2019 – 2020 YEAR HIGHLIGHTS

TACKLING COVID-19, ADDRESSING BUSINESS PRIORITIES FOR GLOBAL GOVERNANCE
WHY ADDRESSING BUSINESS PRIORITIES MATTERS IN THE CONTEXT OF THE COVID-19
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The world faces an unprecedented health and economic crisis that is already deeply affecting communities everywhere. Leveraging the expertise and leadership of the OECD is critical to us all as an international organization that delivers tangible results. Our work with the OECD to bring real life business experience, insights, and ideas to the table will help ensure that we can quickly move forward to a brighter future.

Reactions to the Covid-19 pandemic have included extreme examples of silo thinking that ignored available and crucial evidence. The dire consequences on our economies and societies will become clear as “lessons are learned” and outcomes are compared with those that did apply evidence based policy making. We are now harnessing international coordination to increase business engagement in the long recovery process that lies ahead of us. Our members and our broader business community have unique opportunities to engage with us, as we leverage the foundational strengths of the OECD to deliver tangible results. The societal benefits from effectively regulated open markets, the power of targeted PPPs (Public Private Partnerships) and the ability of business to accelerate innovations during a crisis will ensure that even our critics understand the value business brings to society. It was the follow up to the Marshall plan and the gravity of the post-war crisis that created the OECD. By working together to build a toolbox of best practices, we can ensure our next crisis-mode OECD collaboration enables businesses of all sizes to thrive and demonstrate to their citizens that a business led recovery is in everyone’s interest.
Why addressing business priorities matters in the context of the Covid-19

ANGEL GURRIA
SECRETARY GENERAL, OECD

“Business at OECD (BIAC) is both my microscope and telescope to the business world, and to understanding its needs and perspectives in today’s context. Our ongoing work sees the relationship with business as fundamental allies in our efforts to support our Members to deliver the most effective policy responses, particularly as we collectively address these unprecedented times.”
HIGH-LEVEL POLICY DIALOGUE

2019 MEETING OF OECD MINISTERS

- A strong delegation of global business leaders participated in the 2019 OECD Ministerial Council Meeting, stressing the need for integrated policies that will enable business to fully deliver on the potential of the digital transformation for economies and societies. This pivotal exchange platform allowed our global members and corporate leaders to convey what business needs from international collaboration to promote both economic growth and inclusion. Our high-level dialogue featured multiple interactions with Economy, Trade, Foreign Affairs, and Finance Ministers from 36 OECD countries and key non-member economies. Senior leaders including Peter Robinson, CEO and President of the US Council for International Business (USCIB), and Alexandre Ricard, CEO of Pernod Ricard, formally addressed Ministers during the meeting.

- The OECD Ministerial outcomes and adopted instruments reflected critical policy recommendations from our 2019 Business at OECD Statement to Ministers, notably the need to appropriately involve stakeholders as future policy recommendations are developed, provide guidance that will enable data governance based on trust, and ensure continued support for OECD evidence and facts on tax, competition, and trade, including on tracking market distorting support measures and barriers.
ANNUAL MEETING WITH OECD AMBASSADORS AND SECRETARY GENERAL

- In January 2020, Business at OECD (BIAC) leadership met with the OECD Secretary General, his leadership team, and Ambassadors for an exchange on policy priorities and solutions for the “Role of Business in Lifelong Opportunities – People First Policies to Bridge Divides”.

- Over 35 business leaders attended including Business at OECD Executive Board members, and senior leadership from our national member organizations and policy committees. Marcella Panucci, Director General, Confindustria, Peter Robinson, CEO, United States Council for International Business (USCIB), and Karim Antonio Lesina, Senior Vice President, AT&T, gave keynote presentations.

- Through concrete examples of business and government collaboration, we conveyed key messages on the critical importance of international cooperation and multilateral institutions. We also reviewed possibilities to equip people with the skills needed to seize economic and social opportunity enabled by digital transformations and open markets.

OUR GENERAL ASSEMBLY IN PARIS

- Executive leaders from our global network of business federations met in Paris in May 2019 to set the strategic directions for our contributions to the OECD. We also discussed the positioning of business in achieving the best outcomes from digitalization. At the event, participants further discussed the overall business climate through our annual Economic Survey.
Global Strategy Group

- In November 2019, the OECD hosted the seventh meeting of its Global Strategy Group, which brings together Ministers, G7/G20 Sherpas and senior government officials to discuss global megatrends and how the OECD can support countries in dealing with future challenges and opportunities.

- The meeting focused on ageing societies, and was held under the leadership of State Secretary Marie-Gabrielle Ineichen-Fleisch from Switzerland. Business at OECD’s Pussel Mills, Ali Karami-Puiz, and Dai-Ichi Life’s Masumi Ishizuki addressed participants in breakout sessions exploring the macroeconomic implications of ageing, pensions, health, and long-term care challenges, and older workers in the future of work, among other topics.

Our Engagement with the G20 and Business 20

- Leaders of the world’s 20 major economies meet annually to address global economic challenges. The B20 informs global policymaking in the G20 through concrete policy proposals and expertise. As G20 mandates the OECD to fulfill several roles, we provide continuous support to the B20 and the OECD across rotating presidencies.

- In 2019 and 2020, we helped shape the agenda of the Japanese and Saudi B20 Presidencies.

- We participated in the B20 Tokyo Summit, where our Chair Phil O’Peilly highlighted the OECD’s role in the current global economy and our Secretary General Pussel Mills moderated a panel on the role of business to achieve the SDGs. The Summit was held under the leading theme ‘Society 5.0 for SDGs’ and brought together business leaders from around the world. On this occasion we convened for the 5th time the current G20 and Business-20 presidencies to share business recommendations to G20 leaders ahead of the Osaka Summit. The event featured the participation of the Foreign Minister of Japan Taro Kono, the president and CEO of ANA Holdings Shinya Katanozaka, and OECD leadership. Business speakers from our French and German national members MEDEF and BDI, our Argentinian observer UIA, and from Accenture further debated views with five G20 Sherpas and senior government officials. In the context of this meeting, Business at OECD Chair Phil O’Peilly affirmed the importance of ensuring continuity and frank exchanges across presidencies to achieve tangible outcomes in G20 declarations and implementation actions.

- We are working closely with the Saudi B20 Presidency, actively participating in its taskforces, and will convene our 6th joint annual Business at OECD—B20—OECD plenary in the summer of 2020.
Charles Johnston, Vice Chair, Business at OECD Executive Board (Citigroup, Inc.), Alejandra Kindelán Oteyza, Vice Chair, Business at OECD Executive Board (Banco Santander), and Gerhard Braun, Vice Chair, Business at OECD Executive Board (HEPGEP Group) at the Annual Consultation with the OECD in January 2020

Gabriela Ramos, OECD Chief of Staff and Sherpa to the G20, speaking at the OECD-B20, Business at OECD Joint Session in May 2019

Ole Johansson, Vice Chair, Business at OECD Executive Board (Konecranes) who chaired our third breakout group at the Annual Consultation with the OECD in January 2020

Dominique Mockly, Vice Chair, Business at OECD Executive Board (Teréga), Kim Yoon, Vice Chair, Business at OECD Executive Board (Samyang Holdings) and Seiji Inagaki, Vice Chair, Business at OECD Executive Board (Dai-ichi Life Holdings, Inc.) at Business at OECD General Assembly in May 2019

Hideaki Ozu, Policy Expert, Business at OECD, Makoto Yokozawa, Co-Chair, Business at OECD Committee on Digital Economy Policy (Nomura Research Institute)
In the current crises we are reminded of the crucial role of open trade and global value chains as drivers for the recovery. Companies and consumers in countries of all sizes and stages of development have benefitted from the international division of labour and specialisation in the form of growth, innovation, cheaper products, prosperity and employment. Improving the evidence on supply chains and critical regional or sectoral dependencies is an area where we strongly value the input of Business at OECD who can make an important contribution to better understand what solutions are workable to improve supply chain resilience. Together with the analytical expertise of the OECD they can provide the policy advice that governments now need more than ever.
Our team of advisors and assistants at the Annual Consultation with the OECD in January 2020

Marta Blanco, Vice Chair, Business at OECD Trade Committee (CEOE), Winand Ouedvlieg, Chair, Business at OECD Investment Committee (VNO-NCW), Hanni Rosenbaum, Deputy Secretary General & COO, Business at OECD, the Annual Consultation with the OECD in January 2020

GIANCARLO KESSLER
SWISS AMBASSADOR AND PERMANENT REPRESENTATIVE TO THE OECD

In Switzerland we have a continuous commitment to a strong social partnership. Business as well as trade unions are key. In my interaction with Business at OECD I found the same level of professionalism, engagement and commitment towards durable solutions and compromise as in Switzerland.
Russel Mills, Secretary General, Business at OECD, Michael Corrigan, CEO at Trtl, Frederik Lange, Policy Manager, Business at OECD at the OECD Digital for SMEs Global Initiative in December 2019

Nicole Primmer, Senior Policy Director, Business at OECD, at the G20 Labor Ministerial, in Matsuyama (Japan)

MADELEINE CHEYNETTE
CANADIAN AMBASSADOR AND PERMANENT REPRESENTATIVE TO THE OECD

"Representing practitioners, employers, traders, and drivers of the economy, Business at OECD added legitimacy and accuracy to our policy discussions throughout the year. As vice-chair of the MCM in 2019, Canada particularly appreciated Business at OECD’s help in delivering the MCM’s theme of harnessing the digital transition for sustainable development."

Dominik Kümmerle, Policy Manager, Business at OECD, Marta Blanco, Vice Chair, Business at OECD Trade Committee (CEC), Hanni Posenbaum, Deputy Secretary General & COO, Business at OECD, Patrik Kovács, Vice Chair, Business at OECD SMEs and Entrepreneurship Committee (VOSZ), Nicole Denjoy, Vice Chair, Business at OECD Health Committee (COCIR) at the Annual Consultation with the OECD in January 2020
ANDREW HAVILAND  
CHARGÉ D’AFFAIRES, A.I., U.S. MISSION TO THE OECD

The United States greatly values input from business as we prioritize a partnership with the private sector in pursuing OECD’s primary goal of achieving the highest possible sustainable economic growth and employment. We cannot stress enough, therefore, the important role Business at OECD plays in representing the voice and interests of the businesses that make up our respective economies.

Peter Robinson, President-CEO, USCIB, and Karim Antonio Lesina, Senior Vice President, AT&T at the Annual Consultation with the OECD in January 2020

Ambassadors and National Representatives to the OECD at the Annual Consultation with the OECD in January 2020
CHRISTOPHER SHARROCK
UK PERMANENT REPRESENTATIVE TO THE OECD

As Dean of the Ambassadors I have been involved in the full spectrum of business meetings and the feedback I get from my colleagues is that they greatly value the more interactive high level meetings with business including the breakout sessions introduced at the 2018 LCM and expanded to multiple sessions during 2019. During my time here at the OECD as the UK Ambassador, I have seen British business engaging increasingly with the OECD and with Business at OECD (BIAC). Over the coming year, I fully expect this to continue, and to grow further, as UK business responds to the challenges and opportunities of the global economy, and as the UK Government takes on the G7 presidency and hosts COP 26.
Words from our business representatives

ALEXANDRA KINDELÁN
SENIOR VP, COMMUNICATIONS, MARKETING, AND RESEARCH DIVISION (BANCO SANTANDER)
MEMBER OF THE BUSINESS AT OECD EXECUTIVE BOARD

“Business at OECD has real impact in OECD policymaking: it delivers unparalleled collaboration with an organization that has economic cooperation and development at the heart of its mandate. In these times, we need a strong business voice that can reaffirm the importance of strong multilateral policy actions.”

CESAR MONTEMAYOR
FOUNDER AND HONORARY PRESIDENT (INVERCAP AFORE)
MEMBER OF THE BUSINESS AT OECD EXECUTIVE BOARD

“Business at OECD offers business leaders unparalleled access to ministers from OECD and key partner countries to discuss avenues for partnership and collaboration. This dialogue does not stay in Paris; it later results in local policies, where national business organizations are fully in the lead.”

SEIJI INAGAKI
CEO (DAI-ICHI LIFE)
MEMBER OF THE BUSINESS AT OECD EXECUTIVE BOARD

“A global crisis requires global solutions. Doing business across borders, we have strong expectations for the OECD to bolster international cooperation to take evidence-based and whole-of-government approaches that address imminent crises as well as achieve sustainable growth in the longer term.”
PETER ROBINSON  
**President and CEO, United States Council for International Business**

Better, stronger, and more resilient cooperation and commerce can only happen through international cooperation. US business relies on *Business at OECD’s* work with the OECD to get the right policy responses and guidance so we can actively contribute to recovery efforts as we prepare a post Covid-19 world.

CARLA SEQUEIRA  
**Director General, Confederation of Portuguese Business**

Major challenges like Covid-19 know no borders and have created significant disruptions. Our collaboration with *Business at OECD* is extremely helpful to identify best practices and support our work in our daily dialogue with our Government. It therefore helps improving national responses while at the same designing global answers to common threats.

DANNY MCCOY  
**CEO, IBEC**

We campaign for real changes to the policies that matter most to business. *Business at OECD* is our benchmark for best practice on public health, corporate governance and international taxation, as OECD is re-writing the rules of the game and our engagement is crucial to deliver impactful results in Ireland.

JACKIE KING  
**COO, Canadian Chamber of Commerce**

*Business at OECD* offers tangible opportunities for Canadian businesses to ensure their voices are heard at decision making tables internationally. With many policies today being coordinated and inspired in Paris at the OECD, we must have a seat at the table.

CHRISTINE LEPAGE  
**International and Economics Director, Mouvement des Entreprises de France**

*Business at OECD’s* action is essential to engage with the 37 OECD country representatives in order to share businesses’ experience and expertise on trade, economic and tax matters that impact our economies.
Our policy engagement

RESPONSIBLE BUSINESS CONDUCT AND CORPORATE GOVERNANCE

RESPONSIBLE BUSINESS CONDUCT AND ANTI-CORRUPTION

Context and why it matters for business

- Global support for responsible conduct is all the more important given the unprecedented challenges the world is facing in the context of Covid-19. Business at OECD underlines the importance of effective and balanced implementation of the OECD Guidelines for Multinational Enterprises, the most comprehensive government-backed responsible business conduct instrument, which can play an important role in promoting a global level playing field.
- Corruption impedes economic and social development, prevents equal opportunities, and erodes trust in business and governments. The OECD has established itself as a key organization in the fight against corruption through its legally binding Anti-Bribery Convention. The Organization also fosters international dialogue and provides valuable guidance on promoting integrity in trade, development, tax, export credits and state-owned enterprises (SOEs).

Outlook

- We will further explore how PBC intersects with other key areas including anti-corruption, state-owned enterprises, and public procurement. We will also continue to support an effective and balanced implementation of the OECD MNE Guidelines and outreach activities to non-member countries.
- As the National Contact Point (NCP) system celebrates 20 years, we will further underline the need to ensure trust and levelling the playing field between NCPs.

Throughout 2019, we contributed to the development of a due diligence guidance for general corporate lending and securities underwriting, working in close cooperation with our members from the financial sector. The final OECD guidance was published in October 2019.
- This year, we actively contributed to the OECD review of its 2009 Anti-Bribery Recommendation, on a regular basis. Our input requests for the updated instrument to reflect changes in the policy environment, and calls on the OECD to include important issues, including addressing the demand side of bribery, fostering the use of technologies, and recognizing compliance efforts as well as voluntary self-disclosure.

In addressing anti-corruption, there is a clear need for a strong role of the OECD, which can, in turn, also push for much-needed international cooperation. Such collaboration with governments and stakeholders will also be necessary to ensure preparedness in case of any future crises.

GROUP COMPLIANCE OFFICER (SAFRAN)
CORINNE LAGACHE
VICE CHAIR, BUSINESS AT OECD ANTI-CORRUPTION COMMITTEE

Since 2000 the NCPS have handled over 500 specific instances of SOE officials and board members reported observing corrupt acts or other irregular practices in their company over the last three years.
RESponsible Business Conduct and Corporate Governance

Corporate Governance

Context and why it matters for business

- Corporate governance helps business across all industries to ensure long-term sustainability by increasing transparency and mitigating the risks of misconduct. The G20/OECD Principles of Corporate Governance provide an indispensable and globally recognized benchmark for assessing and improving corporate governance. As state owned enterprises (SOEs) become more active in the global economy, the OECD Guidelines on Corporate Governance of State-Owned Enterprises advise countries how to manage more effectively their responsibilities as company owners.

Our outcomes and impact

- In March 2020, our Deputy Secretary General Hanni Rosenbaum and Committee Vice Chair Pascal Durand-Barthez provided business input to OECD discussions on transparency standards for SOEs and further work on anti-corruption in SOEs.

- In January 2020, we contributed our recommendations for future work on audit quality to the OECD Corporate Governance Committee, encouraging fact-based dialogue and the exchange of best practice to ensure trust in business.

- In October 2019, we participated in the OECD SOE anti-corruption day, discussing the implementation of the OECD Guidelines on Anti-Corruption and Integrity in State-Owned Enterprises. We have strongly supported the development of the latter, which are a unique instrument offering states support in fighting corruption and promoting integrity in SOEs.

- In April 2019, we participated in a roundtable on the Financial Stability Board (FSB) status report on the implementation of the recommendations provided by its Task Force on Climate-Related Financial Disclosures and a report on climate-related financial disclosures and corporate board practices. We underlined the importance of consistent approaches and the practical challenges that arise from a proliferation of different standards.

- In October 2019, we contributed our recommendations for future work on audit quality to the OECD Corporate Governance Committee, encouraging fact-based dialogue and the exchange of best practice to ensure trust in business.

Outlook

- Based on our paper on Corporate Governance in the context of Covid-19, members will contribute to discussions on how corporate governance can help ensure sustainability of business in the post Covid-19 era. We will also continue to work on transparency, integrity and good governance of SOEs.
ECONOMIC POLICY, COMPETITION AND REGULATION

CONTEXT AND WHY IT MATTERS FOR BUSINESS

- The OECD, with its widely known Economic Outlook and Going for Growth reports, is an authoritative source of advice for governments and business on international economic matters. The OECD also leads on competition policy and actively encourages governments to tackle anti-competitive practices through in-depth country reviews and fosters market-oriented reform throughout the world.
- The OECD further develops cutting-edge guidance on regulatory reform efforts through administrative simplification, impact assessment, and alternatives to regulation. The OECD Regulatory Policy Outlook regularly maps country efforts to improve regulatory quality. Last but not least, the OECD provides governments with the analytical basis to develop economic policies that are both effective and economically efficient for SMEs. Businesses have a significant opportunity to shape this work and share their expertise with OECD leadership and governments.

OUR OUTCOMES AND IMPACT

- In December 2019, our Competition Committee contributed to OECD discussions on competition and released expert papers on independent sector regulators, access to the case file and protection of confidential information, hub and spoke arrangements, barriers to exit, competition provisions in trade agreements, merger control in dynamic markets, and other items of crucial relevance for business.
- In November and March 2019, the Chair of our Economic Policy Committee Klaus Deutsch and our Policy Manager Frederik Lange provided structured input to an OECD body reviewing macroeconomic and structural policy analysis, including on online platforms and productivity, labor supply of older people, green policies and growth, and workforce composition, productivity and pay. The OECD incorporated our comments into its deliverables.
- In November 2019, the OECD and Business at OECD co-hosted the first Roundtable that launched the Digital for SMEs Global Initiative, gathering Ministers from New Zealand, Korea and Ireland, as well as close to 100 participants, including 23 governments, 13 large companies, 28 SMEs, 5 incubators, 4 financial institutions and additional participants from academia and business sector associations. Our ambition is to create a dedicated space for entrepreneurs and small businesses to exchange with governments, large firms and experts about the key drivers of the SME digital transition and the role of policy.
- In October 2019, our new Anti-Illlicit Trade Expert Group issued a “Roadmap” to help shape the direction of the OECD Taskforce on Countering Illicit Trade for the next biennium.

OUTLOOK

- Responding to Covid-19, our Economic Policy Committee will feed both short and long-term policy recommendations to the OECD, and our Competition Committee will issue written contributions to its respective OECD counterpart body.
- Our Expert Group on Anti-Illlicit Trade will implement its 2020-21 Roadmap, and our Governance and Regulatory Policy Committee will disseminate best practices and advice on international regulatory cooperation, while our SME Committee will collaborate with the OECD to take forward the Digital for SMEs Global Initiative with dedicated meetings and policy contributions.

[Box: Over $780 billion a year, the cost of regulatory divergence for the financial services sector coming from new research we conducted with the International Federation of Accountants (IFAC)]

- In October and May 2019, we issued substantive business comments on the OECD Economic Outlook. We underlined the importance of a coordinated policy approach across fiscal, economic and monetary policies and that of international cooperation for realizing sustainable economic growth.
- In June 2019, our Competition Committee contributed to OECD discussions on competition and released expert papers on the standard of review by courts in competition cases, analyzing competition issues in labor relations, fintech and disruptive innovation in financial markets, licensing of intellectual property rights and competition law, and vertical integrations in technology, media, and telecommunications sectors.
- In May 2019 during our General Assembly, we presented our Business Climate Survey and discussed key findings with OECD Director of the Economics Department Álvaro Pereira. Our survey zoomed in on the business climate, drivers of underlying economic growth, and policy priorities for reform and fed into OECD economic policy work.
DEVELOPMENT AND EMERGING ECONOMIES

CONTEXT AND WHY IT MATTERS FOR BUSINESS

- The adoption of the 2030 Agenda for Sustainable Development has added a new impetus to OECD work in the field of development. The OECD supports governments within and beyond its membership in efforts to achieve the sustainable development goals by streamlining financing, fostering policy effectiveness, and building partnerships. The private sector plays a key role in this process, informing policy makers, championing best practices and mobilizing much needed investments.

The OECD strengthens cooperation with China through a program of enhanced engagement, which offers an opportunity to discuss major policy issues and challenges, and to learn from the experiences of OECD countries facing similar challenges in relevant areas.

OUR OUTCOMES AND IMPACT

- In January 2020, we organized our Development Committee meeting, back-to-back with the OECD Private Finance for Sustainable Development Conference. Our subsequent internal discussions allowed members to exchange views and perspectives on development and engage with OECD experts in the field, pointing out how private financing can achieve development goals.
- Throughout the year, we contributed business views, including in the OECD Emerging Markets Network discussions and organized bilateral meetings with OECD Development Assistance Committee Chair Susanna Moorehead.

- In October 2019, we participated in the OECD’s 2nd Roundtable on Investment and Sustainable Development, which launched the FDI Qualities project and explored policy solutions to maximize the role of investment as a catalyst for achieving the 2030 Agenda. In preparation of the event, we published – jointly with our Investment Committee – a paper underlining the role of private investment for development with priorities for business engagement in developing countries.
- In June 2019, our China Expert Group Chair Jörg Wuttke led a business discussion in Paris to discuss the country’s economic growth performance and latest developments. Our expert group also convened a seminar with the OECD Informal Reflection Group on China, bringing together OECD Ambassadors and OECD Global Relations Director Andreas Schaal with our membership.

- In March 2019, our Secretary General Russel Mills spoke at the OECD Council on the 2030 Agenda for Sustainable Development and the OECD Regional Development Ministerial in Athens, where he underlined the potential of digital technologies for the development of local and regional economies and communities.

![Official Development Assistance (ODA) is still running at less than half the target of 0.7% of national income. Developing countries alone will require an additional investment of $3 trillion a year in order to meet the 169 targets of the SDGs.](image)

OUTLOOK

- On development, we will focus on our strategy for engagement with the OECD’s different workstreams to streamline development topics into related policy areas. We will further monitor the impacts of the Covid-19 pandemic in developing countries and engage with the MENA-OECD Business Advisory Board.
- Our China Expert Group will provide expert guidance to China-OECD cooperation to improve the investment climate and overall business environment. Focus areas will be the economic implications of the Covid-19 health emergency, the Chinese social credit system for business, the environment for digital and ICT, trade and investment topics, and infrastructure development including the Belt and Road Initiative.
EMPLOYMENT, SKILLS, AND EDUCATION

CONTEXT AND WHY IT MATTERS FOR BUSINESS

Global trade and supply chains, digitalization, and demographics change the way firms do business, organize production and provide services. Dynamism and complexity are becoming structural and businesses need to anticipate change more often. This affects the way firms demand, organize and deploy work. Education and skills are top priorities to prepare for the future of work, and to address related employment transitions. Through our work, business can input and leverage recommendations on both areas, and inform policy guidance through conveying best practices to OECD and governments.

OUR OUTCOMES AND IMPACT

- In April 2020, our Committee met through videoconference to gather input from employers to elaborate a strategic response to the Covid-19 crisis, collecting best practices from national employer organizations and associated companies.
- In April 2020, our Committee Chair Penate Hornung-Draus conveyed business comments to the OECD lead authors of the Employment Outlook. Our global membership provided structured input to this flagship OECD publication, which provides recommendations to governments regulating employment policy.
- In February 2020, Senior Director Ali Karami Ruiz participated in a panel at the Global Deal conference. He stressed the many ways in which social dialogue and industrial relations take place today beyond the practice of collective bargaining, and outlined the main messages of our statement vis-à-vis the Global Deal initiative.
- In January 2020 and October 2019, our Employment Committee met in Paris to identify member priorities for the year, including the implementation of its strategy, and held a bilateral exchange with OECD Director for Employment, Labor, and Social Affairs Stefano Scarpetta.
- In January 2020, our Employment Committee Chair led a business delegation and spoke at the 1st OECD Ministerial meeting on Migration and Integration, stressing the need for policies to improve paths for regular migration in line with labor market needs.
- In November 2019, our Employment Committee Chair participated in the launch of an OECD report on collective bargaining in Berlin, and outlined the many ways in which social partners practice social dialogue beyond collective bargaining.
- In October 2019, our Education Chair Charles Fadel led a joint International Symposium with OECD hosted by Microsoft on Employability and the Learner Profile including business, governments, and education experts from around the world to address education systems and improving alignment with student and employer needs.

Outlook

- Responding to Covid-19, we will collect and transmit to the OECD the employers’ initiatives and assessments from employers on policies to mitigate the economic and social effects of Covid-19. BIAC can provide added value by facilitating the exchange of experiences among its national member organizations.
- Members can provide input into the forthcoming strategy paper that will outline business recommendations to the OECD and governments as they formulate education with the Future of Work and Covid-19 policy responses.
ENVIRONMENT AND ENERGY

CONTEXT AND WHY IT MATTERS FOR BUSINESS

- OECD work on the environment helps member governments design and implement evidence-based policies that address environmental challenges and promote green growth. The Organization also makes important contributions to international discussions including the UN Framework Convention on Climate Change negotiations, the G7 and the G20. In the context of Covid-19, the OECD advises governments on how to best align economic stimulus measures with ambitions on climate change, biodiversity, and wider environmental policy.

- The OECD also develops high-quality tools and test guidelines on chemicals management to avoid duplicative data requirements for chemicals testing.

Our outcomes and impact

- In February 2020, our Environment and Energy Vice Chair Luca Matrone and members contributed to the OECD Working Party on Climate, Investment and Development, including with joint messages on Sustainable Finance Taxonomies.

- In February 2020, our Environment and Energy Committee Chair Hans-Jörn Weddige led a delegation of over 20 business representatives to the OECD Workshop on Circular Economy and Trade, convening trade negotiators, environmental policy makers and stakeholders, and presented our joint Business at OECD Messages on Trade and Circular Economy.

- In February 2020, our Chemicals Committee met in Paris to coordinate its input to the OECD Environment, Health and Safety Program. Our Chemicals Committee Chair Jay West led a 16-person business delegation and delivered input to OECD government representatives.

- In December and September 2019, our Chemicals Committee Chair Jay West participated in the negotiations on incorporating recent changes to the Basel Convention on plastics waste into the OECD Council Decision on the Control of Transboundary Movements of Wastes.

- In November 2019, our Environment and Energy Committee contributed to the OECD Green Growth and Sustainable Development Forum. Our Committee Chair Hans-Jörn Weddige presented perspectives on greening extractive sectors, and our Vice Chair William Garcia and members spoke on driving innovation for greening heavy industries and trade and the circular economy.

Our outcomes and impact

- In November 2019, our Environment and Energy Committee met in Paris to exchange views on trade and the circular economy, tax, and the environment, and green finance and investment with OECD Deputy Secretary General Masamichi Kono and Environment Director Rodolfo Lacy.

- In September 2019, our Environment and Energy Vice Chair William Garcia and Business at OECD Secretary General, Russel Mills contributed to the high-level meeting of the OECD Environment Policy Committee, including a session with the Brazilian Environment Minister Ricardo Salles.

Outlook

- Our Chemicals Committee will contribute to OECD instruments for chemical testing to avoid duplication and produce cost savings for the industry.

- Our Environment and Energy Committee will provide business expertise on climate change, finance and infrastructure for sustainable development, resource productivity and circular economy, trade and the environment.
HEALTH AND WELL-BEING

CONTEXT AND WHY IT MATTERS FOR BUSINESS

- OECD work on health has become a reference for governments and health stakeholders. Whether it is on providing policy guidance on access to innovation and related regulations or policy recommendations to address risk factors for Non Communicable Diseases, the OECD’s reports are widely-quoted and influential in national policymaking. Our members have an opportunity to shape dialogue and ensure that recommendations look at health policies and interventions not as cost containment measures but as potential levers for economic growth and social prosperity. The Covid-19 context gives the OECD a unique vantage point to produce analysis bridging the worlds of health, finance, and economic policy.

ACHIEVING HEALTHIER LIFESTYLES

80% OF ALL CASES OF CARDIOVASCULAR DISEASES AND TYPE II DIABETES

OUR OUTCOMES AND IMPACT

- In April 2020, our Health Committee Chair Thomas Cueni led a special videoconference to collect global input on the coronavirus crisis and avenues for future OECD work. Our members identified the need for pandemic preparedness, the role of rapid testing to better drive policymaking decisions during national epidemics, and ways for OECD and government stakeholders to encourage research and development.

- In March 2020, our Committee Vice Chair Laurent Scheer led a bilateral exchange between our membership and the OECD lead authors to present industry initiatives and recommendations to tackle alcohol-related harm. This input informs the upcoming OECD follow up publication on alcohol policy, and follows our participation in the October 2019 Expert Group meeting on Public Health.

- In February 2020, a business delegation addressed the OECD’s joint network of senior budget finance and health officials. We provided business views on this year’s conversation on high-cost medicines, and we will monitor this group’s projects in the wake of the Covid-19 crisis.

- In December 2019, we addressed senior officials of the OECD Health Committee, communicating our views to implement the OECD Council Recommendation on Health Data Governance, and providing feedback on OECD recommendations on sustainable health financing.

OUTLOOK

- We will proactively convey a business strategy on health as governments address the medium- and long-term responses to Covid-19 with associated outreach events.

- We will respond to the OECD’s ongoing public health agenda covering alcohol policy, obesity and its work on pharmaceuticals and medical devices focusing on transparency.
INNOVATION AND DIGITAL ECONOMY

CONTEXT AND WHY IT MATTERS FOR BUSINESS

- Digital technology has become a critical infrastructure for our economies and societies through its potential to empower people, increase productivity, and spread knowledge.

The OECD is the go-to organization for its evidence base and convening power for digital economy policy. Through Business at OECD, members engage in OECD digital policymaking issues including Artificial Intelligence, privacy, and online security, content and connectivity, data governance, and blockchain. We work with governments to shape policies that foster sustainable investment, innovation and diffusion of digital technology applications and benefits. Beyond digital, the OECD also reviews science, technology and innovation activities that are facing disruptive drivers of change, including on biotechnology, nanotechnology and converging technologies.

OUR OUTCOMES AND IMPACT

- Throughout the year, under the leadership of our Committee Co-Chairs Julie Brill and Makoto Yokozawa, we informed OECD on developments related to emerging digital technologies and business models to shape the evidence base for digital economy policy formulation within the OECD Going Digital Project.

- In April 2020, our Committee gathered input to highlight the critical role of digital technologies in supporting emergency response and economic continuity in the Covid-19 crisis.

- In February 2020, a business delegation participated in the launch of the OECD Artificial Intelligence Observatory, emphasizing the potential of AI-related technologies for good, and the central role of the OECD AI Principles to shape evidence based AI policies.

- In February 2020, our Senior Director Nicole Primmer together with members participated in an OECD expert group to provide effective digital security solutions in partnership with governments.

- In January 2020, our Digital Economy Policy Vice Chair Christoph Steck addressed issues of liability and accountability in an AI-driven world at the OECD Global Conference on Governance and Innovation.

- In November 2019, we delivered “Guiding Principles for the Review of the OECD Privacy Guidelines”, underscoring the role of accountability, proportionality, enforcement, global interoperability and the importance of a multi-stakeholder approach.

OUTLOOK

- We will focus on coordination and development of projects to strengthen further the OECD evidence base for digital policy within the OECD Going Digital Policy Framework and in light of Covid-19.

- We will continue active engagement to implement, develop and revise key OECD digital policy instruments including for Artificial intelligence, Privacy, Digital Security, Broadband, Protection of Children Online, Data Governance and Blockchain, including to ensure their relevance beyond OECD.

POTENTIAL CONTRIBUTION TO THE GLOBAL ECONOMY BY 2030 FROM AI

$15.7 TRILLION

IN VOICE, AND 25% IN DATA (ACCA)

40% WHILE MOBILE USE HAS INCREASED BY ABOUT 50%

TRAFFIC THROUGH IP NETWORKS HAS EXPERIENCED 40% INCREASES OF NEARLY 25% IN DATA (TELEFONICA)

TRADE AT OECD SECRETARY GENERAL, AND PIERRE HABBARD, I动摇 SECRETARY GENERAL AT THE OECD AI POLICY OBSERVATORY, LAUNCHED IN FEBRUARY 2020

IN APRIL 2019, WE HOSTED A JOINT ROUNDTABLE WITH THE US MISSION TO THE OECD FOR AMBASSADORS FEATURING ERICH ANDERSEN, CORPORATE VICE PRESIDENT AND CHIEF IP COUNSEL AT MICROSOFT. THE DISCUSSION FOCUSED ON INCREASING TRANSPARENCY IN DATA SHARING TO FOSTER TRUST AND INNOVATION CONCERNING AI IN KEY FIELDS SUCH AS HEALTH, AGRICULTURE, ENVIRONMENT AND EDUCATION.

- On a regular basis, our business experts advised OECD regarding relevant business practice in addressing transparency reporting on terrorist and violent extremist content.

- Our Digital Economy Policy Vice Chair Barry O’Brien regularly led our engagement in the OECD Expert Group on Artificial Intelligence, which drafted the OECD AI Principles adopted at the OECD Ministerial Council Meeting in May 2019. These principles are endorsed by G7 and G20, and serve as the reference point for government and private sector AI strategies.

- In April 2019, our Innovation Committee Chair Rick Johnson presented two policy papers including our business priorities to the OECD High-Level Roundtable on Science, Technology and Innovation Policies for Society. The meeting convened Vice-Ministers and senior innovation representatives from more than 40 countries.
TAXATION

CONTEXT AND WHY IT MATTERS FOR BUSINESS

- Corporate Taxation is more than ever on the world political agenda: stakeholders are demanding more “fairness” in taxation, while companies increasingly seek tax certainty in the various levels of additional compliance that they are required to implement. The OECD with its global focus remains at the center, leading discussions, shaping both the strategic agenda and technical solutions and for the OECD/G20 project addressing the “Tax Challenges of the Digitalization of the Economy.” Core work with the OECD on transfer pricing, tax treaty issues, VAT, and tax administration questions continue with a view towards a level playing field that promotes cross-border trade and investment, tax dispute prevention and resolution.

OUR OUTCOMES AND IMPACT

- In May 2020, various members of our committee provided business perspective in the virtual public consultation for the review of Country-by-Country Reporting (Action 13 of the OECD project against Base Erosion and Profit Shifting). Our consultation response was submitted in March 2020, conveying global input from our members.
- In February 2020, as the Covid-19 crisis began to show its impact on business globally, we submitted recommendations for immediate tax policy actions to the OECD, which were largely included in the publications of the OECD itself and the Forum on Tax Administration. The implementation of those recommendations will help companies preserve liquidities and alleviate possible taxation consequences from the organizational impact of the crisis.
- Throughout the year, we were actively engaged in the discussion regarding “Tax Challenges of the Digitalization of the Economy” (follow up project of Action 1 of the OECD project against Base Erosion and Profit Shifting).
- In April 2020, we established Digital Contact Groups with key companies nominated by our members, which continue to engage with the OECD to provide business input while the project advances.
- In March, November and December 2019, we submitted our position papers for the public consultations on the two pillars of the project, and took an active role during the days of the consultation. Various follow-up meetings have ensured the positions of our members are well reflected in the process.
- In January 2019, we released a list of guiding principles that should be embedded in any solution for the tax challenges of digitalization OECD project. The principles advocate for avoiding ring-fencing the digital economy, mitigating instances of double taxation, and improving dispute resolution mechanisms.

OUTLOOK

- We will focus on the impact of the Covid-19 crisis on companies and on the current OECD tax policy program, underscoring the most important needs of our membership to the OECD.
- We will also urge the OECD to review their tax policy action priorities under the impact of the crisis, in order to focus on the necessary economic recovery.
- We will stay closely engaged in the development of the Digital Taxation project of the OECD in order to support a globally harmonized solution which provides tax certainty to our members.
TRADE AND INVESTMENT

CONTEXT AND WHY IT MATTERS FOR BUSINESS

- An open investment and trade regime is fundamental for economic growth and development worldwide. The impacts of Covid-19 and the economic impact of supply chain disruptions and shocks to consumer demand have affected trade and investment prospects globally. The OECD acts as a knowledge partner to national governments and makes substantive contributions to the G20, G7 and APEC. Its tools raise awareness of existing barriers and provide analysis on controversial and cutting-edge trade and investment topics. Since 1963, the OECD also has a tradition of rule-making in the area of officially supported export credits.

- Meanwhile, trade tensions, populism and protectionism build on misperceptions about the value of global investment flows. Business needs forceful action by the OECD, underpinning the value of open markets and advising governments on how to support companies.

- The OECD is also a global leader of statistics, forecasts, and evidence-based policy recommendations for food and agriculture. Policymakers and businesses closely follow its annual flagship publications, including the OECD–FAO Agricultural Outlook.

OUR OUTCOMES AND IMPACT

- In May, we submitted a paper on the key role of investment in the recovery from the Covid-19 crisis as well as in fostering resilience going forward. The paper underlines the importance of open international trade and investment in light of calls to rethink global value chains, stresses the importance of ensuring that restrictions introduced in response to the pandemic remain transparent and temporary and calls on the OECD to promote the implementation of its standards, whilst reinforcing the provision of data and fact-based analysis to inform policy discussions.

- In April 2020, our Trade Committee convened virtually to exchange on members’ trade priorities following the global Covid-19 pandemic. Participating in the OECD Trade Committee, our Committee Chair Clifford Sosnov emphasized business priorities for the upcoming OECD trade-related work and presented our latest trade statement.

- In March 2020, we brought the business voice to emerging discussions about business responsibilities in investment treaties, through the public consultation for the Investment Treaty conference. Our paper underlined the need to maintain the treaties’ key aim of fostering and protecting investment while leveraging Responsible Business Conduct.

- In March 2020, we conveyed key business messages to the OECD Working Party of the Trade Committee on prospective work on trade and Artificial Intelligence, and on the development of an Inventory of Digital Trade Issues.

- In January 2020, we launched our Proactive Investment Agenda for 2020, calling for the effective implementation of OECD instruments. This paper provides input to key investment policy issues, including investment screening and competitive neutrality, and presents key business recommendations for future cross-cutting policy work.

“Global trade offers solutions, enables businesses to participate in global supply chains, and contributes to prosperity. We are looking forward to stressing this point in the upcoming OECD Ministerial Council Meeting under the chairmanship of the Spanish government as we address the economic and social recovery following the ongoing health crisis.”

MAPTA BLANCO
PRESIDENT (CEOE INTERNATIONAL)
VICE CHAIR, BUSINESS AT OECD TRADE COMMITTEE

AT END-APRIL 2020, THERE WERE 69 COUNTRIES WITH AT LEAST ONE EXPORT RESTRICTION ON A ‘COVID-19 GOOD’
TRADE AND INVESTMENT

In November 2019, we launched a joint business position on the OECD Arrangement on Officially Supported Export Credits, laying out a vision for modernizing the Arrangement and proposing a parallel two-tier reform package that contains both much-needed immediate interventions and a broader revision of the overall Arrangement to level the global playing field on the financing of exports.

In October 2019, our Trade Committee met in Paris to discuss the future directions of OECD work on trade policy with Deputy Secretary General Jeffrey Schlagenhauf and Trade Director Ken Ash. Jointly led by Trade Committee Vice Chairs Pat Ivory and Rob Mulligan, our delegation of 30 business representatives participated in the OECD “Global Forum on Measuring and addressing trade-distorting government support” and the OECD Trade Committee, as we released our publication “Getting Trade Back on Track”.

In October 2019, we led the business delegation in the second Roundtable on Investment and Sustainable Development where the first phase of the FDI Qualities project was launched. Business at OECD contributed to the event with a number of speakers as well as a background paper emphasizing the key role of private investment for achieving the goals of the 2030 Agenda and outlining priorities for the FDI Qualities project going forward.

In October 2019 we contributed to a workshop on Investment Facilitation and Retention, including with a paper on the role of investment promotion agencies (IPAs). The paper assesses the obstacles business is facing in relation to foreign direct investment (FDI) and underlines how IPAs can most effectively assist companies in establishing their operations in a respective host country.

Outlook

Our Trade Committee will focus on the trade policy response to Covid-19, reform of the WTO, government support measures, digital trade, services trade, and trade and sustainability.

On investment, future efforts will focus on developing analysis and policy recommendations to address the impacts of Covid-19 for the international investment climate, ongoing debates in the field of investment treaties and the role of investment for development in the context of the FDI Qualities project.

Our Food and Agriculture Committee will participate in leading activities of the OECD Committee for Agriculture.

On export credits, we will update and communicate our business vision for a modernization of the OECD Arrangement to better address unfair global competition in the financing of exports.

The downward pressure on FDI caused by Covid-19 is expected to be -30% to -40% in 2020-2021.
POLICY GROUP STRUCTURE

CORPORATE GOVERNANCE AND RESPONSIBLE BUSINESS CONDUCT
- Anti-Corruption Committee
- Corporate Governance Committee
- Committee on Investment and Responsible Business Conduct

DEVELOPMENT AND EMERGING ECONOMIES
- China Expert Group
- Development Committee

ECONOMIC POLICY AND REGULATION
- Competition Committee
- Economic Policy Committee
- Finance Committee
  - Private Pension Expert Group
  - Governance and Regulatory Policy Committee
- Small & Medium Sized Enterprises Committee

EMPLOYMENT, SKILLS AND EDUCATION
- Education Committee
- Employment, Labor and Social Affairs Committee

ENVIRONMENT AND ENERGY
- Chemicals Committee
  - Biotechnology Expert Group
  - Nanotechnology Expert Group
- Environment & Energy Committee
  - Water Expert Group

HEALTH AND WELL-BEING
- Health Committee

INNOVATION AND DIGITAL ECONOMY
- Consumer Policy Committee
- Digital Economy Policy Committee
- Innovation and Technology Committee

TAXATION
- Taxation & Fiscal Policy Committee

TRADE AND INVESTMENT
- Food and Agriculture Committee
- Committee on Investment and Responsible Business Conduct
- Trade Committee
  - Export Credits Expert Group
  - Raw Materials Expert Group
  - Anti-Ilicit Trade Expert Group
OUR EXECUTIVE BOARD

- PHIL O’REILLY  
  Chair (Business at OECD)

- RUSSEL MILLS  
  Ex-officio Member of the Board (Business at OECD)

- GERHARD BRAUN  
  Vice-Chair (HEPGE Group)

- SEJI INAGAKI  
  Vice-Chair (Dai-Ichi Life Holdings Inc.)

- OLE JOHANSSON  
  Vice-Chair (Konecranes)

- CHARLES R. JOHNSTON  
  Vice-Chair (Citigroup Inc.)

- YOON KIM  
  Vice-Chair (Samyang Holdings Corporation)

- ALEJANDRA KINDELÁN  
  Vice-Chair (Banco Santander)

- DOMINIQUE MOCKLY  
  Vice-Chair (Teréga)

- CESAR A. MONTEMAYOR  
  Vice-Chair (InverCap AFOPE)

- KLAUS MOOSMAYER  
  Vice-Chair (Novartis International AG)

- FERENC ROLEK  
  Vice-Chair (Confederation of Hungarian Employers and Industrialists)
OUR TEAM

- **RUSSEL MILLS**
  - Secretary General

- **HANNI ROSENBAUM**
  - Deputy Secretary General & COO

- **ALI KARAMI-RUIZ**
  - Senior Director, Strategic Engagement and Communications

- **NICOLE PRIMMER**
  - Senior Policy Director

- **DOMINIK KÜMMERLE**
  - Policy Manager

- **FREDERIK LANGE**
  - Policy Manager

- **HIDEAKI OZU**
  - Policy Expert

- **CHRISTOPH WISSMANN**
  - Policy Expert

- **HIROKI TAMURA**
  - Policy Expert

- **GAUTIER BERLEMONT**
  - Advisor

- **INA SANDLER**
  - Policy Advisor

- **ROKAS MORKUNAS**
  - Policy Advisor

- **JASMINE PUOTI**
  - Executive Assistant to the Secretary General

- **WILFRIED JABOT**
  - Assistant to Policy Directors

- **JOSEFINE KARLSSON**
  - Assistant to Policy Directors

- **GUY OSSIPOV**
  - Assistant to Policy Directors
## OUR CONSTITUENTS

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<tr>
<th>COUNTRY</th>
<th>MEMBER ORGANIZATION</th>
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<td>Australia</td>
<td>Australian Chamber of Commerce and Industry – ACCI</td>
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<td>Austria</td>
<td>Industriellenvereinigung – IV</td>
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<td>Fédération des Entreprises de Belgique – FEB</td>
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<td>Chile</td>
<td>Confederación de la Producción y del Comercio – CPC</td>
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## OBSERVERS

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<td>Union of European Beverages Associations – UNESDA</td>
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<td>World Employment Confederation – WEC</td>
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<td>World Federation of Advertisers – WFA</td>
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<td>World Pharmacy Council</td>
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<td>World Savings and Retail Banking Institute – WSBI</td>
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<td>World Steel Association</td>
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ENGAGEMENT WITH MEMBERS

Meetings with business at OECD members in Paris and abroad

We conduct regular visits to our national business organizations and host business delegations in Paris to exchange top business priorities with our members and observers, and identify how they correspond with OECD work. Over the past year, we have conducted a series of visits to our national member organizations, including to Mexico, the United States, the United Kingdom, Poland, Greece and Spain. Through these meetings, we identified ways to increase participation in our policy work.

Given travel constraints following the Covid-19 pandemic, our efforts will focus for the remainder of the year on convening virtual roundtables through videoconferencing capabilities to identify policy priorities from our national member organizations as they address pandemic-related efforts and economic recovery initiatives. Through these connections, we will also encourage additional corporate and member organization participation in our policy groups, our strategic initiatives, and OECD-wide projects.
Our Friends of Business at OECD Program

*Business at OECD* benefits from the support of a number of companies through financial contributions and secondments to promote our mission and offer high-level support to making the business voice heard at the OECD.

- We are very pleased to have as Friends the following companies for the 2019-2020 period:

  - ABinBev
  - Accenture
  - Dai-ichi Life
  - Diageo
  - Facebook
  - Randstad
  - Sanofi
  - Sompo Holdings
  - UnitedHealth Group
  - Pernod Ricard
  - Procter & Gamble
  - PwC

Olga Mironenko Stampfer  
Vice President, International Relations, UnitedHealth Group

The Friends of Business at OECD program brings benefits to companies that seek to better understand how the OECD impacts market operations across borders. My company has leveraged opportunities to better utilize policy guidance, and coordinate business advocacy efforts through Business at OECD’s global network of national business organizations.

Laurent Scheer  
VP, Global Public Affairs (Pernod Ricard)  
Vice Chair, Business at OECD Health Committee

We are very pleased with our engagement in the Friends of Business at OECD program. It helps ensure our consensus committee work across important policy fields can be elevated within the OECD and raise awareness of business perspectives with key stakeholders.
Established in 1962, Business at OECD stands for policies that enable businesses of all sizes to contribute to growth, economic development, and societal prosperity. Through Business at OECD, national businesses and employers’ federations representing over 7 million companies provide and receive expertise via our participation with the OECD and governments promoting competitive economies and better business.