

GBDe News Letter

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1. Sustainable E-commerce Business Society

The Global Business Dialogue on e-Commerce (GBDe) held its memorable 10th Annual Summit and Gala Dinner at the Hilton Hotel on October 31st, 2008 in San Francisco, California.

GBDe is a unique opportunity for interaction among e-commerce leaders including executives and policymakers from corporations, governments and non-governmental organizations. In 2008, the Summit provided a forum for members to discuss a "Sustainable e-commerce Business Society." Members and guests had the opportunity to talk about how e-commerce could play an important role in terms of environmental issues, economic discrepancy, and the digital divide.



Mr. Takashi Enomoto,
2008 Overall Chair
Senior EVP and Representative Director of NTT DATA
Welcomed the distinguished guests and thanked them
for their participation



2. Speeches by Honorable Guests

Based on the theme of a "Sustainable e-commerce Business Society", the Summit had three principle sessions: next generation e-commerce, trust and reliability, and a sustainable business society.

One hundred and ten participants gathered for the 10th GBDe Annual Summit. Guests included The Honorable Norman Y. Mineta, former US Secretary of Commerce and former US Secretary of Transportation, Ambassador Juan Carlos Capuñay, 2008 Executive Director of the Asia Pacific Economic Cooperation (APEC) Secretariat, and government officials from Japan, the US and Chinese Taipei. Dr. Graham Vickery from Organization for Economic Co-operation and Development (OECD) joined by video message.

The private sector was also represented with officials in attendance from US companies such as Cisco Systems, Symantec, Salesforce.com, TRUSTe, and The Open Group, as well as from Japanese companies such as NTT DOCOMO and NYK Line. Non-governmental organizations in attendance included International Telecommunications Group (INTUG), Consumers International and Wikimedia Foundation.



From L to R:
Mr. Justin Somaini, Chief Information Security Officer, Symantec
Ms. Fran Maier, CEO, TRUSTe
Mr. Kul Wadhwa, Head of Business Development, Wikimedia Foundation Inc

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The Honorable Norman Y. Mineta, current Vice Chairman of Hill & Knowlton, delivered the keynote address, laying out his vision regarding “E-Commerce and Transportation.” He indicated that e-commerce business is changing its style and emphasized the necessity of a strong physical transportation infrastructure for success of e-commerce and the leading role of the private sector. Just as e-commerce challenges the way we do business, it also challenges the way we govern. When the Hon. Mineta accomplished making the transition to let private industry take the lead in helping e-commerce grow during his term as a former US Secretary of Transportation, public-private partnerships, market incentives, grants, and more were available to help the private industry lead. More public-private partnerships have been completed over the last 3 years than at any other point in US history. The private sector must take a leading role, but government must also play a role. This balance is being struck in countries all around the world.



The Hon. Norman Y. Mineta



Ambassador
Juan Carlos Capuñay

2008 Executive Director APEC Secretariat, delivered a speech titled “E-Commerce, a Tool for Shared Development”. He maintained that APEC’s goals are mainly economic and that free trade is very important for APEC, as is the participation of the private sector. Trade is the engine for growth in the Asia-Pacific region, with more and more trade and investment opportunities today between the two rims of the Pacific. Globalization is a two-way street. The two main characteristics are efficiency and competitiveness.

APEC is contributing to sustainable e-commerce through the APEC Cyber Security Strategy which protects businesses and consumers alike. APEC has approved an e-APEC strategy, transforming the digital divide into a digital opportunity for all of APEC. There are 41 Asia Pacific Digital Opportunity Centers in 7 countries.

The main slogan for APEC 2008 is “A New Commitment for Asia Pacific Economy.” This commitment requires the participation of three main sectors: government, private, and international financial institutions. APEC plans to focus on SME education and structural reform. The outcome of the GBDe Summit will help APEC shape its IT policies and manage its cross-border issues.



GBDe 2008 Business
Steering Committee Members

3. Session Speeches

Session I: Next Generation e-commerce

Presentations by the Digital Home Issue Group (DHIG) and International NFC Payment Issue Group (INPIG) were led by Dr. Lung-Sing Liang, the President of Chunghwa Telecom Labs in “Session I: Next Generation e-commerce.” Through the case studies of Bundled Services, DHIG encourages the licensing of Digital Home technicians and will focus more on business models, service scenarios, energy saving, and consumer experience in the future. INPIG urged the importance of NFC handset development to meet users’ expectations, as well as cooperation between the government and NFC operators to achieve a competitive ecosystem (environment) for the users. Guest speakers for the session were Mr. Guillermo Diaz, Jr. from Cisco Systems, Mr. Masaki Yoshikawa from NTT DOCOMO, and Professor Kazuhiro Kitagawa from Keio University and PUC.

Session II: Trust and Reliability

Mr. Toshiro Kawamura, Executive Advisor from NEC, presented for the Consumer Confidence IG (CCIG), emphasizing the correlation between the growth of consumer benefits, and the growth of private industry. CCIG’s next step is to continue promoting the issues of ADR to advance ICA-Net as a network for handling cross-border online shopping, and to promote trustmark to support the Asia Pacific Trustmark Alliance (ATA) and data Privacy Protection with many government organizations. For the Cyber Security Issue Group,

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Mr. Yusaku Nakata from IPA expressed the growing importance of personal identification and showed the advantages of biometric identification such as its ability to adjust between usability and security and the wide range of possible application fields. Other presenters included Ms. Fran Maier from TRUSTe, Mr. Justin Somaini from Symantec, Mr. Allen Brown from the Open Group, and Ms. Indrani Thuraiusingham from Consumers International.

Session III: Sustainable Business Society

Dr. Takao Shiino (Nomura Research Institute) presented for the Ubiquitous Network Society Issue Group (UNSIG). Dr. Shiino discussed the aim for creating new value, increasing participation in eco-Ubiquitous Network Systems, sharing common values, and creating a new business standard and a robust business model as ICT plays a major role in a society where business, technology, and the environment are all in harmony with one another. UNSIG urged policy makers to take a leadership role, and challenged industry to improve their accountability and open themselves to collaborative models. From the Digital Opportunity Issue Group, Mr. Chien-Chiu Lin (Institute for Information Industry) emphasized that the digital divide is not just an ICT problem, but also a social problem, and suggested that governments, NGOs and the private sector should work together to develop policies to close the divide by creating incentives for literacy, user-friendliness, affordability, accessibility, and collaboration. Among the presenters were Mr. Yutaka Yasunaga from NYK Line, Mr. Fred Huang from Hitachi Data Systems, and Mr. Kul Wadhwa from the Wikimedia Foundation.

4. Towards Summit 2009

This year's theme symbolizes how important it is for the government and the private sectors to protect consumers. GBDe intends to work on trials for international networks that are open to consumers and to take action in light of the outcome of these trials and actual experiences. Mr. Enomoto, reelected as Overall Chair for 2009, encouraged the participants to attend the next year's summit, which will be held in Munich, Germany in November, 2009.



Honorable Speakers and Business Steering Committee Members at the 10th GBDe Annual Summit

Business Steering Committee Members:



Issue Group Members:



Affiliated groups:



GBDe Members as of the 10th Annual Summit