



Global Business Dialogue on electronic commerce

~Brief Description of Who We Are and What We Do~

January, 2008

GBDe's Mission Statement to Executives



Mr. Takashi Enomoto,
The GBDe Overall Chair
for 2008

Today, the number of global e-commerce transactions is steadily expanding. At the same time, e-commerce companies are facing competitive and political dynamics that are constantly changing. As companies around the world develop new business models and provide new products and services, the policies and initiatives that affect how we carry out business must create an environment that protects not only industries and their customers, but also the world around us.

The Global Business Dialogue on e-commerce (GBDe) is a worldwide, CEO-led business initiative, established for the purpose of shaping global policy related to e-commerce. We submit annual policy recommendations to governments, enterprises, and related organizations around the globe. In doing so, we help foster a business environment where the e-commerce industry can grow, while making positive contributions to the society.

We face a number of issues that prevent citizens and enterprises from participating in e-commerce today. IT security issues, with risks both real and perceived, hamper the growth of the e-commerce industry by reducing consumer confidence. Social issues such as economic disparity and the digital divide are preventing many global citizens from participating in the online world. At the same time, we also need to keep in mind how we affect on the environment, guiding our community towards green business practices and eco-friendly strategies.

I strongly believe that the e-commerce industry will contribute to solving some of these issues and bring about sustainable economic growth for the next generation. GBDe gives you the opportunity to be actively involved in the e-commerce industry's decision making process at a global level. I encourage you to join us as we continue to find solutions to the policy issues that affect e-commerce all over the world. Your cooperation will make GBDe more powerful and influential to contribute to the growth of global business.

What is GBDe ?



- The GBDe (Global Business Dialogue on electronic commerce) is a worldwide, CEO-led, business initiative, established in January 1999 to assist the development of a global policy framework for the emerging online economy.
- GBDe has been actively promoting a private sector/Government dialogue on convergence-related issues since then.
- Today, there is an urgent need to build a global policy framework incorporating the new paradigm.

GBDe Summit & Leadership



Year	Date	City	Overall Chair
1999	Sept. 13	Paris	Bertelsmann, Germany
2000	Sept. 26	Miami	Time Warner, USA AOL, USA
2001	Sept. 14	Tokyo	Fujitsu, Japan Korea Telecom, Korea
2002	Oct. 29	Brussels	Vivendi Universal, France Telefonía, Spain
2003	Nov. 6	New York	Korea Telecom, Korea
2004	Nov. 30	Kuala Lumpur	NTT Data, Japan
2005	Oct. 17	Brussels	MDeC, Malaysia
2006	Nov. 9-10	Taipei	Chunghwa Telecom, Taiwan
2007	Nov.9	Tokyo	NEC, Japan
2008	TBD	TBD	NTT Data, Japan NEC, Japan

2002 Brussels Declaration

Canada

Deputy Minister, Industry Canada

Denmark

Minister of Science, Technology and Innovation

Egypt

Minister of Communications and Information

European Commission

Member of EC -- Enterprise and the Information Society

Germany

Secretary of State, Federal Ministry of Economics and Labor

Japan

Senior Vice-Minister for Economy Trade and Industry

Spain

Ministry for Science and Technology

Sweden

Minister of Infrastructure

United Kingdom

Minister of State for E-Commerce and competitiveness

United States

Deputy Secretary of Commerce

In October 2002, Government Ministers of 10 nations presented a joint-statement endorsing the activities of the GBDe and encouraging greater policy cooperation.

“We welcome the achievements of the GBDe in drawing the attention of governments world-wide to private sector policy recommendations and guidelines agreed between businesses from different industrial sectors and different regions of the world and covering a wide range of key electronic commerce policy issues.”

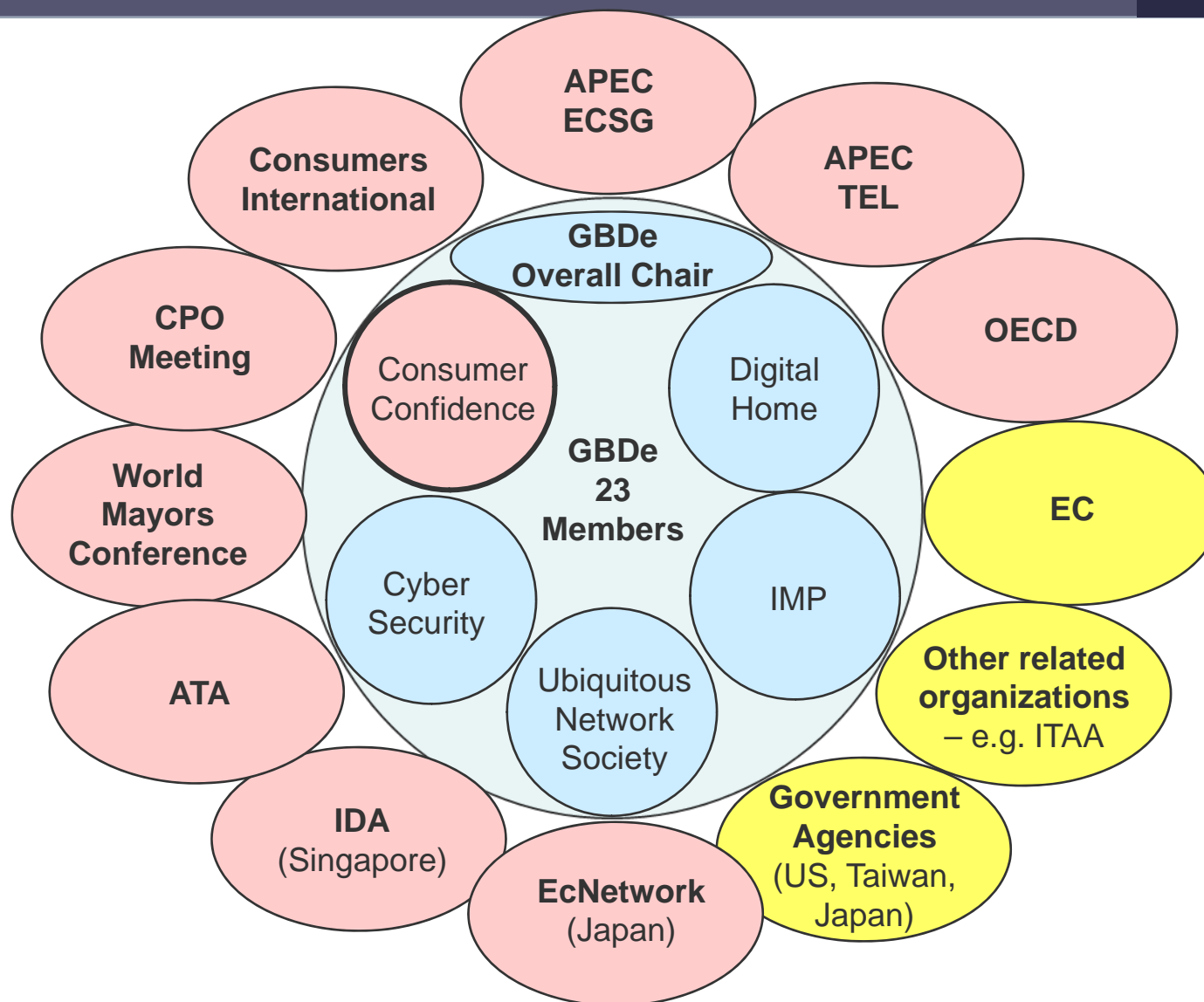
GBDe Accomplishments (Consumer Confidence IG)



■ Consumer Confidence IG Group

- TM(TrustMark) Guide Line Launched(2001) ATA adopted the GBDe guideline as Asian standard criteria base(2007)
- TM (TrustMark) system adopted in several countries. ATA(Asia Trustmark Alliance) as collaboration in Asia region and world level launched (2003)
- Established Guideline for cross-border ADR (Alternative Dispute Resolution). GBDe and CI (Consumers International) both agreed on this and signed. (2003)
Moderation for ADR meeting at OECD.(2005)
- Adoption of cross-national framework for personal information protection in APEC region. (2001) APEC framework on Privacy Information Protection launched. (2005)

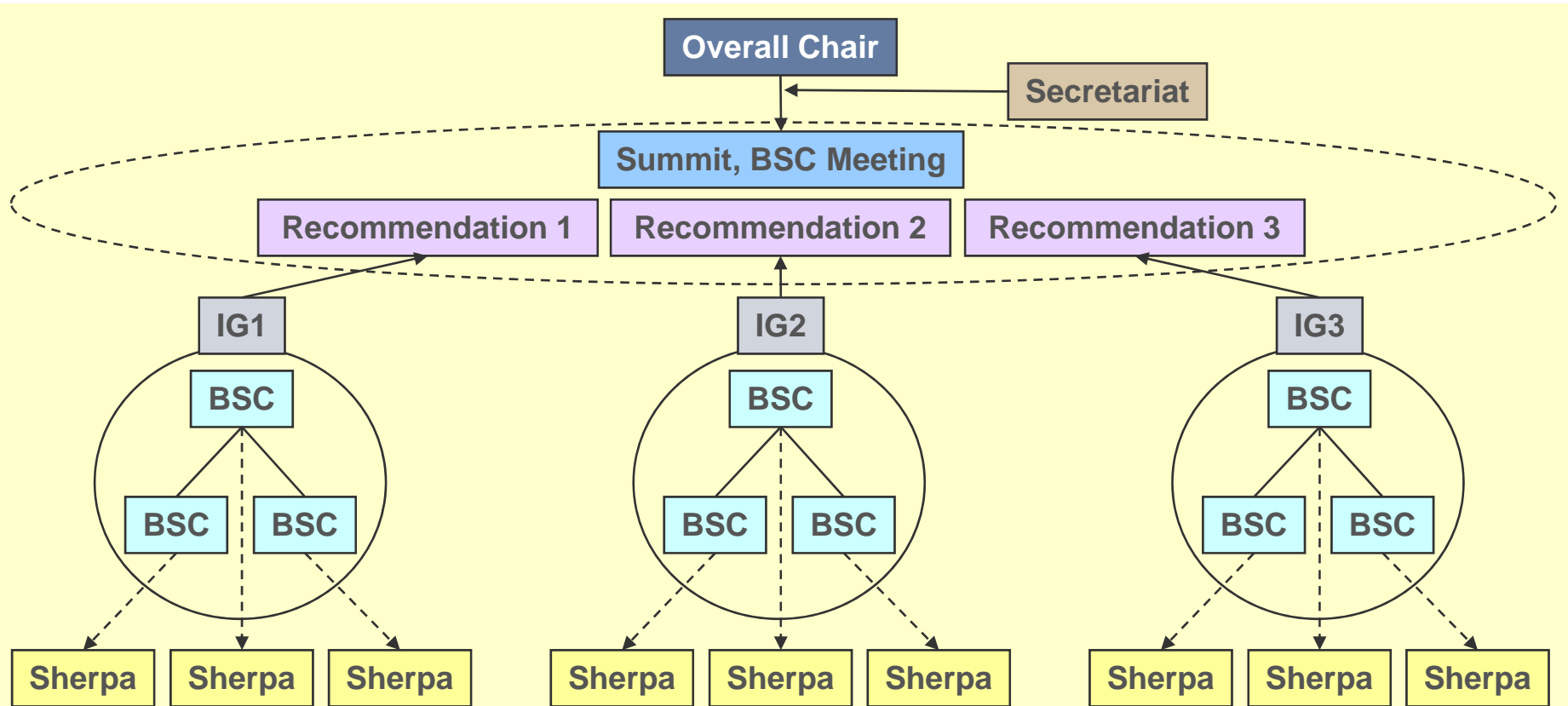
Stakeholders Community (Consumer Confidence IG)



GBDe Organization & Operational Structure



- Member companies / organizations with common visions gather and organize IG (Issue Group) for each issue.
- Each IG makes policies for solving the issues and generate recommendations. The recommendations are publicly announced at the GBDe Summit meeting and other international conferences.
- The Overall and Vice Chair are annually elected among BSCs (Business Steering Committee members) and coordinate whole organization. The Overall Chair designate Secretariat.
- The BSC assigns a Sherpa for coordinating the issues and managing the meetings.



GBDe Activity Structure



- Each IG makes policies.
- The policies are publicly announced in the form of recommendation at the Summit meeting or other international conferences.
- The organizations (BSCs, Scherpas, Overall Chair, Vice Chair, Secretariat) maintain and promote the activities.



Business Steering Committee Member (Voting Rights)

- Companies with gross annual revenues over US\$1 billion - US\$30,000
- Companies with gross annual revenues below US\$1 billion - US\$5,000

Issue Group Member

- Companies with gross annual revenues over US\$1 billion - US\$5,000 per issue
- Companies with gross annual revenues below US\$1 billion - US\$2,500 per issue

GBDe Workload Examples



A BSC member company fulfills 3 roles within BSC: 1)The board member role, 2)The Sherpa role, and 3)The IG role, each with the following time requirements:

BSC Members

1. Board Member

- 3 board meetings per year in different countries. Excluding travel, each meeting requires 1 day → 3 DAYS
- 1-2 virtual meetings per year (e.g. video/phone conference). Each requires a few hours. → 6 hrs*
- IG meeting reviews, which coincide with the board meetings typically on the day before. → 1 DAY
- 1 Annual Summit per year, which requires 1 day. This follows the last board meeting. → 1 DAY

TOTAL= 6 days* + Travel Time

2. Sherpa

- All of the activities of a board member → 6 DAYS
- 2 hour conference call every 3 weeks → 1 DAY in total
- Approximately 4 hours per month additional work → 2 DAYS in total

TOTAL= 9 days* + Travel Time

IG Members

1. Sherpa

- All of the activities of a board member → 6 DAYS
- 2 hour conference call every 3 weeks → 1 DAY in total
- Approximately 4 hours per month additional work → 2 DAYS in total

TOTAL= 9 days* + Travel Time

* Please note that the figure is an approximate estimate

GBDe Summit 2006 in Taipei



19 member companies from 7 countries, and over 40 guest speakers including government, academy and organizations from 11 countries attended the event. They shared one mind to improve new internet era through discussing ubiquitous, NGN, security, consumer confidence, etc.



Mr. Rudolf Strohmeier (at Brussels Summit Oct. 2005)



Mr. Christophe Forax



BSC members

GBDe Summit 2007 in Tokyo



Over 150 guests attended the Summit held in Tokyo for enthusiastic and thoughtful discussions. Numbers of prestigious guest speakers from different companies/institutions/ministries/universities, such as APEC, OECD, EC, and FTC from the United States, and MIC and METI from Japan, attended the event.

Existing problems in the area of ubiquitous network society, digital home, international micro payment, cyber security, and consumer confidence were discussed, and recommendations for these problems were presented.



Inside of the Tokyo Summit 2007



Ms. Pamela Harbour,
Commissioner of Federal Trade
Commission



BSC Members and Other Participants

GBDe Issue Groups will cover below theme related to e-Commerce, with investigations, discussions, making recommendations and advocacy.



- **Ubiquitous Network Society**
 - Utilization of ubiquitous technologies to address environmental issues
- **Digital Home**
 - Privacy and security, Licensure, Regulation, and Service Scenario
- **International NFC payment**
 - Advocacy of extensive NFC technical standards, establishment of third party organization for NFC OTA services
- **Cyber Security**
 - Security on biometrics authentication
- **Consumer Confidence**
 - Advocacy of Privacy protection, Trust Mark, ADR
- **Digital Opportunity**
 - New trends and business opportunities in disadvantaged and elderly consumers

ADR: Alternative Dispute Resolution

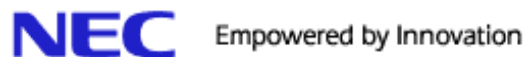
GBDe Members in 2008



CASBAA, Chunghwa Telecom, Cyber Security Malaysia, Fujitsu, FSTC, Hitachi, III, Intel Taiwan, IPA, Microsoft Taiwan, NEC, Nihon Unisys, NRI, NTT DATA, The Open Group, Taishin International Bank, TEPCO, TECOM, TPI



The 1st BSC meeting in Feb 2008





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