

World Chambers Congress

Bid guidelines







Thank you for your interest in our World Chambers Congress! This unique event enables your chamber to showcase its country to a diverse audience, build relationships and promote knowledge exchanges—all while unlocking an array of economic opportunities.

Our guide explains how to create your bid for the Congress. While the bidding process is not difficult, the procedure must be followed step-by-step. It is essential that all necessary information is included. Your bid must also be submitted in the required format to be reviewed by the International Chamber of Commerce (ICC) and its World Chambers Federation (WCF).

It is never too early to submit your letter of intent. In fact, we encourage you to submit your letters well in advance of the year the Congress is being held in your region. This allows your chamber to demonstrate its candidacy for the event in editions prior to the year of the bid decision. Note that the selection of the co-organiser is made three years in advance of the Congress. This provides your chamber adequate time to generate local and national support from chambers, companies and government.

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The Congress

The Congress is the largest economic forum for chambers and businesses to share best practices, develop networks and learn about new areas of innovation.

WCF is dedicated to global outreach. As such, we believe it is essential that the Congress be held in a different region of the world on each occasion. In rotating the event's location, it is easier for all our international delegates to attend at least once. You can learn more about the Congress rotation policy on page 8. The three-day event features an educational programme, workshops, networking opportunities as well as business matching and companion tours. Delegates can also find inspiration and solutions to the challenges affecting the global commerce and chamber community while simultaneously building strategic partnerships for the future.

History

Chambers of commerce have been around for several hundred years, with global gatherings of chambers occurring in the late 19th and early 20th centuries. In 1919, chambers contributed to the foundation of ICC through their many activities supporting business.

As chambers came together internationally after WWII, a global conference of chambers was held in Rome. In 1953, WCF was proposed and then formed with the support of ICC. WCF's creation was a response to the increasing demand for greater networking and information-sharing opportunities.

The first World Chambers Congress was held in honour of the 400th anniversary of the Marseille Provence Chamber of Commerce in 1999. The first of its kind forum gathered chamber leaders from around the world. The Congress offered a platform that helped innovate the concept of chambers and addressed their continued relevancy towards businesses, particularly small- and medium-sized enterprises (SMEs).

This premiere edition brought about a united support of the Congress. It was the only global event to respond to the needs of the chambers for:

- Developing professional networks
- Sharing experiences and best practices
- Learning from experts and peers on the mission and daily operations of chambers

As chambers span across communities in every country, and because of the truly inclusive nature of chambers, the Congress travels to all continents. This ensures its accessibility to chambers and businesses of all types.

Through the course of its history, the Congress has visited eleven countries in 20 years and has successfully attracted a diverse audience of over 10,000 delegates.

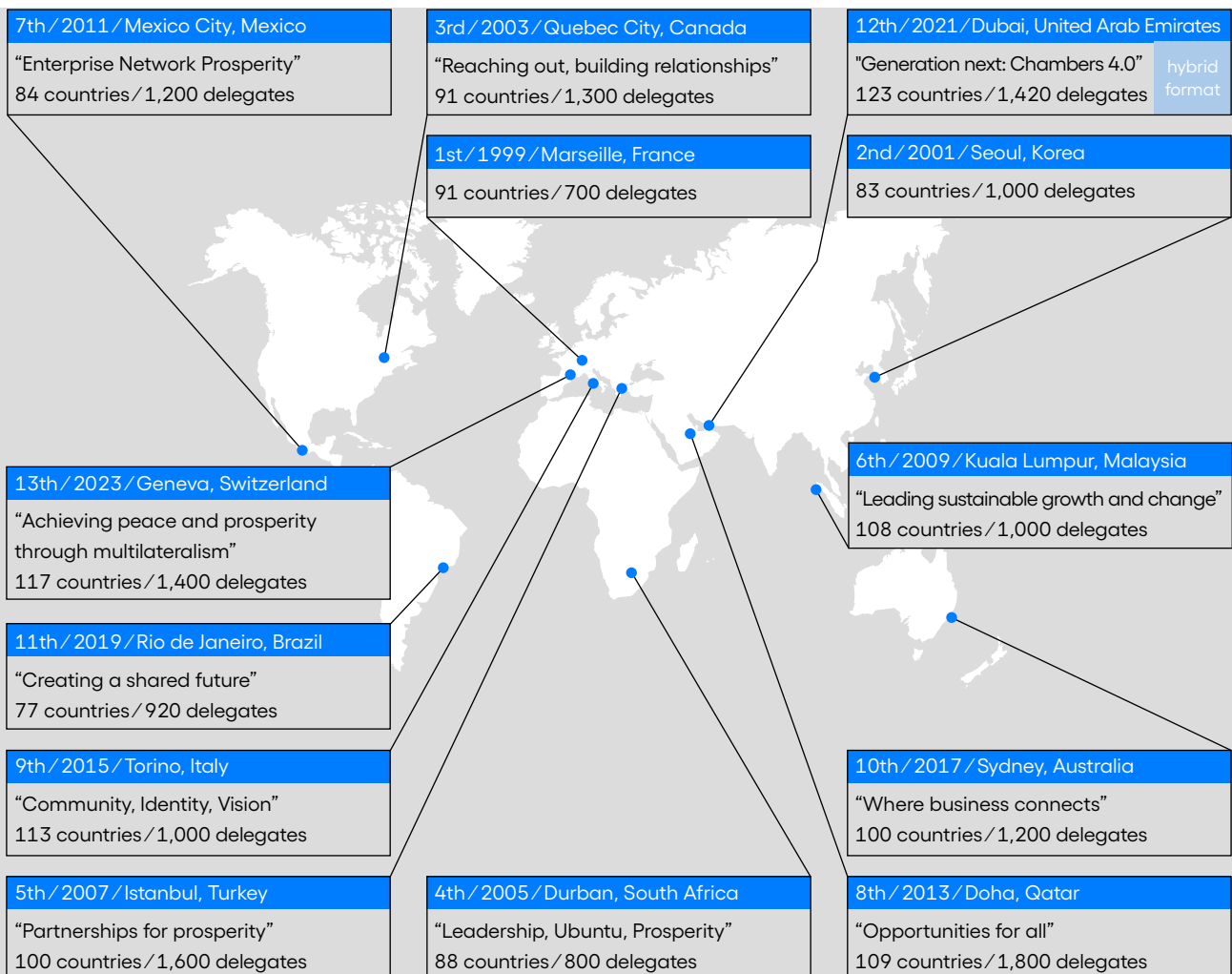


Purpose of the Congress

In organising the Congress, it is important to always remember the key objectives and roles of the event and to identify the client base who should attend. The objectives of the Congress are to:

- Enhance networking opportunities and peer interaction
- Promote understanding and cooperation throughout the chamber community
- Provide a dynamic venue for exchanging ideas, best practices and innovation among chambers
- Conduct educational sessions and workshops to bridge expertise gaps
- Address the key international business issues challenging chambers and their members locally
- Inform delegates on the objectives and activities of ICC and WCF
- Act as a catalyst for chambers to share thoughts on what tools and solutions could be developed globally to strengthen the chamber network.

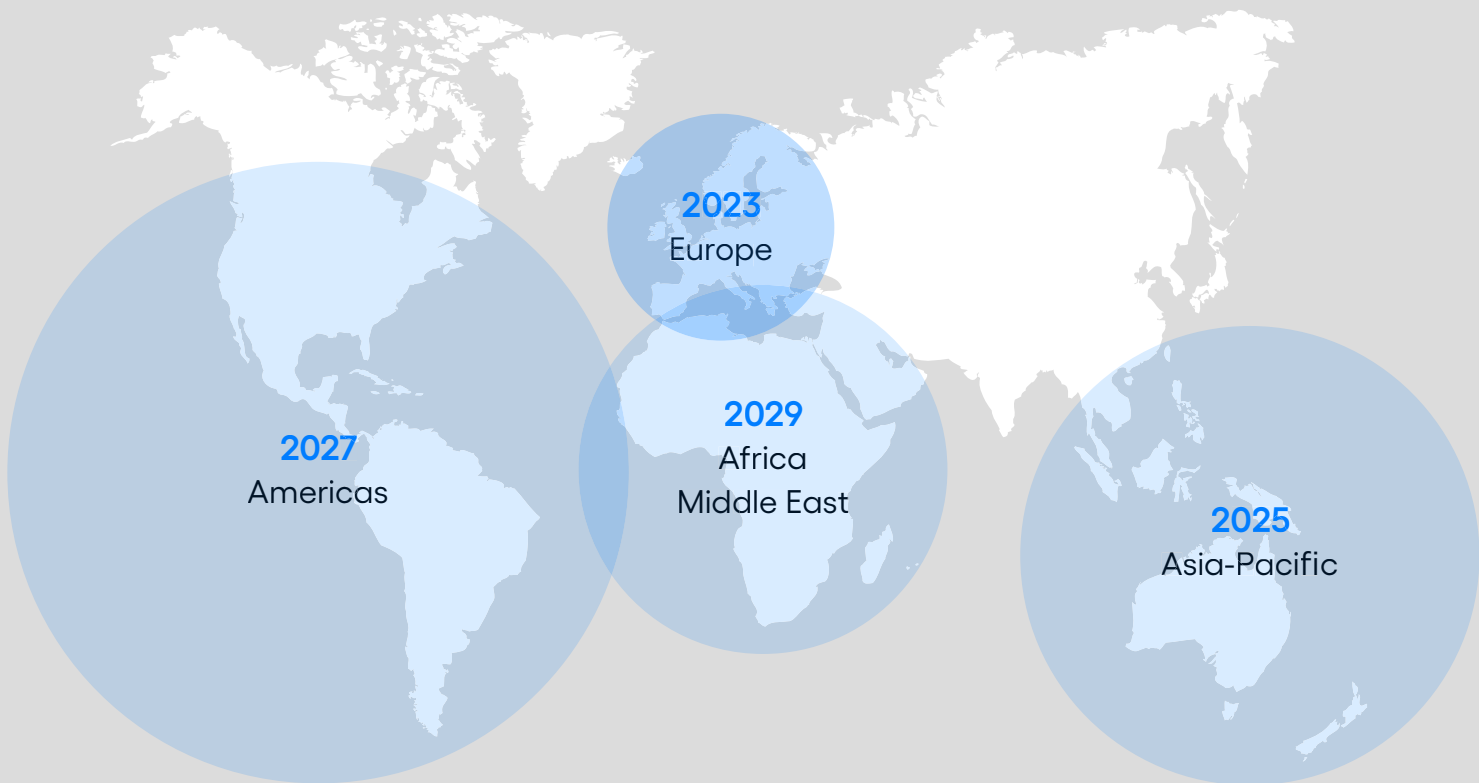
The Congress brings to life three key concepts: networking, empowerment and service.





Rotation policy

To provide equal opportunity to all chambers, the location of the Congress changes every two years and rotates between continents on an eight-year cycle.



Date, duration and timing

The three-day World Chambers Congress is generally held in June to minimise conflicting dates with existing regional chamber conferences. The Congress runs from 9am to 6 pm. Our three-day social activities kick off with a Welcome reception on day one and conclude with a Gala dinner on the final day of the event. WCF may consider an alternate planning request, but you must submit specific reasons with your bid.

Programme and speakers

Every Congress should be built around a theme. This brief sentence needs to capture the essence of the Congress you wish to propose. For example, a previous Congress co-organiser used the slogan “Where Business Connects”.

Topics for the Congress are identified by WCF through ongoing research and work with our global network of chambers and not-for-profit organisations. Feedback from delegates of past Congresses also plays an essential role in the evolution of the Congress programme. If there are subjects relevant to your region that will help your chamber attract local delegates, these should be noted in your presentation and bid document. While the final decision of the theme and topics rests with WCF. You are expected to contribute throughout the programme's development and speaker selection process.

You are also encouraged to identify potential speakers from your network who can participate in the Congress. Ideally, your chamber should confirm the involvement of three to five keynote speakers early in the planning process. This will be positively considered when evaluating your bid.

Some examples of past high calibre keynote speakers include Pamela Coke-Hamilton, Executive Director of the International Trade Center; Ngozi Okonjo-Iweala, Director General of the World Trade Organisation; Peter Brabeck-Letmathe, Chairman-Emeritus of Nestlé, United States Secretary of State Madeleine Albright; Coca-Cola Chairman and CEO Muhtar Kent; South African President Thabo Mbeki; and 2006 Nobel Peace Prize winner Muhammad Yunus. Please note that the head of state of your country is expected to be part of the event. Typically, she or he is present during the opening ceremony to welcome Congress delegates.



You are encouraged to identify potential speakers from your network that can participate in the Congress

Benefits

Chamber benefits

On average, the Congress welcomes over 1,000 delegates, from more than 100 countries. Delegates include chamber leaders, representatives of international organisations, business leaders from large corporations, SMEs, as well as high-profile speakers and sponsors. This makes co-organising the Congress an exceptionally beneficial undertaking. Chamber presidents and other high-level officials have the chance to welcome and address an international business audience and proactively lead and participate in activities across our three-day programme.

Co-organising a Congress has a number of advantages. Your chamber can expect to receive significant international exposure in greeting influential delegates and strengthening bilateral ties with other nations. The event also has the potential to generate substantial revenue. For example, this can include 50% of the total gained from registration fees, revenues from exhibitors and local sponsorship, as well as others. For more information regarding the financial arrangements of the Congress, please refer to page 16.

Co-organising the Congress
is an exceptionally beneficial
undertaking



Local benefits

The Congress opens doors to a variety of international business opportunities. For example, your chamber will have the ability to positively stimulate the local economy by showcasing your city and/or region to our Congress delegates. With the coming of the event, there will be an increased demand for hotel bookings, taxis and restaurant reservations. Additionally, the event allows your chamber to maximise its public relations activities. The benefits of the Congress are long-lasting, carrying over even after the event. This is ideal for local businesses to create established and meaningful links with other enterprises from around the world.

Tip

The Congress has been held every two years in a different city of the world: Seoul, Quebec City, Durban, Istanbul, Kuala Lumpur, Mexico City, Doha, Torino, Sydney, Rio de Janeiro, Dubai and Geneva.

Have a look at the success factors for past Congresses to source inspiration.



Bidding process

Timeline in bid year (three years before Congress)



1 March

Send your letter of interest

To bid for the Congress, your chamber's letter of interest should be sent to our WCF Chair by 1 March. This letter demonstrates your chamber's strong intentions to proceed with the bidding process and formalises your bid. The letter may also outline key strengths and ideas as to how your bid differentiates itself from the other candidates.

The letter may also outline key strengths and ideas as to how your bid differentiates itself



July / August

Questionnaire

Following the submission of your letter of interest, you will receive a questionnaire to fill out. Your responses will enable the jury to better understand your involvement with ICC and WCF and help determine a winning candidate.



Letter of commitment

You must sign the letter of commitment to continue your bid.

By signing, you confirm:

- Your responsibility for all contractual and financial engagements of the Congress organisation
- That you will adhere to all ICC and WCF rules if chosen by the jury

For more information, please refer to pages 16 and 20.



September / October

Bid book

Circulation of the bid book to jury members.



Who is in on the jury?

ICC Secretary General
ICC Chairman
ICC First Vice Chair
WCF Chair
WCF Deputy Chair
WCF General Council members



October/November

Live presentation

WCF Chairman determines the order and duration of each bid presentation, which to be made during one of our WCF General Council meetings. The time allowed for presentations is usually ten minutes per candidate. The remaining time is used for questions by the jury members to learn more about your chamber, bid and destination. Should you like, your chamber may be accompanied by a delegation of up to ten relevant stakeholders in your chamber' bid. However, only one person from the delegation will be able to present your chamber's bid during the live presentations.



Finalising the bid book

If necessary, WCF will circulate some supplementary notes to respond to jury members' questions made during the presentation.

Tip

WCF can send you a template for the Congress Agreement in advance. This preview may provide insight to help your chamber impress the jury.



November/December

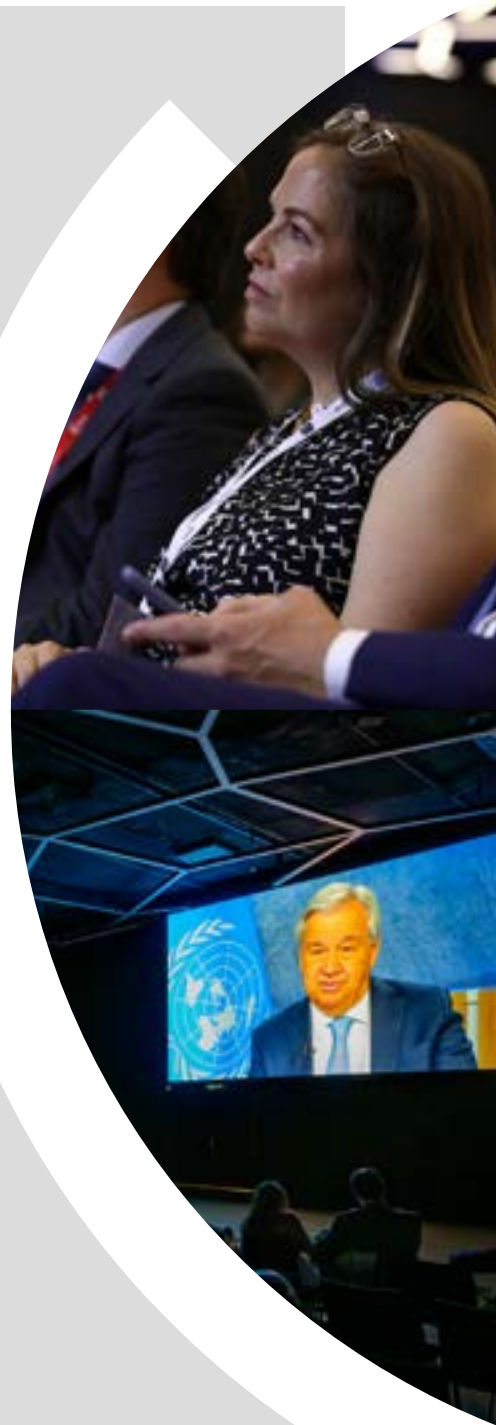
Final decision and announcement

The jury uses an online voting platform to select the winning candidate. The WCF Chair will announce the result by telephone to each of the bidding chambers. WCF will also send a formal letter to all bidding participants to officially announce the winning chamber.



Sign the agreement

Within three months of the jury's final decision, ICC and the winning chamber will sign the Congress Agreement. The signed agreement is a legally binding document between your chamber and ICC. It clearly defines the conditions of cooperation between your chamber and ICC in the organisation and management of the Congress. For more information, please refer to page 15.



Site inspection

A site inspection must take place before your live presentation at the very latest. This allows WCF to learn more about your candidacy and meet the local organising committee (LOC) and chamber team. WCF can help you develop and improve your bid—as well as verify available facilities and services, such as venues, hotels, transportation options, etc. This conversation can be discussed during the site inspection.

All organisation and financial costs of the site inspection must be covered by your chamber. Two persons from the ICC WCF Congress team will attend this visit. You may also be required to organise site visits for the WCF Chairmanship before and after the bidding process. Local convention bureaus may also assist with site visits. If your chamber wins the bid, two persons of the ICC WCF Congress team will visit at least one time—for approximately three days—before the event to work with your LOC to ensure smooth planning and organisation.

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The ICC WCF Congress team:

- Verifies the logistics of the city, Congress venue and key hotels
- Learns about your city from a business and tourism perspective to help implement programmes and other activities for delegates
- Explains detailed aspects of the Congress, such as your specific roles and responsibilities; sponsorship; promotion; programme
- Discusses how WCF can support your chamber during discussions with your government, businesses, as well as local and national chambers development; transport; visas and other essential details

If necessary, WCF is available to meet potential sponsors, government officials and national chamber officers



How we work together

Division of work

As the Congress is a co-organised event, all work is divided between WCF and the winning chamber. WCF is responsible for the programme, speakers and all international promotion and your chamber is in charge of all logistics, event production as well as local and national promotion of the event.

Working with the ICC WCF Congress team

During the two years that you will be co-organising the Congress, both your LOC and WCF will work very closely to ensure a successful and professional event is produced, as well as a smooth and well-managed collaboration process.

As previously stated, each team will have specific and clearly defined roles and responsibilities. The full details of the tasks are listed in the Congress Agreement. For an example of how functions can be divided, please refer to page 21.

Additionally, it is essential to designate a project manager to head your Congress planning activities. This person will be WCF's main point of contact. We recommend that you appoint this person early in the preparation process. They can help your chamber to:

- Anticipate solutions for future obstacles
- Perform effective planning strategies
- Execute tasks timely
- Correctly divide or delegate tasks
- Ensure close collaboration with the WCF Congress team



The Project Manager is the main point of contact for your chamber

Tip

Choose your Project Manager in the first week of your bidding year if possible. This person plays a vital role in the success and outcome of your bid. Choose someone who pays careful attention to detail and has good people skills as there is a lot of coordination and follow-up.

Financial arrangements

Expenses

The expenses for organising the various activities of the Congress are shared by ICC, WCF and your chamber. The division of expenses is based on the responsibilities as defined in the Congress Agreement. Please note that while WCF and your chamber have separate budgets, all expense information relating to the Congress must be shared in its entirety for complete reciprocal transparency.

Revenues

	Your chamber	WCF
Registration fees	50%	50%
National and local sponsorship	100%	
International sponsorship		100%
Exhibition	100%	
Companion registration	100%	
Business programme	100%	
Hotel and tour registration	Commission	



Code of conduct

Article 1

All parties of the bidding process will conduct their activities in respect of basic ethical principles. This includes honesty, integrity, responsibility, trustworthiness, fairness and transparency.

Article 2

The parties of the bidding process-and their representatives-will not directly or indirectly solicit, accept or offer any form of remuneration, commission or any other form of benefit or service, connected with the organisation of the World Chambers Congress. Only gifts of nominal value in accordance with existing local customs or gifts seen as having symbolic or incidental value may be given or accepted by the parties during the bidding process. All gifts given will not influence the bidding process in any way. Bidding candidates wishing to provide materials, organise events or activities as part of their bid promotion will coordinate and receive approval of such activities by WCF. However, no events or activities may be organised on the occasion of the live presentation for transparency purposes.

Article 3

Parties of the bidding process will see to it that the principles and rules expressed in the World Chambers Congress bidding guidelines, and in the present code, are applied.

Article 4

Parties involved in the bidding process will inform ICC of any breach to this code and the World Chambers Congress bidding guidelines. They will respect the rule of confidentiality and will not disclose any information entrusted to them in confidence.

Article 5

Each bidding candidate will-in all circumstances and at all times-respect ICC, WCF and all fellow bidding candidates. Candidates must not express prejudice or make any comment or commit acts that may damage the image or reputation of another candidate.

Article 6

The bidding candidates will refrain from collaborating or colluding with any other candidates or any other third parties with the purpose to unfairly influencing the outcome of the bidding process.

Article 7

The Congress jury will deliver its decision independently with the sole interest of the World Chambers Congress in mind. Jury members will neither give nor accept any instructions to vote. They must not influence the process in any manner.

Article 8

The Congress jury is required to declare any information that could give rise to a conflict. Jury members should not offer advice to bidding candidates. All inquiries will be referred to the appropriate member of the WCF Congress team, should bidding candidates have specific questions.

Article 9

Members of the WCF General Council who are also part of a bidding chamber are ineligible to vote and will not receive bid books from other bidding candidates. Judges from the same country of a bidding chamber are also ineligible to vote, though may receive the bid book and provide feedback.

Annex 2: Example of jury evaluation

Site inspection evaluation

Co-organiser chamber suitability score:	Excellent	Good	Average	Poor
Chamber's previous involvement with ICC WCF and its activities				
Chamber's previous participation and knowledge of the Congress				
Chamber team's size, suitability and availability				
Chamber team experience in hosting and organizing similar events				
Chamber team experience working with international organisations				
Chamber organizing committee suitability and strength				
Chamber team's ability to communicate in English				
Local, State and national government support				
Opportunities for participation by chambers from LDCs (Least Developed Countries)				
National chamber support				
Chamber's financial situation (to our knowledge)				
Chamber activity and network in the region				
Comments—co-organiser chamber suitability				

Budget and funding score:	Excellent	Good	Average	Poor
Proposed budget for the congress				
Sponsorship and partnership options				
Government assistance options				
Registration price ranges—suitable for the congress audience				
Comments—budget and funding				

Congress venue/convention center score:	Excellent	Good	Average	Poor
Convention center accessibility and suitability				
Opening hours				
Floor plan of building				
Necessary rooms for sessions and well located				
Meeting rooms with natural daylight				
Air conditioning				
Blackout facilities				
Soundproof				
Plenary room capacity and flexibility				
Breakout session rooms capacity and flexibility				
Location and size of exhibition area				
Food and beverage service areas, restrooms				
Food and beverage capabilities during event?				
External catering possible?				
Office space for congress secretariat + wcf chairman and icc chairmanship and executives				
Wi-fi for organizers				
Wi-fi for delegates				
Wi-fi in exhibition area				
Storage areas and policies				
Signage options				
Green/sustainable events solutions				
Comments—congress venue/convention centre				

Accommodation score:	Excellent	Good	Average	Poor
Proximity to congress venue				
Proximity to city center				
Various prices: 5, 4, 3, 2 star				
Date, number, types of rooms available for block.				
Scheduled renovations or constructions				

Policies: cancellations, complimentary rooms, group rate, reservation cut-off date, reservation method preferred				
Possibility of hosting meetings (governing body)				
Congress hq hotel recommendation:				
(l) greeting and service upon arrival				
(li) condition of public areas, space for briefing breakfast meetings				
(lii) number of restaurants, hours of operation				
(liv) business centre hours of operation and cost				

Accommodation	Excellent	Good	Average	Poor
(V) conflicting event in hotel on the same date				
(Vi) availability and cost of wifi				
(Vii) room service hours of operation				
(Viii) proximity of parking space				

Comments—accommodation

Programme score:	Excellent	Good	Average	Poor
Proposed dates to hold the congress				
Congress theme ideas				
Congress topic ideas				
Confirmed participation of head of state				
Access to keynote and “star” speaker				
Business programme ideas				
Evening/social activities ideas				
Companion programme ideas				
Pre and post tour options, tourist attractions				
Ideas for the exhibition area				

Comments—programme

Logistics score:	Excellent	Good	Average	Poor
Co-organiser chamber need of a professional congress organizer's (pco) expertise				
Hybrid format capacity				
Registration procedures				
Preferred airline agreement				
Visa procedures and support from the immigration department and the chamber				
Are there any country-specific guidelines in terms of shipping materials?				

Comments—logistics

Accessibility/transportation score:	Excellent	Good	Average	Poor
Arrival and departure at international airport				
Customs and passport clearance				
Travel options—accessibility to the city (airlines etc)				
Airport proximity to congress hotels and venue				
Citywide support services (taxis, shuttles)				
Proximity of congress hotels to restaurants and shopping				
Conflicting events in city during the event				

Comments—accessibility/transportation

Marketing and communication score:	Excellent	Good	Average	Poor
New ideas to market the congress				
New media components (social media and digital communication)				
Communications plan				
Public relations contacts in the region				
Programs to attract new delegates to the congress				
National/local database				

Comments—marketing and communication

Other score:	Excellent	Good	Average	Poor
Congress leaving a legacy in city/region/country				
Political and economic stability in the region				
Security in the region				
Plan of events in the region around the congress timeframe				

Comments

Frequently asked questions

1

Q: What should be my first task?

A: Refer to the tip mentioned on page 15.

2

Q: How many delegates typically come to a Congress?

A: Refer to the section entitled "Purpose of the Congress" on page 7.

3

Q: What are my main deadlines?

A: Refer to the bidding process timeline on pages 12 and 13.

4

Q: What is required for the site inspection?

A: Refer to the dedicated section on page 14.

5

Q: When can my chamber participate in a bid?

A: Refer to our rotation policy on page 8.

6

Q: Does my chamber need to be a WCF member to bid?

A: Yes, it is necessary to be a WCF member.

7

Q: Can I see a good example of a Congress before the bidding process?

A: The best way to understand the Congress experience is by attending the next edition. For more details, refer to page 8.

8

Q: What should I present first in my live presentation?

A: Refer to the dedicate section on page 13 and the chart on page 18.

9

Q: How are tasks divided between WCF and my chamber?

A: Refer to the section titled "How we work together" on page 15



Notes



About the International Chamber of Commerce

The International Chamber of Commerce (ICC) is the institutional representative of more than 45 million companies in over 100 countries. ICC's core mission is to make business work for everyone, every day, everywhere. Through a unique mix of advocacy, solutions and standard setting, we promote international trade, responsible business conduct and a global approach to regulation, in addition to providing market-leading dispute resolution services. Our members include many of the world's leading companies, SMEs, business associations and local chambers of commerce.

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About the World Chambers Federation

The World Chambers Federation (WCF) is the forum that connects chambers across borders, creating a better environment for business and MSMEs, and driving prosperity and opportunity for all.

WCF is ICC's unique and truly global forum connecting, leading and inspiring the global network of chambers and their respective business communities. As well as strengthening links among chambers, WCF also helps individual chambers become more productive.

We work for and with chambers through our shared principles—Collaboration, Pioneering, Innovation, Learning, Teamwork and Trust.

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