



The Voice of OECD Business

---

## Press Release

### Business applauds OECD Seoul Ministerial Meeting Declaration on the Future of the Internet Economy

**Seoul, 18 June 2008** – “Ministers have taken the important step to reaffirm the principles from the 1998 OECD Ottawa Ministerial that allowed a platform for electronic commerce to evolve into a platform for all aspects of life over the last 10 years,” declared **Mr. Peter Robinson**, President and CEO of the United States Council for International Business.

Speaking at the closing ceremony of the OECD Seoul Ministerial on the Future of the Internet Economy, Mr. Robinson, commended Ministers for their commitment to establish and maintain policy frameworks that will promote a secure and trusted Internet-based environment, continued investment, and increasing competition in order to expand Internet access worldwide, increase innovation and user choice. “The Seoul Declaration affirms a continued commitment on the part of governments towards further development of the global Internet economy. Such frameworks are essential for the future Internet economy – in which business is a key driver of innovation and growth.”

Mr. Robinson also addressed the evolving and increasing role that business plays in information and communications technologies (ICT) diffusion as well as Internet policy. “Today, business continues to lead the way in the innovation and development of ever-more efficient and focused services, applications, content, devices and networks that allow more users to share in the benefits of the Internet, including in the development of innovative ICT solutions to address major global challenges such as climate change, healthcare and education. In particular we have heard many examples of creative developments that demonstrate the power of networked solutions and ICTs to drive significant reductions in greenhouse gas emissions throughout the global economy. All stakeholders must continue to work together to promote continued innovation and growth of the Internet economy and bring its benefits to more of the world’s people.”

**Mr. Tadahiro Asami**, Secretary General of the Business and Industry Advisory Committee to the OECD (BIAC) encouraged governments to pay careful attention to the important, unique and beneficial role that the OECD can play as they work towards further implementation of the commitments made in the Ministerial Declaration. “The OECD will continue to be instrumental in furthering the objectives of the Ottawa and Seoul Ministerial Conferences, in particular by producing neutral, fact-based economic reports that examine current market conditions and the impact of new developments and emerging technologies and by facilitating co-ordination and consistency of broad policy frameworks across Member economies by providing a forum for dialogue, involving all stakeholders.”

---

Convergence of voice, data, video and audio, coupled with new business and information models, has enabled innovation to thrive amongst established companies and new players alike, empowering consumers and enhancing opportunities for further growth and societal benefit. Going forward, further investment will be needed to provide adequate capacity, security and capabilities for future Internet-supported development and connectivity. Business will also work with stakeholders to develop market-driven technical standards that will enable the Internet's ongoing expansion.

The Internet is facilitating an unprecedented level of collaboration and interaction in commercial as well as social settings. The application of ICTs to learning, health, the environment, climate change and professional and social networking enables the robust exchange of information and knowledge allowing new participants to engage in the discourse. Pervasive, speedy, intelligent and affordable broadband access provided through capable, high capacity networks is vital to the future growth of these and other innovative offerings. Preserving and fostering the incentive to create, as well as the protection and enforcement of intellectual property rights are both critical to the continued growth and diversity of content to the online world.

Issues of security and privacy will be increasingly important in the future Internet economy. Today, businesses deploy authentication, security, identity management, parental controls and privacy enhancing technologies to build confidence in the online environment. While there is no silver bullet to stopping cybercrime, business is committed to working with governments and other stakeholders to effectively address existing and emerging cybercrimes. These efforts will be most effective through improved end-user education, innovative technological tools; widespread dissemination and adoption of industry best practices; and effective and coordinated law enforcement.

The full text of BIAC's Business Vision Paper can be [downloaded here](#) from the BIAC website ([www.biac.org](http://www.biac.org)). Further information about the Business Stakeholders' Meeting can be found [here](#).

*Founded in 1962 as an independent organisation, the Business and Industry Advisory Committee to the OECD (BIAC) is the officially recognised representative of the OECD business community. BIAC's members are the major business organisations in the OECD member countries and a number of OECD observer countries, [www.biac.org](http://www.biac.org).*

*For more information, journalists are invited to contact [Mark Primmer](#), BIAC Communications Manager. (Tel: +33 1 42 30 09 60).*