

How? Policy, direction, and annual budget are decided at Business Steering Committee meetings convened three times a year, and administered by the overall chair. A secretariat is appointed by the overall chair annually to manage ongoing activities. Openness and transparency are fundamental to GBDe policy.

GBDe deals with issues related to e-commerce and e-business. An overall annual theme is selected by the Business Steering Committee at its first meeting each year. Based on this, specific issues raised by committee members are assigned to Issue Groups with the committee member who raised the issue acting as Issue Group leader. Each Issue Group then works through discussions with stakeholders globally to achieve its issue goal and prepare a recommendation / reflection paper.

For further details, please visit www.gbde.org.

Topics

2009 Issue Groups

- Ubiquitous Network Society
The way information and communication technology (ICT) products/services contribute to make society sustainable
- Digital Home
New issues and opportunities in entertainment, home healthcare and other fields
- International NFC Payments
Interoperability, proximity payments and global settlement with NFC technology
- Consumer Confidence
Privacy protection advocacy, trust marks and ADR support
- Digital Opportunity
Utilizing of ICT as a tool for promoting digital opportunity for all, leading to sustainable development and better quality of life

2009 Annual Summit

Date: November 5th, all-day session followed by Gala Dinner

Venue: In Munich, Germany Sofitel Munich Bayerpost

Perspectives of GBDe from 2008



A Better Future,
Safe and Worry Free !

安全 & 安心

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GBDe Members



e-Commerce in a changing world: Shaping the course of the Ubiquitous Network Society

The GBDe Overall Chair for 2009, Mr. Takashi Enomoto, is a senior Executive Vice President & Executive Board Member of NTT Data Corporation, one of the world's leading information technology companies.



Takashi Enomoto
Overall Chair 2009
GBDe



Since its founding in 1999, the Global Business Dialogue on e-Commerce (GBDe) has actively promoted the development of e-commerce by advising governments and industries around the world. During this decade, the Internet and circumstances that affect its growth have changed dramatically. IP technologies now play a role in virtually every area of wired and wireless communication, and Internet infrastructure has improved on a global scale. The age of ubiquitous networking has truly arrived, and e-Commerce and other Internet-based services are entering a new age of growth.

Broadband and mobile networks have proliferated, and the emergence of Web 2.0 concepts and technologies promises to enrich and expand e-Commerce markets. In fact, acceptance of participatory, consumer-driven Web 2.0 services is already growing rapidly, making it imperative for companies to implement business models that take full advantage of evolving Internet infrastructure. To support the development of new services, the agenda at this year's GBDe meetings will include discussions of the Digital Home, as well as international Near Field Communication (NFC) payments, cross border privacy outsourcing and other related topics.

Today, social communication infrastructure has improved to the point where it can deliver a truly vast range of services. This has also brought a number of new problems however, and growth in the availability of safe, secure, and socially beneficial services has not necessarily kept pace. At the same time, issues such as personal privacy, fraud, and the protection of minors from inappropriate content have become even more complex than before. Such issues cannot be addressed by companies or countries working alone, and there is a greater need than ever for international discussions on the best way to move forward.

GBDe provides a forum at which to discuss business models that will help accelerate growth in global e-commerce services, as well as issues of growing importance such as consumer trust and cyber security. As an organization of senior management executives from global corporations around the world, I believe GBDe has an important role to play in this regard. And as stakeholders in a shared future, I hope we can discuss the problems and opportunities we face, and work together to determine the best way forward. Corporate social responsibility is another important issue for today's business leaders, and I hope that we can also reach a consensus on the best way to fulfill those responsibilities in cyberspace. I therefore call on you to participate in GBDe activities, especially Digital Opportunity and Ubiquitous Network Society Issues, and to join us in making GBDe all that it can be.

GBDe: Who, What, Where, When, Why and How

Who? The Global Business Dialogue on e-commerce (GBDe) is composed of executives of global businesses and enterprises. There are no restrictions on membership with respect to industry affiliation or geographic location. There are two levels of membership: Business Steering Committee membership (executive membership) and Issue Group membership (issue-specific membership). For the membership fee, please refer to the GBDe Website. An overall chair is selected annually at the time of the GBDe Summit (plenary meeting).



Dr. Takao Shiino Mr. Michael Rehkopf
Vice Chair of GBDe 2009

What? GBDe provides specific recommendations on key areas of e-commerce policy to governments and organizations around the world. Over the years, many of its recommendations relating to consumer confidence, cyber security, intellectual property rights, ubiquitous networking, and electronic payments have been incorporated into the text of legislation and regulations.

- GBDe's efforts were recognized by the "Brussels Declaration," signed by representatives of 10 national / regional organizations.
- GBDe reached agreement with the world's largest consumer coalition, Consumers International, on guidelines for the provision of alternative dispute resolution (ADR) services for e-commerce. These guidelines now serve as a template for all online ADR services for cross-border trade.
- GBDe has advocated development of a "Ubiquitous Network Society," a concept that is now recognized worldwide.
- GBDe's Trustmark guide lines were selected by the Asia Pacific Trustmark Alliance for use as its common Code of Conduct.



2008 Annual Summit in San Francisco

Where? There are no geographical limitations to GBDe membership. GBDe's activities are truly global.

When? GBDe was established in 1999. A GBDe Summit (plenary meeting) is held annually. High officers of governments, regional and consumer organizations, and other bodies gather at this Summit, and Business Steering Committee members exchange views with these high-level global stakeholders on the theme and issues of that year.

Why? The borderless nature of the Internet requires a global response to e-commerce policy challenges. The pace and scope of changes affecting e-commerce require business to play a leadership role in developing an effective framework that is global, market-driven, and flexible.

As GBDe members, executives of global enterprises discuss and make recommendations to governments, enterprises, and other organizations all over the world on long-term policy issues that will affect generations to come. In so doing, they make an important social contribution, which is one of the duties of enterprise management in a global age.