



# G20

## Business and Leaders Summit

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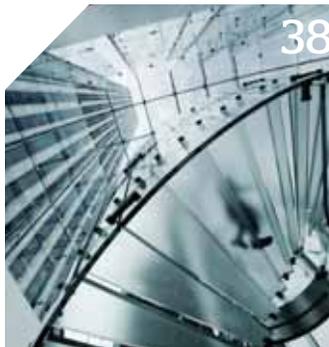
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**Publisher:**  
Chris Atkins

**Editor-in-Chief:**  
Ana C. Rold

**Creative Director:**  
Christian Gilliam  
christian@cgcreate.co.uk  
T: (+44) 7951 722265

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**Contributors:**  
Akshan de Alwis, Amanda Blair, Andrew Liveris, David Iakobachvili, Eli Lovely, Jamal J. Malaikah, Jon Clifton, John Denton, Joel Ruet, Joy Jutes, Katie Crawford, Kimball Chen, Madeline Bielski, Neils B. Christiansen, Oscar Montealegre, Sylvia Hewlett, Ricardo Semler, Richard Rousseau, Dr Robyn Stokes

**Publishing Firm:**  
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**Global Advisory Group:**  
Chris Atkins,  
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# B20 Recommendations Necessitate Digital Economy

*For a prosperous tomorrow, the Digital Economy is a focal point for B20 recommendations to world leaders*

The custodians of the world economy believe that the Digital Economy has the potential to directly and indirectly increase world GDP by about 10%, including a new 6 trillion USD service industry market opportunity, thus generating more than 100 million jobs.

**The big question that everybody is asking: Who should define what the Digital Economy is and who can we trust to deliver it?**

This question has been vigorously debated at a global level and more recently at the 2015 Turkey B20 Digital Economy Conference in Istanbul where the Digital Economy has been identified to impact 17 of 25 key B20 recommendations for the G20 Leaders.

The Digital Economy has become more crucial than ever before led by the strong belief that in the current digital era, today's information technology must be able to help achieve sustained economic growth. "In fact, 2015 was the first year that the Digital Economy conference was at the focal point of the B20 agenda", remarked GCEL's Co-Chairman, Captain Samuel Salloum.

The common theme we are witnessing is that most global experts around the world are introducing their products and services while attempting to define the Digital Economy. So in other words, providing digital products or services, generating revenue and creating jobs, although important, does not represent in full what the Digital Economy is. We must understand that the objective of the B20 Taskforces' recommendations is not to construct the Digital Economy to be just another product or service in the marketplace; rather the objective is to deliver the recommendations of the

taskforces related to Employment, SMEs, Trade, Financing Growth and Infrastructure Investment by maximizing on what technology can make possible today. In brief, the Digital Economy must assist in delivering the B20 Taskforces' recommendations, thus restoring the health of the global real economy.

By the real economy we mean those industries that produce and service the food we eat, the clothes that we wear and the materials to build our cities with emphasis on SMEs, who generate up to 80% of employment in many countries around the world.

Now that the Digital Economy has been recognized as the common theme for implementing global economic policies, it is incumbent upon us to ask the real economy participants at the ground level what the digital tools should look like so they can do a better job, in order to create productive communities in our time and for generations to come.

Based on the foregoing, GCEL announced the G20 Nations Case Study at the OECD-B20 joint taskforce sessions held June 2nd 2015 in Paris. The G20 Nations Case Study is an assessment of the entire real economy



**Captain, Samuel Salloum**

Co-Chairman  
Global Coalition for Efficient Logistics  
(GCEL)

value stream across 19 industry clusters from shelf to shelf including; buyers, sellers, logistics service providers, governments, banks and insurance firms.

This is not just another assessment. We are entrusted to convey the voice of the G20 Citizens to their leaders; therefore, we have designed a new global standard to reflect the needs of the real economy participants on the ground.

The G20 Nations Case Study is planned to be completed by early 2016 and involves the collective contributions of more than 80 government ministries, industry associations and academic institutions. We'll collect nearly 1.2 million data points through face-to-face interviews, ensuring accurate responses using animated show-cards with multiple options, throughout specific country economic zones covering the entire spectrum of large, medium and small enterprises.

●● *WHILE FISCAL, MONETARY & TRADE POLICIES ARE IMPORTANT WE MUST FOCUS OUR EFFORTS TO ENLARGE THE ECONOMIC PIE INSTEAD OF COMPETING ON THE SAME ONE.* ●●

To date, more than 82% of the G20 Nations citizens have committed to conduct their national assessments as a first step to empower the Digital Economy. So far, approximately 37% have been completed and the results have been staggering: 78% of the real economy participants surveyed do not have an integrated system and 90% have collectively agreed on a common definition on what the Digital Economy tools should look like to reduce their costs, expand their market reach and ease their access to greater financing.

On October 6 in Istanbul, more than 300 technology industry executives attended the 2015 B20 Digital Economy conference that highlighted the importance of the G20 Nations Case Study. The B20 introduced the key note panel led by GCEL as "The Digital Revolution: Voice of the G20 Citizens".

Diagnosis without providing the cure might aggravate the condition, therefore it is of paramount importance to call upon the experts of the world to remedy the situation. In this case the doctors are the technology industry. The top 26 technology firms of the world have committed to participate in an equal opportunity process as a first step to be selected as a qualified trusted network to deliver what the real economy participants demand. The selection will be based on offsetting geopolitical and monopolistic concerns while

delivering the required tools at no cost to the end user.

The size and scope of the Digital Economy calls upon public and private organizations to work in concert by capitalizing on each organization's capabilities and jurisdiction. Thus, introducing an independent global monitoring mechanism that will offset geopolitical and monopolistic concerns, at the same time securing benefits to all. The foregoing will ensure rapid adoption of the Digital Economy.

The Digital Economy is the tipping point to a new era of prosperity. Consider this; Our global business-to-business expenditures total USD 118 trillion according to the VISA Commercial Consumption Expenditure Index and is forecasted to reach USD 235 trillion by the year 2025. An Asia Development Bank survey in 2012 revealed that of USD 4.6 trillion in trade finance requests, more than USD 1.6 trillion was rejected. Think about this, just USD 3 trillion was approved representing only 3% of the total business-to-business market. This is an enormous lost opportunity for the financial industry and similarly for the insurance and technology industry.

While fiscal, monetary or trade policies are important we must focus our efforts to enlarge the economic pie instead of competing on the same one.



●● *THE DIGITAL ECONOMY IS THE TIPPING POINT TO A NEW ERA OF PROSPERITY* ●●

## Welcome

# Terry McGraw

## Chairman of the International Chamber of Commerce



The International Chamber of Commerce (ICC) is – and has been throughout its long history – a steadfast rallying point for those who believe, like our founders, that strengthening commercial ties among nations is not only good for business but good for global living standards and good for peace. From our perspective, the G20, with its mixed membership of advanced and emerging economies, is uniquely positioned to address some of the world’s most important and intractable economic problems and will increasingly shape global, intergovernmental policies that affect business internationally.

To that end, we formed the ICC G20 CEO Advisory Group to spearhead global business engagement with G20 governments at the highest levels and to advocate for business priorities within the G20 policymaking processes. I’m happy to note that for the sixth consecutive year, ICC CEOs held key leadership positions in the B20 task forces and the ICC is now recognized by G20 leaders as an important strategic business partner in the push for economic growth and job creation globally.

ICC has been an unfaltering proponent for a strong, rules-based multilateral trading system embodied by the World Trade Organization (WTO). As Co-chair of the B20 Turkey Trade taskforce, I have noticed a paradox at the heart of trade policy-making. On the one hand, the multilateral negotiating agenda is experiencing a renaissance with a range of deals on the table that, with the right political leadership, could provide a major stimulus to the global economy. But at the same time, we are seeing governments subtly employing regulatory measures — or non-tariff barriers — to restrict international trade.

This juxtaposition of policy and action is identified in two key ICC reports launched this year. In May, we released a new report, “From Drift to Deals: Advancing the WTO Agenda”. The report sets out a comprehensive roadmap for world trade in the 21st century, including key recommendations to WTO members in the run-up to the Tenth Ministerial Conference (MC10) to be held in Nairobi in December 2015. In September, we launched the third edition of the ICC Open Markets Index (OMI) as part of the ICC World Trade Agenda. The biennial report monitors whether governments are following through on their commitments to create genuinely open economies. The report shows that, despite repeated pledges to enable trade as a driver of growth and job creation, G20 economies are failing to demonstrate global leadership on trade openness: only Germany placed among the world’s top 20 open markets.

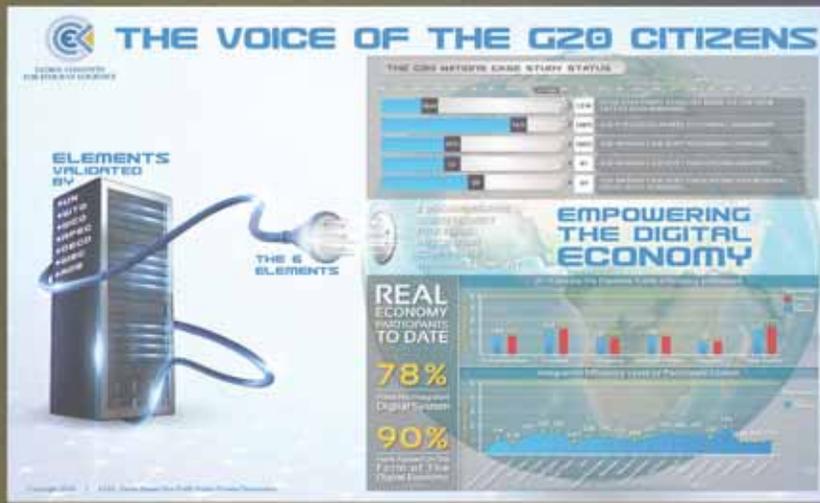
G20 leadership is critical to keeping the trade agenda moving forward, while also

ensuring that protectionism does not constrain the much-needed economic gains from trade. For this reason, the ICC and the B20 have made ratification and full implementation of the WTO Trade Facilitation Agreement (TFA) our number one priority, which would add \$1 trillion to Global GDP and 21 million jobs (18 million in developing countries). As of 8 October 2015, 50 countries – including all of the European Union – have ratified the agreement, but until the TFA is ratified by 107 WTO members, it cannot come into force and be fully implemented. The B20 has therefore called on G20 governments, as well as their trade ministers, to demonstrate global leadership by committing to ratifying the TFA before MC10 in December. The multilateral trading system remains the best defense against protectionism and the strongest force for growth, recovery and development. ICC is dedicated to ensuring that global business is an active and constructive partner with WTO members to help strengthen WTO rules and adapt them to the needs of 21st century trading.

International business stands ready to work with G20 governments in advancing their growth and jobs agenda before, during and after the G20 Summit events – from Turkey to China and beyond. Together, we can create new opportunities on a global basis that will spur economic growth, create new jobs and increase prosperity and peace.

**Terry McGraw**  
Chairman of the International  
Chamber of Commerce

**●● G20 LEADERSHIP IS CRITICAL TO KEEPING THE TRADE AGENDA MOVING FORWARD, WHILE ALSO ENSURING THAT PROTECTIONISM DOES NOT CONSTRAIN THE MUCH-NEED ECONOMIC GAINS FROM TRADE. ●●**



Executives, from the left:  
Kıvanç Onan, PayPal - Turan Erdoğan, Vestel - Santhosh Kumar Madathil, Wipro -  
Captain Samuel Salloum, GCEL - Nikolaus Lindner, eBay Corporate Services GmbH -  
Çiğdem Ertem, Intel - Bernard J. Dunn, Boeing

## THE VIEW BY NATIONAL BUSINESS ASSOCIATIONS OF THE G20 NATIONS CASE STUDY



During the recent 2015 B20 Digital Economy Conference, you commented that as we are coming toward the end of the G20/B20 Turkish Presidency, you hope and believe that the initiative of integrating the Digital Economy into the G20 leaders agenda is just the beginning of a process that will be taken on to the Chinese presidency, and will assume more importance next year and upcoming years.

### Why should the Digital Economy be a priority of G20 leaders?

“The B20 Turkey has prioritized the Digital Economy as a horizontal crosscutting issue across all the Taskforces in 2015. As an enabler of growth in every sector, the Digital Economy is closely intertwined with the G20 process on infrastructure, trade, growth and employment, as well as transparency

in financial flows”, commented Cansen Basaran-Symes.

While working on the issues related to the Digital Economy and as a result of consultation among B20 Coalition members and the business community, eight main challenges have been identified:

- First, safeguarding creativity and innovation, because the Digital Economy has opened new vistas for the content and its creators in terms of access to all global markets.
- Second, broadening the knowledge and skill horizon, because a skilled workforce with the requisite knowhow, especially STEM - science, technology, engineering, mathematics skills - will be crucial for the Digital Economy and therefore must be nurtured.
- Third, building multi-tiered technology



- system for SMEs, as we repeat frequently, because technology infusion and enhancement is a critical element for growth of SMEs in all markets.
- Fourth, facilitating investment and infrastructure, because the constant requirements in infrastructure improvement, particularly in ultrafast broadband access needs to be significantly seriously addressed.
- Fifth, securing the Digital Economy, because ensuring IT security and controlling cyber crime can go a long way in building trust in the digital world.
- Sixth, expanding the borders, because combatting restrictions on cross-border data flows and server location, while facilitating businesses to sell and aiding consumers to buy online across borders can unlock many new opportunities for businesses.
- Seventh, addressing taxation issues is crucial, because the process of e-commerce has raised a plethora of changes for sovereign states to raise tax revenues.

- Eighth, legislation on principal based in a digital world, because the digital world evolves quickly and it is important to keep pace in increasingly shorter innovation cycles – and innovation cycles are getting shorter and shorter every other day as we know.

It is highly welcomed for the G20 to point the way forward and also assist in providing the tools for our communities to prosper. However, each citizen around the world must be part of the solution to create productive communities committed to business excellence setting the foundation for a secure and prosperous future.

In order to harness the power of the Digital Economy and to address these challenges, Turkey has taken the first step by conducting the Turkey G20 Nations Case Study. This Study was conducted by GCEL in cooperation with TUSIAD and included contributions from Boğaziçi University Department Of International Trade, Ministry of Economy, Ministry of

Science, Industry and Technology, and Ministry of Transport, Maritime Affairs and Communication.

The Study is the result of an initiative that aims to strengthen global trade efficiency by connecting all real economy participants from small, medium and large enterprises to each other, and with the public sector through a single digital platform. Based on nearly 70,000 data points collected and analyzed, the Turkey G20 Nations Case Study Report presents the voice of the real economy participants who have stated what kind of Digital Economy tools they need to be more competitive and prosperous in the global marketplace. It is anticipated that upon implementation of new digital tools, Turkey will reduce its trade costs by USD 16.3 billion, increase trade by 35 billion and create 2.69 million jobs by 2025.

The Turkish Case Study is the first of several to occur in Europe along with the national assessments being performed in the rest of the world regions.

**Task Force / GCEL**



The Digital Economy is the common denominator that enables the implementation of tangible and quantifiable policies that have a rapid and direct impact on the real economy.

**What else do we need in order to enact policies achieving the ambitions of the world's citizens?**

“It is vital that the voice of the real economy participants is taken into consideration. This will provide a clear and unequivocal mandate to G20 leaders to set the framework for a defined Digital Economy that is focused on market expansion and growth in the real economy”, commented R. Dinesh.

However, having good policy working in concert with the voice of the G20 Citizens also requires the engagement of industry experts who can deploy the tools required to unleash the full potential of the Digital Economy. This completes the foundation of an implementable policy formula to ensure the enactment of good policies towards achieving the goal of sustainable economic growth.

The Digital Economy comes at a good moment in time for India's economy. The use of new digital tools for trade will reduce the trade costs for millions of our SMEs, ease their access to financing by reducing underwriting costs and transaction risks as well as connecting them with global markets. This is the foundation of de-risking needed when the world is focused on rebalancing the global economy among high, mid and low income countries. Furthermore, with increased efficiency provided by these digital tools, India will greatly improve its global competitiveness and boost its share of the services industry.

As a result, the buying power of our businesses will expand providing them the ability to acquire higher value added products and services, both domestically and internationally. With this increased buying power spread across India's growing 1.3 billion population, we anticipate the Digital Economy, defined by the participants at the ground level, will drive a significant increase in India's domestic employment and total trade as well as its share of the gross world product.

This opportunity has been confirmed via the findings of India's G20 Nations Case Study that was performed by CII in collaboration with the Ministry of Shipping, Indian Institute of Management Udaipur and GCEL. This case study diagnosed India's value stream and defines real economic integration presenting the road map to empower the Digital Economy.

When the defined tools are implemented, the final report indicated that India will realize a reduction in its landed import / export costs by USD 22 billion and an increase in trade by USD 128 billion. Since nearly 75% of India's businesses have no vertical system, this economic opportunity is achievable upon the implementation of a global platform providing point to world integration.

Being the Silicon Valley of the East, India's technology industry recognizes that these significant dynamics present a new multi-billion dollar market opportunity by delivering the required Digital Platform. These are the main reasons why several of India's top technology firms are poised to take a quantum leap in leading this new digital innovation and have executed strategic agreements as a first step towards being selected to deploy the digital platform globally. They recognize they cannot deploy such a global solution alone, can finally deliver what their customers demand and they can more than double their earnings through a business model generating new and sizeable revenue streams.

Given all the benefits to be realized by governments, buyers, sellers, finance, technology, and insurance firms, we are looking forward to the deployment of the Digital Economy benefiting India and its trade partners throughout the world.

●● SEVERAL  
OF INDIA'S TOP  
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INNOVATION ●●



Today, international experts disagree as to economic development priorities. Some say there should first be investment in sufficient physical infrastructure to expand trade, while

●● THE USE OF SOFT INFRASTRUCTURE WILL OPTIMIZE THE UTILIZATION OF EXISTING PHYSICAL INFRASTRUCTURE CAPACITY. ●●

others insist on the exact opposite—higher trade volume is the necessary prerequisite to justify the investment in physical infrastructure projects in the first place.

### What is the solution to this dilemma in order to grow trade in ASEAN?

“With limited funding available to meet ASEAN’s nearly USD 1 trillion infrastructure needs, a bold new solution to this dilemma is required and the use of Soft Infrastructure is that solution”, remarked Suryo B. Sulisto.

The use of Soft Infrastructure will optimize the utilization of existing physical infrastructure capacity. It will also provide a self-monitored dashboard to ensure the transparency and visibility of trade related information for private and public sectors to prioritize investments and maximize their economic returns. In all, Soft Infrastructure, or new Digital Economy tools, will reduce trade costs, increase competitiveness and grow trade.

The use of technology to maximize physical infrastructure capacity utilization has been proven successfully by Germany where it regularly reaches the world’s top rankings in trade efficiency.

This compares to other countries, which also have vast financial resources, whose trade efficiency ranks much lower since their focus is placed primarily on hard infrastructure investment.

The use of technology has historically proven to create significant advancements within societies. For example, due to its large geography and many disparate islands, Indonesia once lagged behind the world in terms of telecommunications capability.

With the advent of cellular communications, Indonesia even jumped ahead of the United States that had invested heavily in analog switches and copper wires. Hence, the use of technology has contributed significantly to Indonesia’s economic growth that has averaged 5.4% per year over the past 15 years becoming the 16th largest economy in the world.

The Indonesia G20 Nations Case study represents the first step by our country to adopt new digital tools to become more efficient within our value chains and better connect with markets around the world. This case study was performed by KADIN in collaboration with GCEL and the Ministry of Trade, Coordinating Ministry of Economic Affairs, Ministry of Industry, as well as the Ministry of Communication and Information Technology.

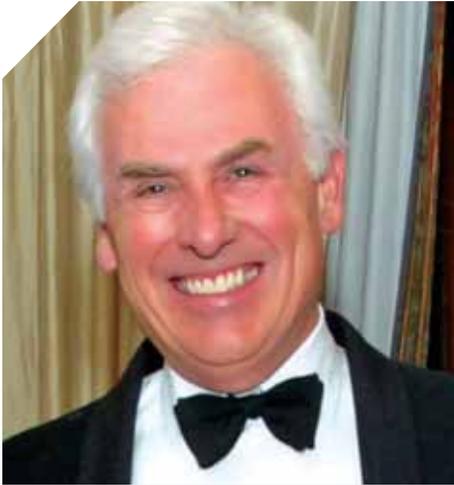
The Indonesia Case Study findings yielded that by empowering the Digital Economy we can create real economic integration between Indonesia and its trade partners, resulting in an increase in ASEAN’s trade by USD 188 billion and in Indonesia alone by USD 42 billion.

Indonesia is the world’s 4th largest country by population with a youthful and technology savvy workforce representing tremendous market potential. Since we live in the digital era, our businesses realize that we must embrace what technology makes possible today towards meeting their needs to achieve sustainable economic growth.

## Welcome

# John Danilovich

## ICC Secretary General



As the world business organization – with a worldwide network reaching over 6 million companies, chambers of commerce and business associations in more than 130 countries – the International Chamber of Commerce (ICC) is committed to ensuring that the voice of business is heard and that business interests are considered by policymakers at the highest levels.

In this context, the G20 policy agenda has been a natural focal point for ICC to ensure that the direction set by Heads of Government is aligned with core business goals of open trade and investment, economic growth and job creation. ICC has served as a strategic, global business partner to successive host countries in Korea, France, Mexico, Russia, Australia and most recently Turkey. Over the last several years, the ICC G20 CEO Advisory Group has joined with host country business associations, CEOs from corporations large and small to collaborate on the formulation of business-based

policy recommendations through the annual Business-20 (B20) process.

Among the defining aspects of this year's B20 has been the increased focus on small- and medium-sized enterprises (SMEs). SMEs are vital to the world economy—they employ more than two-thirds of the private-sector workforce, and provide over 80 percent of net job growth. In recognition of the value of these businesses to the global economy, B20 Turkey championed the creation of the World SME Forum (WSF). The WSF is a new global platform co-founded by ICC and the Union Chambers of Commerce and Industry of Turkey (TOBB) to amplify the voice of SMEs and unlock their potential to stabilize the economy and stimulate economic growth, trade and employment. The WSF will play a key role in helping SMEs tap global markets for the first time—and will ensure that global policies are designed with the needs of small businesses and entrepreneurs in mind.

Never before has the B20 taken such a robust approach to correcting the imbalances in the SME sector and I would like to thank the Turkish government and B20 Turkey for championing economic inclusiveness as one of the key priorities in 2015. Notably, the G20 Finance Ministers and Central Bank Governors Meeting officially welcomed the establishment of the WSF in their September communiqué—further buttressing the initiative.

Improving international cooperation and advocacy has also been an important feature of B20 Turkey. For this reason, B20 Turkey established the B20 International Business Advisory Council (IBAC) chaired by Muthar Kent, CEO and Chairman of the Coca-Cola Company. The group is composed of CEOs and business association heads from each of the G20 countries and aims enhance business dialogue and engagement with governments

in advance of the G20 Antalya Summit. I was honored to accept B20 Turkey Chairman Rifat Hisarcikloğlu's invitation to serve as IBAC's international secretariat. The role is a natural extension of ICC's historic responsibility to convey business priorities to national and intergovernmental officials and draws upon ICC's experience as a strategic partner to the B20 since the Seoul Summit in 2010.

Another innovation this year was the first ever B20 Energy Forum in Istanbul in October organized in partnership with B20 Turkey, ICC and the International Energy Agency (IEA). The B20 Energy Forum was held alongside the first ever G20 Energy Ministerial and provided a unique opportunity for business executives to share priorities with Energy Ministers ahead of the G20 Leaders' Summit in Antalya in November. Members from the ICC G20 CEO Advisory Group played a lead role in the development of this year's energy recommendations, which were presented directly to G20 Energy Ministers during a special B20/G20 session of the Energy Forum.

The B20 Turkey process has already demonstrated significant achievements, and I'm confident that the Antalya Summit will produce tangible outcomes on this year's business priorities to help support growth, jobs and opportunity for all. I look forward to continuing ICC's long-standing partnership in the B20 process in the coming years to ensure that the voice of business is heard, and their interests taken on board by policymakers at the highest level.

**John Danilovich**  
**ICC Secretary General**

●● ANOTHER INNOVATION THIS YEAR WAS THE FIRST EVER B20 ENERGY FORUM IN ISTANBUL IN OCTOBER ORGANIZED IN PARTNERSHIP WITH B20 TURKEY, ICC AND THE INTERNATIONAL ENERGY AGENCY (IEA). ●●