



Annual Report 2019

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ICC Syria President Foreword

Ladies and Gentlemen

Members of International Chamber of Commerce Syria,



It is my honour to present the Annual Report of the Syrian National Committee of the International Chamber of Commerce (ICC Syria), for 2019. That year was, as the previous years, full of challenges, and activities aimed at raising awareness of the work of the ICC within the Syrian business community; while at the same time conveying to the international business community the many challenges and issues that confront our members.

We all know how the Syrian business community has been vibrant, despite the difficulties. We are all conscious how the professionals, the businesswomen and businessmen that are our members, are striving to preserve our business legacies and social role despite the difficult situations that accompanied us during 2019.

In these circumstances, the Syrian National Committee of the ICC, continued to engage with the national stakeholders, as well as at the level of the International Chamber of Commerce, through participation in international conferences to bring the voice of the Syrian business community, in calling for the support of the Syrian private sector, which is an important vector for the reconstruction of our beloved country.

We have also organized in Syria, a variety of activities and conferences, including in the field of international arbitration, women and business, Incoterms®2020, Mediterranean business cooperation, and international transport, with the objectives of disseminating and raising awareness, among our members, of the ICC advocacy work for responsible and ethical business conduct.

It has been my great privilege to join my honourable colleagues of ICC Syria Board, in supervising or participating in the activities that we describe in our Annual Report for 2019; and do look forward to continuing to work together in the upcoming years.

Naji Chaoui
Chairman - ICC Syria

About ICC Syria



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

ICC Mission:



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

ICC Vision:

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

Activities of International Chamber of Commerce Syria

- **National Activities**

1. **International Arbitration Conference "International Arbitration and its Role in Attracting Investment and Reconstruction Efforts in Syria"**

27th – 28th of April 2019 - Four Seasons Hotel - Damascus, Syria

International Chamber of Commerce (ICC Syria), held a conference on the occasion of the centennial celebration of the establishment of the International Chamber of Commerce (ICC) Paris in 1919, under the title "International Arbitration and its Role in Attracting Investment and Reconstruction Efforts in Syria".

Under the patronage of Justice Minister, the conference included 4 topics prepared by a selection of distinguished legal experts including judges and lawyers. They were made to include 12 legal lectures on the latest updates of international arbitration in the world. Special attention was given to the rules of the International Court of Arbitration in Paris as well as the general law environment in Syria.

There was also a discussion on the latest developments in the establishment of the Syrian Arbitration Foundation which will have a significantly positive role in attracting foreign investments to the country.

The conference was attended by Justice Minister Mr. Hisham Al-Shaar, Minister of State for Investment, Mrs. Wafika Hosni, Chairman of ICC Syria Mr. Naji Chaoui, members of the Board of Directors and prominent judges and lawyers in the field of international arbitration with around 100 participant.



2. ICC Syria Annual General Assembly

3rd of July 2019 - Cham Hotel - Damascus, Syria

The meeting was attended by the representatives of the Ministry of Internal Trade and Consumer Protection.

In light of this, the General Assembly opened its work headed by Mr. Naji Chaoui, Chair of the Committee's Board / Chair of the ordinary General Assembly.

ICC Syria 2018 annual report was overviewed, in addition to TIR activities nationally and internationally.

The Secretary General, Mr. Khalil Sara, provided an overview of the ICC Academy which provides international accredited courses in the fields of trade finance, banking and institutional work.

ICC Syria board member, Mr. Ahmad Haddad, presented the rules of international arbitration.

ICC Syria treasurer, Mr. Hussein Khaddour, provided an overview of the amendments in INCOTERMS® 2020.

Mr. Shawki Faitrouni, the Executive Manager (TIR Department) presented TIR activities in Syria.

Ms. Mouna Kiwan, ICC Syria Events and Academies Coordinator provided information about ICC and ICC Syria Committees such as: Arbitration Committee, Banking Committee, Intellectual Property Committee and Commercial Law and Practices Committee.

During the Assembly, the accounts of 2018 were approved and an election was made to select the board members for years 2019-2023.



3. Women in Business Conference – JCI Syria 29th of June 2019 - La Mira Hotel - Lattakia, Syria

ICC Syria Chairman Mr. Naji Chaoui and ICC Syria Board member Mr. Hussein Khaddour attended the event, where Mr. Naji Chaoui participated as one of the speakers and focused on the importance of empowering women, and their role in developing the economy and business in Syria.



4. Syrian Enterprise & Business Center - SEBC – 1st meeting 2019 25th of September 2019 - Federation of Syrian Chambers of Commerce - Damascus, Syria

Mr. Naji Chaoui participated in the meeting, as he was named a member of the Board of Directors at (SEBC) as President of ICC Syria, which represents a permanent institution for the center.

During it, important SEBC activities were shared in cooperation with Oxfam - UNFPA - UNDP and other international organizations, aiming implementation of development projects that will serve the Syrian society.



5. ICC Syria Training on Incoterms®2020 Rules by the International Chamber of Commerce Paris

26th of November 2019 – Sheraton Hotel - Damascus, Syria

On the occasion of the centenary celebration of the establishment of ICC Paris, in addition to launching campaign of Incoterms®2020, featuring updates to the renowned set of International Commercial Terms that define the responsibilities of buyers and sellers operating in the international trade system. The revised Incoterms® rules which entered into force on 1 January 2020.

International Chamber of Commerce Syria, held the 1st international training on “Incoterms®2020” developed by the International Chamber of Commerce Paris, ICC Syria Training on Incoterms®2020 was under the patronage of the Minister of Economy and Foreign Trade Dr. Mohammad Samer Abdul Rahman Al-Khalil, and a group of leading companies and banks in Syria:

- Platinum Sponsor: United Insurance Company (UIC).
- Golden Sponsors: Bank Al-Sharq - Byblos Bank – Banque Bemo Saudi Fransi - Fransabank Syria.
- Bronze Sponsor: Bank of Syria and Overseas B.S.C.

The training attracted an elite of business women/men, managers in the sectors of banking, insurance, transport companies as well as owners of import, export and customs clearance companies, moreover, to the participation of experts from various private and governmental sectors, with the presence of around 160 participant, with a wide media coverage.

The training was provided by certified trainers in incoterms®2020 from International Chamber of Commerce Syria, Mr. Hussein Khaddour and Ms. Mouna Kiwan.



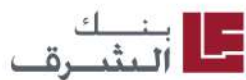


رعاة التدريب

الراعي البلاتيني



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•International Activities

1. ICC Permanent Heads Meeting (Centenary Celebration – 100 Year)

27th – 28th of May 2019 in Paris – France

ICC Syria represented by Chairman Mr. Naji Chaoui, and Secretary General Mr. Khalil Sara, attended the ICC Permanent Heads Meeting that coincided with the centenary event of the International Chamber of Commerce that was founded in 1919.

The following topics were discussed:

- Prepare to launch Incoterms®2020.
- Strategic modernization of the committees: focusing on the Knowledge Solutions Committee and members' work program.
- ICC Centenary Celebration: Regional Updates.
- Winners of the annual initiative of the International Chamber of Commerce.
- Global Events: World Chambers Congress - Brazil 12-14 June 2019.



2. ICC General Assembly

28th of May 2019 in Paris - France

ICC Syria Chairman Mr. Naji Chaoui and Secretary General Mr. Khalil Sara, attended ICC General Assembly, which was held on May 28th in Paris - France.



3. ICC World Chambers Congress

12th – 14th of June 2019 Rio de Janeiro – Brazil

ICC Syria represented by Chairman Mr. Naji Chaoui, and Board Member Mr. Hussein Khaddour, participated in ICC World Chambers Congress, which has more than 1,200 participants from more than 100 countries, where the most important developments in the business world, as well as measures and procedures to combat global warming and climate change were presented; It was an important opportunity to build relationships and networking among attendees from around the world.



4. ICC Knowledge Solutions Sessions

9th – 11th of December 2019 Paris – France

ICC Syria Secretary General Mr. Khalil Sara, participated in this important meeting, where the following topics were discussed:

The most important headline is the future of business is heading to the Digital Economy and E – Commerce.

- **Online Platforms:**

International Chamber of Commerce seeks to create platforms with digital standards, focusing on their use by small and medium enterprises to ensure easy interaction between different companies and SMEs around the world.

We Encourage ICC members to take active part in this platform and we as the National Committee are ready to provide all technical assistance to access them.

- **Trade and investment:**

Global Tax System: Balancing taxation system for all Countries.

Climate change: One of the priorities of ICC projects.

World Trade Organization: striving to create a digital system for global trade.

- **The subject of sanctions:** Mr. Khalil Sara raised the issue of sanctions on Syria and its negative effect on the economy, which will be reflect on people livelihood conditions.

It was agreed on trying to regulate this problem by trying to influence the UN, through ICC observer seat to lift sanctions and to raise a request to make the adaption of sanctions through UN only and not unilateral by a single country.

BUSINESSMED Events

BUSINESSMED

Union of Mediterranean Confederations of Enterprises

BUSINESSMED General Assembly

25th of July 2019 in Rome – Italy

Mr. Naji Chaoui, President of International Chamber of Commerce Syria, participated in the General Assembly of the Union of Mediterranean Confederations of Enterprises (BUSINESSMED).

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





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

TIR in Syria and Lebanon 2019

1. Inviting Mr. Umberto de Pretto, Secretary General of IRU

June 23, 2019 in Beirut - Lebanon



In conjunction with the convening of the RAME Beirut Conference, on June 23, 2019, TIR Syria Chairman, Mr. Naji Chaoui, invited IRU Secretary-General Mr. Umberto de Pretto to dinner meeting.

Mr. Umberto De Pretto has stated that in the coming stage, Saudi Arabia and Iraq will enter the TIR system and that work for the future, to revive the Silk Road and reach China and East Asian countries; also, the road transportation will be automated, as the transport will become driverless truck locomotives and run on special computers.

The dinner was attended by Director of TIR in the Middle East Mr. Rani Wehbe, Dr. Yaroub Badr, United Nations Transportation Officer and Director of TIR in Syria, Mr. Shawki Faitrouni.

2. RAME Beirut 2019 Conference from 24 to 26 June 2019 in Beirut - Lebanon

Mr. Shawki Faitrouni, Director of TIR Syria, attended RAME Beirut 2019 Conference, hosted by the Lebanese Forwarders Syndicate (LFS), for the purpose of energizing of international trade, in export and import fields, especially in the MENA region.



TIR International Activities

1. IRU General Assembly

8th of November 2019 in Geneva - Switzerland

Mr. Naji Chaoui, President of the International Chamber of Commerce Syria, attended the General Assembly of the International Road Transport Union, which was held on 8th of November 2019 in Geneva - Switzerland.

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



ICC Syria International Trainings



ICC Syria starts providing the international training “Incoterms®2020” developed by the International Chamber of Commerce Paris. The revised Incoterms® rules which entered into force on 1 January 2020 featuring updates to the renowned set of International Commercial Terms that define the responsibilities of buyers and sellers operating in the international trade system.

The training designed for businessmen/women, managers in the sectors of banking, insurance, transport companies as well as owners of import, export and customs clearance companies, moreover, to the participation of experts from various private and governmental sectors.

The training is provided by certified trainers in incoterms®2020 from International Chamber of Commerce Syria, Mr. Hussein Khaddour and Ms. Mouna Kiwan.



ICC Academy

The ICC Academy is incorporated in Singapore and It is a subsidiary of ICC Paris. The Academy is advertised on the ICC Paris website iccwbo.org.

The courses offered are specialist courses recognized globally by the most important authorities and institutions in the business world.

National Committees are encouraging people to register in the Academy.



ICC Commissions

ICC commissions are specialized working bodies composed of business experts nominated by ICC national committees that examine major issues of practical concern to world business and that work together to address cross-cutting subjects. They prepare policy products, including statements to inform and shape intergovernmental discussions and resulting policy, as well as rules and codes to facilitate international business transactions.

1. Arbitration and ADR



Mandate

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

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

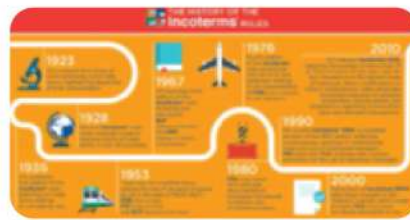
2. Banking



Mandate

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

3. Commercial Law and Practice



Mandate

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

4. Competition



Mandate

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

5. Customs and Trade Facilitation



Mandate

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

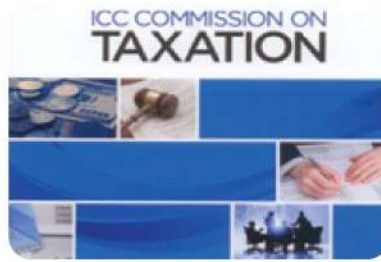
6. Intellectual Property



Mandate

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

7. Taxation



Mandate

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

8. Marketing and Advertising



Mandate

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

9. Trade and Investment Policy



Mandate

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

JCI Syria Events

1. Launching Believe in Syria Campaign



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

2. JCI Syria Awards

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

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



3. JCI Syria International Presence

JCI Syria had participated in 2019 JCI World Congress in Tallinn, Estonia with 11 chief delegates.

JCI Syria Awarded for achieving 100% Efficiency world program.

JCI Syria delivered to the finals of 2019 JCI Ten Outstanding Young Persons Nomination and awarded with the candidate: Dr. Hala Aslan winner for Academic Leadership & Accomplishment.



4. JCI Syria National Activities

- First National Meeting & General Assembly in 2019 were held in Al Wadi and gathered +300 Participated members from 7 governorates.
- JCI Syria had committed nationally to Let's Do It & Peace Is Possible International Campaigns.
- 11th JCI Syria National Convention held in Damascus with +700 participants.
- JCI Syria had achieved +200 projects in 2019.