The Role of Business in the World Summit on the Information Society

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Why is the worldwide business community involved in the Summit?

- An opportunity for business to work with government and civil society to foster development and growth worldwide.

- Set the stage throughout the world for enhanced deployment of products and capabilities based on information and communications technologies (ICTs).

- Market stabilization and expansion of opportunities for international commerce – facilitating social growth, reducing poverty, empowering individual citizens, and lessening geo-political tensions.
How is business contributing to the work of the Summit?

Business is providing input to the Summit participants about the realities, requirements and constraints that impinge on businesses by:

• Organizing formal and informal discussion sessions to share experiences and express viewpoints at regional, thematic and other preparatory meetings for the Summit;
• Advocating the adoption of business viewpoints on substantive issues to government officials; and
• Conducting discussion sessions to convey what works – and what does not work – in attracting private-sector investment in ICTs

What is the Coordinating Committee of Business Interlocutors (CCBI)?

• ICC was invited to create a Coordinating Committee of Business Interlocutors
• Mobilizes and coordinates the involvement of the worldwide business community in the processes leading to and culminating in the Summit.
• In addition to ICC, which chairs CCBI, CCBI is constituted of the following organizations and their members:
  • Business Council for the United Nations (BCUN)
  • Business and Industry Advisory Committee (BIAC)
  • Global Business Dialogue on Electronic Commerce (GBDe)
  • Global Information Infrastructure Commission (GIIC)
  • ITU members from the private sector
  • Money Matters Institute (MMI)
  • United States Council on International Business (USCIB)
  • World Economic Forum (WEF)
  • World Information Technology and Services Alliance (WITSA)
• Participation in CCBI is open to businesses and business associations worldwide
How Has CCBI Participated in WSIS Preparatory Work?

- Participated in the first Preparatory Committee (PrepCom I) meeting in Geneva, July 2002.
- Contributed to the informal governmental session on Content and Themes in September 2002 in Geneva.
- Organized a business-led session during the pan-European regional meeting in November 2002.
- Mobilized national committees of international business organizations to:
  - Coordinate with their government participants;
  - Communicate business messages; and
  - Attend regional meetings

What contents and themes does business support?

- Focus on the fundamental building blocks of an information society
- Foster the creation of markets through development
- Minimize duplication among international organizations
What Procedures and Processes will ensure greatest success of the Summit?

- Agreement is essential
- Dialogue and debate are important
- Flexibility is key
- One size does not fit all

Why is business important to future of information society?

- Given the right conditions, business will assume the risks necessary, and invest.
- Business is the only sector of society with the capability to generate massive amounts capital required to build the infrastructure, technology, tools to deploy the information society.
- Business currently owns approximately 85% of all networks
- 'No investment, no information society'
Greater Recognition of Business As An Essential Contributor to the Future of the Information Society

- The critical role of the private sector must be recognized more clearly and actively in the WSIS process.
- Regional leadership must be responsive to the needs of business and thereby encourage more engagement by the business entities and their representatives.

Business, through CCBI, looks forward to cooperating with all parties of the information society to ensure that the Summit results in tangible results.