



Attar: Italy could be a bridge for all of Europe to Syria



Abdul Aziz- , General Director of the Syrian Investment Agency, Mohammad Saad Al-Imad, President of the Chamber of Tourism in Damascus and Mrs. Sonia Kachicho, Secretary General of the Syrian Gastronomy Association.

The opening session concluded with a lecture and presentation by Luigi Genuardi, president of the Italian delegation, Board Member of Directors of Palermo Chamber of Commerce. The lecture entitled 'Sicily and its entrepreneurial world' - presented a brief on the Chamber of Commerce, Industry, Handicrafts and Agriculture in Palermo.

 The International Chamber of Commerce -Syria (ICC-Syria), in cooperation with the Syrian Federation of Chambers of Commerce, held the First Conference of Commerce in June 8, 2010 at the Dedeman Hotel - Damascus at the presence of a high-level Italian commercial delegation.

Dr. Abdul Rahman Attar, President ICCS, stressed that his country would move forward with a giant step in adopting Italy as a portal of Syrian exports to Europe. Attar explained that Italy could be a bridge for all of Europe to Syria and that Syria is the best suited for the Mediterranean relationship. Attar described the conference as a 'type' for the beginning of joint work between the Syrian and Italian companies, saying that the Italian machine is present at every factory in Syria. Mohammad Ghassan Al Qallaa, President of the Syrian Federation of Chambers of Commerce pointed out that the commercial relations between Syria and Italy are firmly-established where signing of the first trade deal between the two countries was in 1950. In turn, Achille Amerio, the Italian Ambassador in Syria, stressed on the depth of economic relations between the two countries, adding that Syria plays an important and vital role especially since it is a transit point for all the economic activities.

The opening session was attended by Dr. Ahmad



Later on, and during four main roundtables, the participants discussed strategies of cooperation, cultural goods, restoration's techniques and handicraft, agro-food sector and tourism and environment and fisheries.

The following day, the Italian delegation visited Homs Chamber of Commerce. A conference was held at the headquarters of the chamber. The conference was attended by Adel Tayara, President of Homs Chamber of Commerce, Labib al-Ekhwan, President of Homs Chamber of Industry, and Mohammed Azzam al Jondi, President of the Chamber of Tourism (Mid Syria). The conference also was attended by a number of Syrian interested businessmen.



MED Digital starts its activities in Syria, Lebanon and Morocco

 Carles Revilla, a Spanish expert, visited Syria on May 17 and 18, 2010, during which he held official meeting with Dr. Basel al-Khashi, Deputy Minister of Communication, and Dr. Rakan Razzouk Chairman of the Syrian Computer Society- SCS.

Revilla paid a number of visits to leading Syrian companies working in the field of electronic solutions and the web. He also met with representatives of the regulatory committees and agencies which organize this sector.

The headquarters of the International Chamber of Commerce - Syria (ICC Syria) has hosted workshops Revilla held with representatives of SMEs.

Revilla's visit to Syria comes under the Phase 1 of the MED Digital Project, which comprises situation diagnosis in MED countries (Syria, Lebanon and Morocco), has been already launched.

MED Digital Project – Development of a new service in digital marketing –, which the EU funds 75% of its budget, aims to support and boost the use of electronic solutions and the

web as a key and efficient mean to promote and market the products and services of SMEs in MED countries.

The EU had contracted with several of bodies to implement the project during the third call of the Invest in Med project. the contractors include: ICC Syria, the Syrian Enterprise & Business Centre (SEBC), The Chamber of Commerce, Industry and Agriculture of Beirut and Mount Lebanon (CCIAB), Estonia Chamber of Commerce and Industry, ACC10 (Barcelona), CGEM (Morocco) Revilla also held several meetings with representatives of the Ministry of Economy and Trade in Lebanon, experts and officials from the Chamber, representatives of companies specialized in electronic solutions via the internet and a number of SMEs with prior experience in using web solutions to promote their products and services, at the chamber's headquarter between May 19 and 21, 2010.

In Morocco, The last stopping place in this Phase, Revilla held several meetings with members and representatives of the Union of



Moroccan enterprises in the period between 30 June and July 2, 2010. The meeting aimed to diagnose the status of internet in the country. Another point worth mentioning is that Phase 2 of the project will be launched during the first week of October in the Estonian capital Tallinn during which large scale workshops will be conducted to train employees of partner centres (business support centres) from Syria, Lebanon and Morocco on digital marketing instruments services and provide them with information on the new services and on the mechanism designed to support SMEs and encourage the utilization of e marketing.

U.S. – Arab Chamber of Commerce: There are competent private sector leaders in Syria who have the potential to become good business partners

 David Hamod, President and CEO of National U.S. - Arab Chamber of Commerce (NUSACC), visited Syria between July 22 and 25, when he met with Syrian officials and a number of economic and trade leaders. Hamod stressed that this is his first visit to Syria as President & CEO of the National U.S.-Arab Chamber of Commerce, adding that the objective of his visit was focused on identifying business opportunities in Syria in order to

make American companies aware of best sectors in Syria.

Hamod said he found Syria “encouraging”, describing the Syrian business community as “dynamic.”

“This might come as a surprise to most of the commercial leaders in the U.S.,” he said, because “they do not fully understand the Syrian economy and the opportunities here.”

During his visit, Hamod met with Dr. Abdul Rahman Attar, President of the International Chamber of Commerce – Syria and Executive

Board member of the NUSACC. The meeting discussed a number of topics aimed at developing the economic relations between the two countries.



The First “Euro-Mediterranean Industry Forum”... 350 operations to serve the business community

 With the participation of 250 union and industry leaders in the European Union and South Mediterranean countries, the first Euro-Mediterranean Industry Forum was launched with ‘Coalition and Investment Programme for the Mediterranean Forum’, which was held in Cairo on April 21-22, 2010.

The investment map of the Southern Mediterranean has been reviewed in addition to the projects which the MedAlliance is implementing in cooperation with the European Union to support trade, industry and investment in the Euro-Mediterranean region. The Euro-Mediterranean integration strategy was developed as well.



The mentioned projects, which are more than 350, are focused on serving the Euro-Mediterranean business community where 280 unions and chambers from both shores of the Mediterranean are implementing them with a budget amounted to 12 million euros, nine of them by a grant from the European Union.

The Syrian participation was represented by the attendance of Dr. Abdul Rahman Attar, President of the International Chamber of Commerce - Syria (ICC-Syria), and Mirna Nayfeh, Executive manager of ICC Syria. It is worth mentioning that MedAlliance includes EuroChambres, ASCAME, ANIMA and BUSINESSMED.

General Authority for Business Med discusses 2010 agenda

 BusinessMed held its General Assembly in Cairo on April 22, 2010, where the annual report for 2009 was discussed.

The meeting discussed the developments of “ Invest in Med” project, and as has been the financial report for the year 2009, as ratified by the Board on the budget estimates for 2010. The meeting also listened to the notes of the assembly’s members on the report which contains the assembly’s activities and its results in all fields.

The Syrian participation was represented by the attendance of Dr. Abdul Rahman Attar, President of the International Chamber of Commerce - Syria (ICC-Syria). The assembly discussed what has been implemented of the 2010 Plan, and reviewed the



program for what remains for the same year, where the participants emphasized the need for all parties to the success of these activities. The meeting also discussed a number of matters relating to the constitution of the organization and membership. The Union of Mediterranean Confederations of Enterprises (BUSINESSMED) is a regional

professional organization created thanks to the will, determination and militancy of the federations’ presidents of the twelve members and which aims at accelerating the integration and the social and economic development in the region. The main objective of the organization is economic integration within Europe and World economy.

The second session of the “Mediterranean Dialogue” in Tunisia

 Under the High Patronage of H.E. President Mr. Zine El Abidine Ben Ali, President of the Republic of Tunisia, the second edition of the ‘Mediterranean Talks’ was set up under the slogan ‘towards a common vision for the Mediterranean region: Strategy, projects and funding’ in Hammamet in Tunisia, on May 25 - 26, 2010. The session was organized in collaboration between the Institute of Economic Forecasting of the Mediterranean world (IPEMED), Institut Arabe des Chefs d’entreprise (IACE) and European Institute of the Mediterranean (IEMed).

Dr. Abdul Rahman Attar, President of the International Chamber of Commerce -Syria (ICC-Syria), participated in the session, which included a significant number of politics and economy decision makers and representatives of big regional companies in the Mediterranean region. The session’s talks were concentrated on providing an analysis of the international working groups to achieve a common diagnosis and make recommendations for operating which interest policy makers in the region. ‘Mediterranean Talks’ was focused



mainly on three principles: aiming at creating foundations, contributing in bringing the shores of the Mediterranean and Eastern Europe closer, and finally creating projects to achieve sustainable development. Is noteworthy that the first version of ‘Mediterranean Talks’ was held in Barcelona in 2008.

Beirut International Franchise Forum and Exhibition

 The Lebanese Franchise Association in cooperation with the General Union of Chambers of Commerce, Industry and Agriculture for the Arab Countries organized Beirut International Franchise Forum on May 27 - 28, 2010.

The forum called to explore the current situation of trade franchise of the concession business and ways to evaluate and develop it. Additionally, the conferees discussed the options available opportunities for joint action between the Arab businessmen who have commercial privileges and among their international counterparts.

During the conference, addressed several issues highlighted in a lecture entitled “Franchise .. A new vision of excellence in investment

opportunities for small and medium enterprises”. The conference also discussed issues such as developing the franchising industry and in the international markets and the major challenges facing it. The conference also discussed financing the development and promotion of

franchising activity, franchise industry in the region and intellectual property rights.

Dr. Abdul Rahman Attar, President of the International Chamber of Commerce -Syria (ICC-Syria), chaired the Syrian delegation participating in the conference.

That has participated in the conference, along with a group of investors and Arab businessmen and international seeking to expand in the regional and international markets, a number of professional advisers in the Franchise, and publishing houses specializing affairs itself.



Mediterranean Economic Leaders Summit - Invest in Med conference in Barcelona

 Participants in the Mediterranean Economic Leaders Summit, which was held on June 3, 2010 in Barcelona, called to the adoption of ambitious reforms to stimulate the private sector and encourage investment in the Mediterranean region. The participants stressed on the need to complete the Euro-Mediterranean free trade area, demanding the reduction of protective measures and removing obstacles to cross-border trade. The summit also has formed an opportunity to inform

the contractors in the Mediterranean countries on the economic opportunities provided by the Union for the Mediterranean (UfM). The summit called in its concluding statement to improve the competitiveness and to promote small and medium projects as a driving force for economic development in the Euro-Mediterranean region. The economic representatives urged the Mediterranean countries’ governments to work towards involving the private sector and encourage its active participation in all policies established by UfM.

In Jordan .. A seminar for the revised version of the Uniform Rules for Demand Guarantees (URDG)

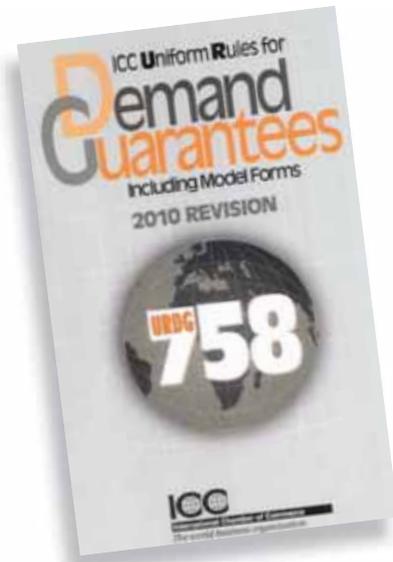
 The International Chamber of Commerce - Jordan (ICC - Jordan) held a seminar for the revised version of the Uniform Rules for Demand Guarantees (URDG) - bank guarantees - (URDG) on June 21, 2010. The International Chamber of Commerce –Syria has participated at that seminar with a representative from the Arab Bank of Syria.

The seminar reviewed a range of topics including a review of some of the URDG rules, drafting of the demand guarantee, issuing a demand guarantee, amendments to the demand guarantee text and guarantee operations, and application, testing, payment and

completion processes.

The revised rules had entered into force on 1 July 2010. In addition to workers at the banking sector, a group of experts and financial managers has taken part at the seminar and a number of employees in insurance companies and shipping companies.

The URDG, the first in 19 years, is considered the balanced base to regulate the relationship between the beneficiary and the bank issuer of the demand guarantee. It identifies the bank guarantee commitment towards the beneficiary and clarifies the mechanism of the beneficiary claim of his right of the demand



guarantee, and it clearly reflects the international practices followed in this regard.

15 - ICC Executive Board meeting in Hong Kong



 The International Chamber of Commerce (ICC) Executive Board held its meeting in Hong Kong between June 27 and 30, 2010.

The meeting discussed many topics concerning the work of ICC commissions. In addition to ICC's plan of action for the next three years, the meeting discussed ICC'S financial report, relation with the United Nations and dates for future meetings of the ICC's Executive Board. The meeting also discussed the dispute resolution services offered by ICC and a

number of issues related to the World Chambers Federation. The meeting also approved the financial accounts for the year 2009.

The ICC World Council elected Rajat Gupta Chairman of the ICC and Stephen Green ICC Vice-Chairman. The new leaders will stay in their new positions for two year starting from June 1st. Later on, the meeting appointed new members of the ICC Court of Arbitration.

With developments in some ICC national committees, the meeting discussed a report on the ICC's

participations at the G8 summit and G20 Summit as well.

Dr. Abdul Rahman Attar, International Chamber of Commerce (ICC) Executive Board Member and, President of the of the International Chamber of Commerce - Syria (ICC-Syria), participated at the meetings.

At the end meeting, Martin Wolf, Associate Editor and Chief Economics Commentator at the Financial Times, provided a presentation on the current global economic events.



Gupta and Green take the reins as ICC Chairman, Vice-Chairman, . Fung becomes ICC the ICC Research Foundation Chairman

 ICC's World Council elected Rajat Kumar Gupta, Partner Emeritus of McKinsey & Company, Chairman of ICC, and Stephen K. Green, HSBC Group Chairman, ICC Vice-Chairman.

the Board of the Indian School of Business, Board of Associates of the Harvard Business School, Chairman Emeritus of the Global Fund for AIDS, Tuberculosis and Malaria, Chairman of the Public Health Foundation of India.

cited his company's record on environmental issues, noting that HSBC has become "carbon neutral" in its own business. HSBC is the world's largest banking and financial services group, with more than 300,000



That was during ICC's World Council's meeting in Hong Kong on July 29, 2010, which brought together 80 of ICC's business members from 45 countries.

Rajat Gupta elected ICC Chairman 2010 – 2013

Gupta who served as the United Nations Secretary-General's Special Advisor on UN Reform considered the ICC Chairmanship to be an 'honour and an opportunity' at the same time. Gupta, an Indian national who resides in the US, held a range of top management posts at McKinsey during his 34 years with the firm. He is also Chairman of

Dr. Abdul Rahman Attar, ICC Executive Board and the Arab representative at the chamber, said that the Mr. Gupta, an outstanding person, especially in his work field at the McKinsey & Company and his presence will support ICC's attending in the major economic files in the world.

Stephen K. Green elected ICC Vice-Chairman 2010 – 2013

Accepting the post of ICC Vice-Chairman, Green said: "ICC has been a strong advocate of open markets and sustainable development. These are principles I fully support." He

employees in 88 countries and territories. Green currently serves as HSBC Group Chairman, based in London, which is considered to be the world's largest banking and financial services group. Green, who holds degrees from Oxford University and Massachusetts Institute of Technology, has been working with HSBC for 28 years. Green began his career with the British government's Ministry of Overseas Development, and he is still serving on a number of private and governmental boards apart from his corporate responsibilities.

Victor K. Fung becomes ICC Honorary Chairman

Victor K. Fung becomes ICC Honorary Chairman, the Chairman of the Li & Fung group of companies, becomes ICC Honorary Chairman following two years as ICC Chairman. Fung also will continue to serve as Chairman of the ICC Research Foundation which was founded under his chairmanship.



Victor K. Fung



Stephen K. Green



Rajat Gupta

Leaders at ICC World Business Summit examine roles of business and trade in development of post-recession global economy



and organized by the International Chamber of Commerce in cooperation with the Trade Development Council in Hong Kong.

Speakers and delegates at the summit agreed that trade, employment and sustainable development are key drivers of economic recovery and future growth. Victor K. Fung, Chairman of ICC, explained that following the financial crisis and economic downturn of 2008-2009, ICC felt it was important to talk about how the future global economy has been shaped by these events and what we can do to help ensure its stability and growth.

The Summit also gave particular emphasis to Asia-Pacific, the driver of the global economy and the region that proved most resilient during the economic downturn. Green issues and sectors were key focus areas during the Summit.

The Summit involved more than 400 participants, most of whom are senior management, business leaders and opinion leaders from around the region and the world.

 Economic experts said that the world's leaders are at an important crossroads as they tackle the question of how to press forward following the worst recession in decades.

This came at the ICC World Business Summit in Hong Kong on June 30, 2010, titled "New Global Economic Realities: Asia-Pacific Perspectives", organized by the International Chamber of Commerce (ICC) and Hong Kong Trade Development Council.

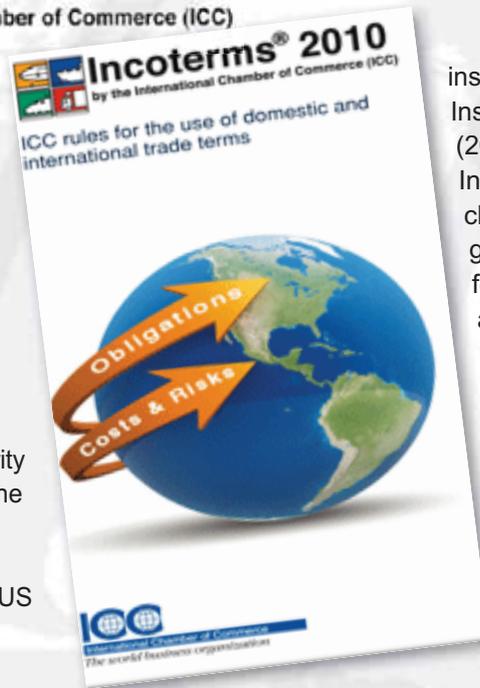
The Global Business Summit held in Hong Kong on June 30, 2010, entitled "the new global economic realities: the perspective of Asia - Pacific,"



International Chamber of Commerce Launches rules (Incoterms® 2010)



 A comprehensive revision of ICC's Incoterms rules will come into effect on 1 January 2011, a major step in helping international trade professionals ensure legal certainty and save both time and money. The new revision, the first in a decade, reflects the profound changes that have taken place in global trade since 2000. These include the importance cargo security has taken for many countries and the 2004 revision of the United States' Uniform Commercial Code, which resulted in a deletion of the former US shipment and delivery terms. The revised Incoterms rules also reflect the adoption in 2009 by



insurance markets of the revised Institute Cargo Clauses (LMA/IUA) (2009).

Incoterms® rules have been clustered more clearly under two groups -- those appropriate only for maritime transport and those appropriate for sale contracts where any mode or modes of transport are used.

The new rules have been developed to take into account these changes as well as other trends in international commercial practices. The onward march of containerization and point-to-point deliveries, for example, persuaded ICC to introduce two new «Delivered» terms.

IRU delegation visits Syria

 An IRU delegation comprising of Messrs Jan Acri and Talal Al-Waheibi visited the Syrian Ministry of Transport in order to take part in drafting the new transport law.

This comes in the context of the delegation's visit to Syria between June 28 and 30, 2010.

In the presence of Georges Hilal, General Manager of TIR Department in Syria and a representative of the ICC-Syria, and Shawki Faitrouni, Manager of TIR department in Syria, the delegation discussed the new law draft with representatives of the Ministry of Transport.

In order to ensure issuing that system which will



be introduced to interact with the latest global developments in the field of transport, the Ministry of Transport had requested IRU assistance to incorporate European data with the local system.

Syria's accession to the Ask TIR system

 The International Road Transport Union IRU held a workshop on the new AskTIR at the IRU offices in Geneva on June, 11, 2010.

AskTIR software application is a result of significant developments in the world of communication between the IRU and the dissemination of the vehicles movement information to facilitate international road transportation.

Through the International Chamber of Commerce - Syria (ICC-Syria), sponsor of implementation of TIR Agreement in Syria, the country is confirming, via accession to this system, to develop the information of workers in the field of TIR in order to reach the highest levels. Shawki Faitrouni, manager of TIR Department in Syria, and Mohammed Anis, Head of the IT Department at the ICC-Syria, participated at the workshop.