

ICC ANNUAL GENERAL MEETING

PRACTICAL INFORMATION

Date Monday 25 March 2019

Dress Code Business Attire

Time 3.30pm – 5pm (registration from 3pm)
Please note that, as the event will be honored by the presence of H.M. the King of Sweden, it is important that all guests have arrived at 3.30

Program

- Formal Annual General Meeting
- Panel discussion on "100 years of trade & investment – lessons learned and challenges ahead"

Place Grand Hôtel Stockholm – Spegelsalen

PANEL DISCUSSION



Cecilia Malmström
EU Commissioner for Trade



Carl Bildt
Diplomat



Marcus Wallenberg
Chair, SEB



Johan Norberg
Author & Historian

100 YEARS OF TRADE & INVESTMENT

LESSONS LEARNED & CHALLENGES AHEAD

It's been a hundred years now. Amidst the chaos and destruction after the First World War a group of entrepreneurs, convinced that building stronger commercial relations between nations would reduce the risk of war and armed conflict, took the initiative to create the International Chamber of Commerce. We refer to these entrepreneurs as **the merchants of peace**.

100 years later, openness has created the freest and wealthiest global civilization mankind has ever seen, with the longest stretch of peace between great powers since antiquity. After terrible setbacks and struggles, today's trade is freer and supply chains more global than ever before in world history. Countries have gone from despotism to democracy and from rags to riches. For the first time, half of the world population is now middle class.

But the stakes are high. More people and businesses are dependent on open trade and global supply chains than ever. Interruptions of trade will no longer be small inconveniences, but major calamities. And we know from history that what begins as trade wars soon poisons all international relationships. As the free trader saying goes,

” **If goods don't cross borders, soldiers will.**

We who believe in openness have to fight for it and, with members in more than 100 countries, representing 45 million companies, ICC will shoulder its responsibility to define and defend the next century of global business.

We are the world business organization.

