



ICC SVERIGE

INTERNATIONELL HANDEL



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ULF PEHRSSON, VP GOVERNMENT & INDUSTRY RELATIONS, ERICSSON
SUSANNA ZEKO, GENERALSEKRETERARE, ICC SVERIGE

AGENDA

Mötets öppnande

Ordförande Ulf Pehrsson, VP Government & Industry Relations, Ericsson
Susanna Zeko, Generalsekreterare, ICC Sverige

Rapport från ICC:s arbete

Ordförande Ulf Pehrsson, VP Government & Industry Relations, Ericsson
Susanna Zeko, Generalsekreterare, ICC Sverige
Henrik Blomqvist, Policyansvarig, ICC Sverige

Digital Service Act and Data Act *(in English)*

Charly Gordon, Deputy Director, ICC
Henrik Blomqvist, Director of Policy, ICC Sweden

Focus: Developments in the WTO *(in English)*

Mikael Anzén, Sveriges WTO-ambassadör
Crispin Conroy, ICC Representative Director in Geneva
Damien Bruckard, Deputy Director, ICC
Henrik Blomqvist, Director of Policy, ICC Sweden



Carolina Dackö
Partner
Mannheimer Swartling



Sara Övreby,
Governmental Affairs &
Public Policy Manager, Google



Axel Tandberg,
Senior Advisor
Legal Works



RAPPORT FRÅN ICC:s ARBETE

INITIATIV INOM ICC INTERNATIONELLT

- ACT-A - globalt samarbete för att hantera coronapandemin
- AOKPass - initiativ för att återuppta internationellt resande
- G20 - uppmaning om skuldlättnader och säkrad tillgång till trade finance
- Små och medelstora företag
 - SOS - Save our SMEs
 - SME Climate Hub

COMMISSION ON DIGITAL ECONOMY

- Cybersäkerhet
- Artificiell intelligens
- Digital ekonomi och beskattning



COMMISSION ON TRADE & INVESTMENT

- Kommissionens prioriteringar under 2021
- Utvecklingen inom WTO
- Utblick över amerikansk handelspolitik under Biden



RAPPORT FRÅN ICC:s ARBETE



DIGITAL SERVICE ACT & DATA ACT

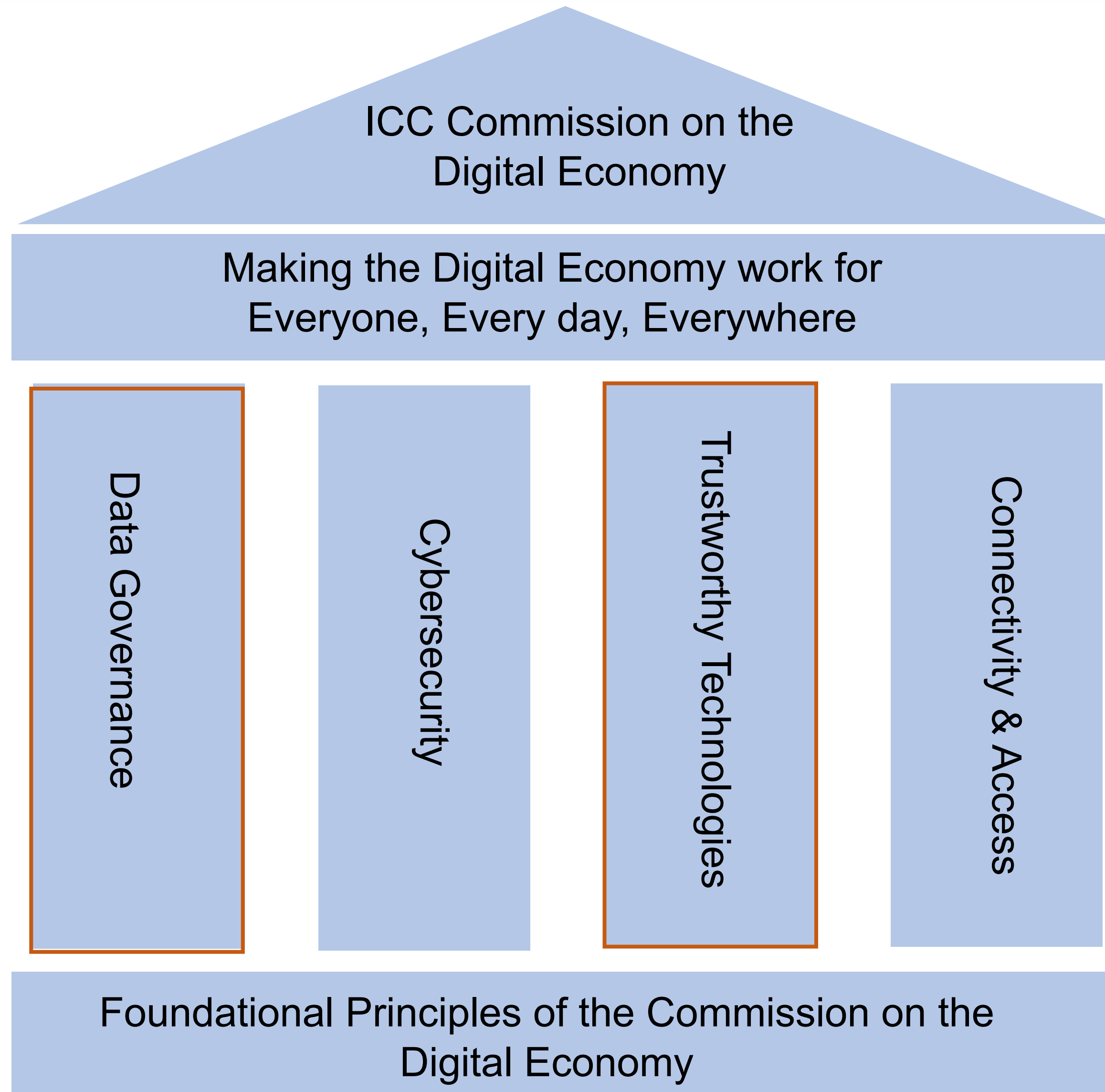
CHARLY GORDON, DEPUTY DIRECTOR, ICC

HENRIK BLOMQVIST, DIRECTOR OF POLICY, ICC SWEDEN

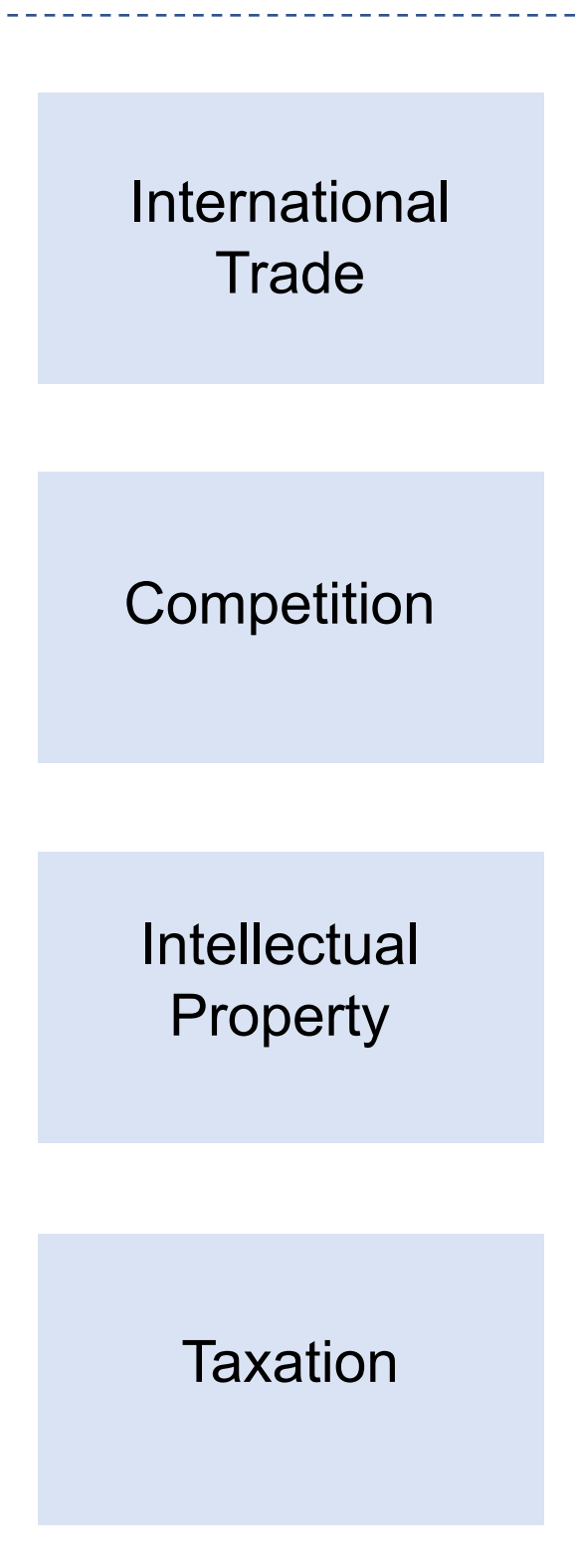
ICC Sweden Commission Meeting

10 December 2020

ICC Commission on the Digital Economy



*The Commission is composed of c.300 members from diverse sectors and distributed across markets. Our objective is to provide thought leadership and shape policy developments that **promote investment and the use of ICTs**, **facilitate trade** in the digital economy, **foster trust** in digital environments.*



- **Capacity building:** provide guidance and leverage partnerships to share best practices and build capabilities in the private and public sector.
- **Policy development:** develop common understanding of issues – baseline issues paper and consultation with members on further steps.
- **Advocacy:** promote business views among governments and the private sector.

Data Governance

Challenges

- Companies, particularly MSMEs, often struggle to **properly leverage the data** they generate, enhance their business operations and create new revenue streams.
- Lack of common standards lead to **interoperability and quality issues** that impede a wider sharing and use of data across sectors and markets.
- The collection, aggregation, analysis and monetisation of **personal data** has in some cases fuelled a tech backlash in public opinion.
- Divergence in data privacy and protection laws and their **extra-territorial reach** create a fragmented international environment.
- **Barriers to cross-border data flows** can have material impact on the ability of companies to monetise their data as the creation of economic value is often dependent on the ability to move aggregate data across a number of locations around the globe.
- **Market concentration** in the data economy is leading policy makers to consider new competition tools.

Response

- **Build capacity:** provide guidance and leverage partnerships to advance data capabilities in the private and public sector.
- **Create an enabling environment for data sharing:** address barriers to promote data sharing across sectors and stakeholders.
- **Foster cross-border data flows :** address barriers to cross-border data flows in order to reduce the economic costs linked to these restrictions.



EU Data Strategy

- European Union Data Strategy and Data Act

On 19 February, the EC published a ‘A European Strategy for Data’. The strategy aims to make the EU a leader in a data-driven society, creating a single market for data to allow data to flow freely within the EU and across sectors. The Commission on Digital Economy is providing input in the context of the impact assessment studies led by Deloitte on behalf of the Commission.

- Objectives of the Data Act

(i) Increase the availability of data in the Single Market

- Promote greater data access and sharing between all stakeholders (B2G, G2B, B2B) in the Single Market,
- Tackle specific hurdles that are limiting B2B data sharing,
- Address market imbalances and reduce “data advantages”.

(ii) Ensure greater data interoperability and quality

- Promote greater interoperability through common standards, shared compatible formats and protocols for gathering and processing data
- Ensure stakeholders can effectively combine different sources of high-quality data,

(iii) Empower individuals to exercise their rights

- Strengthen individual rights of data portability under article 20 of the GDPR,
- Empower data subjects by tackling market imbalances,
- Implement new tools such as consent management tools, personal information management apps, new data intermediaries etc.

HR PRESIDENCY

DE PRESIDENCY

Jan

Feb

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Apr

May

Jun

Jul

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Sept

Oct

Nov

Dec

Jan

Feb

Consultation period

Impact Assessments

Initial legislative proposals

Online Content

❖ Challenges:

- The presence of illegal (e.g. counterfeit products, criminal activities, violent content) and harmful (e.g. misinformation, harmful advertising) content online is increasingly **eroding the trust** between online intermediaries and users.
- Policy makers have been placing **increased pressure on technology companies** (web hosts, search engines, e-commerce sites, social media sites, payment processors, ad networks, etc.) to control the content on their platforms.
- The increasing use of algorithmic personalisation and tailored content is leading to discussions on the **ethical considerations** of such practices.
- Tensions between the local socio-cultural specificities of content and the global nature of the Internet is leading to **fragmentary dynamics and the balkanisation** of the global network.

❖ Response:

- **Capacity building:** inform and upskill private sector stakeholders to enable them to engage in technical discussions with policy makers.
- **Policy development:** develop a common understanding of the issues and provide a forum for private sector stakeholders to discuss policy initiatives.
- **Advocacy:** enable targeted conversations with policy makers to promote business views on the governance of online content.



EU Digital Services Act

- On 19 February, the EC published ‘Shaping Europe's Digital Future’ announcing its plans to present a new framework to increase and harmonise the responsibilities of online intermediaries in the Single Market.
- The legislative proposal will update the eCommerce Directive (2000) and set out the extent to which online intermediaries will have to police illegal and possibly harmful content online.
- The current legal ambiguity threatens the integrity of the Single Market and the EC is eager ensure greater harmonization between Member States.
- Member States are taking the initiative and are exploring new regulatory mechanisms that may further fragment the Single Market (e.g. NetzDG and Loi Avia).
- EC views the DSA (and DMA) as a tool to protect citizens and their rights from new online harms and an opportunity to strengthen competition in the online marketplace (i.e. prevent the ‘tipping of markets’).
- ICC Secretariat is providing guidance to members throughout the process (DSA Scene Setter) and engaging with the European Commission (DG CNECT) to share business perspectives.



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Consultation period

Proposals

THANK YOU!

Contact Details – ICC Innovation for All Hub

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DIGITAL SERVICE ACT & DATA ACT

CHARLY GORDON, DEPUTY DIRECTOR, ICC
HENRIK BLOMQVIST, DIRECTOR OF POLICY, ICC SWEDEN



FOCUS: DEVELOPMENTS IN WTO

MIKAEL ANZÉN, AMBASSADOR OF SWEDEN TO THE WTO

CRISPIN CONROY, ICC REPRESENTATIVE DIRECTOR IN GENEVA

DAMIEN BRUCKARD, DEPUTY DIRECTOR, ICC

HENRIK BLOMQVIST, DIRECTOR OF POLICY, ICC SWEDEN



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