

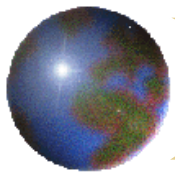
TRUST & CONFIDENCE **in** **e-international trade**

Georges Fischer

Delegate Director – International cooperation – CCI Paris

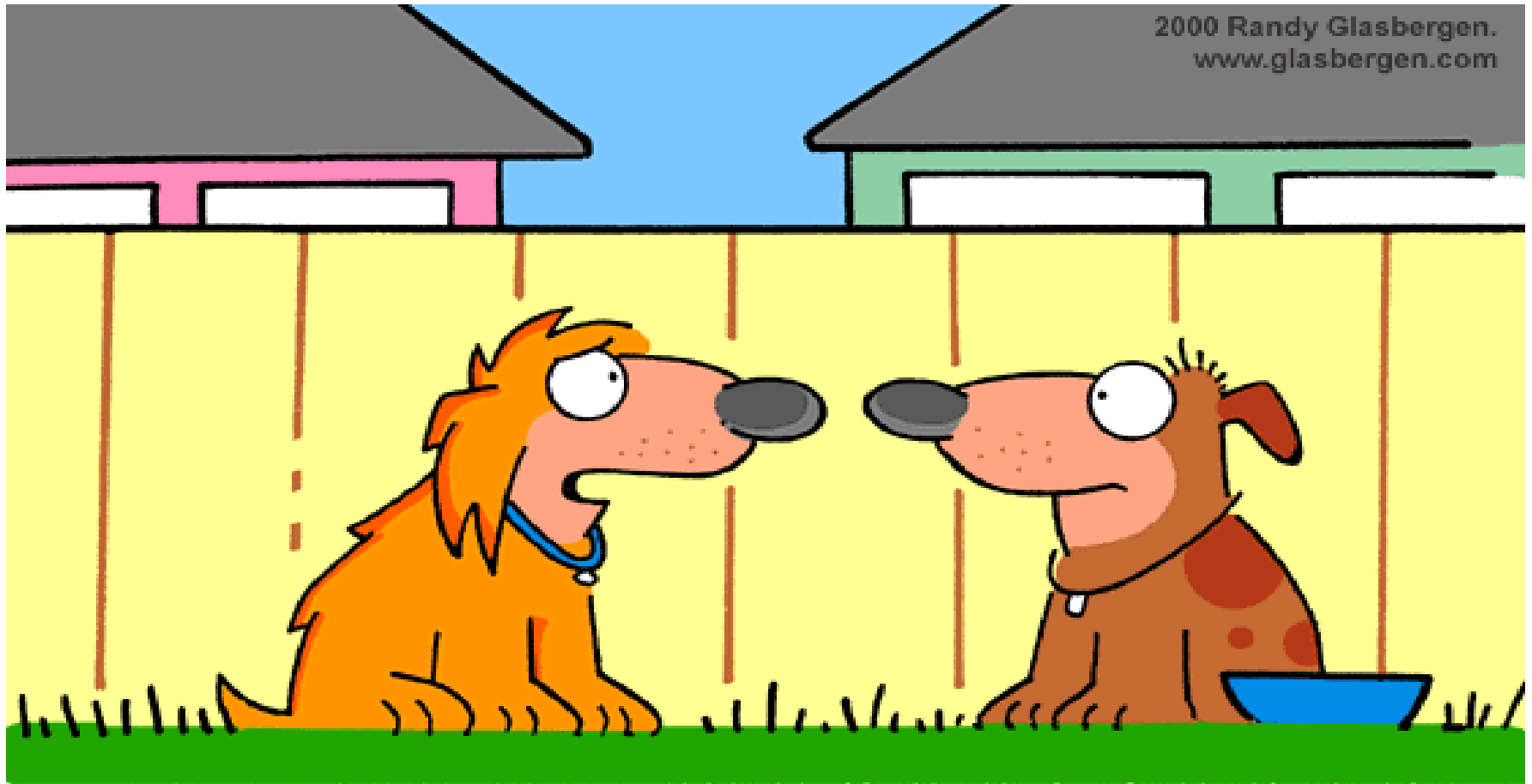
Chairman – Worldchambers Network

ICIC Barcelona – Nov.24, 2011

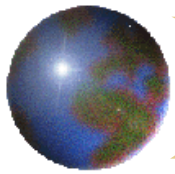


CORE QUESTION: TRUST

2000 Randy Glasbergen.
www.glasbergen.com



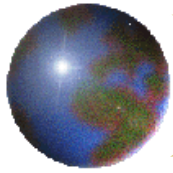
"I MET SOMEONE WONDERFUL IN A CHAT ROOM...
AND THEN I FOUND OUT SHE'S A CAT!"



CORE QUESTION: TRUST



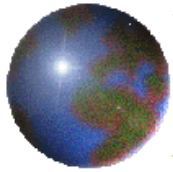
"On the Internet, nobody knows you're a dog."



EMERGENCE OF INTERNET

Sweet (?) dreams

- ✚ Global market at our finger tips
- ✚ Equal access for all
- ✚ Paperless world (*save the planet*)
- ✚ Virtual fairs (*save...*)
- ✚ On line conferences (*save...*)...
- ✚ ... and more !

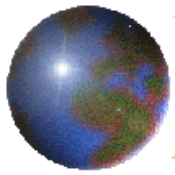


EMERGENCE OF INTERNET

Sweet (?) dreams turn to nightmare

- ⊕ **A world of scam and fake ?**
- ⊕ **Where is El Dorado?**
 - **BOLERO (bills of lading)**
 - **IDENTRUS (electronic signatures)**
 - **TradeCard (electronic platform)...**

WHAT ABOUT INFORMATION?



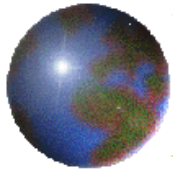
EMERGENCE OF INTERNET

INFORMATION WORLD

**He, too, used to live
in a protected and
isolated world...**

**... confident in his
future!**

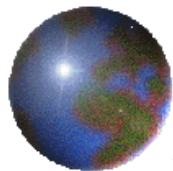




INTERNATIONAL TRADE

**First dreams turn to nightmare (?) :
from specialist producers to
information emitters**

- ✚ **Business opportunities**
- ✚ **Company files**
- ✚ **Business intelligence**
- ✚ **Image management**



INTERNATIONAL TRADE

Detailed GBX Opportunity Description

required, main source for GBX search engine

Please give a specific and detailed description of your opportunity (products, quantities, price...) or of your proposal.

Avoid the general advertisement type messages or repeats of contact info already covered above, as these will not be published

Up to 1400 characters for the field below. Database also accepts complex multi-lingual text

Welcome to www.nike368.com . We are china brand shoes supplier.

We can offer large amounts of name brand T-shirt, watch and sports shoes at low prices, i.e. Nike, Puma, Adidas, Timberland, Converse, Jordan Series (from Jordan 1 to Jordan 22) such as J1, J2, J3, J4, J5, J7, J13, J22 . Air Force One (AF1), etc.

For more details, hope to contact with us.
Our website : www.nike368.com

complex multi-lingual text

Guccitribe Co.ltd is a professional exporter which offer all kinds of worldwide brand products.such as LV, D&G, Versace, Armani, Burberry, Prada etc.

We can produce various jacket, tshirt, shirt, tie, scarf, wallet, pants etc.We guarantee reliable quality and competitive price.

complex multi-lingual text

Gucci Prada Lacoste Icecream K-swiss Timberland

3. Clothing

Hoody: Bape, BBC, Icecream, Evisu

Jeans: Red monkey, D&G, Evisu, Lacoste, Seven, Bape, Rock Republic

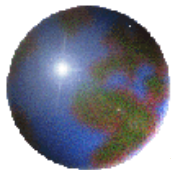
T-shirts & Polo: lacoste, Ralph Lauren

4. Handbags

Lv Hermes Coach Chanel Chloe Fendi

5. Caps

Bape Newera



COMPANY FILES

+Vous **Web** Images Vidéos Maps Actualités Gmail Plus ▾

Connexion



Annuaire artisanat



Recherche avancée

Recherche

Environ 242 000 résultats (0,08 secondes)

Tout

Images

Maps

Vidéos

Actualités

Shopping

Plus

Paris

Changer le lieu

Le Web

Pages en français

Pays : France

Pages en langue étrangère traduites

Plus d'outils

[Artisanat | artisanat.info](http://www.artisanat.info)

Annonces

www.artisanat.info

Découvrez les informations sur les métiers de L'Artisanat !

[Recherche Artisan | TrouverUnArtisan.fr](http://www.trouverunartisan.fr/Artisans)

www.trouverunartisan.fr/Artisans

Recherche Artisan? Demande de Devis des Artisans Locaux Evalués

[Annuaire de l'artisanat et des artisans](http://www.annuaire-artisanat.com/)

www.annuaire-artisanat.com/

Annuaire-Artisanat est un guide selectif du Web francophone des artisans vous presentant les sites les plus representatifs dans chaque categorie. Annuaire ...

[Annuaire - Artisans de France](http://www.artisanat-de-france.fr/annuaire/)

www.artisanat-de-france.fr/annuaire/

Artisans de France, l'annuaire des artisans . ARTISANS de France.

[artisans de France + Portail de l'artisan et de l'artisanat + Artisans d...](http://www.artisanat-de-france.fr/)

www.artisanat-de-france.fr/

Artisan ressources Si vous êtes un artisan, vous trouverez ici de nombreuses ...

[Plus de résultats de artisanat-de-france.fr](#)

[Annuaire artisanat - 1-mot.com](http://www.1-mot.com/annuaire-artisanat-154.html)

www.1-mot.com/annuaire-artisanat-154.html

Annuaire de sites sur le thème artisanat. ... Annuaire artisanat. Vous êtes dans la catégorie Artisanat de l'annuaire 1-mot.com. Rechercher tous les annonces de ...

[Les artisans : Annuaire artisan et artisanat d'art](http://www.lesannuaires.com/annuaire-artisanat-et-artisans.html)

www.lesannuaires.com/annuaire-artisanat-et-artisans.html

La rubrique artisanat de l'annuaire proposant une liste d'annuaires d'artisans, commerces et entreprises d'art et d'artisanat.

Annonces

[Annuaire Artisan](http://www.google.fr/adresses)

www.google.fr/adresses

google.fr est noté ★★★★★

Soyez visible dans votre région sur l'annuaire gratuit de Google

[Annuaire pagesjaunes.fr](http://www.pagesjaunes.fr/Annuaire)

www.pagesjaunes.fr/Annuaire

Adresses, Plans d'accès et Infos sont dans l'Annuaire PagesJaunes !

[Artisans du bâtiment](http://www.meilleur-artisan.com)

www.meilleur-artisan.com

Inscrivez-vous Gratuitement dans tous les moteurs de recherche: 3min

[Annuaire Artisan](http://www.ask.com)

www.ask.com

Recherche Intelligent pour Annuaire Artisan Annuaire Artisan avec Ask!

[ARTISAN MACON 74](http://www.artisan-macon74.com)

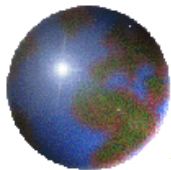
www.artisan-macon74.com

Entreprise sérieuse pour tous vos travaux de construction

[Tous les prix du bâtiment](http://www.batitel.com)

www.batitel.com

Bibliothèque en fourniture et pose pour tous les corps d'état du BTP



BUSINESS INTELLIGENCE

Vous venez ici souvent? Affichez Google en page d'accueil.

OK

Non merci

+Vous Web Images Vidéos Maps Actualités Gmail Plus

Connexion



"Business information market"



Recherche avancée

Recherche

Environ 1 490 000 résultats (0,24 secondes)

Tout

Images

Maps

Vidéos

Actualités

Shopping

Plus

Paris

Changer le lieu

Le Web

Pages en français

Pays : France

Pages en langue étrangère traduites

Tous les résultats

Recherches associées

Chronologie

Plus d'outils

Conseil : [Recherchez des résultats uniquement en français](#). Vous pouvez indiquer votre langue de recherche sur la page [Préférences](#).

[Business information - Wikipedia, the free encyclopedia](#)
en.wikipedia.org/wiki/Business_information - Traduire cette page

While Wall Street's thirst for information traditionally drove the **business information market**, its use is much more widespread today. In addition to the financial ...

[Business information - market research](#)

www.leeds.gov.uk/page.aspx?pageidentifier... - Traduire cette page

A large range of market research reports are available within the business section. These provide invaluable information on a diverse range of products and ...

[Barge to Business - Information Market](#)

bargetobusiness.eu/information-market/ - Traduire cette page

Information Market. This exciting European event about logistics and supply chain management, focused on inland waterway transport, took place on the 30th of ...

[CMSinfo: Business Information Market Continues to Expand](#)

www.euroinvestor.fr > Actualités

2 juil. 2007 - (www.biz-lib.com), the b2b **business information market** is continuing to grow. Managing director Keith Wallace said: "Despite - or maybe ...

[cla :: the creative communication team](#)

www.biz-lib.com/ - Traduire cette page

If you have a vision, we'll help you make it a reality. You're an owner-manager, SME or larger company, government body or charity. We're your creative ...

[UK business information market : Sources of statistics and market data](#)

cat.inist.fr/?aModele=afficheN&cpsid=1181036

Annonces

[Directory: 17M Companies](#)

www.onesource.com/Free-Trial

Get In-Depth Profiles, News, Info & Reports on Companies Worldwide

[Business Information](#)

www.capgemini.com/BIM

Turn raw data into valuable business information

[Business information](#)

www.priceminister.com/Informatique

priceminister.com est noté ★★★★★

Trouvez "Business information" parmi des millions d'articles !

[Affichez votre annonce ici »](#)

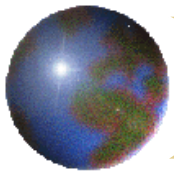


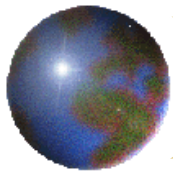
IMAGE MANAGEMENT

Mirror, mirror on the wall/Who is the most beautiful of all?

Problem of image management

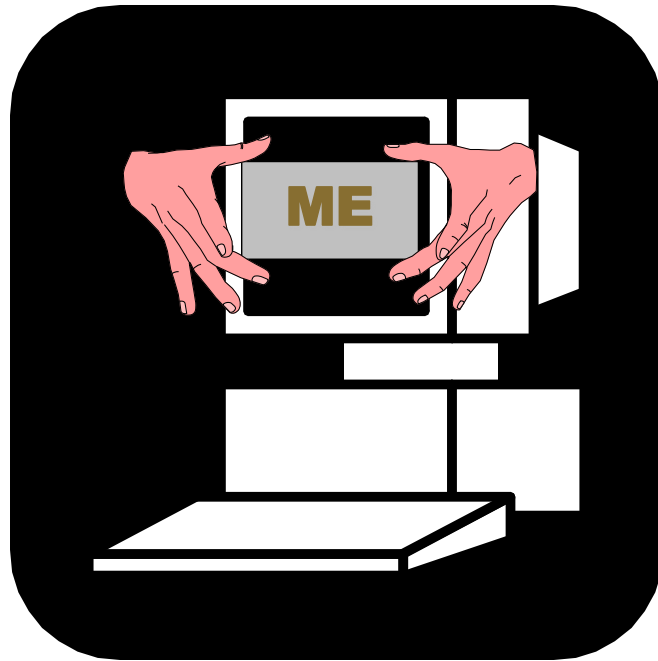
- **What do others say about you**
- **What image are you providing**
- **Danger: saying too much**
- **Danger: not saying enough**



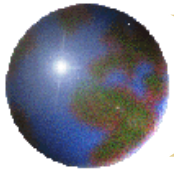


NOT (ALL) THAT BAD!

**But back to core question :
TRUST**



**Have we been
properly
introduced?**

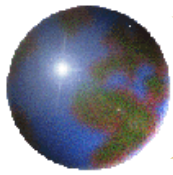


CORE QUESTION

Need for “Trusted third party” (TTP)...

...to bring the drop of oil which makes the engine run smoothly

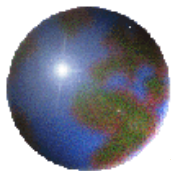




WANT TO BE A TTP?

WHAT IS NEEDED (if global market):

- ⊕ **A well known BRAND**
- ⊕ **Content: focused, neutral, reassuring (TRUST)**
- ⊕ **Global network: “think global, act local**



THIS ONE WON'T WORK...



Search:

Water Treatment Chemical

GO

HOME

ABOUT US

HONORS

PRODUCTLIST

QUALITY CONTROL

PURCHASE

CONTACT US



REACH PRE-REGISTERED.

Shandong TaiHe Water Treatment Co., Ltd.

Main Products

- Polycarboxylic antiscald and dispersant
- Organophosphoric Antiscald and Corrosion Inhibitors, Chelants
- Organophosphoric Salts
- Bactericide and Algicide
- Built Scale & Corrosion Inhibitors and Pretreatment Filming Agents
- Corrosion Inhibitor
- Reverse Osmosis Chemicals

Contact

Shandong TaiHe Water Treatment Co., Ltd.

HOME >> Honors



HEDP examination report



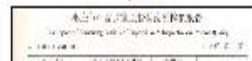
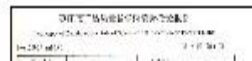
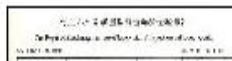
ATMP examination report

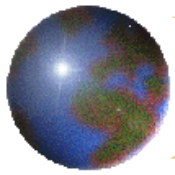


EDTMPs examination report



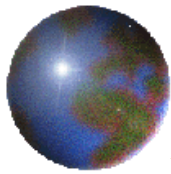
HEDP examination report





DO CHAMBERS QUALIFY ?

- ✦ **A well known BRAND**
and its materialization:
www.worldchambers.com
- ✦ **Content: business, neutral,**
reassuring
- ✦ **Global network: “think global, act**
local”...
- ✦ **and already done it: ATA carnet**
chain



DO CHAMBERS QUALIFY ?



WORLD
CHAMBERS
NETWORK®

Where the world does e-business

Business Opportunities (GBX)

ChamberTrust

Chamber-eVault

WCN online Market

Chamber Directory

PROMOTE



SEARCH



VERIFY



CHAMBER
CORNER



Incoterms®
by the International Chamber of Commerce (ICC)
ICC rules for the use of domestic and
international trade terms



ICC
The World's Business Organization

NEWS

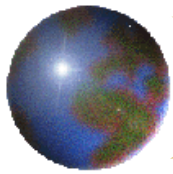
...welcome to a whole new site for Worldchambers network! WCN adopts a totally new design: new colours, new navigation, new site map to improve access of exporting and importing companies to the tools and information that chambers of commerce provide to

FOCUS

Why do you need ChamberTrust? How can you make your web site short-listed in the crowded web by new partners, buyers, providers? Verification by a Chamber of commerce of the information you provide. {...} [more >>](#)

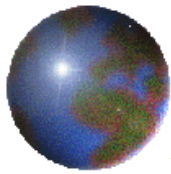
INVEST IN REGION

DISCOVER facilities and advantages some regions can offer to attract your company! And if you are a regional development agency, come and promote your area here {...} [more >>](#)



CCI TRUST SERVICES

- ❖ ***(Before)* Looking for a contact :**
ChamberTrust a WCN product
- ❖ ***(Meantime)* Negotiating :**
ChamberSign a Eurochambres product
- ❖ ***(After)* Dispute resolution :**
ChamberMediation prototype
- ❖ ***(Throughout)* Elements of proof :**
Chamber-eVault a WCN product

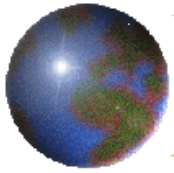


CHAMBERTRUST



- ✦ **The “trust inside” search engine**
- ✦ **Helping to short list future partners**
- ✦ **Bringing exposure and impact**
 - **exposure of the WCN site**
 - **impact of Chamber verification**
- ✦ **ChamberTrust “gold”: CSR commitment**





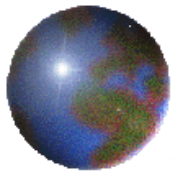
TRUST SEALS

In the B to B world

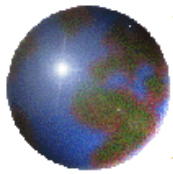
- ✿ **Basic layer (objective information):
ChamberTrust**
- ✿ **Credit status: @-rating (COFACE)**
- ✿ **Quality of product/production:
SGSonSite (SGS), EBTrust (DNV)**

In the B to C world

Local!



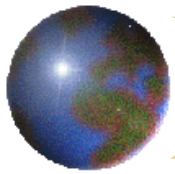
- ✦ **Digital signature for companies**
- ✦ **Third level:**
 - **identity of signatory**
 - **belonging to the company**
 - **accreditation: authorized to sign**
- ✦ **But**
 - **homologation: what can he sign**
 - **interoperability: not yet**



CHAMBER-eVAULT



- ❖ **A trusted secure repository...**
- ❖ **...for electronic documents...**
- ❖ **...as elements of proof...**
- ❖ **... in case of dispute**
- ❖ **All kind of electronic documents related to international trade**
- ❖ **Encryption keys stored at ICC**



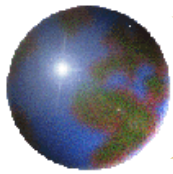
TRUST TOOLS

B to B process

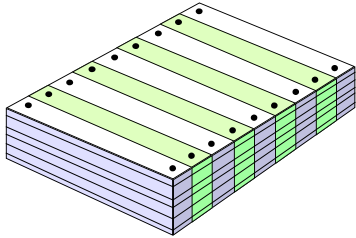
- ✚ **Individually**
- ✚ **Platforms and market places**

B to A process

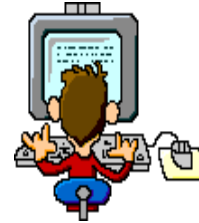
- ✚ **Public procurement**
- ✚ **International trade formalities**



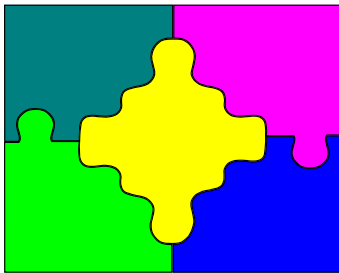
ELECTRONIC FORMALITIES



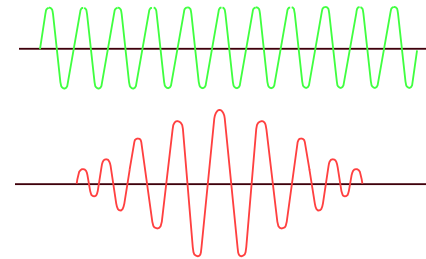
**Starting point:
Paper**



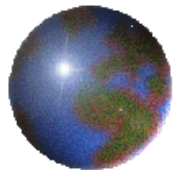
**Achieved:
On line submission**



**Present:
Hybrid paper-electronic**



**Future:
« all-electronic »**



IC SYSTEM FOR FACILITIES - PARIS CHAMBER OF COMMERCE

1. Expéditeur / Consignor
SOCIETE SA
2 RUE DE VIARMES
75001 PARIS France

N° 2009_01_27_9

COPIE
ELECTRONIQUE

2. Destinataire / Consignee

LTD & CO
RUE DU PROGRES
ALGER
Algérie

COMMUNAUTE EUROPEENNE
EUROPEAN COMMUNITY

CERTIFICAT D'ORIGINE
CERTIFICATE OF ORIGIN

3. Pays d'origine / Country of origin

CE-France

4. Mode de transport (facultatif) / Transport details
(Optional)

none

6. Remarques (facultatif) / Remarks (optional)

IMPRESSION SANS VALEUR LEGALE - PRINT WITHOUT LEGAL

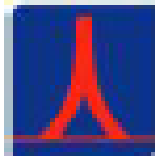


8. L'autorité soussignée certifie que les marchandises désignées ci-dessus sont originaires du pays figurant dans la case N°3

THE UNDERSIGNED AUTHORITY CERTIFIES THAT THE GOODS DESCRIBED ABOVE ORIGINATE IN THE COUNTRY SHOWN IN BOX3

DELIVERED BY / DELIVRE PAR

ELECTRONIC
CERTIFICATE



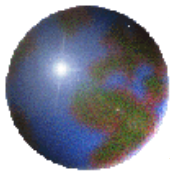
**Chambre de commerce
et d'industrie de Paris**

CERTIFICAT
ELECTRONIQUE

 Signature valable

Digitally signed by Thomas Kieusseian
Date: 2009.01.27 10:27:10 CET





THE BIG CHANGE

Market is ready and needs generate demand

FINANCIAL TIMES

News Alert
13 October 2011

Keyword(s): chamber of commerce
Frequency: Daily at 19:00 London Time

October 13, 4:07pm

Alibaba hit by internet protest

Alibaba Group has triggered a vast internet protest of small online vendors by introducing steep fee increases on its business-to-consumer site, highlighting the weight the e-commerce group carries in the Chinese economy.

<http://www.ft.com/cms/s/a849c9f8-f59b-11e0-94b1-00144feab49a.html>



Column

- > About us
- > Culture
- > Honor
- > Contact us

HONOR



About

Company



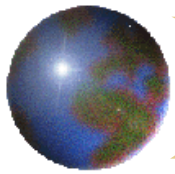
ISO9002



ISO9002



LEVEL CREDIT



EMERGENCE OF INTERNET

INFORMATION WORLD

**He, too, used to live
in a protected and
isolated world,
confident in his
future!**

**He will survive!
Or rather adapt!**

