadership initiatives that have worked at GTT, most notably the Nobin Udyokta programme. This initiative was built upon the microcredit model, which utilises micro-finance to give small loans to the poor. In turn, Bangladeshis can create their own startups, provide food for their families, fight poverty, provide sanitation to those living in rural areas and encourage entrepreneurship and empowerment to all—particularly women. This is the perfect example of how a responsible business can allow individuals to reach a middle-income status, a goal that the government hopes to achieve nationwide by 2021.

Ms Mahmud concluded her presentation by discussing the private sector’s potential to influence women’s empowerment and gender equality. She referred to Bangladesh Vision 2021, a programme that provides free education to girls up to the 12th grade, stipends for poor female students and an imposition of a 60% female quota for teachers in elementary schools.
This session was concentrated on the uncertain economic and political landscape of tomorrow, as well as quickly emerging markets and rapid shifts in ideology—all of which require strong business responses. An overarching emphasis was put on the importance of proper forecasting to ensure well-informed and successful business decisions—ones that will be able to weather the storms of populism and keep up with the volatility of our endangered planet.

Vincent Subilia, the moderator and Deputy Director General of the Geneva Chamber of Commerce, Industry and Services, invited the audience to embark on a journey to the world of tomorrow where the capacity to reconcile business with government exists and the trust factor is upheld.

Cedric Chehab, Head of Global Strategy at BMI Research, stressed that the world’s economic future will be defined by the growth and developmental direction of emerging economies. “This will create immense opportunities for companies to invest but also huge risks,” he said. World GDP is expected to double by the year 2029, with emerging economies expected to account for 40% of total GDP and driving the most significant growth. Mr Chehab outlined positive demographic trends, reform momentum and attractive risk and reward ratios as the three key criteria necessary to ensure productive economic partnerships between economies and investors. He also mentioned that strong emerging economies like India, the Philippines and Vietnam, presented significant financial opportunities.

Similarly highlighted was the potential expansion of the Internet of Things (IoT) industry, China’s continued investment in international trade corridors, automation and growing protectionist sentiments as key trends that look to impact our long-term economic future. Mr Chehab emphasised the importance of maintaining free borders for investment and business interests.

Mr Chehab closed by outlining the political risk and possible flash points created by some of the more pervasive social and economic trends in our immediate future. He underlined in particular the potential political instability created by increasing working age populations when coupled with low institutional strength—a growing threat to emerging markets worldwide.

“Emerging economies must look to diversify their exports to catalyse future business growth.”

Cedric Chehab
Head of Global Strategy, BMI Research
This session looked into the 4th Industrial Revolution, which is currently striking the economy at lightning speeds across the globe. This systemic transformation has the potential to disrupt all aspects of our lives, blending the boundaries between the physical, digital and biological worlds. With such developments occurring, there will be a need for long-established industry rules to be re-written and desired skill sets altered with increasing automation affecting traditional job creation and economic growth.

Mark Stone, moderator and Chief Executive of the Victorian Chamber of Commerce and Industry, began the session by informing the audience that we are experiencing economic change at an unprecedented speed, scale and force.

Speaking next was Wunil Roh, Vice-President of the Communications Research Group at Samsung Electronics. He argued that the 4th Industrial Revolution was being driven by the sharing of connected things, specifically in relation to 5G technologies—the 5th generation of wireless systems—and the Internet. 5G offers ultra-fast connection speeds—20 times more rapid with instantaneous connection of 1/10 lower latency and a mass connectivity ten times the potential relative to 4G. With wider bandwidth and low-middle and high frequencies where more spectrum is available, 5G has the potential to create new businesses. Finally, 5G enables better quality of service and service extensions, such as fixed wireless access applications.

Robert Wickham, Regional Vice-President of Ecosystems and Platform Innovation for the Asia Pacific at Salesforce, stated that the 4th Industrial Revolution will be dependent on cyber physical systems—the rate, speed and scope of technological penetration creates a smarter, more connected world. There is an enormous amount of data being created, yet less than 1% of customer data has been analysed. He noted five transformations of enterprise software that are generated include intelligence, speed, productivity, mobility and connectivity.

Artificial Intelligence (AI) has been around for many years. However, more recently we have entered what is called an “AI Spring.” Specifically, we are seeing three factors that are enabling AI to become more mainstream: better algorithms, big data and cheap parallel computation. AI examples in use today include natural language processing systems, such as Siri; machine learning, think Amazon; and deep learning framework, as unveiled by Facebook.

Ken Kroeger, Executive Chairman of Seeing Machines Limited, ended the session by exploring society’s changing relationship with cars and their impact on our cities. Seeing Machines applies AI to transport technologies so a vehicle can understand drivers and perform better. The automotive landscape is also changing, with vehicle automation, ride sharing services and vehicle electrification all playing a role.

Vehicle autonomy is transforming at a rapid pace, from driver-only to assisted driving moving to partial automation, then conditional automation, followed by high automation and finally full automation. While autonomous vehicles have the potential to create tremendous value for consumers, every industry must consider itself at risk from the powerful ripple effects caused by this disruptive shift. From the transport industry and law enforcement to insurance and manufacturing, these sectors and others are bound to change.

“Expectations are driven by brands that did not exist five to ten years ago.”

Robert Wickham
Regional Vice-President, Ecosystem and Platform Innovation, Asia Pacific, Salesforce
PARALLEL SESSIONS

DAY 1
12 ATA Carnet
13 Alliances
14 Infrastructure
15 The future of origin
16 Discover Asia-Pacific’s business opportunities through CACCI

DAY 2
18 Tourism: a driver for economic growth

DAY 3
17 Changing chamber business models
19 Trust in media
20 Workplace diversity
21 Access to finance
22 Cities
23 Youth entrepreneurship
24 Skills for tomorrow
25 Dealing with disruption: business model innovation
26 Increase customer loyalty through big data
27 Humanise, the key to 21st century leadership
This workshop examined the ATA Carnet, an international customs document that allows the duty- and tax-free movement of goods for up to one year. The session touched on the general benefits and history of the ATA Carnet for all stakeholders; the prospect of digitising; as well as the implementation and operation of the ATA Carnet system.

Ruedi Bolliger, Chair of the ICC World Chambers Federation (WCF) World ATA Carnet Council (WATAC) and Executive Director of the Alliance of Swiss Chambers, moderated the session. He began by pointing out the numerous advantages of the ATA Carnet, confirming its relevance in trade through its increasing use around the world. He also urged for the ATA Carnet to be digitalised, underlining that if it did not keep up with the times, the essential customs document would be at risk of disappearing. Such a loss would be a significant setback to the global business community.

Ralf Kronberger, Head of Financial, Fiscal and Trade Policy at the Austrian Federal Economic Chamber, delivered a brief history of the ATA Carnet. In 1955, a member of the Swiss Chamber of Commerce proposed the idea of a document that could simplify and accelerate the temporary use of goods from one country to another. The initiative was supported by the International Chamber of Commerce and its International Bureau of Chambers of Commerce—known today as the World Chambers Federation—the World Customs Organisation and a number of other international organisations. By 1961, their combined efforts resulted in the adoption of a Customs Convention on the ATA Carnet for the Temporary Admission of Goods. In 1990, the Convention on Temporary Admission was validated, combining in one single instrument all conventions and proving to be advantageous to commercial and cultural activities worldwide.

Christophe Coulie, Chair of the WATAC e-ATA Steering Committee and Legal Affairs Manager of the Federation of Belgian Chambers of Commerce, looked forward to the future of the ATA Carnet. He too voiced his support of digitalising the customs document. For Mr Coulie, it is essential to keep pace with current technologies and stakeholder needs. Currently, various legal, practical and technical challenges are being addressed to achieve this goal. Digitisation is expected to occur at three levels: issuance, claims management and life-cycle management. To be effective and efficient, a centralised system must reconcile all of these aspects.

Henk Wit, Deputy Chair of the WATAC and Carnet Manager of the Netherlands Chamber of Commerce and Industry, explained how chambers can join the ATA Carnet Chain. The process begins with a country signing and ratifying the convention and subsequently informing the World Customs Organisation. A National Guaranteeing Association (NGA) must be also identified and appointed to apply for affiliation to the ICC WCF ATA international guarantee chain. The NGA is then responsible for managing the system; handling claims to ensure payment of duties and taxes; and establishing a functioning partnership with national customs. Mr Wit concluded by stating that the WATAC’s ambition is to sustainably expand the chain to other countries, ultimately bringing its benefits to more people.

The workshop concluded with a presentation by Paul Holliday, the Director of CargoLive Logistics. Mr Holliday explained how his company, a specialised freight-forwarding solution for a range of entertainment and professional industries, makes use of ATA Carnets. The one-of-a-kind customs document allows cargo to be admitted into participating countries without individual temporary import bonds or payment of duties. He argued that because his business requires components from many countries worldwide, he would not be able to carry out his operations without the ATA Carnet. While alternatives exist, they are often time consuming, varied and costly. The ATA Carnet indeed facilitates cargo entry and clearance process with ease, allowing CargoLive to function at its best.
ALLIANCES

This workshop centred on the need for strategic partnerships and alliances to business growth and innovation. By identifying and aligning with organisations who share similar goals, chambers and business leaders are able to expand their own networks and better guarantee the success and impact of their business through opportunities provided by these networks. Those who are able to build mutually beneficial relationships through trust and confidence are successfully able to rely on one another and are committed to communication and providing clear-cut objectives.

Sherry Menor-McNamara, moderator and President and CEO of the Chamber of Commerce of Hawaii, spoke of the need for chambers to focus on alliances.

Richard Burge, CEO of the Commonwealth Enterprise and Investment Council, provided an overview of his organisation and its aim to help businesses in the Commonwealth sell and invest, as well as provide services for expanding growth—ultimately reducing transaction costs. Commonwealth countries have three main tangible characteristics: they speak the same language, use and practice common law and believe in the rule of law, as well as the general use of same existing systems. An intangible characteristic is how Commonwealth countries are part of a close-knit network, which in turn facilitates relationships and transactions more easily.

Peter Hill, President of the Santiago Chamber of Commerce, discussed the alliance between countries, citing Mexico, Colombia, Peru and Chile as an example of free circulation of goods, services, labour and capital. This area encompasses over 217 million people with output totalling US$1 trillion. This has resulted in 92% of goods being released from tariff, with the remaining 8% on track to being released in the near future. Moreover, the agreement also comprises education exchanges, in addition to stock market integration across the four countries. The alliance has seen great success over its lifetime, making way for other countries to follow suit. Australia, New Zealand, Canada and Singapore will soon be incorporated into associated states, alongside with another 48 countries acting as observer states.

Lu Jianzhong, Chairman of the Silk Road Chamber of International Commerce (SRCIC), continued the discussion by concentrating on his chamber, which constitutes 65 state-level members, representing 75 national commercial associations of Silk Road countries. Through the attending of conferences and road shows, the chamber seeks to exemplify the principles of peaceful cooperation and openness China seeks with the Silk Road project. Overall, SRCIC intends to be a platform for cooperation and a driving force behind the Belt and Road initiative, while linking businesses and all chambers who share an interest in Chinese economic growth.

Finally, Vu Tien Loc, Chairman of the 2017 Asia-Pacific Economic Cooperation Forum (APEC) CEO Summit, addressed APEC and its mission to prevent protectionism, as well as trade and investment liberalisation. They aim to achieve inclusive and sustainable growth, create favourable business environments, promote human development and strengthen the participation of women within the economy. APEC also strives to stimulate public and private infrastructure investment.

“Trust has to be the root of all our alliances—there has to be trust.”

Richard Burge
CEO, Commonwealth Enterprise and Investment Council
“You cannot just transfer infrastructure projects to different countries. The development of infrastructure projects will differ from country to country.”

Yassin Al Suroor
Chairman, ICC Saudi Arabia
This workshop looked at the subject of origin regarding globally traded goods. In today’s complex business landscape, the list of possibilities in evidencing origin is lengthy—from preferential and non-preferential to customs and practice to free trade agreements and Authorised Economic Operators, self-certification and so forth. However, there remains one constant: the need for collaboration between customs and chambers in the deliverance of trade facilitation solutions. This is particularly vital for small- and medium-sized enterprises—the key players on the global trading stage.

Peter Bishop, Chair of the ICC World Chambers Federation’s (WCF) International Certificate of Origin Council and Deputy Chief Executive of the London Chamber of Commerce and Industry, opened the session as the moderator. He presented the context of origin, saying the subject never had a higher profile than it does today.

Martin Van der Weide, Policy advisor for the Netherlands Chamber of Commerce and Deputy Chair to the Origin Council, discussed the essential and fundamental connection between chambers and origin. He presented the context of origin, saying the subject never had a higher profile than it does today.

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Darian Marti, Trade policy specialist for the World Trade Organisation (WTO) and Secretary of the WTO Committee on Rules of Origin, spoke on the WTO’s Agreement on Rules of Origin. The main objective of the agreement was to harmonise non-preferential rules of origin, an objective that governments have not achieved to date. Many saw this as a promising step to cut trade and business costs, as well as to simplify regulatory requirements. In the absence of common rules—and given the political difficulties to achieve full harmonisation—businesses and governments need to work together to identify innovative ways to streamline and facilitate compliance with origin requirements wherever possible.

Businesses and chambers can also play a key role in identifying difficulties and communicating best practices when it comes to origin. Mr. Marti argued that bringing this knowledge from the field to the policy sphere was crucial, as governments could identify and promote the dissemination of best practices as well. He called for businesses and chambers to build on their experience in complying with origin requirements and to engage with governments and other international organisations to further simplify and facilitate global trade.

Peter Brennan, Client technical advisor to National Security and Defense at IBM Australia, introduced the topic of blockchain. He foresees this type of technology revolutionising supply chains, enhancing the efficiency, transparency and predictability of trade. The technology fixes problems of traditional supply chain networks that tend to have reliability and expense issues. This is accomplished through four building blocks: shared ledgers, the system of record between the business network; smart contracts, business terms embedded in the transaction database and executed with transactions; privacy, ensuring appropriate visibility and that transactions are secure, authenticated and verifiable; and trust, certifying all transactions are endorsed by relevant participants.

Alexander Goulandris, CEO of essDOCS, stated that the process of trade digitisation is still at a nascent stage. This is because there are currently many challenges—including the conservative nature of trade, the large numbers of stakeholders in a single transaction and issues of legality—that prevent digital certificates from being reproduced. Nonetheless, Mr. Goulandris agreed that there were many benefits of digital trade, describing it as a “game changer,” particularly in terms of speed.
This year, Vietnam was the host country for the APEC...The force within the Vietnam business summit was represented with more than 1,000 CEOs from APEC countries.”

Vu Tien Loc
Chairman and President, Vietnam Chamber of Commerce and Industry Chairman, 2017 APEC CEO Summit

DISCOVER ASIA-PACIFIC’S BUSINESS OPPORTUNITIES THROUGH CACCI

Hosted by the Congress’ strategic partner, the Confederation of Asia-Pacific Chambers (CACCI), this workshop revolved around the interdependence of developed and emerging economies in Asia-Pacific economies.

Jemal Inaisvili, President of CACCI, opened by providing a brief history of CACCI and its work to aid members in developing business initiatives and finding investment opportunities.

Vu Tien Loc, Chairman of the 2017 Asia-Pacific Economic Cooperation Forum (APEC) CEO Summit, stated that Vietnam is currently undergoing a process of privatisation to attract investors. Due to demographic and geopolitical factors, the country is looking to become a prominent force within the world’s manufacturing and agriculture markets.

Vincent Chang, President of Deal Advisory at KPMG Deal Advisory Limited, followed next, discussing the KPMG Taiwan Desk Model. The project aims to service local customers by linking them to regional partners. It provides a good avenue to connect local resources with their clients to Taiwan and other Asian countries.

Mr Chang went on to explain that Taiwan’s investment policy in ASEAN is named “The New Southbound Policy.” The policy is a direct response to the change in global conditions and recent integration. The Taiwanese government hopes to engage in a wide-ranging dialogue and negotiation with the ASEAN and other South Asian nations, as well as New Zealand and Australia. The goal is to establish a close cooperation to achieve, collectively in partnership, regional development and prosperity.

Pedram Soltani, First Vice-President of the Iran Chamber of Commerce, Industries, Mines and Agriculture, provided a close look at Iran, which has great potential for strategic investment for several reasons. The first of these is its location and geopolitical advantages. The country accounts for 8% of the global population and 12% of the global economy. Furthermore, it is the second largest economy in the Middle East and North Africa Region. Another platform for investing is in Iranian human capital. For example, the number of engineers per capita is first in the world.

Mr Soltani went on to share that Iran also has extensive natural resources, including the advantages of wind power, with 45 wind farms located in seasonal wind belts. However, there is an urgent need to decrease national water consumption. This renders Iran a ripe market for investment into sea and brackish water desalination, waste water treatment and green solutions.

Gajendra Badgujar, Additional Director for the East Asia Federation of Indian Chambers of Commerce and Industry (FICCI), presented India as the third largest economy in Public Private Partnerships, behind the United States and China. The country is projected to have a labour force of 650 million by 2030, making it the fastest growing in the world.

In order to navigate this growth, India has implemented a programme of demonetisation and is transitioning to a lower cash level in the economy. Much like the recent Goods and Services Tax implementation, these reforms will have positive long-term effects on growth. However, they may also have a short-term negative impact on aggregate growth statistics.

Mr Soltani went on to share that Iran also has extensive natural resources, including the advantages of wind power, with 45 wind farms located in seasonal wind belts. However, there is an urgent need to decrease national water consumption. This renders Iran a ripe market for investment into sea and brackish water desalination, waste water treatment and green solutions.

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Vu Tien Loc
Chairman and President, Vietnam Chamber of Commerce and Industry Chairman, 2017 APEC CEO Summit

PARALLEL SESSIONS
This workshop concentrated on changing traditional chamber business models to keep up with current trends, including technology and the desire for personalisation. Chambers are now rejecting old methods to focus on more innovative approaches in order to remain pertinent in today’s competitive markets. The key issues that were discussed included membership fees, technology and online systems.

Musa Makhunga, moderator and President of the Durban Chamber of Commerce, opened the session by tackling the need to become more innovative when it comes to traditional chamber business models. He stated that chambers should look at new approaches for how they do business. It is essential that chambers remain relevant and avoid becoming stagnant.

Stephen Cartwright, CEO of the New South Wales Business Chamber, started his presentation by explaining the role of his 190 year old chamber. He outlined that revenue is derived mostly from commercial activity and membership fees. The mission of the chamber is “to build a better Australia by supporting private enterprise to maximise its potential.” It provides the competitive advantage that small- and medium-sized enterprises require and large businesses cannot access or achieve. Mr Cartwright also addressed the job market failure, providing an aspiration for positive change. The two main issues his chamber is set to address include a focus on young people and recruitment support.

Alfredo Bonet, International Director of the Spain Chamber of Commerce, analysed the case of Spain and spoke on the use of private and public funds. He stated that the law in 1993 eliminated the payment of tax in the middle of 2010 economic crisis. As a result, 88 chambers lost 40% of their income within a year. In 2014, the New Commerce of Spain law was created. The new model included voluntary contributions, provision of services and a minimum of one chamber per province.

Mr Bonet also talked of the strategic goals of his chamber, which include private and public institutional defense, competitiveness and globalisation. However, challenges include integrating digital technologies into every process; effectively performing as a representative of the chamber network at a national and international level; and increasing communication with foreign national chambers.

Khalil Haddad, Chief Strategy Officer at the Dubai Chamber of Commerce and Industry, explained that his chamber implemented a strategy in the past years that eventually increased revenue by 125%. He also outlined that 30% of its members are actively engaged. Mr Haddad went through a number of successful methods utilised by the chamber, including incorporating big data to make systems more relevant and accessible from smartphones and customised packaging for local families, multinational corporations and regular customers.

Vincenzo Ilotte, President of the Torino Chamber of Commerce, Crafts and Agriculture, spoke of the global economic crisis that hit Europe particularly hard. As a result, an Italian reform reduced income by 50% in a three-year period in an effort to reduce taxes and set an industrial policy. To remain a driving force, his chamber had to re-vamp their business model. Mr Ilotte explained that finance was received from annual membership costs and that they focused on new uses of technology and digitalisation to progress and remain effective to their members. At the same time he also suggested the need for a more systematic approach. Mr Ilotte used an example of producing a free product that also included various paid levels that could be “unlocked” when needed.

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“Our chamber is hoping to invent the next version of what chambers will look like in the future.”

**Stephen Cartwright**
CEO, New South Wales Business Chamber
This workshop pinpointed the contribution of travel and tourism to the global economy, including increasing gross domestic product (GDP) and creating jobs and investment opportunities. However, the sector still faces many obstacles that could threaten future advancement. The travel and tourism industry will need to acclimate to be able to provide for and better identify the needs of these demographics.

Helen Marano, moderator and Senior Vice-President of Government and Industry Affairs at the World Travel and Tourism Council, opened the speeches by looking at how we can maintain growth in tourism by promoting openness, while ensuring accessibility and facilitating entry and exit processes. She also looked at the resilience of the tourism as a sector and how important it is to develop tourism beyond major city centres.

Anura Lokuhetty, Chairman of Red Apple Travel and Holidays Lanka, argued that tourism is an important sector in the strategic development of an economy. Also acting as Chairman of the CACCI Asian Council on Tourism, he stated that tourism contributes to GDP in both a direct and indirect way, encouraging growth in primary and secondary sectors. Despite being a compact island, tourism development in Sri Lanka is polycentric and includes ancient cities, the East Coast, as well as Colombo resort regions. The future of the industry in Sri Lanka revolves around three high-level objectives: greater industry sustainability, higher skill level with more women employment and further opportunities for foreign and domestic investment.

Sandra Chipchase, CEO of Destination New South Wales, presented Vivid Sydney—an annual outdoor light festival with immersive installations and projections. In 2016 alone, the event—has grown from AUS$6 million in visitor spending to a record AUD$110 million. This strategy centred on making the event as accessible as possible to a wide-ranging demographic of domestic and international visitors. Current plans are to double visitation numbers and participator expenditure associated with the event by 2020.

Faustin Karasira, Director of Operations for the Rwanda Private Sector Federation, reported that as Rwanda has become an increasingly stable and secure nation, tourism has also become a strategic sector in re-establishing the country’s economic strength and national reputation. The plan focuses on creating an inclusive environment with the country’s four bordering neighbours. Trans-boundary collaboration has emphasised regional security and externalises the success of Rwanda to countries such as DR Congo. An emblem of the country’s tourism industry is the Kwita Izina Festival, a naming giving ceremony for newborn baby gorillas. Conservation is an important component to Rwanda’s tourism strategy, as it promotes sustainable efforts to ensure resources are available and fruitful for future generations.

Mr Karasira went on to explain the importance of understanding that tourism is for everyone. The industry has played a critical role in empowering women, specifically widows, from the Rwandan genocide. These women deserve on-going support from the community and are a symbol of the country’s resilience as a nation.

“Tourism continues to improve lives, protects the planet and is a force for peace, security and understanding in an ever more uncertain world.”

Faustin Karasira
Director of Operations, Rwanda Private Sector Federation
Data from the International Telecommunication Union shows that young people are at the forefront of today’s information society. Today, 830 million young people representing more than 80% of the youth population in 104 countries are online.

Increased connectivity, particularly by this younger generation, has provided the opportunity to generate dialogue and spark movements faster and more easily than ever before. Social media platforms like Facebook, Twitter and Instagram in particular have made it possible to share thoughts and opinions in an instant—and without any type of verification as to whether or not the information is true.

According to a recent report from the Reuters Institute for the Study of Journalism, 33% of more than 70,000 consumers polled in 36 countries said that they did not believe news to be true. With the recent rise and takeover of “fake news”—with its misinformation, extreme bias, distorted reports and sensationalised headlines—it is no wonder that people have begun to shift their opinion of the media.

Damien Cave, the workshop moderator and Bureau Chief for The New York Times in Australia, offered an important disclaimer with regards to the Internet and the spread of information: while we are able to reach more people, those same opportunities exist for people who want to spread untruths.

Speaker Roger Fisk, a high-profile communications consultant, went on to explain how companies can actually utilise the dynamics of new media to their advantage to reach and engage more effectively with their consumers. This is achieved by adopting an authentic voice and not disseminating information in a “top-down” manner. Instead it is about having valuable conversations with audiences. In doing so, Mr Fisk believes that “the audience will become the campaign.”

Adam Marshall, Director General of the British Chambers of Commerce, explored the division of opinion occurring in the modern media landscape. This divide, he argued, exists between traditional and new media forms, and as well as within rural and metropolitan areas. However, the existence of numerous media outlets allows access to the important make-up of a complex and diverse range of opinions. At the centre of all these opinions lays emotion, which remains a key factor in how parties make decisions on either side. As such, companies can use big-data analytics to determine emotional appeals, which remain most effective in swaying public opinion. Mr Marshall said: “Chambers all around the world have a duty to provide impartial and clear information to the business communities they serve. In an era of limitless communication, the British Chambers of Commerce network, has worked hard to ensure that the practical questions of businesses are answered and that the concerns of real-world firms are heard above the noise of social media and 24-hour news channels—particularly at this time of major political change.”

Kiprono Kittony, Chairman for the Kenya National Chamber of Commerce and Industry, stated that changes in technology have transformed the media landscape, altering the way news is told and read. For example, in Kenya 80% of the populations owns a mobile phone, ultimately displacing newspapers and broadcast outlets as traditional news sources. In his opinion, a greater emphasis should be placed on educating the public, which is predominantly younger in age, to effectively identify fake news. Media literacy and a greater responsibility to be placed on “journalists” are the only solutions, he claimed.

There is a compelling case for the private sector in shaping the future of the media—and achieving trust in it. Misinformation poses a clear threat to companies, employees and customers, just as it does the general public. A priority must be placed in creating universal guidelines and standards; building mechanisms to identify fake news; and educating the public.

“There is a real need for a much broader scale of education if the general public is now the carrier of information.”

Kiprono Kittony
National Chairman, National Chamber of Commerce and Industry Kenya
WORKPLACE DIVERSITY

Organisations should encourage and work with people from a range of cultural backgrounds, cultures, nationalities and religions. Workplaces must also aim to encourage greater participation of women, especially in leadership and executive roles. This workshop discussed the benefits of “diversity of thought,” and highlighted the importance of education and economic empowerment in achieving gender equality.

Anna Kompanek, moderator and Director of Multiregional Programmes at the Center for International Private Enterprise (CIPE), introduced the session and stated that lack of diversity remains a crucial problem around the world—and has profound implications for a company and its culture. She maintained that we must think about some of the barriers of having mainstream and accepted standards. Ms Kompanek also said that the challenge now was how to make everyone feel included within the economy.

Justin D’Agostino, Global Head of Practice for Dispute Resolution and a Regional Managing Partner at Herbert Smith Freehills, discussed inclusive leadership as a way to imbed diversity into firms, as it can bring about many different talents. He believes that culture and innovation are critical to any business’ success. Diversity is a demographic factor and inclusive leadership is how we leverage it for competitive advantage. Mr D’Agostino spoke of the power of networks within organisations, highlighting the need to access people that are passionate about a problem and who are willing to work together. He went onto emphasis the need to give support to those types of networks, which are incredibly powerful. Mr D’Agostino concluded: “When thinking about diversity, you need to be in it for the long haul. You need champions and bravery.”

Leena Linnainmaa, Deputy Chief Executive of the Finland Chamber of Commerce, said that a diverse workplace is of benefit to any business. She underlined that the situation is dire in Europe as there are not many women in leadership positions. Ms Linnainmaa provided statistics saying only 33% directors in large listed companies are women, with a 27% listed companies overall. To increase these numbers, Finland has attempted to create more diversity by forcing large public listed companies to hire more women as leaders. This provides support and encouragement for women, fostering a positive message of empowerment.

Oluwaseun Alaba Lawson, National President of the Nigerian Association of Chambers of Commerce, Industry, Mines and Agriculture (NACCIMA), highlighted the importance of education and its necessity in the promotion of gender equality—especially its relation to workplace diversity in Nigeria. She outlined the historical impact of women and presented the need for women in education by ensuring they have access to leadership opportunities.

Masooma Sibtain, a past President of the Women Chamber of Commerce and Industry Multan (WCCI) and current Vice-President of the Federation of Pakistan Chambers of Commerce and Industry, said. “In Pakistan, a woman is not only a bread winner, but also a bread maker.” She highlighted the dual responsibility expected of women, despite a need for greater female participation in the labour market. WCCI has held meetings on leading policies for women, in an attempt to overcome diversity issues. Ms Sibtain commented that countries such as Bangladesh, Pakistan and Nepal commonly work together and learn from each other. This is because they deal with similar issues.

Anna Kompanek
Director, Multiregional Programmes, Center for International Private Enterprise
ACCESS TO FINANCE

This workshop examined alternative sources of finance and how they can open up opportunities to fund micro-, small- and medium-sized enterprises (MSMEs). By helping MSMEs gain greater access to finance, we can not only promote growth but also reduce income inequality and fight poverty. Alternative financing is essential to achieving the United Nations Sustainable Development Goals (SDGs), while regaining public trust in business and finance.

James Pearson, moderator and CEO of the Australian Chamber of Commerce and Industry (ACCI), expressed that traditional sources of finance, such as banks, and their attitude toward financing, have left something to be desired. This has, in turn, led to changes in how those lenders go about their interactions in how they lend to MSMEs. He further stated that traditional lenders are by no means the start and end of the financial story.

Richard Brandweiner, Senior Partner of Leapfrog Investments, discussed the challenges of funding SMEs worldwide. Through his company, they have provided access to open capital flows to support the purpose-driven businesses of the developing world. Leapfrog, having backed and invested in entrepreneurs across Africa and Asia for some time, now provides essential products and services to 89 million people who live on less than US$10 a day. They have risen over US$10 billion using a private equity model, as this was believed to be the most effective way to supercharge growth and intermediate developed market capital. Mr Brandweiner stated that profit with purpose is an important target for asset managers.

The absence of data and even robust data across the developing world—particularly as it relates to SMEs—remains a fundamental but solvable problem. Private equity investors have a limited time frame to find the right businesses, back them until they are profitable and then exit. Working with businesses in the developing world requires a look beyond the standard 10-year investment horizon.

Chris Hale, Founder and CEO of Kountable and COO of Perigon Wealth Management, recounted how Kountable creates a low-friction cloud-based system to link developing market businesses and the world’s most well-connected entrepreneurs. It is an end-to-end trade platform that tries to intermediate capital flows using iPhones, allowing the most basic tool of a small business owner to project their data metrics towards investors. He further expressed that we do not need to change the fundamental way that SMEs do business in the developed world—they have local relationships with suppliers, and in some cases, even have an integral presence within their community. However with the appropriate financing, SMEs in the developing world are a potent source of innovation. The scalability of these investments is often untapped and can diversify the overcrowding of the traditional investment market.

“There is a large supply of high-quality investors and investment opportunities—they only need a point of intersection, a distribution method.”

**Chris Hale**
Founder and CEO, Kountable
COO, Perigon Wealth Management
Starts with a quote: "Smart cities are people-led, not technology-led." - Katherine O’Regan, Executive Director, Cities Leadership Institute

This workshop reviewed cities and how, for the first time in history, the majority of the world’s population is now living in them. A new wealth brought on by increased investment flows, human capital and increased human knowledge can make a city’s image synonymous with the appeal to do business, buy products and services, visit and even relocate. Be that as it may, high-density urban spaces have specific challenges that are unique to their demographic, geography, climate and culture. All in all, cities that are able to overcome these extraordinary hurdles to create productive and liveable cities will thrive.

Patricia Forsythe, moderator and Executive Director of the Sydney Business Chamber, began by stating that chambers are at the heart of their respective city’s economic development—facilitating growth and working to further their city’s reputation. Chambers must ensure their cities are both efficient and sustainable, in addition to being able to generate economic prosperity and social well-being.

Christopher Ward, Executive Vice-President and Chief Executive of Metro New York, examined the importance of finding the right blend of concepts for cities. These concepts include scale, context, proportion, power of public space, benefits of vision and value of persistence. He expressed that if you do not find the balance, then building a thriving community is not possible. Mr Ward also commented that it is equally important to understand how people use their city before building, which is vital for success.

Katherine O’Regan, Executive Director of the Cities Leadership Institute, underlined how business and cities are conceptually linked. She explained the connection between the institution of social programmes and community projects, such as festivals, to the growth of businesses in chambers. The basis of social projects such as these makes cities liveable, as well as sustainable places for the community and businesses alike. Ms O’Regan then highlighted the introduction of “smart-city” infrastructures, such as Wi-Fi hubs, as a key element of the redevelopment process of cities that are beneficial for both society and businesses.

Adam Legge, President and CEO of the Calgary Chamber, accentuated the important role chambers can play in aiding disaster-recovery of businesses in cities. In his opinion, cities today are now associated with an increased risk due to climate change and terrorism. As such, it places businesses in a position of uncertainty and their need to rely on chambers for support is critical. The impact on businesses during disasters can be huge in terms of inventory and revenue. Chambers are uniquely placed in helping businesses in the preparation and recovery stages of any disaster situation. Mr Legge shared his own experience of extensive flooding in his region in 2013. His chambers helped 99% of local businesses reopen. Since then, those actions have led to the development of a standardised toolkit, the Emergency Preparedness, Response and Recovery Guide, which was launched during the Congress.

Russell Curtis, Board and Council Member of the Durban Chamber of Commerce and Industry, shared how his chamber is taking action for strong social cohesion and community in his city of Durban, South Africa. He discussed how this vision is helped by cooperation between chambers and the community. The mechanisms of the project are achieved by this partnership and the common goal to attract and retain investments, as well as people.

“Smart cities are people-led, not technology-led.”

Katherine O’Regan
Executive Director, Cities Leadership Institute
This workshop addressed youth and how this next generation of entrepreneurs are more connected and innovative than ever before. Accelerating technologies, crowd funding, incubators and cloud computing have lowered the barrier of entry for an entrepreneur to get started, gain funding and achieve success quickly. However, challenges remain, and as such, it is critical to provide a supportive culture for young people to take action so that they may convert their brilliant ideas into meaningful projects.

Baybars Altuntas, moderator and Chairman of the World Business Angels Investment Forum, kicked off the session by explaining the importance of Business Angels (BA). BA investors are high net worth individuals who provide capital—anywhere from €25,000 to €500,000—to entrepreneurs. In many countries, they constitute the largest source of external funding, after family and friends, in newly established ventures. BAs are increasingly crucial in providing risk capital, as well as contributing to economic growth and technological advances. Moreover, the supply of start-up and early-stage equity finance has to some extent become more dependent on BAs, as venture capital funds are not able to accommodate a large number of small deals. Bank lending, the traditional source of financing, is often limited due to the perceived risk and handling of costs. Given the importance of informal investors for the creation and maintenance of an entrepreneurial economy, fostering their investment could have a significant leverage effect. This is why the ICC World Chamber Federation and the global network of BA organisations formed a partnership to support a range of joint initiatives that encourage local entrepreneurship.

Dawn Hetzel, President of the Junior Chamber International (JCI), discussed her organisation’s attempts to create opportunities and networks for young people. JCI’s member base consists of approximately 200,000 members under the age of 40 and representing more than 100 countries. She stated that it is important to support and encourage young entrepreneurs, as they spur growth and innovation. Ms Hetzel said that JCI puts forth three recommendations: to provide quality education, including soft skills and business-specific skills, such as funding and training; establish smart taxation systems; and ensure the mobility of entrepreneurs through G20 entrepreneur visas and strong administrative simplification.

Patrice Bakeroot, CEO of Voka Shared Projects at the Flanders’ Chamber of Commerce and Industry, spoke of his chamber’s Bright and Young initiative, which is geared towards young entrepreneurs aged 18 to 36. Established in 2007, the programme is for entrepreneurs by entrepreneurs, with a motivating peer-to-peer network that relies on the wisdom of crowds and reversed coaching.

The goal is to take in 240 candidates each year. This, in turn, would eventually lead to the development of 50 new companies. This assistance helps them develop faster and become a catalyst for entrepreneurship and job creation. Mr Bakeroot maintained that it is important to gather interest at an early stage. The Bright and Young initiative works with universities and colleges where they hold events to bring in interest from youth. Through this connection they are then inspired to build their own startup as opposed to working with an established company, which is the usual route.

Rommel Gerodias, Chairman and President of the Association of Southeast Asian Nations (ASEAN) Young Entrepreneurs Council, stated that over half the ASEAN population is under the age of 30, which presents remarkable opportunities for the future of the region. The council was established to serve as the official representative of young entrepreneurs in the ASEAN economic community. Objectives of the council include providing support through mentoring, market access, access to finance, as well as policies that favour innovation, creativity and future-proofing. By creating regional networks and events for young entrepreneurs, Mr Gerodias expressed, it is possible to create an atmosphere of succession through proper involvement of young people in the business community.
This workshop considered the creation of diversified labour and how the ever-changing global market will be affected. Also discussed were youth employment opportunities, what employers are looking for, future jobs and what would be the expected labour force skills for the 21st century, and beyond.

Linda Kromjong, moderator and Secretary General of the International Organisation of Employers, began the session by touching on how globalisation and environmental challenges have changed labour forces and went on to outline the major changes in the capabilities and skills needed in the market.

Phil O’Reilly, Managing Director of Iron Duke Partners, started his presentation by noting the differences between labour forces around the world—most notably in Germany, Switzerland and Australia. He stated that neither Germany nor Switzerland had a huge skills gap and that this could be attributed to their respective education systems. Mr O’Reilly noted that the chambers had a distinct role to play in readdressing the skills shortage around the world and that it is their role to engage with the education system by talking to local schools. He explained that employers should not just be looking for practical skills but intrinsic skills—those which would make a “good citizen.”

Sara Watson, Global Director of ReadyNation and ReadyNation International, centred her presentation on childhood development. Ms Watson stated that what happens in the first five years of a child’s life was crucial to their success—not only in terms of the individual’s ability to do well in school but also later on in the labour force. She noted the importance of childhood development and education and how it should be a global priority for all key stakeholders, including chambers, government and educational institutions. Ms Watson reminded delegates that chambers have a responsibility to foster a positive civil community, and in most cases, youth make up a large portion of that society. She advised that this role encompass community investment—particularly in youth, volunteering, running education programmes and just overall public advocacy.

Victor Dosoretz, Vice-President of the Argentina Chamber of Commerce, said there were a number of conditional issues related to skill shortages and access to education in his chamber. The biggest challenge for Argentina, however, is job stimulation in the market. The Argentina Chamber has implemented a number of initiatives to combat these obstacles, including hosting a number of programmes centred on quality education, decent work and economic growth. Mr Dosoretz pointed out that programmes run by chambers were symbolic of the cooperative efforts between chambers, government and businesses. He also remarked that in order to succeed, chambers must understand the needs of the labour force.

Finally, Philippa Pattison, Deputy Vice-Chancellor of Education for the University in Sydney, stated that it was the goal of the education system in the harbour city to implement professional morals and ethics into their programmes: the hope being that these traits would then be instilled in students. She cited the efforts of the university in doing this and said that efforts could be seen through the university’s re-imagined curriculum. This new programme focuses on an open learning environment that fosters information sharing and the acknowledgement of new cultures and languages. Most important though, it recognises that graduates needed for the new labour force should be multidisciplinary.

“A commitment to high-quality early childhood programmes should be a global priority. Research shows that such programmes can yield positive results across diverse cultures and nations.”

Sara Watson
Global Director, ReadyNation and ReadyNation International
DEALING WITH DISRUPTION: BUSINESS MODEL INNOVATION

This workshop analysed how disruptive technologies would be game changers for businesses by creating entirely new products and services. To stay relevant, organisations will need to use business model innovations to capture some of that value. Businesses can compete and defend themselves against highly disruptive business models by utilising and incorporating new technologies into their business strategy. Business model innovation is a strategic process, requiring strong capabilities and resources to successfully implement.

Nola Watson, presenter and Deputy President of the New South Wales Business Chamber, made a few introductory remarks before introducing Jacques Bughin, Senior partner at McKinsey and Global Director at McKinsey Global Institute.

Mr Bughin first stated that digital technologies had been driving economic activities. As such, there was a need to see disruption as a net creator of markets because while there will be some displacement, the overall pie is growing. How businesses deal with, and react to, that changing pie will be important.

Disruption comes in phases. The initial phase is when a new technology, product or service is made available. It is different but somehow not better than what already exists and is widely used. However, in the second phase, the item begins to be rapidly adopted. In turn, improvements are quickly made and challenge market incumbents.

Mr Bughin went on to cite that the digital technologies currently driving disruption—deep machine learning, automation, robotics, computer vision, speech recognition and virtual assistants. He argued that often when companies are disrupted, the first action is not to change business models. Instead they choose to retain old strategies by cutting costs to seek efficiency or entering new distribution channels. Businesses stick to what they know, instead of looking for a new business model.

Changing business models on the other hand, Mr Bughin observed, can come from new platforms, supply and unbundling or re-bundling. Those with customer-based platform beat out product and supply chain strategies. Capabilities should be around the user, as customers will pay extra for services interacting more with distribution models. The results speak for themselves, businesses that change their business models see a 4.8% uplift in value as opposed to a 4.2% drop by retaining the same business strategy. Essentially this is not a zero-sum game and businesses facing disruption have the potential to advance faster than ever.

Mr Bughin concluded by saying that changing business models was not an easy feat. He noted that the biggest issue was cultural, particularly from the leadership unwilling to adapt to new environments. Mr Bughin added that top-down leadership was required to effectively deal with digital disruption.

“Many people see disruption as a threat or risk; however, it can be a driver of opportunity.”

Nola Watson
Deputy President, New South Wales Business Chamber
INCREASE CUSTOMER LOYALTY THROUGH BIG DATA

Big data is not just for large corporations. It no longer requires huge investments or highly specialised skills. By leveraging the appropriate analytics, small- and medium-sized enterprises (SMEs) can not only become more efficient but create a clearer picture of the opportunities and risks that exist within their business.

This workshop dealt with the concept of big data, stressing the positive role that data and analytics play in boosting prospects for SMEs. The potential of big data, how it will be used and incorporated into all future business strategies, as well as the suggestive frameworks for implementing new service experiences were also slated topics for conversation.

Wouter Van Gulck, General Manager of DigiChamber, provided opening remarks concerning big data and its ability to drive new business models. He then invited Kieran Hagan, Analytics Platform Technical Sales Manager for Australia and New Zealand at IBM Analytics Group, to speak.

Businesses more and more are looking at life events and buying patterns, such as first jobs and earning income or buying assets and retiring, to forecast sales and determine a customer’s lifetime value. Mr Hagan stated that this type of big data had the potential to power a 220% performance return.

Using the Tour de France as an example, Mr Hagan said that through rich data, the organisers were able to deliver real-time race information to cycling fans, professionals and the media. With access to such information, it changed the way viewers and fans were able to experience the race. This transformation resulted in engagement of 3.5 billion cumulative television viewers and 1.3 million fans through social media.

Rod Jacka, Managing Director at Panalysis, provoked thought with details on how much can be done with the data we have on hand today. He provided the example of Optus—Australia’s second biggest telecommunications company—and their strategic plan to remain competitive against other industry powerhouses. The company uses big data to predict whether a customer is ready to switch from a competitor’s network by offering incentives to ditch their current mobile plans. The deal is calculated to be better than that offered to the general public.

Mr Jacka argued that computing power and the availability of data will change. Automation and machine learning are the ways of the future. Artificial intelligence is something that small- and medium-sized enterprises (SMEs) will need to consider to stay relevant.

“Data is not important—it is what you do with it.”

Rod Jacka
Managing Director, Panalysis
This workshop concentrated on the book, Humanise: why human-centred leadership is the key to the 21st century by Anthony Howard.

Introducing the session, Stephen Cartwright, moderator and CEO of the New South Wales Business Chamber, began by noting that the world is on the brink of substantial change. Such transformation calls for quality leaders, should we want to be successful in the years ahead.

There are many styles of leadership: transformation, adaptive, strategic, etc. But for Mr Howard, the CEO of Confidere Group and an expert in human-centred leadership, his approach straddles the plurality of these definitions. With a focus on building a solid foundation, a strong moral compass and deep empathy for others, Mr Howard’s book outlines how to be a leader through building up capabilities to make positive impact.

According to Mr Howard, there is a distinction between businesses and people who are purpose-centred and profit-focused. “Organisations that err on the purpose-driven side will ultimately be more successful and a have better effect on the world than those that sit on the profit-driven side of the ledger,” said Mr Howard. He went on speak of the philosopher Soren Kierkegaard and his distinction between ‘how do I get what you have?’ and ‘how do I become the best I can be?’

“I have worked with many leaders who have the big job and high-status. There comes a point when they realise it is not all it is cracked up to be,” said Mr Howard. As he sees things, asking yourself how to be the best version of you is the only way to liberate your mind set.

Mr Howard went on to explain Mr Kierkegaard’s use of the term “metamorphoses” and how he had only ever heard it used as in the growth cycle of a caterpillar. He continued by saying that people who pursue profit-driven goals are akin to a hungry caterpillar whereas people-driven goals internalise the mind set of the eventual butterfly.

Many companies coming to terms with their ‘metamorphoses’ are up against an existential threat. However, the death of the caterpillar is necessary for the emergence of the butterfly. Mr Howard said, “We are not upgrading our humanity at the speed we are upgrading our technology.”

Mr Howard called on leaders to pursue “people and purpose,” stating only then they will be the butterfly rather than the hungry caterpillar. “In your own life, self-awareness, relationship transparency and intellectual curiosity are what you can seek out to improve your own leadership capacity.” With today’s modern leaders, the problem is often that they are elevated to a point that inflates any ego they already have. However, ideal leaders start from a position of humility and service,” he said.

Mr Howard took the example of Volkswagen’s “diesel dupe” scandal, where engines were intentionally designed to defeat emissions testing in order to undercut the competition. As we know, this led to the loss of 33,000 staff members and billions of dollars in fines. He then cited examples of other profit-driven cultures that had a similar “parasitic” effect.

Conversely, the manufacturing company Barry-Wehmiller responded to an existential crisis—the threat of bankruptcy—by applying human leadership strategies. Mr Howard went on to claim that when leaders focus on people and then purpose, profit will be the eventual result. He concluded by quoting Paul Polman, CEO of Unilever, stating “a business cannot prosper in a community that fails.”

“...When I look around the room, we really have one thing in common: we are all humans. I do not want to lose sight of that. When we talk about leadership, I also do not want to lose sight of the fact that we are all leaders.”

Anthony Howard
CEO, Confidere Group
WORLD CHAMBERS COMPETITION

30
Best corporate social responsibility (CSR) project

31
Best education and training project

32
Best job creation and business development project

33
Best unconventional project
The World Chambers Competition is the only global awards programme to recognise the most innovative projects undertaken by chambers of commerce and industry from around the world.

With each edition of the Competition, new categories are featured, providing chambers a chance to share their diverse projects with peers throughout the global network. The four categories for the 2017 Competition included “Best Corporate Social Responsibility (CSR) project,” “Best Education and Training project,” “Best Job Creation and Business Development project” and “Best Unconventional project.”

A total of 53 applications, from 27 countries, were received. An international jury—comprising ICC WCF leadership along with representatives from transnational, national and local chambers of commerce, and other recognised international organisations and speakers—was responsible for shortlisting the category finalists who went on to present their respective projects during the Congress.

Winners of the 2017 World Chambers Competition were announced during the concluding gala dinner on the final day of the event. Five chambers walked away as 2017 World Chambers Competition champions.
BEST CORPORATE SOCIAL RESPONSIBILITY (CSR) PROJECT

WINNER

Brazilian Confederation of Trade and Business Associations (Brazil)

Project: Business Women Empowerment Programme—Brazilian National Council of Business Women

Summary: The Business Women Empowerment Programme stands for the set of actions undertaken from 2015 to 2017 by CACB’s National Council of Business Woman, which was divided into five guidelines and a set of cross-sectional actions.

More than 4,000 women leaders from Brazilian companies participated, leading to a 267% increase in the number of women holding board positions within local business associations, as well as a 259% increase in the creation of business dedicated focus groups for women in the country.

FINALISTS

Herefordshire and Worcestershire Chamber of Commerce (United Kingdom)

Project: Worcestershire Works Well

Summary: Worcestershire Works Well is an accreditation scheme designed to support businesses to improve the health and well-being of their employees. The project is a public-private partnership, which is currently working with over 90 active companies and impacting over 25,000 employees.

Isfahan Chamber of Commerce, Industries, Mines and Agriculture (Iran)

Project: New Generation Bright Horizon

Summary: Through the establishment of the Women Affairs and Youth Affairs Commissions, this programme provides women and youth with the opportunity to be involved in social and competitive economic activities, in two major fields: education, consultancy services as well as other inspiring activities and entrepreneurial events.

PHD Chamber of Commerce and Industry (India)

Project: Water resource management

Summary: The water resource management programme aims to promote long-term sustainable solutions for the dry lands of Rajasthan and Haryana in Northern India. Through the construction of water harvesting structures, the programme provides economic security to the village community—especially poor farmers who are in need of access to water for cultivation.
BEST EDUCATION AND TRAINING PROJECT

WINNER

Hamburg Chamber of Commerce (Germany)

Project: Refugee Integration into the labour market

Summary: The Hamburg Chamber of Commerce tackles refugee integration into the labour market through a six-point activity plan. By devising an approach to facilitate the integration of refugees into the labour market, the Hamburg Chamber decided to turn dealing with the refugee crisis into a positive opportunity. Through its Work and Integration for Refugees (W.I.R.) project, the Hamburg Chamber was able to successfully train some 4,000 refugees and pair them with Hamburg-based companies. By providing specialised education and training, the city of Hamburg and the metropolitan region has quickly and sustainably developed a skilled labour force.

FINALISTS

Bursa Chamber of Commerce and Industry (Turkey)

Project: Bursa Design and Technology Development Centre (BUTGEM)

Summary: BUTGEM is a vocational education foundation that supports the city of Bursa by developing a trained and skilled labour force. The Centre provides youth and other inspiring entrepreneurs with free, lifelong, practical hands-on training on the latest technologies and innovations to enhance job expertise, business start-ups and expansion capabilities.

Eskisehir Chamber of Industry (Turkey)

Project: EIC QualifyWork

Summary: QualifyWork is a recruitment and employment centre that incorporates distinctive inspirational and innovative features while fulfilling specific needs and objectives of the chamber, its SME member community and the local economy. It covers complementary and integration activities that support workplace innovation capacities, as well as the industrial development of both the companies and region.

Whistler Chamber of Commerce (Canada)

Project: The Whistler Experience

Summary: The Whistler Experience is a partnership between the Whistler Chamber of Commerce and the University of Victoria’s Gustavson School of Business to provide unique training opportunities for its membership and other British Columbia businesses. The programme embraces all chamber initiatives that strengthen customer service in the city and beyond.
BEST JOB CREATION AND BUSINESS DEVELOPMENT PROJECT

WINNER

Business West Chambers of Commerce (United Kingdom)

Project: The International Trade Centre

Summary: This unique programme was brought forth to maximise international trade as a way to benefit business in South West England. Using strong ground-based research, the Centre and its subsequent support services has engaged with 5,800 exporters, assisted 2,010 companies with overseas sales to the value of £430 million and created 3,800 jobs.

FINALISTS

Barranquilla Chamber of Commerce (Colombia)

Project: Barranquilla High-Growth Ecosystem

Summary: Developed in 2015, this project supports high-growth entrepreneurship in Barranquilla. Having already several entities established within the city and being aware of their services, processes and requirements, the Barranquilla Chamber promotes synergies between them in order to consolidate a start-up pipeline that helps the region at having more and better entrepreneurs with high growth potential.

Mersin Chamber of Commerce and Industry (Turkey)

Project: Commercial Information and Competitive Intelligence Centre

Summary: This project responds to the commercial intelligence and information inquiries received from chamber member companies by managing big data to better understand the commercial activities of their competitors.

Negros Oriental Chamber of Commerce and Industry (The Philippines)

Project: Trade Tourism and Investment Promotion (TIP)

Summary: The TIP project supports the Negros Oriental Chamber’s advocacy of promoting inclusive economic growth and championing local economic development through public-private partnerships between various government and non-government institutions and organisations.

Shiraz Chamber of Commerce, Industries, Mines and Agriculture (Iran)

Project: Supporting medicinal plant production and marketing to help farmers affected by drought

Summary: By creating headquarters in the Fars province of Iran, this project helped develop the cultivation and export of medicinal plants. Its purpose was to increase rural employment and revive agriculture in the area, which has been severely affected by drought.
**BEST UNCONVENTIONAL PROJECT**

**JOINT WINNERS**

**Chamber of Commerce of Pereira (Colombia)**
**Project:** El Primer Ladrillo (The First Brick)

**Summary:** Once highly recognised as a symbol of strength and civility, the city of Pereira was losing its positive image due to years of negative media publicity. To change this impression, the Chamber of Commerce of Pereira launched a marketing campaign to enable Pereirans to share their story and write a new story of Pereira as an outstanding and dynamic city. The initiative not only improved the city’s public image but also led to the completion of a convention centre that has boosted economic development in the city and region.

**FINALISTS**

**Chamber of Commerce of Guayaquil (Ecuador)**
**Project:** Cyber Monday

**Summary:** Cyber Monday is an online platform that provides buyers with a secure online shopping environment to promote e-commerce in Ecuador. The platform showcases a carefully selected group of companies who have a recognised profile of doing business online. In doing this, CCG can reduce the possibility of fraud and ensure a positive online shopping experience for consumers.

**Greater Des Moines Partnership (United States)**
**Project:** Global Insurance Accelerator

**Summary:** The Global Insurance Accelerator is a mentor-driven business accelerator designed to foster innovation in the insurance industry by supporting startups targeting the global insurance industry. The accelerator was formed to match innovation with a key central Iowa industry to drive growth for local companies as well as the international industry.

**Sao Paulo Chamber of Commerce (Brazil)**
**Project:** Impostometro (Taxometer)

**Summary:** Brazil is a developing country that has always suffered from the heavy tax burden imposed on society by the government. In 2005, the Sao Paulo Chamber of Commerce implemented the “Impostometro,” a tax meter that registers the amount of money collected by the government from all taxes paid by Brazilians. The digital meter was installed on top of the chamber building for full visibility.
31st CACCI Conference and Side Programme
This year, the 31st Confederation of Asia Pacific Chambers of Commerce and Industry (CACCI) Conference was held in conjunction with the 10th World Chambers Congress. As a Strategic Regional Partner, CACCI was in an important position to connect Congress delegates with business opportunities throughout the Asia-Pacific region and beyond.

The Conference featured experts who spoke on timely and relevant issues concerning chambers and their respective business constituencies. Roundtable discussions and concurrent sessions gathered government and private sector leaders for dialogue on important sectorial issues pertaining to water, energy and environment; food and agriculture; Asia-Pacific ICT; Trade facilitation in the region; health and education and SME development.●
SIDE PROGRAMME

Advancing trade and investment opportunities between Australia and Middle East North Africa (MENA)

Arab Bank Australia

This side session featured an economic update on the opportunities available to all countries looking to achieve global trading success. Topics discussed included the MENA’s fastest growing sectors; challenges and opportunities within the region; and the possibilities of networking and connecting with business leaders from the region.

Speakers

Paul Bloxham
Chief Economist, HSBC

Trevor Cairney OAM
President, Sydney and New South Wales Business Chambers
Director, Australian Chamber of Commerce and Industry

The Honorable Patricia Forsythe
Executive Director, Sydney Business Chamber

Joe Khattar AM
President, Lebanese Chamber of Commerce

Andy Marks
Assistant Vice-Chancellor of Strategy and Policy, Western Sydney University

Joseph Risk, OAM
CEO and Managing Director, Arab Bank Australia

Doing business in Australia

This side session focused on answering common questions related to doing business, investing and trading in Australia. Topics discussed included the opportunities available in different sectors and an overview of the government and legal system, including guidelines for investment.

Speakers

Trevor Cairney OAM
President, Sydney and New South Wales Business Chambers
Director, Australian Chamber of Commerce & Industry

Julian Courtney-Stubbs
Lawyer, Australian Business Lawyers and Advisors

Stephanie Fahey
CEP, Austrade

Showcasing Australian products

Throughout the three days of the Congress, the Sydney and NSW Business Chambers booth within the exhibition hall invited delegates to experience quality Australian products, while making connections with the country’s exporters throughout the duration of the event.
SOCIAL EVENTS

38
Opening ceremony

40
Welcome cocktail

41
Gala dinner
OPENING CEREMONY

“The role that chambers play is more important than ever... [The 10th World Chambers Congress] shows the deeply international nature of the chambers you represent.”

The Honorable Gladys Berejiklian
Premier of New South Wales

“It is all about connecting—connect with each other, forge new partnerships and create new business opportunities and learn from each other’s shared experiences.”

Trevor Cairney
President, Sydney and New South Wales Business Chamber

“We are living in a world of change... the key to our success as a chamber is our ability to face the future head on.”

Peter Mihok
Chair, ICC World Chambers Federation
“Discussions taken place at the Congress will benefit all.”

Jemal Inaishvili
President, Confederation of Asia Pacific Chambers of Commerce and Industry

“Challenges to global change will define our political and economic landscape—we must be ready to meet those challenges.”

John W.H. Denton AO
First Vice-Chair, International Chamber of Commerce
WELCOME COCKTAIL

After a rich first day at the Congress, delegates had the opportunity to relax and enjoy a fun-filled evening at the Overseas Passenger Terminal. With a magnificent view of Jorn Utzon’s iconic Sydney Opera House to Ken Done’s signature art palette seen within the venue, guests were welcomed to a truly Australian experience. The welcome cocktail counted with the presence of Clover Moore, the Mayor of Sydney. To top off the experience, delegates witnessed the magic of Luna Park Sydney characters and other charming Australian celebrity impersonators, such as Crocodile Dundee, making for an unforgettable and playful evening.
GALA DINNER

Held within ICC Sydney’s gorgeous grand ballroom, the Congress gala dinner stylishly concluded the three-day Congress. With live music, some incredible dance moves and the highly-anticipated World Chambers Competition awards ceremony, the gala dinner with the perfect way to celebrate.
PARTICIPANTS
AND EXHIBITORS

43
Exhibition area

45
Participating organisations

50
Words from delegates
THE EXHIBITION AREA

A central hub of the Congress, the exhibition area provided the ideal location to showcase and promote the activities of exhibitors and sponsors, learn about new business initiatives and connect with fellow Congress delegates.

<table>
<thead>
<tr>
<th>EXHIBITOR</th>
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**CELEBRATING 161 YEARS OF BUSINESS LEADERSHIP**

**#DurbanMustRise**

**EST. 1856**

*We are 161 years young*

- Increased investment in the city’s economy
- Institutional partnership and collaboration
- Skills development and education to create economic growth and jobs
- Development of a vibrant small business sector and sustainable enterprises within it
- Provision and maintenance of adequate infrastructure
- Rejuvenation of the inner-city
- Working towards achieving

**1 GOAL: TO MOVE OUR ECONOMY FORWARD**

www.durbanchamber.co.za
## PARTICIPATING ORGANISATIONS

### AFGHANISTAN
- Afghanistan Chamber of Commerce and Industries
- APBC / AABC
- Hewad Dost Group of Companies
- ICC Afghanistan
- Ministry of Commerce and Industries, Afghanistan
- Red Orange Afghanistan Logistic Services

### ARGENTINA
- Cámara Argentina de Comercio y Servicios

### AUSTRALIA
- ACTID
- Your Business GP 5B
- Advisory
- Aerotropolis Group
- Aged & Community Services Australia
- Agencia Efe
- Akubra
- Albury Northside Chamber of Commerce
- Allara Learning
- Alstom
- American Chamber of Commerce in Australia
- Angelo Velardo Photography
- Apprenticeship Support Australia
- Arab Bank Australia
- Associations Forum
- Auspicious Consulting
- AussieBum
- Austrade
- Australasia Pacific Business Council
- Australasian Leadership Academy
- Australia China Business Council NSW
- Australia Swan Vintage
- Australian Arab Business Council
- Australian Arab Chamber of Commerce & Industry
- Australian Business Consulting & Solutions
- Australian Business Lawyers and Advisors
- Australian Catholic University
- Australian Chamber of Commerce and Industry
- Australian Lebanese Chamber of Commerce
- Australian Macedonian Chamber Of Commerce
- Australian Made Campaign
- Australian Maltese Chamber of Commerce
- Australian Small Business and Family Enterprise Ombudsman
- Australian Strategic Policy Institute
- AVISAR
- Az Engineering Consultancy
- Azerbaijani Chamber of Commerce in Australia
- Bastion Collective
- Bathurst Business Chamber
- Be Business
- Bee2 Australian Honey Products
- BESydney
- Blue Ocean Law Group
- Bondi & Districts Chamber of Commerce
- Boral Construction Materials
- Born To Lead
- Brisbane City Council
- Burnie Chamber of Commerce & Industry
- Business Events Sydney
- Business Expertise
- Business Propel
- Business SA
- Byron Bay Chamber of Commerce
- C2 Melbourne
- CACB
- Campbell Arnott's—Asia Pacific
- Campbelltown Chamber of Commerce
- Campbelltown City Council
- Canadian Australian Chamber of Commerce
- Canberra Business Chamber
- Capital far South Coast
- NSW Business Chamber
- CareSuper
- Central Coast Council
- Centre For Aviation
- Chamber of Commerce & Industry South Australia—Business SA
- Chamber of Commerce and Industry of Western Australia
- Chamber of Commerce and Industry Queensland
- Chamber of Commerce Northern Territory
- China Ready Group
- City of Gold Coast
- City of Sydney
- Community Broadcasting Network
- Conceptavision creative media
- Confederation of Asia-Pacific Chambers of Commerce and Industry
- Consulate-General of Japan In Sydney
- Consult Australia
- Corrimal Chamber of Commerce
- CQUniversity
- CTBC Sydney Representative Office
- Dabbagh Group
- DC Strategy
- Destination NSW
- Digital Crew
- DNW Group
- Double Bay and Districts Business Chamber
- Double Bay Chamber of Commerce
- Downer
- East Coast Audio Visual
- EH Brett
- Embassy of Côte D’ivoire in Australia
- Embassy of the State of Kuwait in Australia
- End2End Media
- essDOCS Certification
- Ethiopian Embassy in Canberra
- Eversedge Global—Australia
- Everedge Global—Australia
- Evqua Water Technologies
- Excon International
- Export Council of Australia
- Favelle Favco Cranes
- Fiji Consulate General and Trade Commission
- Fiji High Commission in Australia
- Fracht Australia
- FutureYou Recruitment
- Geelong Chamber of Commerce
- Gen-tec Nutrition
- GHG
- Global Infrastructure Hub
- Gosford/Erina & Coastal Chamber of Commerce
- Grange Gold Business Advisory
- Greater Narellan Chamber of Commerce
- Gregg Porteous Photography
- Gunnedah & District Chamber of Commerce
- Hunter Business Chamber
- Hunter Business Chamber
- IBM Australia
- Illawarra Business Chamber
- Imate Solutions
- IMEA
- Institute for Economics and Peace
- Institute of Management Consultants
- International New York Times (Australia)
- Iquium Consulting
- Italian Chamber of Commerce in Sydney
- Itchy Baby
- iTree
- Jed’s Heavy Vehicle Maintenance
- Jobgetter
- Kelso Building Trade Centre
- Kenya High Commission in Australia
<table>
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<td>MACEDONIA</td>
<td>Macedonian Chambers of Commerce</td>
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<td>MADAGASCAR</td>
<td>Federation of Chambers of Commerce and Industry of Madagascar</td>
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<td>MALI</td>
<td>Mali Chamber of Commerce and Industry</td>
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<td><strong>MAURITIUS</strong></td>
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<td><strong>MEXICO</strong></td>
<td>Mexico City Chamber of Commerce</td>
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<td><strong>MONACO</strong></td>
<td>Polo De’marco Magazine</td>
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<td><strong>MONGOLIA</strong></td>
<td>Mongolian National Chamber of Commerce and Industry</td>
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<td><strong>MYANMAR</strong></td>
<td>Republic of the Union of Myanmar Federation of Chambers of Commerce and Industry</td>
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<td><strong>NEPAL</strong></td>
<td>Federation of Nepalese Chamber of Commerce and Industry</td>
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<td><strong>NETHERLANDS</strong></td>
<td>Netherlands Chamber of Commerce</td>
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<td><strong>NORWAY</strong></td>
<td>ICC Norway, Oslo Chamber of Commerce</td>
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<td><strong>OMAN</strong></td>
<td>Business Gateways International, Oman Chamber of Commerce and Industry</td>
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<td><strong>PAKISTAN</strong></td>
<td>Board of Investment, Pakistan, Brahim Construction Company, Estate Guide Pakistan, Faisalabad Chamber of Small Traders and Industry, Federation of Pakistan Chambers of Commerce and Industry, Ghulam Hyider and Brothers, Gwadar Global Gateway, Ironline SG Production, Islamabad Women’s Chamber of Commerce and Industry, K.A.S. Exporters and Importers, Muhammad Amin, Muhammad Qaseem, Rahim yar khan chamber of commerce and industry, Rashid Hameed Mehr, Roots Creator of Art in Stone, Pakistan Furniture Council, Saba travel and tours, Sialkot Chamber of Commerce and Industry</td>
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<td><strong>PORTUGAL</strong></td>
<td>Aep-portuguese Entrepreneurial Association, AIDA Associação Industrial do Distrito de Aveiro</td>
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<td><strong>QATAR</strong></td>
<td>New Line Steel Engineering, Qatar Chamber of Commerce and Industry</td>
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<td><strong>RUSSIA</strong></td>
<td>AO Expocentre, Chamber of Commerce and Industry of the Russian Federation, Chamber of Commerce and Industry of the Saratov Region, South Urals Chamber of Commerce and Industry, Union Lipetsk Chamber of Commerce and Industry, Union Novorossiysk Chamber of Commerce and Industry</td>
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<td><strong>RWANDA</strong></td>
<td>Private Sector Federation</td>
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<td><strong>SAMOA</strong></td>
<td>Samoa Chamber of Commerce and Industry</td>
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<td><strong>SAUDI ARABIA</strong></td>
<td>Council of Saudi Chambers, Federation of GCC Chambers, ICC Saudi Arabia, Riyadh Chamber</td>
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PARTICIPANTS AND EXHIBITORS

SINGAPORE
Bmi Research
ICC Academy
ICC Asia
Singapore Business Federation
Vcargo Cloud

SLOVAKIA
Amazing Planet
Amina
Bohus
Bratislava Regional Chamber
Eurocom and Co.
Menert
Slovak Chamber of Commerce and Industry

SOUTH AFRICA
ABSA—Kwa Zulu Natal
Durban Chamber of Commerce and Industry
ICC South Africa
Invest Durban—Ethekwini Municipality
Johannesburg Chamber of Commerce and Industry
Pietermaritzburg Chamber of Business
South African Chamber of Commerce and Industry
Ts Cibane Consulting

SPAIN
Barcelona Chamber of Commerce
Chamber of Commerce of Spain
ICC Spain

SRI LANKA
Confederation of Chamber of Commerce and Industries, Asian Council on Tourism
ICC Sri Lanka
The Ceylon Chamber of Commerce

SUDAN
Sudanese Businessmen and Employers Federation
Sharjah Chamber of Commerce and Industry

SWITZERLAND
Alliance of Swiss Chambers
Berne Chamber of Commerce
Geneva Chamber of Commerce, Industry and Services
ICC Switzerland
Vaud Chamber of Commerce and Industry

TANZANIA
Tanzania Chamber of Commerce, Industry and Agriculture

THAILAND
ICC Thailand

TIMORE, EAST
Youth For Welfare

TURKEY
BEST Transformer
Bursa Chamber of Commerce and Industry
Eskisehir Chamber of Industry
ICC Turkey
Kocaeli Chamber Of Industry
Mersin Chamber of Commerce and Industry
The Union of Chambers and Commodity Exchanges of Turkey
World Business Angels Investment Forum

UKRAINE
Ukrainian Chamber of Commerce and Industry

UNITED ARAB EMIRATES
Ajman Bank
Ajman Chamber
Dubai Chamber of Commerce and Industry
Expo 2020 Dubai
Rak Chamber
Ras Al Khaimah Chamber of Commerce and Industry

UNITED KINGDOM
Augusta Ventures
British Chambers of Commerce
Business West
Commonwealth Enterprise And Investment Council
e-z Cert / i2i Infinity
Herefordshire and Worcestershire Chamber of Commerce
London Chamber of Commerce and Industry
Trade Cert

UNITED STATES
Aecom
African American Chamber of Commerce of Western PA
American World Trade of Commerce
Bellevue Chamber of Commerce
Camacol—The Latin Chamber of Commerce of United States
Cape Cod Chamber
Capital Region Chamber
Casey’s Company
Center for International Private Enterprise
DigitalTown
Eventbank
Glenwood Springs Chamber Resort Association
Greater Cleveland Partnership
Greater Des Moines Partnership
Hawaii Chamber of Commerce
JCI
Kountable
Los Angeles Area Chamber of Commerce
New Day Strategy
ReadyNation International: Business. Kids. Workforce
United Nations
United States Council For International Business
United Way Worldwide

URUGUAY
Cámara Nacional De Comercio y Servicios del Uruguay

VANUATU
Vanuatu Chamber Of Commerce

VIETNAM
Vietnam Chamber Of Commerce And Industry

ZIMBABWE
Women’s Alliance of Business Associations in Zimbabwe

OTHER TERRITORIES AND REGIONS
Cayman Islands Chamber of Commerce
Chinese National Association of Industry & Commerce
CTBC Bank
ICC Taipei / CIECA
Institute For Information Industry
Kowloon Chamber of Commerce
Macau Chamber of Commerce

INTERNATIONAL ORGANISATIONS AND TRANSNATIONAL CHAMBERS
Asociación Iberoamericana de Cámaras de Comercio (AICO)
Confederation of Asia-Pacific Chambers of Commerce and Industry (CACCI)
International Chamber of Commerce
International Organisation of Employers
International Labour Organization
Junior Chamber International
KPMG
SAARC Chamber of Commerce and Industry
United Nations
United Way Worldwide
The World Bank
World Trade Center
World Trade Organisation
“The Congress was very well organised, both logistically and in terms of its contents. I found it very interesting to discuss crucial global issues that really matter to business.”

Víctor Dosoretz
Permanent Director and Treasurer, 
Argentina Chamber of Commerce

“Please accept our sincere congratulations on the success of the Congress, with an amazing programme, great speakers and fantastic conclusions relating each panels accordingly. The level and diversity of discussion were outstanding.”

Danela Arsovska
President, 
Macedonian Chambers of Commerce
“As well as being a resounding success for us, the Congress was very worthwhile and a great opportunity to engage, learn and network.”

James Monk
Commercial Services Director, Business West Chambers of Commerce
“The most stimulating and thought provoking business programme and most valuable gathering of like-minded business professionals.”

Steve Baker
TradeCert
“Chambers coming together to learn from each other and make them more relevant and useful to members.”

Christopher Forster
Sierra Leone Chamber of Commerce, Industry and Agriculture
SPONSORS AND PARTNERS

55
Media spotlight

56
Partners

57
Sponsors
MEDIA SPOTLIGHT

Through a dedicated media campaign, the Congress received widespread coverage, both online and in print, before, during and post-event.

The International New York Times was among several global media partners. The prominent news source ran a series of advertisements in promotion of the event. Representatives from the publication were also featured in Congress workshops, including a session on trust in media, with Australian Bureau Chief serving as a moderator. Other specialised media companies and supporting organisations included BMI Research, Connect4Climate, Global Trade Review, New Cities and Oxford Business Group.

Several television interviews were conducted with World Chambers Federation leaders and Congress speakers and broadcast on news networks including Sky Business News.

As an official partner event of United Nations Global Goals Week, organised during the United Nations General Assembly in New York, the Congress leveraged social media outreach to increase awareness of the 17 Sustainable Development Goals for people, planet and prosperity.

Personal commitments of Congress delegates were showcased online for the duration of the event, thanks to a designated “selfie station,” located within the ICC WCF exhibition booth. Close to 200 photos were posted on International Chamber of Commerce’s Flickr account and shared as part of the campaign.

The Congress gets social

Driven by Congress engagement, social media outreach raised visibility of both the Congress and the work of the global chamber community.

On social media, the global forum reached over 280,000 people with an estimated reach of 575,000 impressions during the course of the event.

Using the official event hashtag, #10WCC, the World Chambers Federation’s dedicated Twitter account @WorldChambers grew its global following by more than 300% and received over 11,000 profile visits—close to a 600% increase compared to analytics for same period of the previous month.

Tweet highlights included quotes from opening plenary speaker Sofia Patel of ASPI, the OECD’s David Khoudour, and former Prime Minister of Finland and ICC Executive Board member, Esko Aho. Other top tweets included the announcement of winners of the World Chamber Competition, including a tweet from the President of Colombia congratulating the Pereira Chamber of Commerce on their achievement and a tweet promoting the handover of the Congress for the next edition in 2019.

Connecting delegates on site

Of the 633 delegates who downloaded the official 10th World Chambers Congress event app, 68% of users were able to successfully connect using peer networking options. Connections were established though the business social media platform, LinkedIn, as well and face-to-face meetings. All delegates combined spent close to 50 hours on the app over the three days.
“During the Congress, I had the opportunity to express my commitment in pursuing the links between the Ibero-American chambers and the chambers around the world. We must work together in an agenda that allows us to strive against the uncertainty generated by politics and the threats of integration. The world’s chambers of commerce are the best partners to promote confidence and welfare, and strategically analyse structural issues such as the battle against corruption and illegality and the challenges of competitiveness and informal business.”

Julián Domínguez Rivera
President, AICO

“The 10th World Chambers Congress was a great success thanks to the relentless and professional work of its organisers at ICC World Chambers Federation and the Sydney Business Chamber. The venue provided a forum to exchange innovative ideas in various areas through brilliant speeches and peer networking opportunities. It was a pleasure to meet many delegates from chambers across the globe and introduce the international contract opportunities available in the UN Development Business online platform for businesses in their network”

Reza Mapar
Chief, Development Business Unit, United Nations
“It was an honour for Dubai Chamber to support the Congress as a sponsor and participant. Sydney proved to be an ideal city to host the event as a thriving business hub for the Asia-Pacific region. Winning the prestigious Best unconventional project award at the World Chambers Competition was a proud moment for us, and we hope that Dubai will get the chance to host the Congress and share its unique perspective as a major trading entrepôt between East and West.”

Hamad Buamim
President and CEO of Dubai Chamber of Commerce and Industry Deputy; Chairman of the World Chambers Federation, International Chamber of Commerce

“DigitalTown is delighted to sponsor the World Chambers Congress. The most recent event in Sydney, Australia assembled world-class speakers for a flawlessly executed conference at an exceptional venue. The event attracted a diverse group of highly engaged leaders from around the world at a time when the global chamber community is looking to position itself for leadership in an increasingly digital world.”

Robert W. Monster
CEO & President, DigitalTown

“We were a proud sponsor of the 10th World Chambers Congress and we had a great time connecting with chambers from all around the world, listening to their perspectives, challenges, and stories of helping grow their economies. Big thanks go to the organisers for making this happen!”

Eric L. Schmidt
CEO, EventBank

“As a Platinum sponsor of the WCC 2017, our aim was to promote our chamber, country, and the many opportunities which can arise out of close cooperation between our private sector and Iran’s potential trade partners, by highlighting Iran’s great economic advantages, capacities, and potentials. While providing us a greater level of effective presence in a global forum, sponsorship of the event demonstrated our genuine intent to once again become a serious player on the world economic stage.”

Pedram Soltani
First Vice President, Iran Chamber of Commerce, Industry, Mines & Agriculture
Looking Ahead to the Congress in 2019

Mark your calendar now to join us in Rio de Janeiro for the 11th World Chambers Congress, 12-14 June, 2019.

The Brazilian Confederation of Trade and Business Associations (CACB) was announced as 2019 Congress co-organiser earlier in 2016. Under the theme “creating a shared future,” the 11th edition of the World Chambers Congress invites chamber and business representatives to gather in the dynamic city of Rio de Janeiro and stand ready to gain knowledge, promote networking and learn best practices.

CACB President George Teixeira Pinheiro said: “We wish, in 2019, to open our doors to share great experiences and, most importantly, open our minds to new ideas. We want to teach and learn, speak and listen, know and be known by our peers from around the world who share the same goal: growth.”

As the 7th largest consumer market globally, with 30 million people ascended into the middle class in the recent years, Brazil continues to increases its purchasing power. The city of Rio de Janeiro is one of the main entry points into Brazil and is the second most developed city in the country, as well as a popular tourist destination.

Rio de Janeiro will soon be part of the World Chambers Congress hall of fame, leaving a unique seal in the Congress’s history. Marseille (1999), Seoul (2001), Quebec (2003), Durban (2005), Istanbul (2007), Kuala Lumpur (2009), Mexico City (2011), Doha (2013), Torino (2015) and now Sydney (2017) have all played host to the unique Congress.

While we begin planning for the 2019 Congress, chambers from around the world have expressed interest in co-organising the prestigious event up to 2023. The 12th World Chambers Congress is due to take place in 2021, in Africa or the Middle-East.

The 11th World Chambers Congress will mark the 20-year anniversary of the Congress, in addition to celebrating 100 year of the International Chamber of Commerce.

See you in Rio de Janeiro in June 2019!

Register your interest in: www.worldchamberscongress.org (from February 2018)
1,200 PARTICIPANTS
100 COUNTRIES, TERRITORIES AND REGIONS
80 SPEAKERS
38 EXHIBITORS

26 SESSIONS
4 COMPETITION CATEGORIES
18 COMPETITION FINALISTS
5 COMPETITION WINNERS
THANK YOU!

Image: Gregg Porteous Photography