

## Co-Regulation in the e-Economy : The experience of the Global Business Dialogue on e-commerce as an example of policy-cooperation

Alain-Louis MIE - France Telecom  
S.V.P. Multilateral Affairs  
Sherpa European & Africa Zone, GBDe

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## Overview

- An European initiative, established in January 1999
- A Global organization with 3 region structures
- A rapid development based on fast moving and strategy enabled  
(« CEO-led » + « Sherpas » network - a light « on-line » secretariat)

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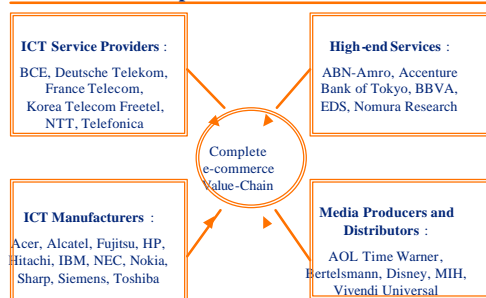
## GBDe Guiding Principles

- E-commerce has the potential to increase prosperity, create employment and improve lives
- The borderless nature of the Internet requires a global response to e-commerce policy challenges
- The pace and scope of change requires business to play a leadership role in working with governments, governmental organizations, business groups, consumer organizations and other stakeholders to develop an effective e-commerce framework that is global, market-driven and flexible
- E-commerce policy solutions should be market-driven and based on industry self-regulation wherever possible

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## GBDe Membership



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## GBDe 2002 Co-chairs

- **Overall & Europe/Africa Regional Co-chairs**  
Vivendi      Jean-Marie Messier, Chairman & CEO  
Telefonica    Fernando Abril-Martorell
- **Americas Regional Co-chairs**  
AOL/TW      Gerald Levin, CEO  
BCE          Jean Monty, President & CEO
- **Asia/Oceania Regional Co-chairs**  
Fujitsu/FRI    Michio Naruto, Special Representative/Chairman  
NIIT          Rajendra S. Pawar, Chairman & Managing Director

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## Objectives (1)

- Developing an international electronic commerce framework through a policy cooperation and based on a policy vision platform
- Initiating constructive dialogue (advocacy outreach) :
  - with key countries, regional organizations and multilateral institutions ;
  - with governments and business representing lesser-developed, emerging and developed nations ;
  - with key business organizations (cooperation agreements with ICC, BIAC of the OECD, the eASEAN Task Force, APEC Business Advisory Council, Unesco)

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## Objectives (II)



- Influencing through « recommendations » :
  - establishing a private sector policy benchmark
  - key points incorporated into Government policy frameworks
  - Government initiatives timed to include outcome of GBDe policy deliberations
  - urging from Governments for GBDe to address particular issues

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## Significant achievements (I)



- Consumer Confidence
  - ADR
  - Trustmarks
  - Protection of Personal Data
- Convergence
- Cultural Diversity
- Cyber Ethics
- Cyber Security

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## Significant achievements (II)



- Digital Bridges
- E-Government
- IPR
- Internet Payments
- Taxation
- Trade / WTO

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## Refocusing under way



- Proposal on working groups for GBDe 2002 :
- for Developing Policy Recommendations :
    - Convergence
    - Taxation
    - IPR
  - for Advocacy and Monitoring :
    - Consumer Confidence
    - Cyber Security
    - Digital Bridges
    - e-Government
    - Trade ... depending on the WTO Ministerial meeting in Doha in November

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## A first assessment



- GBDe, one of the world 's leading private sector voices on e-commerce / Internet related policy issues as well as a reference point for Governments
- A success based principally on:
  - understanding of the respective roles on industry and government in shaping e-commerce policies globally;
  - ability to work with governments and other stakeholders to frame practical solutions to complex issues such as the digital divide;
  - direct involvement of CEOs of key companies;
  - the consensual nature of recommendations;
  - global character and composition; and
  - quality of work of Working Groups and Sherpas

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## General expectations



- identify the main barriers hindering the development of electronic commerce;
- provide authoritative expertise on a range of electronic commerce policy areas;
- show leadership on emerging e-commerce issues such as convergence;
- advance a comprehensive policy framework for the development of global electronic commerce; and
- provide the necessary leadership to gain adoption of « best practices » among global companies engaged in electronic commerce.

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